

The logo for the CIPR Pride Awards 2019 Gold Winner. It features the text 'CIPR PRIDE AWARDS 2019' in white on a black background, followed by 'GOLD WINNER' in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Outstanding Young Communicator

Entrant name: Jade Mansell MCIPR

Company: WPR

Demonstrate your commitment to professional development and your career growth:

Career Growth:

I joined WPR as a graduate with nothing but a degree, a few months' work experience and a lot of ambition. Five years later, I've been promoted five times, reaching account director at just 26 – making me one of the youngest people to attain that level in WPR's 27-year history.

Fast-forward two years, and my career goes from strength-to-strength. I:

- Run a client portfolio worth £469,300 – the size of many PR agencies in their own right
- Have four direct reports, and lead a team of ten across my accounts, working on big-name brands.

I have:

- Contributed to, or led, five campaigns which have won 13 awards in the past two years. We:
 - Went viral on a global scale, delivering the UK's first ever 'glitter gravy'
 - Created a Creme Egg Yorkshire Pudding which saw £2.44 in sales for every £1 spent
 - Delivered a 59% sales increase of gin following a search for the nation's gin-ius.

Commitment to CPD:

- In the last two years, I've:
- Attended 10 training courses and 17 learning lunches
- Sought out mentoring from an ex-Mothercare comms director

- Become one of the most frequent contributors to our internal platform, Facebook Workplace, sharing on average 40 posts per month
- Started working towards Google accreditation / Facebook Blueprint
- Working towards CIPR CPD.

Outline your work-related achievements over the last two years and how they contribute to the wider industry:

Work-Related Achievements:

Target: Deliver 80% client retention rate.

Result:

- In the past two years, I haven't lost a single account

Target: Play a lead role in retaining the agency's largest account, Greene King, the UK's biggest pub brand.

Result:

- Over the last two years, Greene King has increased its spend with us by 46%
- In the words of our key contact at Greene King: "Jade has been an absolute pleasure to work with over the past seven years. She's not only a wonderful person, but she delivers above and beyond her role consistently. She always brings energy, enthusiasm and passion to the table. Not only do my team constantly praise Jade, but our brand managers – who are notoriously hard to please – equally rate Jade highly."

Target: Grow my client portfolio by 10% year-on-year.

Result:

- I've exceeded all growth targets
- My new business conversion rate stands at 80% (versus 40% industry average)
- I've helped bring in some of our biggest names – National Trust, Volvo, Redrow Plc, to name a few
- According to my managing director: "Jade has played a pivotal role in our new business. Her passion for PR shines through whenever she is addressing an audience, and the consistent feedback is that her positivity is contagious, and a key reason for our subsequent appointment."

Contribution to Wider Industry:

I attended a school in special measures, where just 16% of students achieved five A*-Cs at GCSE. Testament to my work ethic and determination, I became the first student in the

school's history to win a place at Oxford. When I graduated, I pledged to help others in situations like mine. I:

- Have participated in the BCU mentoring scheme, guiding students seeking a career in PR
- Am a participant in LinkedIn's career advice hub – helping those who can benefit from my experience
- Presented at BCU's #Future2020 conference, offering undergraduates guidance for career progression
- Delivered talks to young people from underprivileged backgrounds on self-belief, and opportunities at Oxbridge.

Internally, I:

- Am a MHFA “Mental Health Champion”
- Help our wellbeing team increase activity in the workplace – I was the first female to join the WPR football club, and have since inspired others to join
- Encourage a work-life balance - I chair the WPR Book Club, Film Club and Christmas Party Committee
- Have nurtured the careers of six graduates, with tailored approaches to their progression
- Have hosted three learning lunches, and delivered internal training sessions.

Outline the biggest work-related challenge you've faced in the past two years, including details of what happened, how you overcame it and what you learnt from it:

The Challenge:

For Greene King, the 2018 World Cup represented the biggest commercial opportunity in years - however:

- Greene King wasn't an official sponsor, with no direct affinity to sport
- Who knew how far England would go, and how could we cut through the noise?
- My total unfamiliarity with the footballing world proved a personal challenge.

What Happened:

I embroiled myself in fouls and fandom, making a ritual of morning reading and catch-ups with the office football fans. This saw the execution of a fully-integrated campaign – from the launch of “Un-beer-ievable” ale, to renaming Harry Kane's local from the Golden Fleece to the Golden Boot.

Results:

- Coverage on The One Show, Sky News, Match of the Day, Channel5, ITV and every one of the red-tops.

Impact:

- A 5.5% increase in like-for-like sales – 3.1% ahead of the market.

What I Learnt:

- Proactively arm yourself with knowledge
- Combine planned activity with news-hijacking - be agile, and be confident.

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

Brief, objectives and budget:

Farmhouse Inns (FHI) wanted to raise awareness of its 'cake-away', whilst reinforcing its signature carvery.

Loved for its portion sizes, decadence needed to underpin our campaign.

Targets:

- Regional coverage: 20
- National coverage: 3
- 5,500 video views
- 150 clicks to website.

We had a £5,800 budget.

Strategy:

- Our insights showed our audience uses social media to consume news, so we had to be 'social-first'
- We proposed harnessing the power of social juggernauts for vast reach – costing less, but requiring far more imagination
- Brainstorms led us to the world's first Creme Egg Yorkshire Pudding (CEYP).

Tactics:

- Packaging of the campaign was key:
 - We created a UGC-style video and fashioned click-bait style headlines

- Content and format blended with target publishers' posts
- We used self-service platforms to deliver direct-response sales messages.

Outputs/Outcomes:

- Exceeded targets eight times over:
 - 20 national/viral sites shared the story 71 times on social, including UniLad, LADBible and The One Show.
- 23 regional pieces saw coverage for every FHI
- The campaign delivered:
 - 87,000 engagements
 - 58,000 shares
 - 4.3million video views
 - 2,782 clicks to site.
- FHI sold £20,000 of CEYP – for every £1 spent, we generated £2.44 in sales
- Won Gold Best Use of Social Media at the 2018 CIPR PRide Awards.