

INTERNSHIP



INTRODUCTION

WE ARE A TEAM OF 200, WHO HELP CLIENTS NAVIGATE THE VOLATILE, ACTIVIST AND TRIBAL LANDSCAPE WE CALL **THE NETWORKED AGE**.

OUR SPECIALISMS INCLUDE BRAND STRATEGY, CAPITAL MARKETS, CORPORATE REPUTATION, CONSUMER MARKETING, CRISIS AND ISSUES MANAGEMENT, HEALTH, PUBLIC AFFAIRS AND FINANCIAL SERVICES.

WE ARE ONE OF THE MOST-AWARDED TEAMS IN THE INDUSTRY AND OUR WORK FOR THE NHS IS PR WEEK'S 'CAMPAIGN OF THE DECADE.'

OUR MISSION

WE EXIST TO DELIVER **STRATEGIC OUTCOMES**
FOR OUR CLIENTS BY **ADVANCING GOOD IDEAS**
BUILDING **STRONGER RELATIONSHIPS**
COMBATING FAKE NEWS AND **REDUCING**
THE NEGATIVE EFFECTS OF **POLARISATION**

PRACTICES



 **The Side Hustle Economy**
Henley Business School

BRAND & REPUTATION

PERFORMANCE WITH PURPOSE

Brand & Reputation blends corporate and consumer expertise for a world in which Masterbrands play a growing role, audiences are increasingly interconnected, trust is fragile, society is more activist and where a single Tweet can wipe billions off a company's valuation.

We work with some of the UK's best-known brands and organisations to tell their stories, celebrate their purpose, showcase their products and earn fame in a world of infinitely-available content.

A company's values, people, purpose and culture are as important as its products, policies and performance. Brands that advocate, lead and work to solve problems gain recognition, retain and attract talent, and deliver on the bottom line.

By combining corporate advisors, brand strategists, journalistic talent and digital expertise and insight, we help organisations in the spotlight navigate this evolving landscape.

SPECIALISMS

- + **Thought leadership**
- + **Executive Engagement**
- + **Brand & product strategy**
- + **Narrative positioning & story creation**
- + **Content development**
- + **Issues & Strategic Advisory**
- + **Purpose, CSR & Sustainability communications**
- + **Strategic Media relations**



Rhodes on the Roads: Bringing London
Back to Life After Lockdown
SevenDials

MISCHIEF

SERIOUS ATTENTION SEEKERS

We build creative campaigns that deliver measurable business impact in a world of collapsing consumer attention spans, where you have seven seconds to make an impact and propensity to purchase is at an all-time low.

We are engineered to win in this Attention Rebellion era, with creatives, strategists, publicists and influencer specialists who hijack brains by creating work that's personal, surprising and emotional.

We launched Southampton FC's new kit with a SAYNTS mockumentary inspired by the FYRE Festival. We helped the English language reconnect with nature for The National Trust. We made invisible air pollution visible for E.ON. And we created the world's first Dive Thru store for Huawei's waterproof tech.

SPECIALISMS

- + **Consumer PR**
- + **Experiential and Brand Activation**
- + **Social and Influencer Management**
- + **Press Office, Publicity and Newsjacking**

+ Promoting the IPO of
a Entrepreneurial Success Story
Cake Box

CAPITAL MARKETS

HELPING BOARDROOMS

ENGAGE MARKETS

We help companies go from good to great by securing the capital they need to fulfil their long-term ambitions.

We advise boards on M&A, IPOs, fund raising, litigation and special situations, underpinned by exceptional business media relations, financial calendar management and buy- and sell-side network development.

We deliver independent thought, pragmatic advice and senior counsel so that companies can communicate their vision, strategy, performance and ESG commitments, authentically and with impact, to all of their stakeholders through multiple channels.

Our team is ranked in the top five for listed clients, FTSE250 and AIM50 companies.

The ARL Corporate Advisers Ranking Guideranks us:

- + **No.2 for AIM50 & AIM100 companies**
- + **Top 5 for listed clients**
- + **Top 10 for FTSE 100 clients**

SPECIALISMS

- + **IPOs**
- + **M&A**
- + **Shareholder activism**
- + **Financial calendar reporting**
- + **Investor relations**
- + **Special situations**



Helping Airbus launch a transformative
new financial platform
Skytra

FINANCIAL SERVICES TELL BIGGER STORIES

Our team helps clients, both leaders and disruptors, craft bigger, bolder and more relevant stories, to build new markets, acquire new customers and shape regulatory debates.

Financial services are fundamental to tackling some of the world's greatest social and economic issues, but too often innovation in the sector is faced with apathy or opposition.

From reducing financial vulnerability and wealth inequality to powering economic growth, prosperity and responsible investment, the industry is under the spotlight like never before.

We work with forward-thinking clients that are rising to this challenge, driving differentiation, showcasing purpose and overcoming mistrust.

Combining deep sector expertise, creative firepower and behavioural insight to develop communications strategies that define, elevate and amplify our clients' positioning.

SPECIALISMS

- + **Personal finance**
- + **Asset management**
- + **Fintech**
- + **Pensions**

HEALTH LIFE CHANGING

Our mission is to enhance and extend people's lives by building campaigns which change the way that patients, professionals and policy makers think and act.

We combine expertise in government affairs, NHS policy, patient advocacy, PR and digital activation to help our clients' campaigns deliver tangible outcomes.

Our detailed policy and political understanding, coupled with creative execution, helped us win Communique's agency of the year in 2019 and 2020.

Our clients, whether global pharmaceutical companies, Patient Advocacy Groups or small providers wishing to access the market, work with us because we help them look around corners and navigate an ever-changing, complex environment.

SPECIALISMS

- + Health Public
- + Affairs and Policy
- + Public and Media Relations
- + Patient Advocacy
- + Social and Digital Strategy
- + Health Innovation

GET INTO TOUCH

Email

Health: healthinterns@mhpc.com

Brand and Reputation: bandrinterns@mhpc.com

Mischief: mischiefinterns@mischiefpr.com

Capital Markets: capitalmarketsinterns@mhpc.com

Financial Services: fsinterns@mhpc.com

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