

PRWeek

WPP consultancy Buchanan repositions with extra ESG and design focus

By John Harrington 5th May 2023

Buchanan, the WPP-owned financial communications shop, has repositioned as an integrated strategic capital markets consultancy after expanding its ESG advisory and creative design offering



Buchanan has been building its ESG offer since 2019, with six of its workforce of about 50 now dedicated to the specialism.

The ESG offer is headed by Chris Judd, formerly of BP, who joined the firm in 2016. He was promoted to the Buchanan board last year as a partner, alongside another ESG specialist, Christopher Jones.

In recent years, the London-based consultancy has increasingly been providing ESG services for clients, including two of its biggest wins this year: building-materials company Grafton Group and Dunhelm, the home furnishings retailer. The agency's brief for the latter is entirely ESG, while the former also includes comms and design.

Buchanan acquired its now-three-person design team in 2017 from Bell Pottinger.

The consultancy said: "Buchanan now provides market-leading strategic, sustainability and creative communications services which are entirely focused on delivering value to clients through financial stakeholder engagement."

It said it has “generated material value for our clients with this combined offering, from the ongoing re-rating strategy being implemented by clients including Schroders Intermediaries, Adriatic Metals, Watkin Jones, to Lucid Energy, Vitol and Rank Group”.

Buchanan has unveiled a new website and logo as part of the repositioning.

Buchanan

Bobby Morse, senior partner at the consultancy, said: “Buchanan has been addressing the significant shift in capital markets attention towards those companies which are embracing the increased investor requirement for transparency in their financial and sustainability strategies, alongside those businesses which are still adapting to the new investment paradigm.

“Buchanan enables businesses to engage financial stakeholders with their investment case through effective and value-added strategies, enabling their growth prospects to be heard and understood by the right audiences, in the right way and at the right time. We are delighted with the take-up of our combined offering by a number of existing and new clients and by the impact this is having on their businesses as a whole. We have a differentiated, market-leading offering that provides value not only for our clients but also for the international capital markets more broadly.”

Buchanan, which has about 100 clients, handled the IPO of Ashoka WhiteOak, the emerging markets investment trust, which took place earlier this week.

Last year, Buchanan was appointed on a retainer to provide PR and financial comms advice to Oracle Power, a developer of ‘green hydrogen’.