

KARDAN CONSULTING

Established in 2000, Kardan Consulting provides public relations and marketing services to a range of national, multinational and specialist organisations.

With experience spanning across the business and finance, product, service and charity sectors, public relations plans are strategically created by our team members to meet the needs of each of our business partners.



Company Profile

After working for seven years in public relations as an account manager Karen Bristow formed Kardan Consulting with the aim of delivering a complete public relations service to clients, but without all the expensive overheads.

With over 15 years of commercial banking experience both in Australia and overseas, Daniel East manages administration and finance within the company in his role as Director.

Our dedicated team of senior consultants provide clients with a depth of experience across a diverse range of industry sectors including consumer product, finance, property, health, legal, IT and publishing.

This depth of experience enables our clients to benefit from the creative resources of all team members.

We work closely with our business partners to support their business objectives by:

- Only providing senior consultants to manage and implement any media activity on their behalf
- Managing and facilitating communications with a comprehensive range of media contacts across all mediums
- Providing representation to media which is flexible and able to accommodate changing industry conditions and markets
- Creating public relations plans which are individually tailored to support specific, immediate and long-term needs
- Personally managing the needs and expectations of our business partners through strategic planning and hands-on implementation is what makes our company results driven.

Services

The range of public relations and marketing services include:

- Strategic public relations and marketing plans
- Preparation of all written media material
- All media liaison
- Crisis management
- Event management and launch organisation
- Production and writing of marketing material
- Co-ordination of promotions
- Co-ordination of editorial with advertising and marketing plan
- Regular client liaison and reporting

Testimonials

"Kardan are a refreshingly enthusiastic team of professionals constantly looking for a new and interesting angle to sensibly promote and communicate the key business message. They are thorough, timely and fun to deal with."

John Tolmie - CEO
Darrell Lea Chocolates

"We love working with Kardan - they are fun to work with but at the same time they are constantly challenging us with new ideas. They have greatly assisted us in increasing our profile and continue to provide us with expert advice."

Tim McKay - Director
Mortgage Force

"Kardan is passionate about getting real results for our organisation, based on a true understanding of our needs. Their personable and dedicated approach reflects our own commitment to our work."

Angela Trieste - National Marketing Manager
Children's Cancer Institute Australia