

## HULLABALOO TO BECOME KING OF THE COMMUNICATIONS JUNGLE!

**PRESS RELEASE 29 OCTOBER 2007**

Silk Pearce – East Anglia’s leading design and branding consultancy – has helped to launch Hullabaloo Communications as the perfect answer for businesses struggling to keep pace with today’s fiercely competitive, increasingly confusing voice and data communications market.

Silk Pearce was drafted in to help with naming, to offer branding advice and to develop an initial launch package of printed and online materials including corporate stationery and a website. However the relationship is set to expand quickly following the initial corporate launch. Hullabaloo has already secured a number of major early client wins and plans to ramp up its expansion strategy over the next few months with a range of sub-brands offering tailored support in key areas.

Ask virtually anyone running a business and they’ll confirm that telecoms is fast becoming a battle ground. Companies are being urged almost on a daily basis to switch suppliers and the fight for market share is only going to get tougher. Lots of suppliers are promoting ‘free call’ packages, ‘money-off’ offers or bundling voice, broadband and mobile services together so it’s almost impossible to compare one provider against another. And the rate of technology change and growing hype surrounding ‘free calls’ from Voice over IP are adding even more confusion.



**Richard Pearce and John Hayes of Hullabaloo Communications**





Hullabaloo was founded to offer companies a clear path through the ‘communications jungle’ and a truly refreshing approach: genuinely impartial advice on the best products and providers to meet the real needs of their business, coupled with a total support package including cabling, installation, on-going management and emergency back-up.

Unlike its competitors, Hullabaloo is not affiliated to any product or service provider and as a direct result can focus on securing an in-depth understanding of its clients’ businesses and the role communications plays in adding value. Improving customer service, increasing productivity and saving costs are all important factors but the consultancy’s start point is to develop a thought through communications strategy. Hullabaloo then selects the market’s most cost-effective products and services coupled with 0800 numbers, automated billing, call management and other added-value services to build a customised, scalable solution.

The company was formed when John Hayes, who had previously managed sales and training functions within leading communications companies joined forces with Flowdata, an established structured data cabling company. The two parties knew they had a compelling proposition – several clients had already asked for their help - but when they decided to spin-out the new company before anything else they needed a name and visual identity to do it justice.

“Right from day one Silk Pearce has made a huge impact in ensuring that all our communications with customers and prospects are reinforcing the unique and added-value benefits of working with Hullabaloo. Our name, palette of corporate colours and the look and feel of our marketing materials have a real vibrancy about them and are certainly getting us noticed in a market that tends to be dominated by aggressive sales tactics, bigger players pushing specific ‘off the shelf’ offerings and unnecessarily confusing techno-jargon,” said John Hayes, sales director at Hullabaloo.

“Although Silk Pearce and Hullabaloo are very different businesses there are significant parallels in the way we work with our clients. Devising unique communications solutions to address a business need, working in partnership and putting strategy at the heart of all our work to add long-term value to a client’s business are all critical factors for us. It’s truly refreshing to find a voice and data communications consultancy that thinks alike. Hullabaloo has such a compelling proposition for companies unsure on what to do for the best that we have already introduced them to a number of our clients and business contacts,” said Jack Pearce, joint creative director at Silk Pearce.

## **ABOUT HULLABALOO COMMUNICATIONS**

Hullabaloo Communications is an independent business communications consultancy based in Epsom, Surrey and with offices in City of London to support financial sector clients and other businesses based within the city.

The consultancy helps all its clients by firstly understanding the role voice and data communication plays within their current or future business processes, before then recommending a tailored solution to improve customer service, increase productivity and/or save cost. Unlike its competitors, Hullabaloo is not affiliated or attached to any product or service providers and can therefore build





the optimum bespoke solution in a market increasingly dominated by fiercely competitive suppliers, highly featured products, packaged offers and low-cost deals.

Current clients include: 3G Communications ([www.3gc.co.uk](http://www.3gc.co.uk)) who provide community relations services for major infrastructure developers from its offices in London, the Midlands and Ireland; and Corney and Barrow ([www.corney-barrow.co.uk](http://www.corney-barrow.co.uk)) with its network of 11 wine bars located through the City of London. The bars and restaurants are typically open from 7.30am until 11pm or midnight and maintaining fast, seamless voice, mobile and email links between them, their head office and their customers are essential for business success.

For further information on the benefits of Hullabaloo's consultative approach and other services please visit [www.hullabaloomms.co.uk](http://www.hullabaloomms.co.uk)

For additional information please contact:

**SIMON MCKAY**

*Telephone* 01353 741075

*Email* [simon@silkpearce.com](mailto:simon@silkpearce.com)

