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European
Consultancy
Report Card 2005
CNC
Communications &
Network Consulting
CNC – Corporate Consultancy of the Year

Corporate Consultancy of the Year

CNC

CNC was founded in 2001 as a management consultancy specializing in communications, working with clients on issues at the nexus between corporate strategy and reputation, focused on three main audiences; financial, political, and the general public. It has built up a team of senior counsellors with expertise that includes investor relations and financial communications, public affairs and social responsibility, employee communications and change management, led by Christoph Walther, who trained as a lawyer before becoming global head corporate communications at DaimlerChrysler, and partner Roland Klein, who was head of global communications and investor relations for Ericsson. For about half of its clients, CNC works directly with the CEO, and for many of them it works so closely with the senior leadership team that it has been called on to provide interim leadership for the in-house communications team and to help in the search for permanent in-house PR leadership.

Page 8, The Holmes Report, The European Consultancy Report Card 2005.

CNC
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For further information please visit our website: www.cnc-communications.com

CNC



Strategic reputation management counsel

One of the most common client complaints about public relations consultants is that they don't understand the harsh realities of life in a large corporation. That's a charge unlikely to be levelled at the principals of CNC. Christoph Walther trained as a lawyer before becoming global head of corporate communications at DaimlerChrysler, while partner Roland Klein worked as a financial journalist in Germany, the U.K., and the U.S. before joining the corporate PR staff at DaimlerChrysler and then going on the head global communications and investor relations for Ericsson. Together with a third principal, Siegmar Mosdorf, who was a member of the German Bundestag and parliamentary state secretary to the Federal Ministry for Economics and Technology, they form a high-powered leadership team with a depth of knowledge in business, politics. and media.

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Over the past 12 months, CNC has advised on a quarter of all major IPOs in Germany and has established itself as a major player in the M&A arena. On the corporate front, it provides counsel to Thomas Middelhoff, formerly of Bertelsmann, now CEO for retail company KarstadtQuelle and has advised Kabel Deutschland, formerly part of Deutsche Telekom, on political and financial communications. Other clients include DaimlerChrysler, EMI, Gazprom, GE, GPMA & GPWC (auto manufacturers involved in Formula One), Linde, and Vodafone.

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CNC now has 40 people working across wholly-owned offices in Berlin, London, Munich, and New York, with Moscow (led by former journalist Igor Reichlin) and Tokyo (led by Jochen Legewie, former head of global communications for Mitsubishi Motors) added over the past 12 months.

Page 83, The Holmes Report, The European Consultancy Report Card 2005.

If you like to contact us, you can find the details on the back.

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Frequently Asked Questions

How did you select your Consultancies of the Year?

We met with more than 80 of the firms included in this inaugural Report Card personally, sitting through credentials presentations and discussions about philosophy, culture, values, and strategy. In addition to those meetings we spoke with more than 100 clients and industry experts. In almost every case, we asked the individuals which firms they most respected.

We also took into consideration growth and industry recognition such as awards, with a heavy emphasis on our own SABRE Awards. which provide us with a unique insight into the way participating consultancies think.

Both historic positioning in a market-consistent leadership over time—and more recent accomplishments and performance were taken into consideration.

How were firms selected for inclusion in the Consultancy Report Card?

There are several criteria for inclusion.

One is size. We made every effort to include the largest pan-European agencies as well as the leaders in individual markets. Although reliable marketing rankings can be difficult to come by—Sarbanes-Oxley has caused the large, publicly-traded holding companies to withdraw their participation from any financial ranking—many of the local PR media or trade associations continue to produce rankings, and we drew on them extensively.

We also relied heavily on local trade associations, contacting member firms of all the major trade groups to invite their participation.

Awards were another indicator of quality, and we included many firms that had won awards in their local markets or in international competition, such as the International Public Relations Association's Golden World Awards. The Holmes Group had its first European SABRE Awards competition (we have run America's largest PR awards for almost two decades) in 2005, and the submissions provided us with a tremendous insight into the quality of participating firms.

Finally, we gave special consideration to members of the various international networks of independent public relations consultancies, on the grounds that these firms are particularly focused on the kinds of international clients to whom this Report Card is distributed.

Of course, we were dependent on the participation of the firms themselves. We contacted more than 350 firms to invite them to submit the detailed information we needed in order to create a thorough and accurate profile. Many of them failed to respond and several declined to participate.

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