



# GODS, MYTHS AND LEGENDS

## Mercury – marketing and communications specialists with a difference

In Roman mythology, Mercury was purported to be ‘the information messenger to the Gods’ or at least that is what we are told by national marketing and communications professional, Simon Taylor.

Taylor is the CEO of Mercury, a company that works for some of the UK’s leading brands and household names by helping them to communicate effectively with their own teams, customers and business prospects.

He has a reputation for dispelling the myth that marketing and communications is nothing more than a fluffy, optional extra. He has become renowned amongst his clients and those who turn to him for guidance and advice on how to help their businesses grow

stronger and prosper financially.

He says he and his team of highly skilled marketing and PR professionals are often the unsung heroes – hardworking people behind the scenes who help to position organisations in their unique spheres of work to win new orders and consolidate, capture and grow their market share.

Mercury attributes its success to being focused entirely on making sure that people know about their clients, communicating their stories to targeted audiences with carefully executed campaigns that raise awareness of their products and services.

Clever and creative advertising campaigns, carefully considered narrative for press articles

and award-winning marketing collateral such as newsletters, brochures and websites are often described as cutting edge by some of the clients represented by Mercury. They also write business winning/ defining PQQs, tenders and award bids – many of which have helped their clients to win PFM awards over the years.

Taylor believes that this is because those organisations truly understand what a difference targeted and thought-provoking marketing and communications activity can have on a business that is looking to grow.

“The most successful organisations that we collaborate with are those who view marketing and communications

as an investment to drive value and real business benefit, not a cost”, says Taylor.

“The more experienced and business savvy marketing and communications professionals understand the return generated from marketing and communications activity that is so closely linked to their business plan. That is why I am always confident enough to challenge business leaders to challenge me with a marketing and communications investment budget to see how much additional revenue we can generate together.”

Here at PFM, we have become very familiar with Mercury’s work over the years as they represent a number of clients who work directly in, or supply services to, the FM sector.

Mercury currently supports Premier Technical Services Group PLC (PTSG), a niche specialist service provider to the

FM industry and a company that has seen huge growth since it was formed in 2007 and floated on the London Stock Exchange in 2015.

Never one to pass up an opportunity to promote his clients, Taylor says that their CEO, Paul Teasdale, is one of the most focused, hardworking and business savvy individuals that he has ever worked with.

“PTSG is a fantastic business with an incredibly talented CEO and an equally gifted leadership team. They invest wisely in marketing and communications. We plan intricately and deliver decisively and I am delighted to be integrated in the business – it has been great to play an instrumental part in their brand journey and the associated successes. That said, the words and pictures have to be backed up by consistent and successful delivery and with more than 10,000 customers and in excess of 100,000 assets to care for that can be a challenge. However, PTSG do this exceptionally well and they are an absolute pleasure to work with.”

Taylor and his team were also behind many of the successes of Sewell Group helping to promote their hugely successful construction and FM business. He says that his biggest achievements there was helping the company to win more than £400m work of new business and supporting them in their rise to 7th in Times Top 100 Best Companies to Work For.

“If a business’ marketing and communications advisors are not adding financial value then something somewhere is amiss,” says Taylor. The main causes for this, he believes, include lack of strategic focus and direction, asking the wrong questions and a lack of understanding about



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*Simon Taylor, CEO of Mercury*

the activities that will make the biggest difference.

Nowadays, Mercury works extensively across the rail, contracting, energy, construction, engineering, FM and consumer sectors – also working for a growing list of retail outlets and shopping centres across the UK. The secret of their success, “creative, consistent and value-adding delivery,” says Taylor.

Integrated marketing and communications are fundamental to Mercury’s clients’ success and a growing part of that is social media – an area that the company has invested heavily in alongside its own dedicated web and photography business.

“Innovation creates value in my experience and we have had to be at the forefront of new ways of engaging with our clients’ customers. Social media in the right environment can have a hugely positive impact and our dedicated team of design

professional copywriters worked tirelessly in 2015 to deliver more the 1.2 million messages via various social and professional e-platforms. I was surprised to see how many people and organisations engage in this way nowadays and am pleased that our investment in this area has paid off for our clients.”

Looking to the future, Taylor says that Mercury will continue to challenge organisations not to accept conventional ways of engaging and communicating – advising business leaders to look for better and more impactful ways to drive their messages home.

He believes that too many organisations sit back and accept immeasurable mediocrity from inexperienced

and unfocused marketing and communications teams whose primary objective is to collect the pay cheque at the end of the month instead of focusing on making a real and financial difference to the people and organisations they serve. He knows what is important to businesses because he himself is a business leader and he looks for these important value-adding attributes in the people he employs.

So legend has it that Mercury was an important information messenger back in the day, but here in the real world his modern day namesake is certainly working hard to create an environment of clear, concise and controlled communication that Mercury’s design Gods would undoubtedly be impressed with. ■



**Simon Taylor, CEO of Mercury Group, who supports many of the UK’s leading companies**