



Category: Outstanding Public Relations Consultancy

Company: Genesis PR

Number of employees - including executive / support staff - and annual fee income:

17 comprising two directors; account director, six senior/account managers, five executives, one graphic designer, two support staff.

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

Genesis' reputation is built on creating and delivering outcome-focused integrated PR and digital communications to achieve tangible value for our clients, made possible by our talented team and company culture.

Our focus on staying ahead of the digital revolution, coupled with our level-headed creativity and passion for what we do, has resulted in success for our clients and ourselves.

We have an ambitious growth plan, with the leadership and team to make it happen as evidenced by our business performance over the last three years:

2017: retained clients 18; staff count 12

2018: retained clients 22; staff count 16

2019: retained clients 18; staff count 18

Key headlines:

- Higher income with fewer, more profitable clients
- Fee income increased 83%
- Profit increased 84%
- Last year we entered the PR Week Top 40 Agencies Outside London – at #38.

A brief overview of business / team strategy:

Our team strategy has three key elements:

1. Client acquisition: focusing on fewer but larger, more profitable clients with reduced business overhead
2. Market positioning: repositioning Genesis as 'PR for a digital world' aimed at mid-market prospects
3. Team culture: living our values and building a strong, cohesive and happy team.

A summary of commitment to CPD and professionalism:

Strengthening individual and team capabilities is fundamental to our business success and culture. This is achieved through the following:

- Core Skills & Capabilities Framework: twice yearly Personal Development Reviews (PDRs) assessing individual performance and development.
- Individual PDR action plans: with specific learning and development activities against the Framework's eight core skills/capabilities.
- Career Progression Guidance: a route map we have developed defining the skill sets needed for each level of progression.
- Paid-for CIPR membership and use of CIPR CPD Scheme: every team member has a stretch target of 90 CPD points (CIPR sets 60 points) to achieve Accredited Practitioner status over 2 year period.
- Personal development supported by a schedule of training webinars, self-learning time and CIPR, PRCA and Google accredited training.
- A structured six-month induction programme to support graduate entrants.
- The Framework and CPD have empowered team members to develop their career aspirations, e.g. four graduate employees have progressed to Senior Account Managers.
- Fortnightly team meetings to share best practice/experience through 'Bitesize' learning slots.
- Monthly recorded one-to-one's with line managers.
- Six-monthly half-day team workshops to review and develop business practices.
- Introduction of an online HR portal last year.

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

We believe success is built on innovation and keeping ahead of the market. Last financial year, we:

- acquired fewer but bigger clients, increasing overall fee income and profitability
- retained 100% of our most profitable clients
- won three new clients
- won our single largest client to date
- achieved average day rate increase of 9%
- created our 'i-thinking' (registered TM) methodology that delivers our clients' desired outcomes
- launched a new, highly engaging website (www.genesispr.co.uk)
- only East of England agency to be listed in the PR Week Top 40 Agencies Outside London
- won a place on a 4-month intensive business growth programme run by Oxford University Business School, fully funded by Goldman Sachs.

We have achieved organic client growth and improved business efficiency through:

- Implementation of a new capacity management system to plan client resourcing, identify individual workload peaks and reduce over-servicing.
- Activity Plans to accurately forecast client work against retained hours enabling us to negotiate additional fees.
- Managing fee increases for existing clients based on demonstrating effective returns on investment and value for money.

With the support of a business coach we enlisted last year and our Business Growth Plan developed through the Goldman Sachs programme, we have instigated our 'Genesis 2.0' programme of intensive business improvement, with three focuses:

- 'Forwards' (business strategy and leadership)
- Outwards (external positioning and promotion)
- Inwards (culture, processes and systems).

Our CSR community activity is a key part of our team culture. In 2018 we launched a £100,000 fundraising appeal for our chosen local charity Families in Need, challenging 50 local business to help raise funds for a new food bank and charity headquarters. Over £85,000 has now been raised. Our team has also fund-raised in multiple ways.

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

The brief:

The Government's new Apprenticeship Levy created a key opportunity for our client, Skills Training UK (STUK)

Objectives

- Position STUK as an authority on the Levy
- Drive website traffic and enquiries for Apprenticeships in target sectors.

Strategy:

Main elements:

- Creating messages and content to explain the changes including case studies, films and employer guides
- PR and marketing including national media, exhibitions and newsletters
- Targeted digital advertising campaign.

Tactics:

- Content re-purposed for multiple channels
- Campaign creative 'Your Levy Partner' used on all materials
- Speaker opportunities secured
- SEO and SEM underpinned and supported all work.

Outputs:

- Website traffic up 79% (88% new visitors) delivering 230 qualified enquiries
- 41 pieces of PR coverage in target media (812,111 circulation)
- Extensive social media outreach (269,900 impressions), engagement (3,562 likes/shares/clicks) and follower uplift (763 new connections).
- Digital advertising campaign delivered 1.83m views and 7,214 click-throughs to website landing pages.

Outcomes:

- 230 leads
- 190 new Apprentices from marketing leads to date.

"Genesis created a campaign which captured the quality of our offer and generated hundreds of leads. As a result we are now the largest provider in England for the new

Materials Testing sector and are growing our national profile with the NHS and other sectors.” - Stephen Crawley, Chief Operating Officer, Skills Training UK.