

Excellence Awards - 2021 Entry
85 Tottenham Court Road
London. W1T 4TQ
020 7631 6900

Entry ID: 9240

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: No

Basic Information

Category: 31. New PR Consultancy of the Year

Entry Information

Entrant company name: Rise at Seven

Entry title:

New PR Consultancy of the year

Entry

Date of incorporation, number of employees and annual fee income:

Date of Incorporation: 18 April 2019

65 staff and annual fee income of £ 3.8m

Business objectives and analysis of performance against budget over the last two years:

The business has performed beyond all internal and external expectations. Our offering has been seized by every client we get in front of. In our start up plan we aimed to achieve a turnover of £1.5m by the end of year 2 - we achieved this in less than one year. We flexed our budget by 130% for our second year revenue and we are well on track to comfortably surpass this too. The rapid growth of the business is based on long term retained clients which provides a steady stream of revenue as well as allowing our business to build the lasting relationships with our clients to guarantee both parties get the most from our engagement.

Our fast growth has also meant we have accelerated other decisions that were due to take place later in the business plan. We repaid all start-up capital early meaning the business carries very little debt. We worked rapidly to get our senior leadership team & back office structure in place to support our continued growth across both our Sheffield HQ & London offices. We also brought forward our expansion plans to obtain a physical

presence in the USA, having already secured several US clients & employees based in the US, we now have Rise At Seven registered in America too.

With these foundations, we are well prepared to increase our market share significantly over the next year.

A brief overview of business / team strategy:

Rise at Seven is a search-first creative agency founded by Carrie Rose and Stephen Kenwright in June 2019. We build links that get clicked on on the biggest press out there, SEO strategies that tie with brand and social, and OOH billboards that make people search.

Our focus is to make large creative strategies work for search for the very first time, run campaigns that build brands, and strategies that move the needle in the organic market space.

Our purpose is to pitch the biggest ideas to the biggest brands - against the biggest agencies - and be confident of success. We consistently beat agencies 10 or 100 times our size because we think differently and guarantee results (or we don't send invoices).

We've gone from generating £2.5K revenue per month to £290K revenue per month - making £1.5 million in our first year of operating. We've worked our god damn ass off to make Rise at Seven one of the best SEO agencies to work at and with - and winning an award for our efforts would mean the world to us.

A summary of commitment to CPD and professionalism:

Rise at Seven is committed to a thorough training programme within the business. Currently, we have 4 interns, a student doing a placement year, as well as a current MA student working 2 days a week. We offer a fully-funded masters with our direct partnership with Sheffield Hallam University and have hired 33 graduates within the 18 months. We champion that our business is full of young creative individuals but we have many industry experts with years of experience guiding them through the training programme. Our CEO Carrie Rose also runs a dedicated training programme directly with PR staff to ensure that training stays of the highest quality.

We recently received an overall score of 91% in the Best Workplaces programme, with top statements around workplace pride, being treated fairly and going the extra mile; which really showed us that people genuinely love working at Rise. This level of insight has given us focus points from which we've invested in; individual staff training and employee experiences programmes that ensure people feel supported and part of the team.

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

We've worked with 60+ businesses so far (a new win every six days) since we started, including: MISSGUIDED, Matalan, Halfords, GAME, Bumble, Money.co.uk, Xbox, Playstation, uSwitch, Rasin, Made.com, House of Fraser, GoCompare, MyProtein, Cath Kidston, Halfords, Parkdean Resorts, SpaSeekers and ODEON. Across the UK, US, and Europe

Some things we're proud of:

- We've got a 97% pitch success rate
 - We get 100% inbound leads - every single one of our clients sought us out
 - Not a single client left us or reduced spend during COVID-19
 - We saw a 160% increase in revenue and 70% increase in headcount since going into lockdown
 - We turned over £1.5m in our first year (and we're well on track to turn over £3.5m this year)
 - We get - on average - 50 CVs for every job ad we put live
 - We've won a total of 17 awards for work with clients and are extremely proud that we won Best Large Agency at the Global Content Awards and Best Large SEO Agency at the UK Search Awards.
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A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

Under lucky stars x Rise at Seven
The brief:

We're looking for something CREATIVE, to really improve both the quality and quantity of links into our site whilst earning coverage worldwide to build brand ☐”

Objectives:

The overall KPI was 75 links across a 6 month period. We were tasked with increasing brand and non brand organic search traffic and measuring any additional benefits of the campaign such as traffic and sales.

Budget £8k per month, campaign ran over a 2 month period.

Strategy:

80% of Americans could no longer see the Milky Way and it's near impossible to see the stars in cities like New York. We gathered data on the worst light polluted cities around the world and then visualised what those cities would look like if light pollution didn't exist.

Tactics:

We formed a list of 200 publications globally we wanted to target.

Outputs:

We overlaid Under Lucky Stars star constellations with the city skyline light polluted images to create slider images showing the comparison. The full creative was added to the ULS site to gain links back to
<https://www.underluckystars.com/if-light-pollution-cleared>

Outcomes:

6 weeks in we had picked up 119 media placements globally. We smashed our KPI of 75 links in 6 months in the space of 6 weeks.

Supporting Information

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

Rise at Seven is a search-first creative agency founded less than 2 years ago. If it looks like a Rise at Seven campaign, it probably is.
