

THE Answer Ltd.



Comms that make the complex compelling

Credentials

January 2022

Introducing TheAnswer Ltd

At TheAnswer Ltd, we offer a full service communications package which can be comprehensive or tailored to your needs.

Director Catherine Dhanjal and her team specialise in working with organisations in regulated and complex industries, where sensitivity and a sophisticated approach are paramount.

We work with organisations across the world from our Bristol base, including [DAFNI](#) (UK platform for infrastructure research, modelling & analysis); [Sestini & Co Group](#) (tax consultancy, pensions administration, accountancy), [Castellanos](#) (intellectual property firm in Colombia), [FICPI](#) (International Federation of Intellectual Property Attorneys), [Hawkins Insolvency](#) (UK-wide insolvency practitioner).

Your contact:

TheAnswer Ltd's Director, Catherine Dhanjal

Prior to setting up TheAnswer Ltd in 2003, Catherine was associate director at Portfolio Communications, a medium sized business to business technology PR agency in Covent Garden.

About Catherine:

- A seasoned PR and marketing professional
- Over 25 years of experience in journalism, PR and marketing
- Focus on technology, professional services and complex ideas
- Specialisms: journalistic writing of press releases, articles, case studies, white papers, and more; editing; media outreach; media training.
- Holds a Masters Degree in Strategic Communication, plus a post graduate level qualification in public relations: DipCAM(PR)
- Catherine has extensive experience of working with clients with complex messages since her early career in Lloyd's Register Quality Assurance where she advised clients of their obligations under EU directives relating to CE marking.
- Eight years as managing editor of Multimedia Information & Technology Journal
- Six years as managing editor of Jinfo, a subscription site for information professionals
- During 2021 edited a University of Oxford open learning course on sustainable infrastructure development and climate change
- Currently editor of The FICPI Journal, for intellectual property attorneys
- In the charity space, works with TheAnswer Ltd client: Brain Tumour Support; and is a volunteer and trustee with Keynsham & District Talking Newspaper for the Blind.



Additional services offered

- PR and media relations (drafting and distributing press releases, arranging interviews, drafting and placing articles). Attaining coverage online, in print, on radio, in national newspapers - example [here](#), industry and trade press – example [here](#), local media - example [here](#) and [here](#)
- Case study writing (example [here](#) and [here](#))
- Drafting award entries (example [here](#))
- Secure speaker slots at conferences, seminars etc
- Social media management (LinkedIn, Twitter, Facebook, Instagram, etc)
- Blogging (examples [here](#), [here](#) and [here](#))
- Website copy writing (examples [here](#) and [here](#))
- Website updates (example [here](#))
- AdWords writing
- Branding (logos, names)
- Writing marketing campaign emails
- Writing e-newsletters (and designing in Mailchimp, if required) (example [here](#))
- Writing white papers
- Writing and designing adverts (example [here](#))
- Writing and designing brochures and leaflets (example [here](#))
- Negotiating best rates for advert placement, exhibition attendance, etc.

Fee structure:

For retainers we work on an initial four-month contract followed by ongoing work with a two month notice period. We invoice on the first day of work for payment on strictly 21 days, then monthly thereafter. We develop a package of 'deliverables' to be carried out within that period. Our typical retainer fees are from £1,500 pcm.

Our typical project fee is £3,000 and encompasses a bounded set of goals and associated activities.

Travel within Bristol/Bath/Somerset; emails; phone calls; our use of our media databases is included in our fees. Any other expenses discussed in advance. We will use our media knowledge plus our subscription to media database AgilityPR to target relevant media.

We review our fees on an annual basis.

Testimonials are available on our website www.theanswer.ltd and we can connect you with clients for direct references on request.

Our ideal partnerships:

Our ideal clients are business focused, energetic, and marketing savvy; keen to work together in a partnership approach to attain distinct goals.

TheAnswer Ltd,
Bristol Bath Science Park,
Dirac Crescent,
Emersons Green,
Bristol,
BS16 7FR

Tel: 0800 998 7990 or 0794 166 9925
E: Catherine.dhanjal@theanswer.ltd