

**Elemental Communications Press Release:**

**Title: Elemental PR rebrands**  
**Date: 04 November 2005, London, UK**  
**Author: Rachel Hawkes, Account Director, Elemental PR**

**04 November 2005, London, UK**

**Communications and media consultancy Elemental PR rebrands**

**Communications and media consultancy Elemental PR rebrands as Elemental Communications launching a new website**

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

[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 [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](#).

----Ends----

----Notes to editors----

The [Elemental Communications website](#) first phase includes the following features:

- A fully interactive media centre (also known as press centre, Internet press centre or online press centre) for journalists and reporters.
- Cascading Style Sheet (CSS) driven Content Management System (CMS) allowing easy and quick update of content.
- Download and access to documentation e.g. biographies, case studies, press releases and profiles.
- Download, access and use of creative images such as logos and photographs.
- The Elemental Communications portfolio consisting of case studies of past and current consultancy and production work; including work from Elemental PR.

[Click on Media Alerts](#) to register to receive forthcoming news from Elemental Communications and its [clients](#).

This press release is available in [PDF, plain text and Word formats in the Media Centre](#). Photographs are available of the Elemental Communications team [in the Images section](#).

The media spokespeople for Elemental Communications are [Tim Gibbon, founder and director](#) and [Rachel Hawkes, account director](#).

**About Elemental Communications**  
<http://www.elementalcomms.co.uk>

Elemental Communications [launched in October 2005](#). The consultancy is the product of Elemental PR an integrated PR consultancy, which was founded by [Tim Gibbon](#) in 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.

Integrating communications is pivotal to the way Elemental Communications conducts itself, and is what sets it apart from other agencies and consultancies. As specialists in communications, public relations, advertising and marketing agencies often consult Elemental Communications for its expertise and knowledge.

Elemental Communications work with a [range of clients](#), which operate within a variety of industries and sectors. Whether it is computing, design and development, Internet, IT, law, technology, digital and traditional marketing, it all comes back to communication - and that is what Elemental Communications excels at.

---Contact---

Elemental Communications

[Rachel Hawkes](#)

Account Director, Elemental Communications

Email: [mediacentre@elementalcomms.co.uk](mailto:mediacentre@elementalcomms.co.uk)

Telephone: +44 (0) 870 745 9292

Mobile: +44 (0) 776 665 1244

Fax: +44 (0) 870 745 9293

Website: <http://www.elementalcomms.co.uk>

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

#####