



Category: Outstanding Public Relations Consultancy

Company: iseep

Date of incorporation, number of employees - including executive / support staff - and annual fee income:

iseep is a specialist PR agency. B2B technology is our world. Our clients are software/hardware vendors, payment-processors, testing-labs, standards development organisations and global industry associations. Our programmes span America, Europe and Asia. If you're lucky enough to sit with us at dinner, we'll talk for hours about routers, internet-of-things, secure elements, tokenisation and biometrics... We're digital security geeks. We're helping our clients change the world through technology. Most importantly, we love what we do!

- Incorporated: March 2007.
- 15 permanent staff (13 client-servicing, 2 support).
- Revenue 2017-18: £1.1m (+15% growth on 2016-17).

Business objectives and analysis of performance against budget over the past three years:

- Help our clients 'change the world' through technology. A lofty ambition? Yes. However, we've supported EMVCo for eleven years as it has made contactless, mobile and online payments possible. Our clients are creating technologies integral to smartphones, autonomous-driving (it is really happening...!), smart-metering and wearables. Our work is really helping clients to change consumer behaviours globally.
- Become a 'top 20' PR Week UK technology agency. We're currently #37. Getting closer....
- Recruit/empower a team of talented, passionate individuals. Existing team members have spent, on average, 3.9 years at iseep (9 years each across our five senior directors). Our employer brand is key.
- Continually 'wow' and grow a portfolio of international technology clients. We still work with 12 of our 14 clients from June 2015 (86%) - so we know they're suitably

'wowed'. Referrals have secured us a further 10 clients. 19 of our 24 clients (79%) operate globally.

A brief overview of business / team strategy:

Our strategy: to develop as unparalleled technology specialists, always focused on 'adding value':

- To clients: through measurable results
- To ourselves: by creating a happy, fulfilling workplace

This approach is working: since 2015, we've grown fee income by 42% and increased headcount by 36%.

A summary of commitment to CPD and professionalism:

Adherence to professionalism /contribution to best-practice.

- iseep funds CIPR membership for all staff.
- CPD is built into annual 360° appraisals; 50% of staff are CIPR accredited.
- iseep's MD has judged the CIPR Excellence, PRide, and other awards.
- Diversity and inclusion:
 - Senior management team. Female to male ratio is 5:2. Company was founded, and is led, by female MD.
 - Appointments and promotions are based on merit. Our team, past and present and including the interns we hire, melds graduates, school leavers, people from different countries, backgrounds and languages.

Supporting the next generation:

- We participate in recruitment panels and guest lectures at local universities, supporting under-graduates interested in PR careers.
- We offer work experience to students, aiding skills and portfolio development. Importantly: we ALWAYS pay for their time (from the outset). We recognise their value and reward them fairly.
- We offer AE's the opportunity to 'try' us out on a paid placement before accepting a job offer.

Team development:

Recruitment is our biggest challenge (B2B, technology, Yorkshire...). Employer brand is therefore everything. Through a happy, fulfilling workplace, we aim to recruit and retain the best professionals in the business:

- Flexible working. Part-time opportunities and staggered working hours (offered from AE to MD level...) allow amazing people, overlooked by other agencies, to work with us. 60% of us work flexibly around childcare and other personal commitments.
- Remote working opportunities enable us to hire the best person for the job, even if they can't commute daily to the office.
- Individual training budgets of £1,000pa.
- Every team member has a senior in-house mentor to support their career progress.
- In-house training delivered by full team bi-weekly.
- iseepr 'Perk Package': transparent commitment to professional benefits.

Work-life balance:

- 'Wellness policy':
 - Weekly on-site pilates and mindfulness sessions for full team.
 - Lunchbreak extensions for exercise / socialising.
 - Annual health checks for senior team.
 - 'Eye Care' monitors for all staff.
- Childcare vouchers (40% uptake) / Ride2Work scheme (20% uptake).
- 60% of team worked abroad in the past 12 months.
- Profit-linked annual bonus for ALL staff (1+ year service).
- Staff rewards throughout the year include: 'advent calendar' with individual, office or team-wide treats; birthday 'days off'; summer away days; Christmas party.

Social conscience:

No matter how bad our day has been, we know there are many people who have it a lot worse.... The company contributes quarterly to staff-backed charities. Already in 2018, we have donated £1k, supporting a Goldenhar Syndrome charity and a local children's hospice. The team fundraises for worthy causes (e.g. the Age UK Abbey Dash 10k, the Yorkshire Warrior mud run) and individual efforts (e.g. 100-mile bike rides, triathalons) are always supported by the company.

Participation in business community:

Lee'ann Kaufman, MD, voluntarily participates within the Leeds City Region Enterprise Partnership (LEP). She has joined the Business Communications Group (BCG), which advises the LEP Board and supports regional business by helping to coordinate communications between the LEP and the business community.

A summary of recent outstanding achievements, including client list growth / retention:

From Jun 2015 – Jun 18:

- 42% revenue increase.
- New business growth: 100% referrals – no pitches.
- 95% of clients: monthly service fee model (versus projects).
- Revenue growth from 64% of longstanding clients: average +36% per account.
- Headcount increase: 12 to 15.
- 89% client retention.
- Ten new clients (plus 5 project clients).
- Three founding clients (retained 10 years); two are now the agency's largest accounts.

2018:

- Winner: PR Moment's 'Boutique Agency of the Year' award (North)
- Finalist: CIPR Excellence 'Outstanding Small PR Agency' award (National)

2017:

- Winner: CIPR Excellence 'Outstanding Small PR Agency' award (national).
- Winner: PR Moment 'Best Technology PR Agency' award (North).
- Ranked #28: Prolific North's top 50 PR agencies.

2016:

- Winner of PR Moment's technology and B2B agency of the year awards (North).
- Relocation from a Yorkshire market town to Leeds City Centre to ease recruitment: 82% increase in CVs received in the first year....
- £40k investment into new collaborative workspace design.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

2016 was a pivotal year for a long-running iseepr campaign for Dutch client, Bell ID, to position the firm for acquisition. The objectives of the campaign were to 1) support lead generation by positioning Bell ID as a dynamic/disruptive force in the fledgling mobile payments market, 2) establish a reputation for innovation and thought-leadership by generating global exposure, and 3) attract interest from potential acquirers. The campaign,

which blended digital PR, social media, internal comms and content marketing, achieved its objectives and was instrumental to acquisition. Over a three-year period (including 2016), the campaign:

- Delivered 237.5% revenue growth.
- Generated 15,912 inbound leads (585% growth).
- Reached audience of 29,413,350 via 762 coverage hits globally.
- 1000%+ increase in Twitter followers, 50,230 YouTube/Vimeo views.
- Attracted attention from global IP-licensing giant Rambus Inc., which acquired Bell ID in 2016 (deal worth £45.7m).