

## Basic Information

*Region (Check Region):* North West

*Category:* 26. Outstanding Young Communicator

## Entry Information

*Entrant company name:* Will Catterall

*Entry title:*

Will Catterall - No Brainer Agency

## Entry

*Demonstrate your commitment to professional development and your career growth:*

Will is a CIPR member in his sixth year Continuing Professional Development, with five cycles of CPD completed so far.

He became the youngest person to complete the 2017/18 CPD cycle at 20 years old and continues to be amongst some of the youngest CIPR members to commit to CPD annually.

Today, he continues to attend CIPR North West webinars to develop his skills and learn more about the industry, taking a holistic approach to his CPD by attending events on a range of topics, from wellbeing guidance to political lobbying.

He is also supported by No Brainer with a bi-annual PDP programme tailored to his own personal development, as well as regular training via a full learning and development portal.

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

Will Catterall, 23, works as an account executive at No Brainer, a Digital PR and communications agency in Warrington.

- Youngest person to complete CIPR CPD in 2017/18 cycle
- PRMoment.com Young Professional of the Year 2021
- Elected Press Officer on the executive committee of local CLP
- Communications lead for Welsh Champions, Connah's Quay Nomads

- Consistent coverage driver at No Brainer Agency
- Managed successful election campaign in May 2021 elections
- Into sixth consecutive CPD cycle

82 per cent of all young PR and comms professionals have an undergraduate degree, but Will opted to start out in the PR and communications industry as soon as possible.

His first professional role was at a top Legal 500 law firm, where as an 18-year old, the professional environment allowed him to understand that in a modern workplace, communicating with people properly is a key component of any successful business.

This is a personal non-negotiable for him still today, and one he developed further in his second role, and first experience of an agency as a PR and digital marketing executive working in his home county of Flintshire in North Wales. During this time, he produced content for an award-winning integrated campaign.

Through this, he noted that small but impactful actions can make all the difference in terms of results, and relationships. For this reason, Will is heavily committed to quality comms for clients and is a significant driver of coverage across his accounts.

At No Brainer, he has excelled in this, placing multiple clients in national, trade and regional outlets, and in line with targets and objectives. He also plays a major role in the evaluation and measurement process, in line with the AMEC framework.

This allows him to base his day-to-day actions on these targets, and ensure they are properly communicated, as one of any PR organisation's biggest hurdles is proving and justifying ROI.

---

*Provide an outline of a work-related challenge you have faced in the last two years, including details of what happened, how you overcame it and what you learnt from it:*

---

When the pandemic hit, the need to deliver results for clients was more crucial than ever before. Will took a central role in this, driving a significant amount of coverage during the peak of the lockdown in 2020.

Utilising a comms-focused approach to media outreach with tailored pitches and approaches to a range of national, regional and trade journalists, he successfully secured coverage in titles including:

- Financial Times
- The Raconteur Times pull-out
- Mail Online
- Times Educational Supplement
- Metro
- Business Live

He also helped manage communications with all clients during an uncertain period for businesses of all sizes, recognising the importance of building relationships for the future, even at home during lockdown.

The pandemic challenged not only external relationships, but internal ones too – Will took

action to counteract the isolation of lockdown by producing and hosting 'No Brainer Radio', his own idea.

A weekly Teams call with a twist – the show consists of a mix of industry news, music and interviews with team members and has been a major part of life in lockdown for the agency. In No Brainer's quarterly wellbeing surveys, it consistently scores highly as a preferred medium for the team to catch up and receive company updates.

Will was also instrumental in managing communications during a proposed change of ownership at Connah's Quay Nomads, where the current owner made a series of negative social media posts about the club. Will prepared statements and ensured all active members of the club knew the key messages to relay to media and shareholders, successfully limiting damage to club's overall reputation.

Through his experience of a range of challenges in his different roles, Will's primary learning has been how important relationships are to finding solutions at times of crisis, and as quality relationships can only be formed by strong communications, the latter is a crucial part of his everyday practices as a young professional.

---

*Provide an outline of a piece of work you have delivered or contributed to in the last two years that you are particularly proud of including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:*

---

Will worked as comms lead to Andy Dunbobbin, who was running for the office of North Wales Police and Crime Commissioner. The brief was to run a campaign based on his priorities for the office, while maintaining a community-focused outlook. No budget for the campaign was available.

As the pandemic hit, it was clear the campaign would be fought online, and on social media in particular. Will set about creating digital assets, in the form of a campaign video, a series of visuals with consistently clear messages, and a slogan that encapsulated the essence of the campaign; 'rooted in the community'.

The campaign launch video was viewed over 10,000 times with the total reach of the campaign surpassing 100,000. Messaging was kept at a regular level in the run up to election day, with the count declaring him elected with a total of just over 98,000 votes.

It was a campaign that was a year in the making due to the postponement of the 2020 election and will have a lasting impact on all living and working in the region as part of Commissioner Dunbobbin's police and crime plan, which Will consulted on.

The campaign was also an example of how to communicate with an entire community during the strictest periods of lockdown, and that even with a £0 budget, messages can cut through to the right audience when communicated in the right way.

---

## **Supporting Information**

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

---

Provided

---

