

# PRESS RELEASE



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## LCM starts work on new Hampshire Chamber of Commerce marketing with interactive Branding Workshop

Fareham-based strategic marketing and PR agency LCM made a strong start to their work in providing branding and communications for the emerging Hampshire Chamber of Commerce this week with an interactive brand workshop.

The convergence of three separate Chambers of Commerce – Southampton, Portsmouth & Fareham and North Hampshire – into one organisation in order to better serve the needs of businesses in the region meant there was a need to clearly communicate their goals and values to the business community. LCM won the contract to manage and deliver the work for Hampshire Chamber last month after demonstrating what the selection committee called “vision, passion and the “wow” factor”. The team are now hard at work delivering a creative marketing communications strategy to ensure the convergence is a success.

Over 60 individuals – including Chamber staff, directors and members - attended the workshop run by LCM in order to share ideas on the new organisation and ensure that the resulting brand reflected the essence of the Hampshire Chamber of Commerce. The collaborative approach to branding taken by LCM reflects the consultancy’s belief that it is vital to pinpoint the DNA of an organisation with a range of stakeholders before undertaking any branding or design work. It also demonstrates the Chamber’s commitment to working with businesses across Hampshire in order to better understand and support their needs.

Speaking after the event, LCM Managing Director Lizz Clarke stated:

“Today has been an inspiring day. All of us at LCM are proud to be working with the emerging Hampshire Chamber of Commerce on their launch, and we are committed to getting their brand and their service offering right for the business community. As a local Hampshire business, we have as much invested in their success as anyone, and we are certain that we can support them in their goal to provide competitive services for Hampshire businesses to support their ongoing success and growth in today’s challenging commercial environment.”

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**Words:** 319

**Image:** Lizz Clarke, Managing Director at LCM

**For further editorial information about this press release or LCM, please contact:**

George Roberts  
Marketing & Business Development Manager  
01329 825849  
[george@lcm.co.uk](mailto:george@lcm.co.uk)

#### **Notes to Editor**

LCM, based in Fareham, Hampshire, was established 1989 and offers all elements of the marketing function as a highly results driven company. Recognised as a proactive and strategically focused team, LCM consciously build relationships with their clients to ensure they gain more value from their marketing spend.

Their services include: strategy and planning, brand image, press and public relations, advertising, web and internet, internal communications, graphic design, promotional literature and event management. In addition to this, LCM also offers sales and marketing training.

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