

Region	Thames & Chiltern
Category Name & Number	25. Outstanding PR Consultancy
Campaign name	A Wise Approach in the PR Jungle
Entrant organisation	3 Monkeys Communications

Seven years ago, 3 Monkeys was a one woman band in an attic. Today we have a team of 61 across two offices, a supreme turnover and a stellar client base. According to PR Week, we're "one to watch" and The Times has heralded us as a "welcome breath of fresh air".

The growth of 3 Monkeys

In 2007/08 and 08/09 we were the second fastest growing consultancy in the UK. In 2006/7 we were number 1. In the last 12 tough months we've achieved a **fee income growth of 7%**. As a result, we've jumped 11 places in the PR Week League Tables. We're now at **number 49** in the **Top 150 PR Week consultancies**, number 15 in the league of independent PR consultancies, and number 24 in the PR Week Top 40 Tech consultancies. Despite the economy, we've increased staff benefits, invested in great new talent and administrative support, and maintained our level of investment in training. *And we've maintained **average profits of 17%**.*

Our People

As our reputation has grown, our recruitment bill has fallen. Recent hires have joined us from Frank, Freud, Fishburn Hedges, MS&L, Hill & Knowlton, Waggener Edstrom, Red and social media specialists Immediate Future. We have invested heavily in associate directors to ensure succession management is in place and clients are guaranteed a senior team. Our investment in our people is at unprecedented levels. A creative and lucrative benefits package, a dedication to life-work balance and flexible working and profit share means staff churn is low – **10% in 2009**.

Staff incentives and perks include:

- All staff get a private healthcare and dental plan; life assurance; contributory pension; gym membership
- All staff share in an annual bonus scheme
- Monkey of the Month – £150 prize for someone who's gone 'above and beyond'
- New business incentives include the first £10k fee in your pocket
- The Monkey Academy training plan
- Sponsored company netball team
- Opportunity to do pro bono work – most recently supporting the Featured Artists Coalition and Gary McKinnon
- Thank Monkey It's Friday – a knees up on the business every Friday night

Training

We have made a huge investment in training over recent years. Painstakingly identifying training needs, sourcing the best trainers, (whether in-house or external), and dedicating time to it has taken our total investment per head to way above our industry peers. Our average spend is a staggering £26,200 per year per head (combination of time investment and cost). Our graduate programme continues apace at a time when others are culling theirs. This year we've brought four graduates into the business and they are currently enjoying the training and development opportunities we provide.

Our clients

We have much to be proud of in the last 12 months of trading. Despite winning the mammoth Microsoft consumer account in January 2009 and working to bed in the beast while staffing up, we continued to focus on new business to make sure that we have a balanced client portfolio and are not over exposed to one client. We are approached by an average of eight prospect clients a month and often decline invitations if we don't believe the opportunity is right for us. When we do pitch, our average hit rate over this period was **48%**. Similar to previous years, we also managed to retain all of our current clients, bar one which we chose to resign.

Our work

We've won **6 gongs in the last 12 months**, including being named **Flackenhack's Tech PR Agency of the Year**. Our hangover driving campaign for RSA insurance also scooped two gold awards. Over the last year we've beefed up our planning and social media teams to meet market demand.

We've also continued to invest in cutting edge planning and evaluation software which allows us to create campaigns based on evidence and insight into the varying credibility of different communications channels. Further, we're able to demonstrate clear and measured outcomes using a mix of ad hoc and existing data sources.

As well as delivering top notch 'thinky' consultancy, we're dead proud of our 'inky' stuff too. We consistently meet and beat coverage targets agreed with clients (unlike many consultancies, we're confident about having targets). Several times this year we've topped and tailed the day with Today Programme features and Newsnight specials. In the last year we have generated enough content to fill **77 minutes of airtime every week** and our **print and online coverage averages 41 pieces every single day of the year**.

Innovation

We try to innovate constantly in everything we do. Examples include:

- **Three pop quiz** – created as a relationship builder for the mobile phone brand in 2007, our monthly pop quiz has become a must for national and consumer media, with an average of 55 journalists pitting their wits against each other and we are over-subscribed every month. It was nominated for PR Event of the Year by UKTJPR in this year's awards
- We have an **innovation hub** at the core of the agency – a team of specialists who identify the opportunities presented by the latest technological trends. From the iPad to emerging social media platforms such as foursquare, our team is always in beta – developing ways of integrating them into client campaigns
- In conjunction with a specialist monitoring agency, we've developed a **bespoke social media auditing tool**.

This provides not just a brief snapshot of the online conversation, but an in-depth analysis of the key values and current online brand perception

- **Industry networking events** – we ran seven events over the year at which high profile speakers from the media shared their views and market insights with our clients. Speakers included John Ridding, CEO of Financial Times; Jim Booth, Producer of Panorama; Radio 1 Newsbeat Editor, Rod McKenzie; and MSN executive producer Peter Bale.
- **“Agnostic”**, our network of talented professionals from a cross section of marketing disciplines continues to offer clients and prospects access to a multi-talented yet discipline-neutral brains trust to help them crack their communications issues.

Our Future

Our immediate aim is to consolidate and bed in our current clients, to continue to delight them and to deliver award-winning work. To this end, we will continue to invest in the best people, invest in training and only take on work that excites our people and can turn a sensible profit.