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# Content is King

*Shipshape speaks to Stephen Liddle at Content is King about its goal of becoming the leading film communications agency*

Content is King is a strategic and artistic partner to some of the world's biggest businesses, creating film and video content to deliver corporate communications, brand and consumer marketing and investor relations.

"We are a team of film-makers with a genuine passion to create something special, each and every time," explains Managing Partner Stephen Liddle. Recent work has included films for use in a digital medium, direct-response TV campaigns, corporate cinema and animation.

### One-stop shop

Stephen says that Content is King differs from other production companies in that everything happens in-house, from hatching the creative solution through to the final cut. "There are three main advantages to this," he says. "Work gets done more quickly, it results in major cost-savings for our clients and creative control is tighter and easier."

The company has a rigorous creative process that evaluates a range of factors from audience psychology to delivery medium and purpose. "This ensures that our work is as commercially influential as it is finely crafted," explains Stephen.

Despite the economic downturn, 2011 has been Content is King's most successful year ever, with revenues

growing threefold over its financial year to the end of May 2011.

"More and more clients have realised the need to take the element of risk out of the film process. We want to consolidate this year's creative and financial performance, with additional retained clients. We are aiming to be recognised as the leading film communications agency."

### The perfect fit

Shipleys provides Content is King with a number of services. This has included an initial audit of what had gone before, through to tax planning (company and personal) and advice on the firm's proposed growth strategy.

"We appointed Shipleys after a rigorous pitch process from which they were the clear winner. They are specialists in film and media, are able to advise on the big picture and yet remain attentive to day-to-day processes. We have been hugely impressed with Shipleys and our Principal, Stewart Jell. Shipleys has proven to be the perfect fit."

"Shipleys is a great asset to Content is King as we manage the further growth potential of the business."

[www.contentisking.co.uk](http://www.contentisking.co.uk)



Stephen Liddle, Managing Partner

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