



Category: Outstanding Public Relations Consultancy

Company: W North

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

- W North was founded in April 2017, with just one employee.
- In just over one year, it already has nine full-time members of staff and is growing rapidly.
- Across its work in partnership with its sister agency, W Communications, and its own self-generated fees, W North already generates substantial six figure annual fee incomes.

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

A Brexit vote meant that the UK was beginning to fracture and, with that, so too was the communications landscape. The ability of national media titles to effectively reach key geographic and demographic sections of the UK consumer had already shifted, and W Communications was acutely aware of its need to 'burst the London bubble' in order to improve its client services.

W North would add vital insight, knowledge and new skills base in order to deliver real understanding to important W clients who were looking to reach communities and demographics outside of London.

The target, over the first 12 months, was to see W North:

- Deliver tactical, skills, and knowledge-based execution to six identified company-wide clients.
- Organically develop its own North and North Eats-based clients, making the first steps to W North becoming a stand alone 'best in class' regional agency.

A brief overview of business / team strategy:

Team strategy:

- Find experienced and talented communications practitioners in the North East who wanted to work on prestige brands that no other North East agency could boast.
- Unearth fresh and hungry, career-minded graduate talent. Make them realise that they no longer needed to head to London in order to work on national and international client briefs.

W North's goal was to:

- Create five new roles in its first 12 months.
- Create 10 new roles in 24 months.
- Create 16-18 new roles in 36 months.

Business strategy:

- To develop an operation that would add knowledge, skills and intelligent delivery of non-London communications campaigns.
- Develop a best-in-class regional PR agency for the North of England, mirroring all the services of our London sister agency, including delivery across consumer brands, corporate and enterprise and social media.
- For W North to assist in the overall expansion of W Communications in a commercially viable way.

A summary of commitment to CPD and professionalism:

- W North training is delivered by some of the most experienced communications professionals in the industry. They're also W staff. We are not embarrassed by the fact we have exceptionally talented and experienced communications practitioners as colleagues – of course we're going to take advantage of that to better ourselves at W North!
- W North has supported those keen to develop the professional standards in the industry. W North staff has given up its own time to speak at, and support, three CIPR events since we launched in April 2017. Our senior account manager, Becky Beaumont, also sits as secretary of the CIPR North East committee.
- In the past 12 months, W North staff have made no fewer than five visits to the North East's Universities, specifically to give talks, guest lectures and attend Q&A sessions for those keen to start their careers in PR.
- At W North, we have a genuine and determined commitment to assisting, nurturing and developing some of the best graduate talent in the region. Our investment in paid internship schemes, education and advice for those entering the industry has led to the recruitment of six university graduates since launch. We will continue to do all we

can to inform the most talented individuals that there is no need to leave the North East in order to work for a one of the globe's most celebrated and fastest-growing agencies.

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

- Self-generated clients include the likes of Darlington-HQ'd Lane7, who we have assisted with the launch of three new sites in Aberdeen, Middlesbrough and Birmingham.
- We have also added clients from Yorkshire, including events agency XSEM, Cycle Expo Yorkshire and the Yorkshire Academy of Film and Television Acting (YAFTA).
- Additional self-generated North-based consumer client activity also include Torro Cases, 40 Kola, Traidcraft and MessyLittleThing.co.uk.
- In keeping with our business plan, W North has also worked on delivering non-London campaigns in the last 12 months for key agency clients, including the likes of PG tips, McGuigan Wines, Three, Aperol, Kopparberg and Pot Noodle.
- New campaigns that we are providing specific regional intelligence and knowledge on include Camden Town Brewery and Blue Dragon.

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

The first end-to-end campaign that W North worked on was Reeves. The niche art supplies company rebranded its range and market position in early 2017 in an attempt to encourage millennials to get creative more frequently. It was Reeves' attempt to democratise creativity.

Reeves wanted to take its brand to these creatives across the country. W North created the #WeAreReeves local initiatives. These two-day, free-to-attend, pop up events would allow attendees to take advantage of Reeves' incredible product portfolio for free, working alongside Reeves ambassadors and influencers, to create their own of some of the trendiest items in homeware – from succulent plant pot decorating through to creative greeting cards. All to allow people to unlock their creativity – and hence, democratise it.

We organised events in London's Boxpark in Shoreditch, in Manchester's Northern Quarter and in Dublin's Creative Quarter. For the latter two, we specifically chose popular coffee houses, ones we knew already attracted the exact types of customers we wanted to reach.

Reeves wanted to try to attract 1,500 people through the doors in order to get to grips with Reeves' experiential executions over three consecutive weekends in September 2017. We secured 2,000.

In addition, we also delivered:

- 20 articles in targeted national, regional and online media and what's on guides.

- Potential coverage reach of 1.5m people.
- 21 influencer / blogger attendees.
- 84 Influencer / blogger posts during and following the events, shared with a combined 120,000 followers.
- 275 GIFs created and shared from the booth, each securing vital customer data for Reeves.
- A highlights film which sits on Reeves homepage.
- All GIFs now sit on a newly-created Reeves microsite.
- Suite of photography now used across all Reeves brand activity.
- The distribution of 7,000 high visibility Reeves sample bags, all within a 100-yard radius of each event.