

Peregrine selected as best global marketing communications firm



[Peregrine Communications](#), the specialist financial services communications, marketing and design agency, is delighted to have been recognised as 'Best Marketing And Communications Consultancy' at the HFM Awards 2016.

This award follows the selection of Peregrine as Best Global Public Relations Firm at the HedgeWeek Global Awards earlier this month and Best Global Marketing Communications Agency at the Hedge Fund Journal Awards 2016 in January.

The awards are recognition of Peregrine's successful track record in delivering outsourced marketing, media relations, internal communications and design services to asset managers.

[Anthony Payne](#), Chief Executive of Peregrine Communications said: *'We are thrilled to be recognised by the three most influential industry titles in 2016 and this reflects our specialist focus and the results we have been able to generate for our clients this year. We have focused on building effective campaigns to differentiate our clients from their competitors. We are able to deliver these campaigns through a variety of communications channels from our hubs in London and New York.'*

He added: *'At Peregrine we use experience and analytics to understand how each piece of marketing communications fits into the overall business strategy. The construction of a website, social media management, digital advertising; each one plays its role in building a brand and growing AUM. Being able to create effective campaigns that reach the right audience by delivering meaningful insights using a variety of communication channels has become a key requirement for fund managers, as they look to stand out from the crowd.'*

Getting more insights on the end investors, packaging content effectively, working on websites, marketing

collaterals, branding; all the packaging that goes into building excellent thought leadership. This is something we have developed with our clients quite a lot over the last 12 months“.

Peregrine Communications has consistently been selected by readers and judges of the HFM, Hedge Fund Journal and Hedgeweek Awards as the leading marketing communications agency for hedge funds in every year since 2011.