

Basic Information

Region (Check Region):

Yorkshire and Lincolnshire

Category:

30. PR Consultancy of the Year

Entry Information

Entrant company name:

iseepr

Entry title:

iseepr: Strategic comms partner to global tech organisations

Entry

Number of employees and annual fee income:

- 23 permanent employees
- Feb 20-21 income: £2,023,178

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

Wow and grow a specialist portfolio of international technology clients through word-of-mouth: We still partner with 15 of 17 global tech clients from June 2019. Are they wowed? Annual revenue across this base alone has grown 35% and we've won 9 of 10 new clients in that time through their referrals...so we think so.

Recruit / retain a team of talented, passionate individuals: Team members have been with us on average 4.2 years (12 years at director-level). Annual staff retention is 90%.

Become a 'top 20' PR Week UK agency: We are currently the 20th largest UK B2B PR agency, 30th largest tech agency and 34th largest with a H.Q. Outside London.

Give back: The team shares 10% of net-profit-before-tax-and-dividends annually (+£100k distributed as bonuses in past two years). We also recognise our privilege and support those less fortunate. In the past two years, iseepr has donated 3% of profits to charity.

A brief overview of business / team strategy:

To develop as unparalleled technology specialists in key global markets (fintech, payments, digital security, technology standardisation), doing exceptional work that wins referrals. Happily, our growth and profitability shows it's working. We've won new (and high-profile) clients in all of our specialist sectors – 90% through referrals - and increased income from over half of our existing clients.

A summary of commitment to CPD and professionalism:

Best practice:

- CIPR membership for all staff.
- CPD-based appraisals: 60% staff are CIPR-accredited
- Female to male ratio: senior team is 3:2; company-wide is 14:9
- Gold accreditation under Leeds Beckett Student's Union Fair Deal for Interns Policy. Living wage paid to all work experience students.

Professional development:

- Staff training budget up to £1k p.a. 18 external courses attended in the past year. 988 hours spent on CPD activities (43 per staff member).
- Inhouse mentors/external coaches support progress.
- Cross-company in-house training delivered bi-weekly.
- iseepr Perk Package: transparent commitment to professional benefits.

Work life balance:

- Part time opportunities / flexible working opportunities offered. 52% of us (17% male) work flexibly.
- Wellness policy:
 - Weekly team exercise opportunities: 'runch' club; Strava-based challenges.
 - Long lunches for exercise / social.
 - Annual health checks.
 - Eye care monitors for all staff.
 - VAT free bike provision (through Ride 2Work scheme: 2 bikes bought last year).
- 10% of all profits shared in bonuses with ALL staff (1+ year service).
- Enhanced maternity / paternity packages.
- Annual staff rewards: company advent calendar; birthdays off; away-days.
- All staff access to Employee Assistance Programme (24/7 counselling helpline).

Social conscience:

- In the past few years, we've supported a number of charities through company sponsorship totalling £22k+. Just a few include: Captain Tom Moore, In2 Science UK, BHF, Mind & Cancer Research and Comic Relief.
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A summary of recent outstanding achievements, including client list growth / retention:

- £2m annual turnover target (set pre-Covid) exceeded!
- +26% revenue.
- +15% headcount.
- Staff retention: 90%.
- No redundancies/staff furloughed.
- Salary inflation: +6%

- International expansion: recruited Senior U.S. Associate Director.
 - Senior team growth: three directors appointed.
 - 7 new international clients with 'hero wins' in all specialist technology sectors:
 - o Payments: We won Visa International as a client! This year we've secured a six-figure annual programme and supported six projects for different business units.
 - o Digital security: Arm.
 - o Global standardisation: GLEIF, Open Connectivity Forum, Calypso Networks Association.
 - 91% clients: monthly service-fee model (versus projects).
 - 58% of clients: revenue growth (average +30%).
 - 91% client retention.
 - Three founding clients retained (15 years); two are the agency's largest accounts.
 - Staff longevity: 49% of team with +3 years' service / 74% have been here 1+ year.
 - Winner: B2B Agency and Mid-Sized Agency – PR Moment Awards
 - #11 – Prolific North's Top 50 PR agencies
 - PR Week Top 150:
 - o #20 – B2B PR agencies
 - o #30 Technology PR agencies
 - o #34 – Agencies Headquartered outside London
 - Shortlisted:
 - o PRCA Dare Awards
 - o CIPR Excellence Awards
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