

Number of employees: Seven
Annual fee income: [confidential]

Business objectives and analysis of performance

Over the past two years, we have focused on strengthening our team, growing our creative portfolio, and securing public sector contracts, to build resilience within the business.

This investment has meant that despite COVID19, we have had our best year to date. We aim to grow the business by 10% each year and for the last two years we have exceeded these targets.

- 19/20: Turnover [confidential] (up 18% on previous year)
- 20/21: Turnover [confidential] (up 55% on previous year)

Strengthen team year on year

- Appointed a senior graphic designer (2021) to grow our creative offering
- Appointed senior account manager (2020) to strengthen comms team
- Appointed marketing manager (2019) to lead marketing offering

Grow creative portfolio

- In the last two years, we have been commissioned to work on several flagship creative projects which have increased our portfolio in this area, including: National Forest for Wales, Vaccination Saves Lives, Healthy Working Wales, Dragon's Heart Institute
- Having a strengthened creative portfolio has seen this side of the business grow significantly in the last two years

Secure public sector contracts

- In the last two years, public sector work has accounted over 50% of our turnover
- Notable clients include Welsh Government, Life Sciences Hub Wales, Public Health Wales, Newport City Council, Vale of Glamorgan Council, and Life Sciences Hub Wales

Team strategy

Since we lifted the lid on jamjar back in 2012, the communications world has changed considerably and our services have evolved to reflect this, and the requirements of our clients. Over the past two years, we have invested in growing our integrated offering and this will continue to be a focus over the next year, where we plan to grow our digital capabilities.

'It's what's inside (our jar) that counts' became the focal point for our strategy in 2018. We're committed to investing in, and strengthening, our team, offering them a great, flexible place to work, where they can challenge themselves and grow professionally, to the benefit of our clients.

Professionalism & CPD

We're passionate about CPD and professionalism, investing annually in our development which includes:

- External training
- Virtual bitesize training
- Reading industry journals, magazines and websites to keep on top of best practice

- ‘Spreading the jam’ sessions where an individual shares their experience/knowledge with other team members
- Attending Creative Cardiff events to hear from experts within the creative sector
- Industry memberships, maintaining and promoting professional standards
- Sharing our knowledge and expertise with the next generation – through internships and guest lectures
- Annually updating all business policies to ensure they remain reflective of our business

We’re also committed to offering our team an inspiring, varied and fulfilling working life, through:

- Flexible, family-friendly working
- Investing in and allowing time for passion projects
- Christmas shutdown
- Quarterly team nights out/virtual sessions
- Anniversary and thank you gifts
- Giving back to our local community or charitable causes. Our Christmas we donated to three charities in lieu of gifts and a party

Outstanding achievements

- In a difficult climate, we have grown the business by 55% but our proudest achievement is how our team have come together like never before – working from home, juggling family life, yet still remaining happy, professional, productive and committed to their work
- In the last two years we have been appointed to five public sector frameworks:
 - Welsh Government
 - Wales Cooperative Centre
 - North East Somerset Council
 - Welsh Language Commissioner
 - Cardiff & Vale University Health Board
- Lead agency to two high profile projects for Wales:
 - National Forest for Wales
 - Vaccinations Save Lives – (at the heart of Wales’ COVID19 vaccination programme)
- Won x4 CIPR Wales/Cymru PRide Awards in 2019 and a finalist in the Cardiff Life Awards
- In 2020 we won x12 new campaigns/clients and so far in 2021 we have won 8 new clients/campaigns
- The first four clients that we secured when we started the business in 2021 are still retained nearly 10 years later
- Offered pro bono PR support to Warrior Women – a platform to connect, support, celebrate and educate local women
- Co-founded the Wales STEM Awards to address the inequalities in the sector

Example campaign

Brief and objectives

Following the devastating impact COVID19 restrictions had on high streets across the country, Vale of Glamorgan Council commissioned jamjar to design and implement a campaign to encourage residents to support their local high street by shopping locally.

Objectives:

- Develop a campaign which is seen by at least 65% of local traders and local residents

- Through the campaign increase business confidence amongst traders for the year ahead (target increase 5%)
- Through the campaign increase local residents' inclination for shopping locally (target 60%)

Strategy

We developed a campaign concept – 'Shop Vale of Glamorgan, Shop Safe' with an overarching message '[Our/their] survival depends on your support'. The strategy focussed on using the local traders themselves to plea to residents to shop locally. We built a narrative and messaging around why it was important for residents to support their local high street and also the measures shops and the council were implementing to ensure it was safe to do so.

Tactics

To help deliver the message, we created:

- Campaign toolkit for traders which included:
 - Logo
 - Posters
 - Window stickers
 - Social graphics
 - Branded shopping bags and sanitisers
- Overarching campaign video and individual town specific videos
- Meet the trader profiles
- Social media asset bank and monthly content calendars
- News releases for local media and hyperlocal online channels

The campaign was implemented from August 2020-March 2021 using the PESO media model.

Outputs

- Bilingual campaign identity and tailored identity for each town
- Trader toolkit
- Social media asset bank
- 4 news stories
- 6 videos
- 4,000 hand sanitisers and canvas shopping bags
- 160 shop window stickers
- Facebook advertising around hero content
- 8-month social media content

Outcomes

- The campaign was seen and supported by 86% of traders and 70% of residents (target 65%)
- Business confidence increased by 6% (target 5%)
- As a result of seeing the campaign, 70% of residents are more inclined to shop locally (target 60%)

Other positive outcomes from the survey:

- 80% of residents are prioritising shopping locally
- 72% of traders believe that local people are now more likely to support independent businesses
- 72% of traders think the high street will recover from the COVID19 pandemic