



RadicalMoves

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.

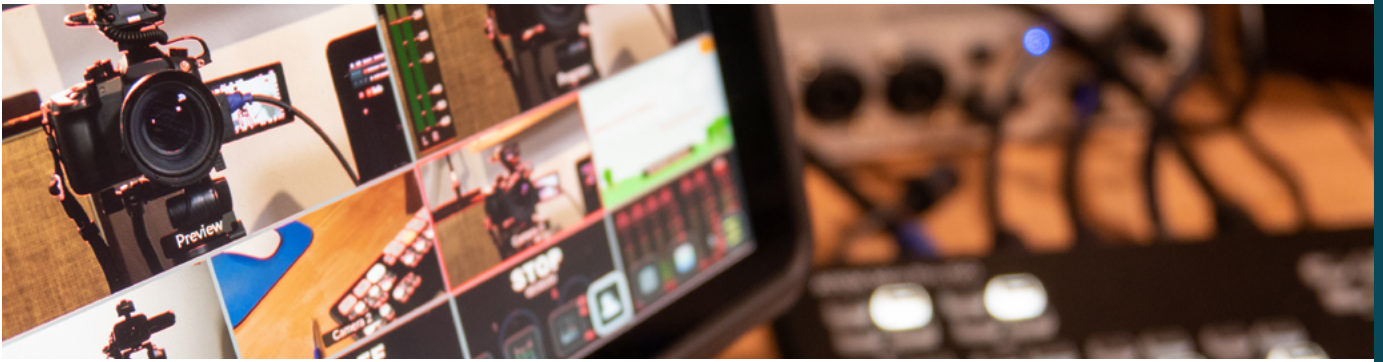
Thanks to our deep industry understanding and strong networks, we are able to proactively identify opportunities for our clients, advise on the trending topics, and create meaningful and engaging content on their behalf.

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 over years of working together.



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. We have had a front row seat to witness the evolution of the broadcasting business, and the dramatic shift in how content is consumed so we are well placed to help our clients tell their stories in the most effective way possible.



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. Through our work representing, and now managing, the Satcoms Innovation Group, for example, we have forged close relationships with those at the sharp end of the major satellite operators, as well as a number of manufacturers. This means that as well as having an excellent network, we have direct access to knowledge and insight from the people who work across all facets of the industry, every day. As with the media and entertainment sector, the satellite industry is undergoing fundamental change of its own, and we have the depth of understanding to convey your messages to your customers and potential customers.



Other Industries

Although we specialise in media and entertainment, space and satcoms, we also take on clients in adjacent industries. For example, the satcoms industry has taken much more of a defence focus of late, due to the unstable political situation. We can quickly pivot to accommodate a focus on other vertical markets and we have experience in defence, hospitality, maritime, energy, healthcare and aerospace.

Who we work with



The Team

Radical Moves is comprised of a talented and well-connected team that has decades of experience in PR and marketing and within the media and satellite and space industries. We each bring a unique perspective and skillset to our individual roles including strategy, writing, media relations, social media, brand positioning, digital marketing, event planning and graphic design. We are a small but mighty team that is highly flexible and always on hand to help.

We are:



Helen Weedon
Managing Director

Paul Weedon
Managing Director

Helen Reynolds
Account Manager

Sarah Thomas
Account Manager

Catrin Jones
Account Executive

Ros Woodcraft
Content Writer

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.

We take a completely tailored approach to how we work with our clients. Some need constant, all-round support, whereas other may need occasional work. We can integrate seamlessly into a marketing department and essentially act as an extension of this, or we can step in on a semi-regular basis. Whatever your requirements, we have the flexibility to meet them.

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.
- Social media – positioning your executives as thought leaders

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.

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.
- Stand design
- on-site event support

Brand awareness:

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

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.

Our Approach

Our team would work in tandem with your team. If you don't have a specific marketing department, we can fill any existing gaps, and we can also act as a support team whenever we are needed. We are extremely flexible and we know that plans and aims change. We strive to build a close relationship with our clients so that we can help them to adapt as needed. This also enables us to be very proactive and agile so that we can respond and identify the right opportunities for you.

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