



**Radical Moves**  
*Marketing and PR for broadcast and satellite industries*

# Profile



# Who we are

Founded in 2007, Radical Moves is a specialist marketing and PR agency covering media & entertainment and space & satcoms. With unrivalled expertise in these industries, we deliver cost-effective, yet high quality marketing and PR services, with a focus on delivering value, while being highly adaptable and flexible.

Thanks to our deep industry understanding and strong networks, we are able to proactively identify opportunities for our clients, advise on the trending topics, and create meaningful and engaging content on their behalf.

At the same time, we recognise that each client is different, both in terms of their goals, as well as their requirements. Some of our clients rely on us for their entire marketing activity, for others we are an extension of an in-house team. For all our clients, we go above and beyond to ensure success, and this is reflected by the long-term relationships we have built up.





# Media & Entertainment

From production and ingest, right through the media supply chain, to delivery and user experience, we have worked with clients from all parts of the media lifecycle. This means we not only understand the factors impacting each part of the chain, but we also have a holistic view of how these intertwine.



**Clients include:**



# Space & Satcoms

We have forged a unique place in the vibrant space & satcoms sector, working not only with vendors, but also some of the industry's influential trade associations. For example, having represented the Satcoms Innovation Group (SIG) for many years, our Managing Director, Helen Weedon, was asked to manage the group. This means that as well as having an excellent network, we have direct access to knowledge and insight from those at the sharp end of operations.



**Clients include:**



# Services

At Radical Moves, the way we work varies depending on the unique requirements of each client. We would work with you to plan your marketing and / or PR activity based on your needs and goals. The types of activity we can support you with include:

## Thought leadership:

- Planning, writing, and placing articles in relevant magazines.
- Proactively finding opportunities to comment in features.
- Writing blog posts for your own website (or others).
- Securing speaking positions.

## Brand awareness:

- Scheduling briefings with media and analysts.
- Writing and submitting award entries.
- Outlining opportunities for paid media activity where appropriate.

## Event support:

- Securing speaking positions
- Pre-show announcements.
- Social media campaigns.
- Media and analyst briefings.
- Writing and placing articles to appear in lead-up or event issues.
- Follow-up with media after the show.

## Digital Marketing:

- SEO / PPC.
- Supporting with website copy or uploading content to your website.
- Creating html emails and distributing to your lists (or organising paid campaigns with third parties)
- Social media management, including creation and management of social media campaigns.

## Longform content:

- Case studies (based either on written input or a call with you or the client).
- Whitepapers.
- Marketing collateral.

## Press releases:

- Writing and distributing press releases to our press lists.
- Tracking coverage.



# Who we work with



# Testimonials

“Radical Moves has been a part of Quadsat since the very beginning, ensuring we have the right exposure at the right time in the market. Radical Moves treats us with passion and commitment. To us, they are not an ‘external’ PR company, but rather, an integral part of the team.”

Joakim Espeland  
CEO, Quadsat

“We have worked with Radical Moves for over 17 years. Its understanding of strategic marketing and global PR strategies for high tech companies, while still being agile enough to individually care about customers make Radical Moves our preferred choice of agency.”

Michael Lantz  
CEO, Accedo

“SDA has recently established support from Radical Moves after having worked closely with Helen Weedon for a number of years in our relationship with the Satellite Interference Reduction Group. Helen has been able to transform our working processes and stimulate our press exposure allowing the SDA directors to focus on the role of developing the SDA core activities. Radical Moves provides us with an agile, independent and highly motivated partner that is able to deliver exactly what is required when it is needed.”

Mark Rawlins  
Space Data Association

“We started working with Radical Moves to increase our website content and we have been impressed by its knowledge and creativity so far. Its understanding of media software and solutions is second to none and we are pleased to have its marketing support as we continue to expand the company. We look forward to working with Helen and her team in the future.”

Jane Sung  
COO, Cinedeck