

Press release  
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## **brookscmm celebrates twenty years**

After 20 years of trading, brookscmm, a leading Surrey B2B PR and digital marketing agency has undergone a major strategic rebrand. Formerly Chaz Brooks Communications, the agency will now operate under the name of brookscmm. The motive for the rebrand was driven by research into the needs and demands of current and future clients.

The rebrand strategy reflects the changing face of marketing and PR, with digital and social media now playing an important role alongside the more traditional methods of communication. From its humble beginnings in an attic, to opening an office in Guildford and appointing its first two personnel, the company has come on a long way. The new brookscmm will offer an evolving service package to clients, reflecting the importance of the digital age. As part of this change, new team members have been appointed. Working alongside the more traditional PR practitioners, will be a new Digital Marketing Manager, Michael Bull, and assisting all areas of the business is a new social media expert Nirvana Wright. A new Operations Manager, Jo McKenzie completes the new team. A new web site has been developed to coincide with the rebrand and is easy to navigate, with useful information and downloads on maximising the benefits of PR.

Managing Director Mandy Brooks was recently awarded Chartered Public Relations Practitioner status, the first person from a Surrey-based agency to be awarded this accreditation.

Commenting on the rebrand, Mandy said, "We have seen many changes over the last 20 years – when we started out we spent many hours issuing paper press releases and calling journalists. Deadlines and lunches were longer, inboxes were much shorter... now we spend huge amounts of time on digital and social media, our clients have so many more channels to go out to their customers and they can have two way digital conversations with target audiences as well as meeting in person and chatting on the phone. Exciting, evolving times - but some things haven't changed. We still work alongside our clients to successfully raise profiles and reputations of businesses and brands by getting the right message to the right person at the right time."

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