Category: Outstanding Public Relations Consultancy

Company: Muckle Media

Date of incorporation, number of employees - including executive / support staff - and annual fee income:
Incorporated: February 2012
Employees: 14 staff including 5xD, 2xAD, 1xSAM, 2xAM, 1xSAE, 1xAE, 1x videographer and 1x finance and office manager
Fee income: £644,000 fee y/e April 2018

Business objectives and analysis of performance against budget over the past three years:
In just six years, Muckle Media has established itself as a leading Scottish PR agency, regularly pitching against larger, much longer-established companies and winning clients due to its reputation for delivering excellent results.

Over the past three years fee has grown three-fold from £212k in 2016 to £644k in 2018.

Objectives 2015/16
- 103% fee growth (£212k to £431k)
- Opened Edinburgh office
- Acquired Platform PR
- Three paid internships

Objectives 2016/17
- Stretch target achieved of 40% year-on-year fee growth (£604k achieved)
- Delivered three paid internships
- Passed PRCA CMS audit and become CIPR Corporate Affiliate

Objectives 2017/18
- Achieved 10% year-on-year fee income growth (£664k achieved)
- Achieved 313% growth over three years
- Secured position on Scottish Government PR Framework
- Delivered three paid internships
**A brief overview of business / team strategy:**
Launched in 2012, Muckle Media has grown to 14 employees in just six years and firmly established itself as one of Scotland’s top independent agencies. In 2015, Muckle Media acquired Platform PR, this was a significant milestone and has increased the client base and skills of the team.

Muckle Media has a clear vision for future growth which is being achieved through heavy investment in its people via ongoing reward and training for those at all levels of the business.

Muckle Media’s strategy:

- **People first** – investing in people at a much greater level than larger competitors, putting training and development ahead of profit margins
- **Existing clients matter most** – retaining and growing existing clients is a key factor in Muckle Media’s growth strategy, so all activities put existing clients ahead of new business development
- **Results and impact** – the agency is incredibly results focused, ensuring all campaign exceed expectations and deliver strong, measurable business impact

**A summary of commitment to CPD and professionalism:**

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We:

- Pay for all staff to join the PRCA and the CIPR or Marketing Society and are one of just four CIPR corporate affiliates in Scotland
- Fully fund employees to complete industry training
- Pay interns the Scottish Living Wage and are Living Wage accredited
- Offer flexible working, with more than half the team having some form of flexibility
- Host quarterly team away days alternating between business and team building
- Finish at 4pm on Fridays
- Provide an extra day holiday per year of service
- Signed the PR Internships For All and Scottish Business pledges
- Follow the CIPR code of conduct
- Promote internally where possible with many AM/SAM team members having joined as interns/AEs
- Ensure all team members complete CIPR CPD (or Marketing Society/PRCA equivalent) annually.

In a recent employee satisfaction survey 100% of the team scored the agency with a positive vote of agree or strongly agree for the following categories:

- My manager helps me to develop to my full potential
- I am encouraged to explore growth or advancement opportunities within Muckle Media
- I understand the importance of my role to the success of the company
A summary of recent outstanding achievements, including client list growth / retention:

- Secured one of just five places on the coveted Scottish Government Public Relations framework
- Achieved PRCA Communications Management System status pass (aligned to ISO 90001 and Investors in People)
- Named Ethical Champion in national PRCA competition
- Acquisition and integration of Platform PR
- New clients including:
  - Cycling Scotland
  - Mark Beaumont
  - Moray Economic Partnership
  - Natural Retreats
  - Scottish Natural Heritage
  - Skills Development Scotland
  - The Hunter Foundation Michelle Obama dinner
- Retained blue chip energy clients including E.ON, EDF and SSE
- Moved into flagships offices in central Edinburgh and relocated Inverness office
- Nathalie Agnew shortlisted as Emerging Director at the IoD Scotland Awards
- Ellie Waggstaff and Fiona Reyner appointed committee member for CIPR Scotland and participating in the CIPR Scotland Future Leaders programme
- Nathalie Agnew selected to be mentored by industry veteran and AMEC chair, Barry Leggetter
- Nathalie Agnew completing Strathclyde University Business School’s Growth Advantage Programme, a ten-month course delivered over weekends aimed at helping SMEs to grow

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

Mark Beaumont is an adventurer and ultra-endurance athlete who had was aiming for a world first by circumnavigating 18,000 miles around the globe in just 80 days. Muckle Media met him less than one month prior to his expedition with the brief to ensure he delivered the greatest reach possible for his story.

As a brand ambassador, Mark’s equity is in his global audience reach. His objectives were:

1) Secure 300 pieces of positive media coverage during the campaign
2) Deliver 90% key message penetration

Balancing quality v quantity – tiered approach ensuring Mark's precious time was dedicated to high return opportunities (quality) and developed a suite of materials to pitch the story to tier two media (quantity)

Peddling Mark’s story far and wide – making the story relevant on a local, national and international level by mapping out links and angles

Recycling content – developing content once that will be used many times and extend the reach
Getting Mark on his bike – existing sponsors were measuring the reach of their brand, so it was crucial that Mark was appropriately branded for media opportunities.

From the official launch of the project in London to the finale in Paris and the UK homecoming, Muckle Media executed a clear strategy for this fast-paced project to communicate Mark’s story to a global audience.

The client's objectives were achieved within just two weeks, with a total reach of 726 million from over 2,500 media clips during the six-month campaign.

Results included:

- 600,000 hits on the Artemis World Cycle website
- Six of ten referrals to the website were media
- Increase in social media followers

Mark raised over £65,000 of charity donations to OrkidStudio, media exposure meant hundreds of people made donations which will contribute towards a new hospital in Kenya.

Mark has secured book and documentary deals as a result of his raised media profile in addition to a continually full diary of speaking engagements.


The budget was £4,500.