



WHO WE ARE

Lucid is a company of like-minded professionals, with well-matched skills and experience in developing and delivering effective PR, communications and marketing. Based in Inverness and Glasgow, our backgrounds vary from public and media relations, through internal, external and specialised government communications to advertising, sales, events and commercial management. We are equally at home with business, consumer or general public campaigns, from the private or public sectors, and we can manage every aspect, from strategy development to implementation and results measurement.

WHAT WE DO

We help you achieve your business objectives by ensuring that the vital communications aspects of your work do their job. We do this for our public sector agency clients, commercial businesses in sectors from information technology to energy, and also voluntary and charitable organisations. To this end, we devise and run influential public relations activity, impactful design and content for web and print media, penetrating advertising and sales activity, and memorable events. Often, these approaches are used in combination for compound effects.

WHY WE ARE GOOD AT IT

We work to not only understand the communications challenge but also its relevance to your business aims, and the nature of your target audiences or customers. Then we work with you to devise and deliver the best, integrated solutions. Yardsticks for success are agreed also, so that communications activity 'milestones' and outcomes ensure strong focus and clear measures. Our team's know-how, from direct experience in corporate communications, commercial business development and the media, defines our success and yours.

FOUR QUESTIONS

At the heart of all communications, there needs to be the answers to four key questions: what do you want to say, who to, how do you need to say it, and when?

Lucid ensures our clients have those answers by applying our creativity, pragmatism and connections through the following services:



Brand Management

Brand Management – many people confuse the word brand with the word logo. It's about more than that, and if you want to get the right messages across to the right audiences, we can help.



Strategic Planning

Strategic Planning – it's not unusual for a company to hire a PR company, marketing company, website company, designers, and many other types of suppliers, to work on delivering their communications. The lack of integration and strategic planning which is linked to a company's wider goals, can doom these communications to patchy and poor results. Lucid makes sense of it all, providing efficiency and effectiveness.



Public Relations

Public Relations – we believe in targeted and evaluated PR communications. We have extensive links with press, broadcast, trade and online media outlets and use them to provide PR campaigns which are planned, focused, and of course, lucid. From music festivals to renewable energy companies, we have delivered PR communications with impact in the UK, USA, South America, and Europe.



Events

Events – from private dinners for small groups of company directors and conference hosting, to full concerts in theatres and bespoke events, we provide expertise, organisation and planning.



Marketing

Marketing – our marketing expertise comes from private and public sector knowledge of UK and international markets. From anti-drug helplines and energy industry PR, to the marketing of clients like IT giant Fujitsu, Lucid's team has a proven track record.



Sales

Sales – this is where our pragmatism particularly comes to the fore. Our communications have got to help clients add value to their bottom line. We have the in-house expertise that can advise on producing business plans, corporate strategy, and profit & loss planning. We understand our clients want to see a return for their money – we can even help with the recruitment of sales forces, their training and introduction to markets.



Public Affairs

Public Affairs – increasingly it is important to know about relevant legislations passing through the Scottish, UK and European Parliaments. It is also necessary at times to ensure politicians hear about company successes, their aspirations or specific requirements for support. We make sure this happens.



Research

Research – understanding market responses, audience intentions, and customer potential are just some of the areas where Lucid can unearth market intelligence for our clients. We have considerable market research capability and have undertaken projects ranging from the viability for contact centres to Scottish preferences regarding UK legislation on Daylight Saving Time.

Call us, or visit our website, we can be Lucid together!

CONTACT US



T 01463 724577 | E info@lucidmessages.com



www.lucidmessages.com