



Category: Outstanding Public Relations Consultancy

Company: Golley Slater

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

Date of incorporation: 16 May 1957 (Golley Slater Group Ltd) – Golley Slater PR set up in 1965.

Number of employees: 15 (14 executive/1 support)

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

Set for 2017/2018 (contextualised within past three years)

1. Expand digital focus, capability and presence through our dedicated social media and content team. We have:
 - Further driven integration between Paid-for, Earned, Shared and Owned: social team now produces visual content for 80% of PR clients
 - improved our own digital presence/content for business development purposes
 - increased engagement across social channels, e.g. our #walescreates films for Wales Week in London reached 100,000
 - Continued to expand client digital offer to all aspects of social media/content strategy, planning, delivery and evaluation.

2. Develop creative network of freelance specialists
 - Continued to expand freelance network.
 - Became first supporting partner of Creative Cardiff and hosted its first Access All Areas event

- Sponsored Wales Week in London. As part of our ‘Wales Creates’ initiative, Welsh companies given chance to show off creativity on a specially-created ‘fifth plinth’ in Trafalgar Square.

A brief overview of business / team strategy:

Golley Slater is Wales’ largest creative communications agency.

Our mission is to be the first, integrated PR choice for clients and staff in Wales, while our purpose is to play an active role in our local creative community. The two are inextricably linked, the former fed by the latter, helping us recruit and serve clients better and foster mutually beneficial growth.

Digital and integrated solutions remain our focus while our business plan has input from whole PR team with clear KPIs on areas from new business to client growth that are devolved to teams and reviewed quarterly.

A summary of commitment to CPD and professionalism:

1. Annual Performance Development Reviews, reviewed quarterly
2. All CIPR memberships paid if CPD completed – 2017/18 training included creativity, evaluation, planning, stakeholder relations, communications strategy
3. Always one staff member on CIPR Cymru committee
4. PRCA CMS since 2000
5. Annual team away day, monthly socials
6. Birthday off
7. Annual profit-related bonus
8. New business incentives paid to individuals
9. Childcare vouchers
10. Cycle-to-Work scheme
11. Paid internships throughout year
12. Links with three local universities - work experience, workshops, lectures

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

- Exceeded profitability, client growth and new business targets over past three years, best commercial performance in 2017/18.

- Won work with Welsh Government Organ Donation, NHS Recruitment and Welsh Blood Service, Cardigan Castle, Coastal Housing, Global Mutual, The Depot and Tata Steel.
- Re-appointed by Atradius and Welsh Government SHELL.
- Retained clients over last three years: Atradius, Careers Wales, Cooke & Arkwright, Hilton, Linde, Welsh Government SHELL, Folly Farm, Hendre, Redrow, (combined average of 80 days/month)
- Three internal promotions 2017/18
- Expanded flexible working
- Sponsored Wales Week in London
- First supporting partner of Creative Cardiff
- Held regular Inspiration Sessions for team
- Continued to host & co-ordinate CIPR Social Shorts
- Two SAMs mentor local arts organisations through Arts & Business Cymru
- Member of BITC Cymru - developed company purpose
- Six PRide Awards, three PRCA Dare Awards in last three years
- Shortlisted for Creative & Digital Business of the Year 2017
- Pro bono work included campaign for organ donation support charity, Believe

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

Don't Let Money Get in the Way of University (Welsh Government)

Brief

- Communicate new financial package to support living costs for university students
- Communicate that money doesn't have to be a barrier to going to university
- Position Wales as a trailblazer, offering UK's most generous package of student finance support.

Objectives

Outputs:

1. Reach 50% of Welsh adults
2. 20 pieces of positive coverage
3. 1million PR reach

Outtakes:

4. 10% of adults to remember campaign spontaneously
5. 100% positive PR-influenced articles
6. 10% increase in propensity to go to university
7. 15% increase in propensity among 16 to 24-year olds

Outcomes:

8. Increase website visits from 800/ month to 8000 over campaign

Strategy

- Conducted focus groups to explore money worries in depth – found that money was a big issue/constant pressure that hinders university experience

We defined:

Audiences:

- Workers who didn't go to university when they left school/college
- Career changers
- Graduates in employment looking for a career change
- School students 16-18
- Parents/carers

Influencers:

- Welsh universities and HE/student bodies
- Student Finance Wales
- HE leaders and commentators
- Welsh / UK media

Tactics

- Created fully integrated, content-led campaign (PESO model) centered on 'money monster'
- Three stage campaign – awareness, education and action
- Awareness:
 - TV advert launched during Coronation Street. Also appeared on Sky Regional, S4C and on-demand through ITV and Channel 4.
- Education:
 - Media relations – Wales, UK national and trade – focusing on most generous package and case studies
 - Sent toolkit to HE influencers and universities
 - Radio advertising
 - Live Facebook Q+A
 - Thought leadership

- Organic social media content to spark conversation / sharing
- Action:
- Programmatic digital and social media advertising
- Search campaign

Outputs

1. TV reached 57% of Welsh adults
2. Generated 62 articles, including 4+ campaign messages (BBC Radio 4 Today, ITV.com, TalkSport, Telegraph, Wonk HE, Save the Student, Which?, The Tab, Money Saving Expert, Western Mail)
3. Coverage reached 20.5 million

Outtakes:

4. 20% of adult population spontaneously remembered campaign
5. 100% of PR-led media coverage was positive
6. 15% of population more likely to consider university
7. 30% of 16 to 24-year olds more likely to consider university

Outcomes:

8. Website visits rose to 21,422 in February and grew by 886% from November to February.

Budget

Total: £141,713

Research: £27,388

Advertising: £75,900

PR and social media: £38,425