



Category: Outstanding Small Public Relations Consultancy

Company: ADPR

Number of employees - including executive / support staff - and annual fee income:

Established in 1991. Incorporated 8th November 1999.

Numbers employed:

Account team – 7 (Managing Director, Associate Director, 2 Account Directors, 1 Account Manager and 2 Account Executives).

Support staff: 4 (part-time Office Manager, Bookkeeper, Finance Director and Freelancer).

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

Since ADPR was purchased by Kate & James O'Sullivan at the end of 2017, our key objectives have been to strengthen the foundations of the business and future proof it by investing in and upskilling the team.

- Maintain a profitable, sustainable business model with quality clients
- Build our agency as a recognised and respected company by retaining our clients and our team
- Provide a culture of opportunity for our team and an emphasis on a healthy work/life balance.

Performance:

- Turnover continues to increase year on year, increasing by 19.3% over past 3 years
- 80% of current clients on retained contracts. Over half of these (57%) retained for three years+ – one client retained for 16 years+
- Only one team member left the company in the past year (relocation purposes)
- Annual training budget increased by 71% over past three years, proving our commitment to investing in our team

- 5% of fee income from upselling to our existing clients over past year.

A brief overview of business / team strategy:

ADPR is a strategic communications agency based in the heart of the south-west. We work with a variety of local, national and international brands across a range of sectors including marine, outdoor, travel, leisure and lifestyle.

Our vision is to create best-in-class communications campaigns ('PR with Purpose') and be the company of choice for high quality brands that share our values. We pride ourselves on building long-term, value-adding relationships with outstanding customer service. At the same time we are dedicated to attracting and retaining exceptionally talented individuals by offering a culture of opportunity.

Our people are the heart of our business – a motivated and enthusiastic team creates our success. We are fully dedicated to protecting the welfare of our employees and have recently signed the 'Time to Change Employer Pledge' to demonstrate our commitment to changing how we think about mental health in the workplace and ensure employees who are facing these problems feel supported. A member of the team is also a trained Mental Health First Aider and we have implemented a Mental Wellbeing Policy prior to it becoming a legal requirement.

Other team benefits include:

- Flexible working hours
- Increased holiday allowance (including a free holiday on birthdays)
- New business and upsell incentives
- Annual team strategy day and team building.

A summary of commitment to CPD and professionalism:

Every employee has an uncapped annual career development budget, which has increased by 71% over the past three years.

Our Associate Director has recently studied for the AMEC (International Association for Measurement & Evaluation of Communication) International Certificate, where she received the equivalent of a first. This showcases our commitment to best practice guiding principles to communications evaluation.

Our first apprentice, (joined 2011), is now an Account Manager and our most recent apprentice is an Account Executive after completing his PRCA Level 4 Diploma in PR.

We also supported our Account Manager in gaining her CIM Level 6 Professional Diploma in Marketing.

As members of the PRCA, we regularly attend training courses and use online training resources. We are members of associations and networking groups in our key sectors

including the Outdoor Industries Association, British Marine, Somerset Chamber of Commerce and Somerset Young Professionals.

The team each have personal development plans and receive annual performance appraisals, as well as internal mentoring on an ongoing basis. We also provide work experience placements to university and college students.

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

- The team completed one of the UK's toughest walks, the Jurassic Coast Challenge (52km), in June and raised over £3,000 for MIND – the mental health charity
- Managing Director, Kate O'Sullivan, named in South West Business Insider's prestigious 42 Under 42 feature – an annual list showcasing the region's top business leaders under 42.
- Associate Director, Sophie Foyle, received 'Rising Star Award' at Business Leader Awards
- ADPR announced as 'Business of the Year' at Business Leader Awards
- 14 clients on a retained contract in 2019, with 57% of these retained for three years+
- Nine new clients secured over past year, all in key target sectors
- New business strategy sees conversion rate at its highest ever level (1:3)
- Promotions and salary increases for three team members in past six months
- Employee engagement survey launched with 100% participant rate and 'successful' outcome.

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

The St. Maarten Heineken Regatta celebrates world-class racing over four days, with sailors from 35 countries around the globe. ADPR was challenged to develop a proactive communications campaign to raise the profile of the Regatta in the global marine and travel markets, to increase regatta entries and position St. Maarten as a top sailing and travel destination.

To meet these objectives, we devised the 'Serious Sailing, Serious Fun' campaign to build a compelling narrative around the event and its infamous party nights, which launched on 01 October 2018 and concluded on 30 April 2019.

The campaign included a series of news releases and the implementation of seven engaging monthly content calendars for social. During the race we ran an effective press office function, including crisis communications, with a 24/7 service and produced a series of

action-packed race reports. We also hosted a tailored press trip to cover the Regatta, highlighting it as a must-do sailing event and a destination to include on your bucket list.

Results:

- 180 pieces of coverage, covering 20 countries, with 14+ million reach
- 100% positive coverage
- 114 registrations – exceeding 100 target
- 29,242 Facebook page likes, steadily increasing month on month throughout campaign
- Facebook posts receiving 400+ reactions and up to 900 shares proving content was engaging
- 7,774 Instagram likes during campaign
- 63 media registered to receive updates prior to the Regatta
- Journalist feedback, “I’ve been to many regattas before, but this event definitely topped all of them. You guys should be very proud of what you achieved here with publicity.” – Tasha Hacker, Turf to Surf
- Campaign exceeded all objectives.