



Category: Outstanding Public Relations Consultancy

Company: WPR Agency

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

Established in 1992 and celebrating our silver anniversary this year, we are a team of 54 exceptionally passionate communications professionals offering PR, social and search solutions for clients across a multitude of sectors. Our fee income for the year ended March 31 2017 was £3,017,706.

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

- As part of our ambition to achieve a £4m business fee by 2020, we aim to deliver 10% year-on-year growth. Every year for the past three years, we have (happily!) smashed this target
- To put this into perspective, we have added £1,021,314 to our income in the space of just three years, and grown by a staggering 46.3%
- We are now the only Midlands' PR Agency listed in PR Week's Top 150 and are incredibly proud to be flying the flag for the region

Financial Year	Target Net income	Actual Net Income	Overperformance (%)	Target Growth on Previous Year	Actual Growth on Previous Year
2014/15	2,400,000	2,511,000	4.6%	9.4%	14.5%
2015/16	2,220,000	2,855,000	28.6%	(11.6)%	13.7%
2016/17	3,000,000	3,209,000	7.0%	5.1%	12.4%

A brief overview of business / team strategy:

Our strategy is simple:

- To keep our team happy: valuing and rewarding our colleagues - but, most importantly, nurturing - through unparalleled investment in learning and development at every level, right across the business
- To keep our clients happy: providing them with most highly-trained, motivated and engaged account teams they have ever worked with, and delivering award-winning work that offers a clear and quantifiable return on their investment
- To keep the agency moving forward: blending art and science – the art of great ideas, the science of insightful targeting and applied analytics (we are a Facebook, Twitter, Instagram, Pinterest and LinkedIn account-managed agency, and Google Partners too).

A summary of commitment to CPD and professionalism:

Training

- 10% of our profits are reinvested in staff training each year through our learning and development strategy (The WPR Way)
- This means that every account handler in the business receives one full day of outsourced training, every single quarter
- For executive-level colleagues, training focuses on the technical skills they need to progress - contributing to client meetings, servicing accounts, productive relations with influencers etc.
- For managers, it's core job skills such as leading projects, creative problem solving and effective presenting
- For account directors and above it's recruitment & retention, performance management and leadership
- Crucially, people are trained for a new position before they take it up, ensuring they have the skillset required to deal with the added responsibilities that come with a promotion
- Quarterly outsourced training is supplemented with monthly learning-lunches where people have the chance to learn from colleagues – e.g watching a pitch team deliver a winning presentation, or listening to someone's industry conference learnings
- However, it is our investment in digital training that we are most proud of. We recognise that we need to be in a position to offer our clients channel-neutral strategies executed by experts. So, by the close of 2017, all staff will have:
 - Passed the Google Fundamentals exam
 - Completed four Facebook Blueprint or four LinkedIn Learning courses
 - Completed four Twitter Flight School modules
- By the end of 2017, we don't believe that any other agency of our type in the UK will have a team with digital qualifications to match ours

Wider Investment

- All staff have access to:
 - Twice-yearly appraisals
 - A profit-share scheme
 - Company-paid health cash-plan
 - Enhanced employer pension contributions
 - Birthday holiday
 - Flexi-hour each month for a long lunch, lie-in or early weekend
- We also hold:
 - Quarterly team meetings with complete transparency on performance
 - Weekly 'Wine and Wotsits'
 - Quarterly 'Thirsty Thursdays'
 - Themed company birthday celebrations
 - All of this is company-funded (of course!)

We are committed not just to the Continuous Professional Development of our team, but the industry as a whole. So, we:

- Have taken on twelve graduates since 2012
- Chair the PR Professionals Panel, and guest lecture at Birmingham City University
- Host twelve undergraduates each year, enabling them to experience life in PR
- Welcome interns (who are paid the same as any graduate account-executive)
- Sponsor BHive, a cross-university competition designed to nurture creative and marketing talent within the region

- Sit on the Midlands' CIPR Committee (and have done for 10 years or more)

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

We measure our success against four key factors:

Agency growth (target 10% growth)

- In 2016/17, we delivered 12.6% (average growth across agencies of our size is circa 8%)
- As a result, in May 2016 we were named ninth largest agency outside London. This came four years ahead of our target date to enter the top-ten

Leading the field (target four awards)

- We won nine awards in 2016 (66 awards for our work in the last eight years), making us one of most award-winning agencies in the UK right now

Employee engagement (KPI 90%)

- In a recent (anonymous) staff survey, 100% of employees agreed that:
 - They were proud to work for the agency
 - The agency has a strong reputation
 - The agency strives to deliver the best

Client satisfaction (KPI 90%)

- Over 90% of clients agree that we:
 - Deliver against objectives
 - Understand their business
 - Provide value for money
- As testament to this, in FY 16/17, organic growth from existing clients topped £750,000.

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

In September 2016, we won a last-minute brief from the Rail Delivery Group to increase sales of its 16-25 Railcard. Recognising that Railcards as a subject aren't particularly interesting to a millennial audience, but the overall theme of travel is, the search for the UK's first ever Chief Adventure Officer (Britain's ultimate part-time job) was born.

In six weeks, we delivered :

- Coverage on both bullseye media targets - TheLADBible and UNILAD (shared 1,100 times)
- Ten times national coverage targets - 30 hits including huffingtonpost.co.uk, dailymail.co.uk, theguardian.com, thesun.co.uk, aol.com, msn.com, metro.co.uk, comspolitan.co.uk, lonelyplanet.co.uk, look.com, mirror.co.uk, thenationalstudent.co.uk, style-etc.co.uk and independent.co.uk
- 70% more regional coverage than target
- 21% increase in unique visits to site (up 140,000 on 2015)
- 18.65% increase in number of people arriving at site via organic search
- 26.85% increase in transactions from organic traffic
- Two percentage-point reduction in sales decline (target 1%)
- 3,500 card sales
- £105,000 in revenue

- 4:1 ROI