



Category: Outstanding Small Public Relations Consultancy

Company: BrandContent

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

- Incorporated 23/06/14, Launched 01/09/14 by founder Sharon Flaherty
- Staff: Six

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

2015-2016:

- Target turnover 10% YOY growth
 - Turnover 23% growth; 12%>target
- Target profit break-even:
 - Achieved: Profits invested in business/staff development
- Grow team to four with diverse skillsets:
 - Five specialists
- Win five new clients/projects:
 - Won: 13
- Grow national portfolio:
 - Won Quidco, Easyodds, Kerridge
- Allocate regional marketing budget:
 - Won Royal Mint, Life Sciences Hub, Hugh James
- Achieve recognition:
 - 2 PRCA awards

2016-2017

- Target turnover: 30% growth
 - 53% growth:18%>target
- Target profit:
 - 67%>target
- Win 7 clients/projects:
 - Won 15 including Admiral Insurance, Harley Street Medical Area
- Expand national remit:
 - 60% client network outside Wales. International wins; Chicago tech client, Dubai bank
- Embed within digital economy:
 - Wales: Appointed on two government frameworks supporting digital businesses
 - National: Formed training partnership with tech accelerator Level39
- Create inspiring working environment:
 - £2,600 refurbishment
- Achieve recognition:
 - Won 3 PRide Awards, 1 PRCA, Wales Start-up Awards (Services Start-up of the Year)

2017-2018

- Target turnover 35% growth
 - Projected 67% growth:23%>target
- Target profit:
 - Projected 28%>target
- Grow team to 6
 - Achieved
- Win 9 clients/projects:
 - Won 11 including NFU, Ageas, NEST

- Grow existing client base
 - 100% client retention
 - Admiral: extended 8-month contract by 2 years
 - FairFX: retained for 3 years, launched new strategy adding corporate remit and SEO
- Maximise Welsh Government framework
 - Won 15 projects
- Launch SEO service
 - SEO head appointed
- Widen regional footprint to support national client base
 - Strategic development of remote-working network
 - Appointed editor (Oxford/Cardiff), SEO head (London/Cardiff), PR SAM (Swindon/Cardiff)
- Focus marketing budget
 - New website launched
 - No additional marketing spend; new business through referrals/reputation
- Achieve recognition:
 - Won 3 PRide Awards, Wales Start-Up Awards (Creative Start-Up of the Year), Cardiff Business Awards Outstanding Individual (MD), 1 PRCA award

A brief overview of business / team strategy:

Everything about BrandContent is underpinned by one core value; thinking big. It started as a one-woman band working at her kitchen table.

After smashing revenue forecasts in Y1, profits were sacrificed in Y2 to invest in building sustainable foundations including staff recruitment, retention and training. And now we're reaping the rewards; beating off competition from the UK's top agencies, winning big clients, scooping thousands of pieces of national coverage and doubling our office floor space.

We commit to understanding our clients and building close relationships before developing a strategy aligned to their business objectives. We don't do bolt-ons; we integrate content and PR from the outset for maximum impact and we offer monthly implant days to all clients.

Our USP is our data-led methodology. By developing our own investigative research to champion consumer issues, we raise eyebrows and create big results.

As a feisty small agency, we're proof that size shouldn't hold you back.

A summary of commitment to CPD and professionalism:

We want our staff to be the best. We invest in training with CPD linked to objectives, reviewed at appraisals and monthly one-to-ones. Daily meetings enable strong team collaboration and support.

Highlights:

- Bonus
- £1,000 individual training budgets
- Diversity training
- Paid internships
- Mentoring scheme
- CIPR membership; accreditation commitment
- PRCA membership; CPD commitment
- CMA membership
- MD PRCA Wales Chair
- Extras:
 - Treat corner
 - Festive shutdown
 - 25 days holiday
 - £100 wedding bonus
 - Quarterly paid team nights out
 - New business commission
 - Personal award budget to develop and recognise achievements

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

- Grown from one to six-strong team in Cardiff
- Doubled office size; office refurb
- Small start-up attracting national pound into Wales
- Turnover: Y1 425%>target, Y2 23% growth, Y3 55% growth, Y4 67% growth
- Business leads via referral/reputation; clients are impressed and talking about us
- Annual client retention 100%
- Client wins:

- Admiral Insurance: Pitched against five national agencies. Won 8-month contract now signed further two years
- FairFX: consumer remit, retained since 2015; remit extended to corporate and SEO
- Harley Street Medical Area: Vs global agencies
- Third biggest motor insurer Ageas
- NEST: One of six UK agencies appointed
- International: Showpad (Amsterdam)
- Projects: NFU, Hodge Bank, Proton Partners, Oxygen House

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

National currency provider, FairFX specialises in prepaid cards with a USP of value.

Objectives:

- Raise awareness; reach mass consumers, weekly national coverage
- Disrupt currency market
- Associate FairFX with “best value”

Strategy

With strong competition, we needed to stand out whilst empowering consumers to seek value. Media audits, press, social and competitor monitoring helped us design fresh campaigns based on what mattered to consumers and journalists. A 12-month programme of investigations, analysis and campaigns pegged to news hooks were devised alongside a reactive press office.

Tactics:

Daylight Robbery:

Investigation showing consumers are fleeced by £5bn a year due to hidden fees and poor currency decisions.

Snap Election and Brexit

Exchange rate analysis, ‘myth-busting’ guides and cost barometers at key political milestones helped consumers understand how to achieve best value.

Airport Profiteering

Going undercover, we captured exchange rates during peak travel times showcasing the bad deal buying currency last minute.

Trump Slump

We captured the cost of Trump hotels at inauguration and compared them one year later revealing a 35% slump! Pegged to Trump’s inauguration anniversary, we used the news agenda to keep FairFX front of mind at a prime holiday booking period.

Results

- 1,304 media hits; +8% YOY
- 799 nationals; 1,437%>target, +36% YOY
- Reaching 530.4m
- 827 cited “best value”
- 222 cited “plan ahead”
- 296 articles fully owned
- FairFX reinforced as consumer champion

Wider impact:

-73,237 new customers, 51.7% revenue growth

-17.9% currency card turnover increase

-Only 2% of consumers buy currency at airports; down 3% YOY

- Cost effectiveness

PR Resource: £72,000

- Staggering coverage levels, 13.5p per 1,000 reached
- No additional spend to PR fee; campaigns were effective, gaining traction on own merit through comprehensive research, meticulous currency analysis, bold investigations and strong media relationships
- Demonstrates how a small regional agency can deliver for national client; size doesn't hold us back!