


Threepipe Communications

 Consumer branding firm with corporate capabilities

When the fictional detective Sherlock Holmes was faced with a particularly intractable mystery, he would describe it as a “three-pipe” problem, meaning that he would have time to smoke three pipes (of whatever it was he was smoking) while he came up with the solution. Newcomer Threepipe Communications looks to help clients solve equally obstinate corporate reputation and branding problems, and while it’s probably a little early to make any bold predictions—the firm is only months old—Threepipe’s principals have a track record that augurs well.

Eddie May was previously marketing director for sporting goods giant UMBRO and has spent the majority of his career on the client side, helping UMBRO with its sponsorship of the England football team, club sides such as Chelsea and Celtic and individual players such as Michael Owen and Alan Shearer. Jim Hawker has agency experience with Harvard and MacLaurin as well as in-house experience at Amazon.com. And newly appointed non-executive chairman Ian Crammond has ad agency experience, having previously served as chairman of Crammond Dickens Lerner.

The fact that the two have marketing as well as PR experience means that Threepipe’s creative ideas are not restricted to media relations, and the firm’s solutions often include sponsorship, event management, and one-to-one marketing. It also means that Threepipe has a firm commitment to developing programmes that have a measurable impact on marketing objectives. “These guys really understand brands,” says UMBRO marketing director Adrian Cory, “and how to deliver PR that truly connects with the target consumer.”

Early successes have included new business wins against established top-tier competition—firms like Brands2Life, Firefly, and Hill & Knowlton—and a string of new business wins including Hornby, Scalextric, UMBRO, Computer Sciences Corporation, Konami, UK Online, Stuff Magazine, Percussion Software, Dress2kill, Silver Cross, Adam Street Club, xG Technology. The launch of the new England football kit was a highlight, attracting 200 media and earning the firm its first awards.