

PRIDE AWARDS 2017

Category: Outstanding Young Communicator

Entrant: Claire Reynolds MCIPR

Company: Tank

Demonstrate your commitment to professional development and your career growth :

One person is never enough to steer a ship, and as such my commitment to nurturing strong, happy, supported teams, underpins everything I do at Tank.

My recent career development has included the following:

- Requesting bi-monthly one-to-one coaching with one of Tank's non-exec directors, Tim Sutton
- Membership of the CIPR
- Orchestrating the agency-wide mentoring scheme for all staff, including taking on three individuals myself
- Internal agency-wide training on blogger engagement, using my experience as a blogger to share best practice on outreach
- Achieved a promotion to Senior Account Manager in June 2016, following an interview against two other candidates already working at Tank, significantly increasing my responsibility from the management of accounts to directing over half
- Attending specific sector events independently e.g. CIH Comms Conference securing one client win and another lead in progress at the time of writing.

Outline your work-related achievements over the last two years and how they contribute to the wider industry:

Mentoring scheme

(Target achieved – create a culture to reflect the Tankism 'gang')

My mentoring scheme has been established since June 2016. Every member of the Tank team now has an assigned 'mentor' to help develop each member of staff, contributing to four internal promotions.

Client successes

(Target achieved – keep all retainer clients)

All of my retainer clients are still in situ two years later, in part thanks to the following highlights:

- Innovative collaboration

- Growing retained clients to either higher PR-only fees or incorporating an integrated approach to the client with the addition of digital and SEO services (two clients).

New business wins

(Target achieved – grow the agency with two new business wins)

I have brought in three new clients over the past two years, on both a repeat project basis and a retainer.

I have also grown clients, including one which started on a domestic UK basis and is now international, and the doubling of another account after just three months.

Press coverage

(Target achieved – consistently secure coverage in the places which matter to each client)

Early on in my career at Tank, I was given the nickname of ‘rainmaker’, thanks to my dogged approach to securing coverage for clients. Now at a more senior level, I am working to instil this sense

of ‘never giving up’ to my teams on those accounts I direct – including delivering ‘sell-in’ training to all staff.

Some personal highlights include:

- National press – Tatler, Harper’s Bazaar, Huffington Post, The Drum, Daily Mail, Daily Mirror, The Independent
- Local – East Midlands Today, BBC Radio Leicester, Manchester Evening News, SW London Resident
- Trade – Motor Transport Award win, GIS Cafe, Education Executive, Utility Week.

CSR:

(Target achieved – commit to one event each year to support cancer charities)

- Raising £1,078 for Breakthrough Breast Cancer through a vintage and second-hand clothes pop up sale
- Raising £605 for Cancer Research from a Race For Life 10k run.

Outline the biggest work-related challenge you’ve faced in the past two years, including details of what happened, how you overcame it and what you learnt from it:

As a natural ‘yes’ person, experiencing a situation whereby I have to insist on a ‘no’ is something of a challenge for me.

In summer 2016, we were approached by a prospective client who, on the surface, seemed to fit the desirable client profile.

After two solo meetings with them, it became clear to me that the positives were overshadowed by their risks. Falling back on the ‘Tankisms’ of being ‘better’, ‘professional’, and ‘bothered’, I recognised this client would be a risk, both to the agency and the limitations of our team, and as such, I made a case not to take this client on to my directors.

They backed my recommendations, and as such, this has meant we grew our existing client base further, and can spend time looking for new business wins which would fit us better.

This experience has taught me to trust my gut, and not to jump to say yes, despite any promise of short-term profit.

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

"Fancy a Bit" for E2save / Dixons Carphone

Objectives

A month-long, target-driven, creative campaign to achieve the following:

- Deliver an 'added value' message through a video shared on social media
- Generate xx views of the video
- Increase engagement by xx on the e2save Facebook page
- Drive xx engagement rate on directly related social posts
- Increase website traffic by xx unique views.

Strategy

Research into video content established the following:

- A successful campaign would rely on the video having 'viral qualities', with a comical or 'feel good' factor
- The video shouldn't be too long; a 2-minute maximum would keep the audience engaged
- Branding in the video should be minimal
- Shorter, follow-up videos should be utilised to repeatedly drive traffic back
- If the video proved popular, engagement would grow organically as users like, share and tag friends
- The popularity of 'social media celebrities' also became apparent.

Tactics

The following video concept was developed, organised, filmed and promoted by Tank:
Armed with hidden cameras, Arron Crascall (Vine star) pulls up a mobile coffee cart to 'sell' coffee to the public. Little do they know they will be presented with a free coffee and a £10 note – their 'bit on the side'.

Results

- The total number of views across all channels was xx – exceeding the initial objective
- Facebook messaging reached xx users – beating the initial objective
- Across all channels, there were link clicks to the e2save website and offers page
- During the month-long campaign, sales were up xx against pre-campaign run rates
- The campaign won the Silver Award in the CIPR Awards 2016.