

Kingston Smith W1 launches new blog

Leading media accountants Kingston Smith W1 has launched 'Insight', a new blog intended to encourage discussion and debate among its readers.

Mandy Merron, partner at Kingston Smith W1, said: "The general state of the economy means these are still challenging times for creative companies. To stay ahead of the competition, business owners need to keep pace with the ever-shifting media landscape, and consider how economic and technological changes could benefit their bottom line.

"We have carried out extensive research on a range of topics relevant to the industry, from how businesses can transform themselves through the thoughtful deployment of 'freemium' models to keeping pace with the digital explosion. The idea is to start a 'conversation' and encourage readers to comment on the research, as well as open up new areas for examination and debate."

Via the site, visitors will also be able to access other valuable research material including Marketing Monitor, a biannual newsletter looking at key performance indicators across all marketing services, and our Employee Benefits Survey, annual research examining the provision of employee benefits within the marketing services community.

To access the Kingston Smith W1 blog, visit: www.kingstonsmith.co.uk/insightw1

For further information, contact:

Mandy Merron is a partner at media accountants Kingston Smith W1

Tel: 020 7304 4646

Email: mmerron@kingstonsmith.co.uk

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