

05<sup>TH</sup> July 2017



## CEDAR PARTNER WITH TWIST CONSULTANCY IN AN EMAIL COMMUNICATIONS PROJECT FOR REED SPECIALIST RECRUITMENT.

Reed Specialist Recruitment, a client of Cedar's digital customer experience team, invited them to pitch for a consultancy project focussed on developing an 'Email Communications Programme'. Its aim was to enable REED consultants to achieve a step-change in the effectiveness of their email communications. This was done through delivering an insight-led programme of email best practice and strategy.

Cedar, as experts in insight-led communication strategies, required an email specialist to add expert knowledge to the solution. After careful selection, they chose to partner with Twist Consultancy.

Working in collaboration, Cedar and Twist have defined and delivered a research-led strategy specific to the Reed Specialist Recruitment business, across a range of requirements including: content planning, email creation best practice, deliverability and maximising the value of reporting.

**Robin Barnes, Cedar's Digital Director said:** *'We needed to ensure that any partner maintained the credibility that Cedar had already established with RSR. It was immediately clear that Nick Crawford – Principal Consultant – provided this with his eCRM delivery experience, supported by his industry contributions and being an elected member of the DMA Email Council'*

**Jon Brooks, Head of Marketing, Reed Specialist Recruitment, said:** *'We are delighted to continue developing our relationship with the Cedar team. With their strong research-based approach, rigorous project management and strategic content expertise, they were the perfect choice to carry out the work.'*

*Twist Consultancy added an extra depth to the project, especially with Nicks experience in using email within a company structure with a large decentralised sales team. This ability to understand and work to our specific requirements was a real plus for us, we are pleased with the results.'*

To summarise, the project **Nick Crawford, Principal Consultant for Twist said:** *'Working in partnership with Cedar has been both a pleasure and a great opportunity to provide REED a business-wide review of their current process and approach to client and candidate relationship management. We have provided both immediate quick win developments, as well as a road map for ongoing sophistication of email as a key channel to prospect and grow clients.'*

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**CEDAR:** Cedar is a creative and commercial content agency with offices in London, Hong Kong and Cape Town. We help brands become effective and profitable media owners. Founded in 1973, the agency creates multi-media content strategies from big idea to execution; integrating magazines, websites, social media programmes, apps, events and integrated sales solutions.

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**TWIST:** Twist Consultancy is a direct marketing consultancy helping businesses better connect to people. We provide strategic consultancy, deliver resource via interim management, as well as agency partnerships supporting client delivery.

We'd love to discuss how we can help your business better connect to people, so please contact us:  
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