

Basic Information

Region (Check Region):

Midlands

Category:

29. Small PR Consultancy of the Year

Entry Information

Entrant company name:

Motive PR

Entry title:

Motive: Small PR Consultancy of the Year 2021

Entry

Number of employees and annual fee income:

We currently have a team of ten. This has grown significantly over the past two years.

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

Financial Growth:

Team growth: We have doubled our team, going from five to ten people in the past two years and plan to add at least four more in the next year to take the headcount to 14.

Giving Back: We want to use our success as a force for good in the community. In 2021 we have partnered with a local charity, Tara's Angels, which combats domestic abuse and supports victims. We are supporting a number of their initiatives.

A brief overview of business / team strategy:

Motive is a small but growing PR agency based in Nottingham and working with clients across the UK. We have a clear focus on e-commerce.

Our values are nailed: We are switched-on, straight-talking and brimming with ideas.

We currently have a team of ten comprising: MD, Ops Director, Associate Director, Account Director, Account Manager, Account Execs (4) and Graphic Designer.

We have been around more than a decade but only began trading as Motive in January 2020 relaunching as a digital agency out of a rebrand from a more traditional public relations consultancy.

We have had our best ever year during lockdown growing monthly fee income by 55% while working from home in a pandemic. Most pleasingly we have been able to support a number of good causes during the year on a Pro-Bono basis.

A summary of commitment to CPD and professionalism:

All team members are members of the CIPR with three achieving accredited status this year. Training is a priority with everyone encouraged to seek out opportunities for development.

We are also members of the PRCA and attend a number of their events.

Team members have spoken at a number of industry and career events in the past 12 months including the Digital PR summit, and promoting the PR profession at events at Cambridge and Nottingham Universities.

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

New business: Wins this year have included wholesaler Hancocks Confectionery, houseplant subscription service Lazy Flora, cybersecurity experts First Wave Cloud Security, language app Busuu and financial comparison site Money.co.uk.

Client retention: Remarkably we have lost only one client in the past year. This was a long-standing client which left us after eight years following a change of ownership. Three other clients went on pause when the pandemic hit but all have now returned to the fold.

Awards: We had won four awards before this year and set the goal of picking up three more in 2021. We've already bagged the first – an EU Content Award in the low budget campaign of the year category for our work with My Baggage. We are currently shortlisted for several more.

Rebrand: We are super proud of our rebrand (completed at the end of 2019) and we believe our focus on digital and e-commerce has served us well during the pandemic. This has helped us to grow both team and revenue. After more than a decade in business it feels like we have really taken off over the past year.

Pro-Bono work: As stated we have partnered with a local domestic abuse charity Tara's Angels and this Easter it was a privilege to be able to gift chocolate Easter eggs to children living in refuges across Nottinghamshire. We are also helping the charity through PR support.

Pandemic: During the pandemic we also supported a number of our clients' community initiatives without charge. This included telling the story of how My1stYears.com gifted 320,000 meals to families in need through the Trussell Trust and securing BBC News coverage for Pulsar Fusion when they turned their facility over for the manufacturer of PPE for the NHS.

Culture: Most of all we are proud of our great team and the fun culture we are building at Motive. We have a real family feel and it's a place where everyone enjoys coming to work (even though we've been working from home for the past year).

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

Luggage shipping service My Baggage asked us to help them raise brand visibility and build links while planes were grounded during the pandemic.

Our objective was to come up with a campaign that would attract international media coverage and links to the client's website.

Strategy: We tapped into emotions to come up with a cheeky campaign, A Breath of Fresh Air, which saw the client selling bottled air to homesick British ex-pats across the world.

Tactics: We advised client on the purchase of glass bottles with cork stoppers to bottle the air. We then captured still and video images of an expat enjoying a sniff of air from each of the home nations and we used these to outreach with a press release explaining how home sick Britons around the world could now enjoy a deep breath full of UK air.

Outputs and Budget:

We scored 159 items of media coverage and 126 links into the client's website. Highlights included CNN, The Guardian, Lad Bible, The Sun and The Daily Mail. With a truly global campaign delivered on a shoestring budget, we achieved TV coverage as far afield as the USA, India, Malaysia and Australia. We also clocked 37k social engagements.

Outcomes: Client sold out of the bottled air and saw 20% increase in web traffic and improved rankings across a wide range of keywords. Client estimated direct lift in sales as a result of campaign as well as long lasting SEO benefits.

Supporting Information

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

Provided
