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**WE BELIEVE THAT
 GREAT PR
 SHOULD OPEN MINDS
 AND OPEN DOORS**
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BRAND-BUILDING COMMS FOR WCID

Shining A Spotlight on White City Innovation District: London's World-Class Pathfinder Innovation Ecosystem

AT A GLANCE

PR SERVICES

- Generating newsflow
- Driving content plan
- Expert copywriting
- Social & online ownership
- Stakeholder liaison

KEY BENEFITS

- Sector-specific expertise
- Highly experienced team
- Proactive, trusted support
- First-class copywriting
- PR & comms experts



"EvokedSet provided expert comms support to WCID, taking us from our formal launch to our established brand presence today. EvokedSet generated inspiring content that successfully showcased the strengths and diversity of WCID's community."

JOHN ANDERSON

Chief Investment Officer,
 Imperial College London

STAND-OUT PR

EvokedSet delivered expert comms support to White City Innovation District - proactively generating engaging content to showcase the success and global impact of this dynamic community.

Established in a landmark partnership between Imperial College London and London Borough of Hammersmith & Fulham, WCID is emerging as a transformative global innovation ecosystem that is now home to some of the world's most exciting organisations - spanning life sciences, digital media, creative industries, biotech, fintech, cleantech, defence, security, quantum computing and edtech.

BUSINESS IMPACT

EvokedSet generated continuous newsflow and high-value content for WCID's online and social channels - growing engagement and creating a cohesive focal point and centre of gravity for WCID's diverse range of stakeholders within White City and beyond.

BENEFITS

Director-Level Support

Our PR services are delivered by highly experienced public relations experts who know how to get results.

Sector Experts

We are B2B experts, with extensive expertise in innovation markets - from medtech, biotech and fintech to telecoms, electronics and deep tech.

Outstanding content creators

We are content strategy specialists. We are easy to brief and pride ourselves on delivering pitch-perfect copy - first time and every time.

Cost-effective and right-sized

Our integrated marcom campaigns create a compelling narrative, driving growth and success for start-ups, scale-ups and global brands.