

Basic Information

Region (Check Region):

Anglia, Thames and Chiltern

Category:

30. PR Consultancy of the Year

Entry Information

Entrant company name:

Genesis PR

Entry title:

SURVIVING AND THRIVING AT GENESIS

Entry

Number of employees and annual fee income:

19
FY2020-21 £906.3K

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

Genesis' reputation is built on creating and delivering outcome-focused integrated PR and digital communications to achieve tangible value for our clients, made possible by our talented team and agency culture.

Our focus on staying ahead of the digital revolution, coupled with our level-headed creativity and passion for what we do, has resulted in success for our clients and ourselves.

We have an ambitious growth plan, with the leadership and team to make it happen. To March 2021, we grew fee income by nearly 6% and our operating profit by 115% despite a highly turbulent last 12 months coping with the UK lockdowns.

Based on our current heightened business run-rate, our fee income is set to grow 46%, operating profit by 80% and we will add at least 4 large new clients.

Headlines

-We consolidated our client base to fewer more profitable accounts which have a higher fee income

-Ranked in "PR Week 2021 Top 50 Agencies Outside London" at #40 – one of just two agencies in East of England

A brief overview of business / team strategy:

Our team strategy has three key strands:

1. "Forwards" – leadership, business strategy and market proposition
 2. "Outwards" – effective articulation, marketing and sales of our proposition
 3. "Inwards" – developing the best in our team with excellence in personal development, team culture and wellbeing, systems and processes
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A summary of commitment to CPD and professionalism:

Strengthening individual and team capabilities is fundamental to our business success and culture. This is achieved through:

-Skills & Capabilities Framework: twice yearly Personal Development Reviews (PDRs) assessing individual performance and development.

-Individual PDR actions: specific learning and development goals.

-Monthly recorded one-to-one's with line managers.

-Career Progression Guidance: a route map we have defining the skill sets needed for each level of progression.

-Paid-for CIPR membership and use of CIPR CPD Scheme: every team member has a stretch target of 90 CPD points (CIPR sets 60 points) to achieve Accredited Practitioner status over 2-year period.

-Annual £4,400 investment in LinkedIn Learning for the team

-Personal development supported by training webinars, self-learning time and accredited training from CIPR, LinkedIn Learning and Google resources.

-A structured six-month Graduate Training Programme delivered by experienced team members.

-In-house designed and delivered Account Manager training

-Team members develop their career aspirations, e.g. four graduate employees progressed to Senior/Account Managers and two to Account Director since joining.

-Fortnightly team sessions to share best practice/conduct team-wide training.

-Six-monthly half-day team workshops to review/develop business practices.

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

During our last financial year, during the worst period of the pandemic, we:

- Acquired four major new clients with combined annual retainer income of over £343k
- Retained 100% of our most profitable clients (valued at £50k+ fees p.a.)
- Grown our team from 18 to 20
- Created a 'Wellbeing Champion'
- Given choice to work-from-home or office based – 3/4 chose WFH
- Reduced office size saving £3,500 p.m.
- Fully utilised Microsoft Teams resulting in better work-life balance, increased productivity, enhanced client relationships, greater agility
- Increased average day rate by 9%
- Successfully used our 'i-thinking(R)' methodology to win new business and grow existing
- Improved our new business pipeline through highly effective SEO and PPC advertising (also referrals)
- Ranked in PR Week for Top 50 Agency Outside London, Top 40 B2B Agency and Top 20 Public Sector Agency

We have achieved organic client growth and improved business efficiency through:

- Our capacity management system to plan client resourcing and identify workload peaks
- Monthly Activity Plans to accurately forecast client work against retained hours to reduce over-servicing
- Updated client contracts with set annual fee increases to improve profitability.

We have strengthened our leadership by creating the Genesis Management Team (GMT) with 'Heads of' roles for PR & Content, Digital, and Business & Finance to support the Owner/Directors.

With support from our business coach we completed our 2-year 'Genesis 2.0' business improvement programme and a 9-month training programme for the GMT to equip them with business management skills.

Our CSR community activity is a key part of our team culture:

- We gave pro-bono support to St Elizabeth Hospice through the first lock-down to create and launch #HereTogether, raising £250k

-We gave pro-bono support to charity client ZSEA valued at £15,600 in 2020/21

-This year we chose Suffolk Mind as our charity giving one day per month pro-bono

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

“Wild About Survival”

Brief

The Zoological Society of East Anglia (ZSEA) runs Banham Zoo (Norfolk) and Africa Alive (Suffolk). As a result of Covid it lost £1.5 million income within two months of lockdown.

Our brief was to protect its reputation during restructure/redundancies and help it rebuild.

Objectives

Stage 1: help ZSEA survive its financial and reputational crisis.

Stage 2: generate income to support recovery.

Strategy

Stage 1: clear messages and content reinforced ZSEA’s heritage and values, positioning the need for restructure/redundancies and galvanising support. We created the ‘Wild About Survival’ fundraising appeal.

Stage 2: we created “Me and Zoo – We’re good for each other” a campaign to bring to life ZSEA’s strategic aim of connecting people with nature for wellbeing. During an uncertain Autumn we created Community Champions Awards to thank people for helping their communities.

Tactics

-Vibrant and insightful zoo animal content, which entertained while educating on conservation

-Competitions to name baby giraffes and design the Christmas card, which helped increase engagement and raised funds

-Relationship building with the media to make ZSEA go-to spokespeople

-Media releases informed the public of constantly changing zoo operations and the charity’s aims.

-Sensitive issue management

-Covid-safety video

Outputs

12,602 new social media followers over 12 months.
171 media articles including Daily Mail and Daily Telegraph.
12 regional TV features
24 radio interviews

Outcomes

June, July, August 2020 best financial months ever
Over £62,000 raised through Wild About Survival
ZSEA awarded £752,000 Zoo Animals Fund grant

“Genesis are totally awesome and committed to everything they do. Their kindness and talent got our charity through a tough time. We really couldn’t have done it without our Genesis Gems.”

Claudia Roberts, CEO, Zoological Society of East Anglia.

Budget

Fees £62,400 (12 months)

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided
