



UK integrated consultancy Elemental Communications launches website with online PR

Elemental Communications, November 04, 2005

URL: <http://www.pr9.net/business/marketing/2884november.html>

UK-based Elemental PR has rebranded as Elemental Communications <http://www.elementalcomms.co.uk> launching a new website using online PR.

PR9.NET November 04, 2005 - Tim Gibbon, director at Elemental Communications explains, "The reason for the rebrand is simple, we have been delivering integrated communications, public relations and media services since the consultancy was launched in 2001. We were certainly early adopters and often have consulted for other advertising, marketing and PR agencies in addition for the clients we work with.

Elemental Communications either implement strategy and/or carry out production work for our clients to ensure they embrace direct and digital channels, especially when so many campaigns now return to the bosom of the Web and use related technology. Using the Web and technology as a driver or enabler is what we do, whilst courting traditional media and is what really separates us from our peers."

"Our previous brand restricted us in that there is much experience knowledge and skills that were being overlooked not only within the industry, but even the media to a degree. More than anything it is the poison chalice public relations element that holds very little credibility which was associated with the old brand that held us back. The first of three phases of the rebrand has gone extremely well. We now have achieved what we wanted to, and picked up some new account wins in the process," continues Gibbon.

The rebrand, including corporate ID and website is delivered by on-IDLE <http://www.on-idle.com>, designers for sites such as The City Swiss Club, The New West End Company and The London College of Communication and the forthcoming redeveloped The Variety Club, The Elemental Communications website and Intranet has undergone user-centred design (UCD) (accessibility and usability) testing by West Midland-based specialists User-Lab <http://www.user-lab.com>.

The Elemental Communications website will undergo reviews during design, development and testing through UCD stages to enhance its performance after its official launch (04 November 2005) for its second and third phases.

Rachel Hawkes, account director at Elemental Communications comments, "The site enables us to connect with our audience more intimately and consult on a more personal level for our clients. We are now even more time efficient, and with the phase two and three on the way, we have some great touches ahead that will further boost the brands we represent."

WebtraffIQ <http://www.webtraffiq.com>, the web analytics agency is being used to monitor and measure the Elemental Communications website, to report the impact of the website launch off and online.

"We are thankful to on-IDLE for delivering a great Elemental Communications site that reflects the great work that we and our clients deliver. We are now able to use the most crucial medium to its best ability - by communicating our brand via a strong web presence," concludes Gibbon.

###

About on-IDLE

on-IDLE <http://www.on-idle.com> is a multi-lingual web design and development agency based in England, London, UK

About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

Phone: 0870 745 9292
FAX: 0870 745 9293
Website: <http://www.elementalcomms.co.uk>
E-Mail: mediacentre@elementalcomms.co.uk

Address: Second Floor, 145 -157 St John Street,
London, EC1V 4PY, England, UK

[PR9.NET - Your Free Press Release Service](#)