

## Basic Information

*Region (Check Region):*

South of England and Channel Islands

*Category:*

30. PR Consultancy of the Year

## Entry Information

*Entrant company name:*

Orchard

*Entry title:*

Agency of the Year

## Entry

*Number of employees and annual fee income:*

10 FTE employees

2019 Income: £682,000

2020 Income: £664,000

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

2019 - landmark year

- Revenue growth: 4% (target 5%) client retention: 64%, new client acquisition fee revenue: £36.5k, retained client fee revenue growth: £25.8k

2020 - year of change

- Original budget/plans torn up in March; business objective - to survive pandemic: keep team together, support client base
- Revenue decrease 6%: client retention: 58%, new client acquisition fee revenue: £89k, retained client revenue decrease: 15%

2021 - rebuilding

- Return monthly income to pre-pandemic level (Sept 2021); a revenue decrease on previous years, this will create a strong position for 2022 revenue forecast, defend strategy to protect current income, proactive marketing campaign of agency USPs

*A brief overview of business / team strategy:*

Orchard is the Crown Dependencies' go-to communications agency and, since a 2017 MBO, MDs Brooke Kenyon and Chris Chilton have begun its next chapter, adapting the agency to the changing industry landscape.

Framework: a 5-year strategy to shape annual objectives and achieve common goals, based on four areas with clear metrics: Best team ever, Make client impact, Market recognition, Profit & cash growth. Five months in, targets are being smashed.

Mission: revised the vision, mission and value proposition – “We believe in communications as a force for good”.

Restructure: to meet the new vision, and the shifting client landscape (more budget to social, demand for channel-specific projects, agencies acting as trusted advisors etc.), three branches were created: digital, social, PR. Result = 20 projects onboarded since launch (57% increase).

The Orchard team are the most influential communications practitioners in the region and have a bucketload of ambition. They are on an unstoppable march to keep setting the bar high and exceeding it – for their agency, their team, their clients, and the greater good.

---

*A summary of commitment to CPD and professionalism:*

---

- Team

80% CIPR members, 60% accredited practitioners, 20% chartered practitioners

- Industry and best practice

Two CIPR CI committee members

Presented three FOC webinars, covering: best use of video, Internal comms COVID-19 and beyond, the role of communications in an organisation's ESG journey (> 150 registrations)

Hosted 11 work-experience placements

- Professional development:

Redesigned PDP approach aligned to agency framework goals

Team logged 196 hours of 'learning not earning'

SAE completed self-study Squared Online Digital Marketing course, subsequently promoted to AM

Launched lunch-and-learn series

---

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

---

2019 - landmark year

- Development of six-stage proprietary strategic model; three-step behavioural changes reporting model

- Won CIPR PRide Award 'Best Use of Content' - fulfilling objective

- Technology overhaul to cloud-based service. Enabled better collaboration, resource-sharing, internal and client communication. Seamless switch to remote working during lockdown

2020 - year of change

- Won two 'agency of the year' awards (Citywealth, PRCA) - fulfilling objective

- Received minimal government support, did not place team on furlough/reduce hours
- Launched landmark campaign for Locate Guernsey;
- National news media targeted with angle that Guernsey was first place in British Isles with 'no known cases' of Covid-19

Case study of family recently relocated to Guernsey and available properties targeted property journalists:

16 pieces of coverage included key messages: 127m reach

411% engagement on client Facebook page

Relocation enquiries during campaign increased 200%

- Support for flagship telecoms client: “As a provider of critical national infrastructure which was facing a new challenge in the wake of the lockdown-enforced lifestyle changes, we wanted to be proactive in assuring customers that our network could cope, which Orchard were instrumental in us achieving. We also rolled out a series of support measures to help members of our community impacted by lockdown, and Orchard’s communications activity generated positive sentiment for Sure around our CSR programme.” Francesca Vadher, Head of Marketing, Sure

- Provided evidence-based advice via launch of Orchard Insights Social Media Survey, report was shared with 50 marketing/comms practitioners

- Community support:

Became ESI Community Champion, begun ESI monitor framework to monitor/reduce footprint

Sponsored creation of information board at a nature reserve a short walk from offices

2021 - rebuilding

- Recognised as ‘bubbling under’: only agency with Channel Island HQ listed in PR Week’s Top 150 Consultancies Report – rank 183, featured on public sector/‘outside London’ lists
- More than 40 clients have chosen to work with us in 2021
- Built network of complementary external specialists (internal comms, sustainability, SEO, design)
- Launched:
  - Practical guide focused on how financial services firms should be communicating in 2021, founded on insight and market knowledge shared with 50 marketing/comms practitioners
  - International Women’s Day initiative offering FOC support to women entries - 14 entries
  - ‘Apple press’ email newsletter, open rate of 57%

Team

- Staff retention is huge challenge in Guernsey so Orchard introduced:

A pension scheme

Increased annual leave

‘Summer daze’ – three half-days ‘on us’

An employee survey – resulting in breakout workspaces

- Staff retention = 70% (last 24 months)

- Employee survey highlights: 89% recommend workplace, 100% have fun at work

---

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

---

Brief: The Health Improvement Commission briefed Orchard to launch a campaign to educate the adult population on the drinking guidelines and the under-14-unit recommendation, encouraging them to drink in a healthier way.

Objectives: Deliver core message in creative, engaging, non-judgemental way; focus on pockets of society susceptible to drinking more than recommended limits

Strategy: An online survey, the COM-B Model to ensure we used tactics that would influence behavioural change.

Tactics: Releasing survey results to media, nine influencers challenged to drink under 14 units a week, getting Guernsey FC and island men's basketball team to wear branded tops during warm-up, working with local bar to create mocktails menu.

Outputs: 21 pieces of coverage (600k reach), 48 social posts (100k reach), 20% of Guernsey population engaged on social (9,527), 11 videos (27k views)

Outcomes: Target website pages had 574 unique visitors, (nearly 6x agreed KPI).

Campaign won a PRCA Dare Award South-West Region Not for Profit/Charity category 2021.

Simon Sebire, CEO, The Health Improvement Commission: "Orchard developed a truly engaging campaign - they fully understood our objectives and the nuances of the local community resulting in the creation and implementation of a really effective campaign."

Budget: £8K

---

## Supporting Information

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

---

Provided

---