



NEXT FIFTEEN COMMUNICATIONS GROUP UNVEILS NEW DIGITAL MEDIA CONSULTANCY, BEYOND



Next Fifteen Communications Group, a \$115 million PR Services Group, today unveiled **Beyond**, its new digital media consultancy.

The move coincides with the announcement of its most recent investment, the acquisition of Type3, a 20 person digital agency with offices in San Francisco and London. Type3 is being merged with the research and analytics capabilities of Context-Analytics, a specialist content analysis business, which has more than 12 years of experience in media analysis.

The newly formed consultancy, Beyond, has over 30 staff, and a client base which includes Google, Genentech, Hilton Group and Virgin America. Beyond has offices in San Francisco and London, and an office will be opened in New York shortly.

Beyond's mission is to rethink the traditional digital agency approach and use a combination of earned, owned and paid media to maximize relevant traffic to brand properties and experiences.

According to today's press release at PR Newswire, Tim Dyson, CEO of Next Fifteen Communications Group was quoted as saying: "Traditional digital agencies emerged in an era where the web was a one-way publishing channel and marketing was all about one-way communication. Beyond has been created from the ground up to create a digital consultancy grounded in the disciplines of influence and listening to maximize traffic to branded content."

Next Fifteen Communications Group plc is the holding company for a group of worldwide PR consultancies. It owns five independent subsidiary PR agencies that operate as autonomous businesses. It also owns two research businesses and a policy communications business. Between them these businesses have 43 offices in 19 countries. The Group has established itself as a leader in digital public relations. Clients include global names such as IBM, Yahoo!, Microsoft, Facebook and Cisco.

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