

PUBLIC
RELATIONS

LANGMEAD & BAKER
COMMUNICATIONS

Helping you get your message across



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Low calories

Coca-Cola
light



Who are we?

Langmead & Baker
Ltd has been based in
Zambia since 2001.

Qualifications

Our directors' qualifications include a PhD and MSc in finance, two MBAs (including marketing, economics, and government, industry and privatisation) and a law degree (including company, commercial and public international law). Gillian Langmead is also a global affiliate of the UK's Chartered Institute of Public Relations and a member of the Chartered Institute of Marketing.

Experience

Langmead & Baker's current work includes on-going public relations support for Emirates in Zambia and Zimbabwe, and for Brand South Africa and Proflight in Zambia.

We have worked with Gates Foundation-funded HarvestPlus in developing the branding and communications for their pioneering vitamin A-enriched maize programme. Other work has included rebranding of mobile telecommunications company Airtel, and media relations for healthcare-to-electronics conglomerate Philips. Our clients range from multinational corporates, and multilateral and bilateral donors to local companies and the not-for-profit sector.

Our directors have a combined 65 years of experience in financial journalism (*Euromoney* and *The Banker*), publishing, media, financial economics, agricultural training and communications.

We produced the widely watched television public service announcement (PSA) for the National Malaria Control Centre's United Against Malaria campaign and have produced HIV and gender behaviour change communication titles *You and Your Relationship* and *When Men and Women Run Together* for the Zambian Centre for Communication Programmes. Other print publications include *Tax Policy Issues in Zambia: Selected Papers*, supported by DFID and a sustainability report for Zambezi Resources plc. Numerous magazines include *Development Zambia* and *Beauty Zambia*, and a range of contract titles: *The Zambian Marketer* (Zambia Institute of Marketing), *Focus* magazine, the in-house publication of Lafarge South East Africa, *The Insurance Magazine* (Zambia Institute of Insurance), *Dialogue* and *Management Express* magazines for the British Council and *Yell'o* staff magazine for MTN Zambia. We are also the company behind the highly successful Coca-Cola Light Zambia Fashion Week (2005-2009).



What do we do?

Public relations (PR)

Internal and external communications
 Media relations
 Advocacy
 Event management
 Speech writing
 Brand development
 Social networking and websites

Research and analysis

Interviews, surveys and focus groups
 Analysis (quantitative and qualitative)

Print production

Editorial (research and writing)
 Photography
 Editing
 Design and layout

Audio-visual

Programme scripting and casting
 Radio production and direction
 Video / television production and direction





Partners

Past and present clients

Brand South Africa
British Airways
British Council
Conservation Farming Unit of the ZNFU
Emirates
European Union
Fleishman-Hillard (for Philips Healthcare and Electronics)
Harvest Plus (CGIAR)
Hill & Knowlton (for Airtel)
International Marketing Council (SA)
PROFIT (USAID)
Proflight Zambia
Royal Norwegian Embassy (Lusaka)
Smallholder Enterprise and Marketing Programme (SHEMP)
Solidaridad
Swedish International Development Agency (SIDA)
UK Department for International Development (DFID)
United Against Malaria (Gates Foundation)
Zambezi Resources plc
Zambia Agribusiness Technical Assistance Centre (ZATAC)
Zambia Centre for Communication Programmes

