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MEDIA INFORMATION

**FABER CONSULTING ANNOUNCES A PARTNERSHIP WITH FREE PARTNERS**

**Zurich, 17 June 2020 – Faber Consulting, a Zurich based consultancy, specialising in market research, strategy development and corporate communications, and Free Partners (Free), a London based brand and communications agency, today announced its partnership to offer integrated brand, creative and communications services to the international financial and insurance sectors.**

The partnership will allow the two companies to deliver seamless communications services from brand development through the design process and content creation to large scale market research projects. Together the businesses will operate on a global basis supporting clients wherever they are located in the world, where possible in their local language.

Lorraine Jeckells, Managing Partner, Free Partners, commented: "Faber Consulting's outstanding research capabilities, European communications expertise and emerging market access is an important addition to Free's comprehensive client offering. Our financial services clients can be confident when they work with us that we can deliver whatever element of communications they need, from video and events planning to thought leadership research - and that it will be available with the right tone and nuance based on the local marketplace. We exclusively work with like-minded agencies who are at the top of their field. Faber Consulting aligns with our cultural values and tenacious work ethic, and I'm excited about the future of this partnership."

Henner Alms, Partner, Faber Consulting, added: "Free's award-winning brand, creative and marketing communications experience in the international insurance market is second to none, and the addition of this skillset, combined with its London market and US reach will make for a compelling offering for our clients. Our approach is to support our clients in the insurance, reinsurance and financial services industry with market research & analysis, business & strategy development and corporate communications services. Faber Consulting's value add is based on our expertise and understanding of



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2/2

clients' businesses and the market environment. By working together with Free Partners, we are laying a strong foundation for growth and development, not just in the short-term but into the future.”

### **About Faber Consulting**

Founded in 2008 and based in Zurich, Faber Consulting supports its clients in researching and analysing their business environment, developing and implementing a distinct strategic profile and effectively communicating with their key stakeholders. We focus on organisations from the financial services industry, mainly insurance and reinsurance companies. Our services proposition is based on our partners' in-depth sector expertise and senior management experience gained in the Americas, Asia, the Middle East and Europe.

For further information about Faber Consulting, please visit [faberconsulting.ch](http://faberconsulting.ch) and/or download our renown publications [here](#).

### **About Free Partners**

Free Partners is a brand and communications agency specialising in the insurance sector. Founded in London in 2012, between them the partners have decades of experience in developing brand, creative, corporate communications and marketing strategies for insurance clients. The ethos of the agency is to work hand-in-hand with clients to deliver communications outcomes that not only allow them to stand out in the market, but that accelerates their business development and growth. In 2019, Free Partners was honoured to be named Marketing and PR team of the year at the Reactions London Market Awards.