

30 WORD SUMMARY

2020 was hard. Cancelled campaigns and covid-shaped craters in the P&L. But Tin Man came together like never before and made it the agency's proudest year yet.

NUMBER OF EMPLOYEES AND ANNUAL FEE INCOME

26 employees

Annual fee income (2020): 13% growth on 2019

BUSINESS OBJECTIVES & ANALYSIS OF PERFORMANCE AGAINST BUDGET OVER THE LAST TWO YEARS

Tin Man is a straight-talking comms agency **that thinks strategically, acts creatively and crafts 'Communications with Heart'**. It's founded on the belief that emotional connections change mindsets and behaviour, and have a huge commercial impact on brands.

We began 2020 on a high but, like everyone, the rug was pulled from under us. Suddenly, we were running a virtual agency with projects evaporating to leave covid-shaped craters in our P&L.

We had to act fast to protect our staff and business; our four-point plan started from the inside out. First, a laser focus on the Tin Man ethos, mission, culture and values. With that right, the rest would follow. (Read about this in the next section).

And the rest did follow. Remarkably, we ended the year worlds away from those dark moments of March 2020. Whilst 2019 was a huge growth year (63%), 2020 still saw growth of 13%, a profit margin of 18%, 8 new clients and a host of industry awards.

A BRIEF OVERVIEW OF BUSINESS / TEAM STRATEGY

Our 2020 13% growth was driven by our inside out 4-point plan:

1. Internally relaunched our agency purpose, ensuring our team knew we were there to support them and our clients through the turbulence
2. Expansion of our **Hearts & Minds** mental health programme: increasing our investment from £2,400 to £6,000 per person. This provided 24/7 access to trained psychotherapists, a wellness allowance of £120/person, a formalised MH sick day policy and wellness action plans. Read more: <https://www.prweek.com/article/1706304/tin-man-doubles-investment-holistic-staff-mental-health-programme>
3. Diversity, Inclusion & Belonging: our D&I champions delivered 12 commitments E.g.: **PROsper outreach programme** - careers talks (6-8/year & 4 virtually during lockdown) at colleges with a high proportion of BAME students; blind recruitment (reducing unconscious bias); equal white and BAME candidates shortlists; a commitment to increase our BAME staff to 20% in 12 months.
4. New services designed to help clients navigate Covid-19, e.g. partnering with insights agency, delineate, **to develop a covid data tracker** so marketing decisions could be made using live audience data. In tandem, an aggressive new business drive led to eight new business wins, helping fill the P&L.

In addition, being nimble meant that when Covid-19 hit we were able to develop new expertise quickly:

1. We launched **video content agency, Oh My!** Offering a strategic storytelling and creative film-making, the team produces multi-channel content that evokes reactions and generates Oh My! moments. Since March, it's seen 30% growth month on month.
2. We hired in digital and paid media expertise and put an emphasis on a data-driven approach. This resulted in a £300k increase in client spend towards paid.
3. We launched '**Tinfluence**' – a bespoke tool enabling clients to see the social media value of influencers to their business. We've since beaten 7 large agencies to win a multi-brand influencer campaign for Unilever, with a six-figure campaign agreed for 2021.

A SUMMARY OF COMMITMENT TO CPD AND PROFESSIONALISM

We're passionate about CPD; providing an inspiring and varied working life is key to healthy hearts & minds. We invest £750/per person through our **Tin Man Academy** which includes:

- '**Trend-led sessions**' e.g. TikTok crazes and using Clubhouse for clients
- Fortnightly '**6 golden rules**' with fail-safe tactical tips
- '**Lunch and learns**' e.g. crafting killer media strategies
- '**Hands-on workshops**' e.g. mastering Powerpoint
- **External training** e.g. presenting and, new for 2021, resilience

In addition, we try to make working life work for our people:

- All staff are asked for their 5 personal needs and we make it happen e.g. time off for Glastonbury or being present at the school gates
- The **Tinspiration Fund** allows attendance of culturally enriching events – think School of Life workshops and exhibitions
- Giving back: we've supported our local Hackney Food Bank, Ruby Wax's mental health charity, Frazzled Cafe, and YouDonateWeDeliver, to get food to NHS workers. Our Christmas party budget was donated to Hospitality Action, in support of our Hilton clients
- And there are the personal touches; personalised gifts for every employee for Christmas. From a Spurs stadium tour to a fishing holdall – each were meaningful to individuals

A SUMMARY OF RECENT OUTSTANDING ACHIEVEMENTS, INCLUDING CLIENT LIST GROWTH & RETENTION

64 award shortlists and wins in 2020 including:

- **Creative PR Consultancy of the Year**, PRovoke Sabre EMEA Awards 2020
- **Earned Media Agency of the Year**, Creative Moment Awards 2020
- **Top 5 Best Consultancies to Work For**, PRovoke 2020

- Shortlisted for **Campaign's Agency of the Year**, 2021

Client retention: 100%

Client growth: In 2020, we added 8 clients including: GenesisCare, Get It Right (Creative Content UK), LNER, Sky Cinema, Mike's Hard Seltzer (AB Inbev), and won lucrative projects from Smart Energy GB and Unilever, equating to £700k income. In the first 6 weeks of 2021, we've won 5 campaigns, including projects for NOWTV and Indeed.

But our proudest moment has been our agency coming together like never before, creating industry-leading initiatives, supporting our clients, continuing to deliver award-winning work and knowing, that after such a difficult year, our staff remain happy, healthy and fulfilled. Our latest staff survey (Jan 2021) showed:

- 100% say they're learning, stimulated and challenged
- 100% feel there's a culture of openness around mental health
- 96% feel satisfied with their work/life balance
- 100% feel comfortable being their true selves at work
- 96% are satisfied with our lockdown policies

A SUMMARY OF A CAMPAIGN YOU ARE PARTICULARLY PROUD OF, INC BRIEF, OBJECTIVES, STRATEGY, TACTICS, OUTPUTS, OUTCOMES, BUDGET

Brief: Celebrate **Barclays' Digital Eagles Care Home Initiative (during peak Covid)**, showcasing its vital digital skills training which helped care home residents stay connected whilst totally isolated.

Strategy & Idea: We created The Christmas Care Home Choir – a virtual festive singalong by care home residents, then transformed it into a digital Christmas card for their loved ones who they hadn't seen for months. Celebrity vocal coach, Carrie Grant, conducted the choir plus provided commentary on the transformative mental, emotional and physical benefits of singing.

Outputs & outcomes: Filmed 100% remotely and delivered 100% virtually, The Care Home Choir achieved blanket media coverage:

- **One in five (19%)** people saw the campaign
- **22%** now look upon Barclays more favourably
- **A quarter (26%)** feel that Barclays supports communities

Campaign film: <https://vimeo.com/502099125/ea9ab79830>