



**LEXICON DYNAMICS**

**ENHANCING REPUTATIONS**

# **Delivering A New Capability in Integrated Corporate Communications and Marketing**

**Lexicon Dynamics  
2025**



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## About US

Lexicon Dynamics is a new fully integrated Corporate Communications, Marketing and Campaigns consultancy that brings multidisciplinary expertise to clients' challenging requirements. The organisation is built upon a foundation of some 30 years' B2B and B2C industry experience in aviation, aerospace, defence, security, travel, advanced electronics, manufacturing and technology.

## Our Vision

To drive customer growth through integrated Campaigns, Corporate Communications and Marketing

## Our Mission

To deliver industry leading expertise for tailor made solutions based on client requirements

## Our Values

Integrity, Unity of Purpose, Inspiration, Loyalty, Diligence, Innovation

# Our Campaigns Methodology



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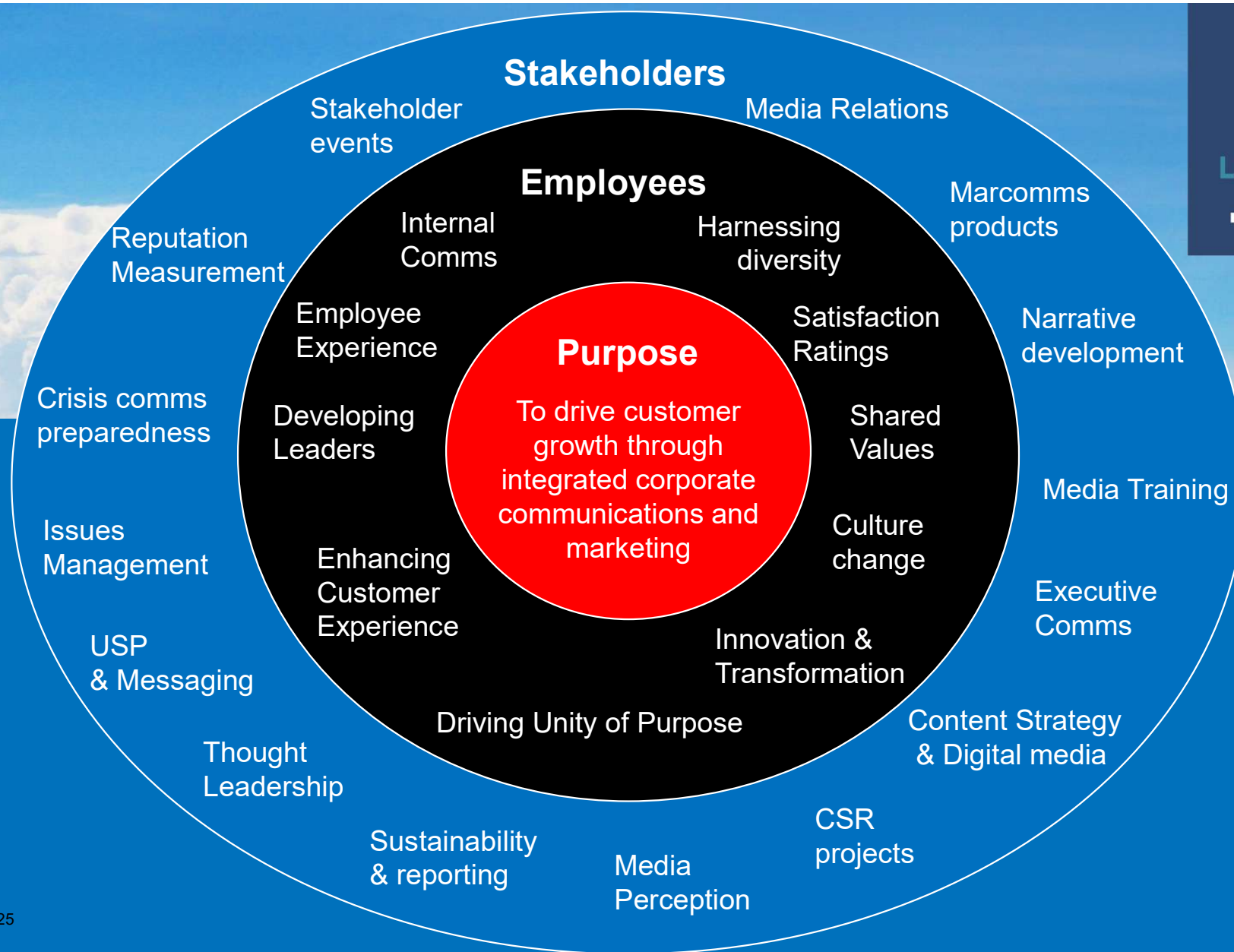
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- Deliver high value integrated marketing, Corporate Communications, public affairs and Event Management
- Help an organisation to 'punch above its weight'
- Build trust in a brand
- Make the whole business contribute to success
- Focus on the right channels – maximise attention and minimise noise
- Drive media, employee, partner and stakeholder advocacy
- Engender a culture of innovation, efficiency and continuous improvement
- Provide team configuration, training and optimisation of resources and delivery
- Develop credible and enduring competitive differentiation



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# Our Experience



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THALES

Raytheon



OXFORD  
PARTNERSHIP



QATAR  
AIRWAYS الخطوط الجوية القطرية

# The Services We Can Deliver



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