

Spotlight

Thought Leadership *Advantage*



15+ years
90+ campaigns
5+ continents
3+ languages

● Story & Strategy

Paul Comrie works directly with *senior leaders* to define, shape, and articulate their story. Through a *focused discovery process* the essential brand story is built out and made ready for deployment. We outline a strategy that links platforms, socials, leads and strategic alignment across PR & Media, physical display and live messaging during events.

PC3

● Digital Platforms

We orchestrate and deploy content across the full digital ecosystem:

- Wix Studio *websites & landing pages* (including SEO strategy)
- LinkedIn, Meta, Google Business *publishing* (monthly feed strategy)
- Lead-generation *funnels & design* systems for (SEA & Paid Social)

● Content Production

We produce all formats required to express the story consistently across digital and traditional channels:

- Videography
- Photography
- **Social Media** feed
- **Digital Design:** from motion to publishing, made for amplification and reuse.
- **Copywriting, Messaging & Content** Strategy

● Tailor-Made Community

We design and activate curated communities where visibility builds relationships and trust:

- Invitation-only events and micro-communities are built to **support credibility**
- Live Event Coms support **product launches, inaugurations, free press & VIP** introductions

How we work

The Complete *Client* Journey



1 LinkedIn Leadership

Define executive voice, narrative, and positioning. Build visible, credible thought leadership where decision-makers are active.

2 Press & Campaigns

Extend the story beyond owned channels. Activate PR and targeted campaigns to reinforce authority and trust.

3 Digital ROI

Turn attention into measurable outcomes. Structure platforms and funnels that convert visibility into leads and growth.

4 Community & VIP

Transform visibility into relationships. Activate high-value communities through curated digital spaces and invitation-only events.

Story becomes authority. Authority builds trust. Trust enables relationships. Relationships create business outcomes.

Case study

Servipay x Forbes



We developed a long-form storytelling video centered on transmission from father to son, amplified through LinkedIn thought leadership and integrated with a paid advertorial in Forbes.



Objective

Position Servipay as a credible financial actor for institutions, banks, and public authorities, supporting market entry and high-level negotiations.

Outcomes

- +30% growth in LinkedIn visibility and following
- +60% growth in LinkedIn post impressions during the campaign
- High credibility with governmental and institutional stakeholders
- Improved direct-sales access with high-value decision makers

Success story

Maserati



Objective : Build long-term brand presence, reduce event costs, and accelerate relationship building around Italian luxury culture.



Execution

We produced high-end photography, video, and copywriting, developed a dynamic landing page, and created the multi-year #MadeInItaly community. This culminated in a VIP showroom event (120 guests) with full press coordination and relationship management between Maserati Luxembourg and Maserati West Europe.

Outcomes

- Reduced event acquisition costs through targeted community building
- Sustained engagement over multiple years rather than one-off activations
- Earned press coverage and editorial placements
- Appointment as official showroom partner
- Accelerated trust-building with high-net-worth and business audiences

Case study

Thomas & Piron



For Thomas & Piron Luxembourg, we delivered integrated storytelling, press relations, press kits, showcase photography, VIP list building, and private events, including investor panels and multi-stakeholder formats spanning automotive, tech, and investment.



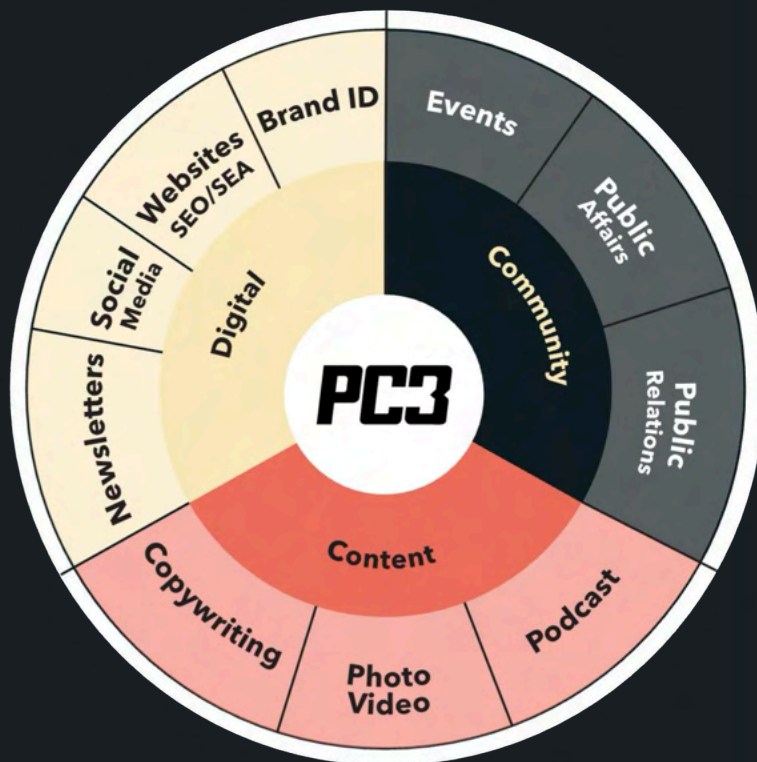
Projects

Belair inauguration, USA Penthouse Event with aerospace and defense entrepreneurs, Unicity launch, and a PropTech private investor event.

Outcomes

- Strong uplift in LinkedIn visibility and project-level awareness
- 50–70% increase in follower growth during launch periods
- High-quality lead generation from private events and press
- 3–6% conversion of qualified leads into sales conversations
- Reinforced premium positioning for flagship developments
- 2 Forbes Feature articles achieved

**ONE
PARTNER.
EVERY
CHANNEL.**



Thank You

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