

# RMM PR: New wins, hires and positioning

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## **With a pair of client wins and two new hires , RMM adopts a new agency model and moves into social media space.**

After 18 months in business RMM is staking its flag in the social media space where it is helping brands get involved in its audience's conversations.

Our focus is on social behaviour online in its broadest sense – conversations, debate, trading, networking, sharing and gaming, on blogs, websites, forums, virtual worlds, community sites and brand sites. We examine all of the elements that inform those conversations: content, tools, services and most excitingly the development of brand utility through building and evolving applications for clients.

The new positioning coincides with a series of new business wins including;

### **WWF**

RMM is developing plans for a campaign to promote WWF's carbon footprint calculator (<http://footprint.wwf.org.uk>). We've developed a portfolio of solutions; spreading both the risk and the reward within a number of activities, some tried and tested, some new and innovative.

### **CILT**

RMM is helping CILT, the National Centre for Languages, develop the framework for a website that will support the supplementary schools' community languages teaching and learning initiative. Key to this scheme's success will be facilitating collaboration and knowledge share amongst participants.

Sarah Cartwright, Programme Manager at CILT, said, "RMM has helped us develop a better understanding of how to create a platform that will foster online collaboration between supplementary and maintained sector schools. RMM have proved very approachable, good listeners and highly sensitive to the needs of the public sector. Their prompt and thoughtful advice to date has contributed to the rapid development of our concept of our website"

### **New hires**

To help them cope with the wave of new work RMM is pleased to announce two new hires;

Dr Dan O'Connor, Consultant. Dan's area of focus will be on modelling online social behaviour to provide a better understanding of why activities work and how we can replicate those successes in future campaigns.

Benjamin Bland, Junior Consultant. Ben's last role was at Boomerang Media where he was responsible for the design and launch of their new online business Magic Boomerang.

### **About RMM**

In the face of rapidly developing technologies and changing consumer behaviour, it can be challenging for marketers to understand the impact of digital on an effective communications mix. There are a myriad of choices and potential advisors, set against a backdrop of relentless trade press stories on what everyone else is doing.

Our approach and business model is based on providing neutral and independent advice. We remain current and up-to-date by consulting across a multitude of areas and by remaining independent from specific technical or channel solutions.

The directors of RMM have each been in marketing, digital and communications for over a decade, with successful track records with big brands and prominent agencies. We talk in plain English - subtracting from the process what is painful and superfluous, and adding what is relevant, refreshing and meaningful.

## **What we do**

Our services can be divided into three areas within digital: brand innovation, brand communications and coaching.

- Brand innovation: developing new products and services to meet new audience needs in the digital age
- Brand communications: developing and rolling out launch, seeding and marketing programmes online
- Coaching: providing skills, knowledge and trend-spotting support and training to clients

## **Background**

The partners in Ryan MacMillan first experienced the power of consumer activated campaigns when they were planning and managing the Sony BRAVIA 'Balls' and 'Paint' online amplification campaigns. The response these campaigns received online convinced Leo & Iain that there was a future in consumer generated and distributed media and that this could be best explored by working in the area of social media. The learnings gained from it formed part of the foundations for the methods now in use at RMM.

These methods have been used over the past 18 months to help clients explore and utilise social media including the planning of the Sony Blu-ray campaign and work for other clients including Sony Walkman, The WWF, Time Life and The Discovery Channel.

## **What is this agency model?**

Ryan MacMillan is a non-executional agency - we develop the strategic plans, create the briefs, find the suppliers and manage them - but we don't actually develop the creative or do the production in-house. We find the best partners for the job, depending on the client's individual requirements.

There is so much happening in online and we want to be free to provide our clients with unbiased advice so they can take advantage of the rapidly changing landscape. It's by being non-executional that we achieve the independence that has allowed us to explore some of the truly innovative areas of social media.

Because RMM doesn't develop the end product we're not precious about where the creative idea comes from. In our year and a half of operating we've found that the strongest ideas come from working collaboratively with the client and the partner agencies.

