

## case study

# Nikal Ltd

### Where they were

- A relatively young, up and coming developer led by recognised industry expert
- Involved in several unique commercial, residential and regeneration projects across the country
- Little profile in regional and national press

### Where they wanted to be

- Known as a leading North West based developer
- Recognised as the developer behind the unique myBURO office concept
- Recognised for leading the way in key regeneration projects for Hull, Poole and Altrincham

### What MC2 has done

- Implemented a sustained media campaign to promote all key projects
- Provided support for vital planning decisions and public consultations
- Implemented a crisis management strategy to help respond to public opposition of schemes
- Established key personalities within the company as expert commentators
- Developed and supported regional and national award nominations
- Launched the myBURO office concept in Altrincham to regional and national journalists

### The results

- Established solid relationships with all key regional business/property journalists as well as key national trade titles
- Topical comments appeared in all key features
- Nikal is now a well-known property developer in the North West
- Regional and national award success

We have worked with MC2 for over two years, throughout which they have **consistently delivered positive, prime exposure** for our portfolio of developments. We have a great working relationship with a team of **dedicated people** working on our projects, there's always plenty of ideas in the mix for new and exciting initiatives.

**Nick Payne**  
Managing Director, Nikal Ltd