

Region	West of England
Category	20, Outstanding Public Relations Consultancy
Consultancy	Brandon Hill Communications

Life has been hard for this young consultancy. Established from a zero-base less than five years ago, our existence has been in a dwindling market. Our core business areas have been decimated by the recession and public sector cuts.

And yet... by having strong values, an exceptional work ethic and serious creativity and commitment to excellence, we have sustained our growth every year. Our numbers have grown from the original two members of staff to 13 today. Our revenue was £703,000 this year and our turnover £1.4 million. Brandon Hill is a resilient, determined agency that is proud of its achievements – and daring at last to celebrate success.

01 Corporate Mission

Our aim is to create a beacon communications business. The following statements reflect our approach to building this brand:

Our employees are the most important aspect of our business: we must employ the best people and ensure that they have a good experience and remain with us, realising their full potential.

Our clients are more important than our profits: the long-term partnership that we have with our clients is far more important than short-term gain.

Life is more important than work: our approach must be sustainable. We must ensure that good people aren't 'burnt out' or demotivated and that their workload is manageable and can be balanced with a full and rewarding private life.

02 Business Objectives/ Analysis of Performance Against Budget

Our objectives over the past three years have been to achieve sustainable growth and build our reputation through excellent work.

Despite losing a series of clients as a result of public sector spending cuts in YE Aug 2010, we have sustained our record of achieving growth in turnover and profits every year since the launch of the agency.

Trading Year	Turnover	Gross Profit	Pre-Tax Profit	Awards
YE Aug 09	1,076,955	592,554	116,314	Pride Award, Integrated (Gold) Pride Award, Consumer (Gold) Pride Award, Consultancy of the Year (Gold)
YE Aug 10	1,082,554	597,000	50,363	Pride Award, Business (Gold) Pride Award, Publication (Gold) Pride Award, Consumer (Silver) Pride Award, Community (Silver)
YE Aug 11	1,400,000	693,000	150,000	Institute of Community Cohesion, Bridging Cultures Award

03 Overview of Business/ Team Strategy

Rather than being a 'generalist' agency, our whole approach is to focus on specialist areas where we can provide insight and experience. We have developed a strong specialism in supporting overseas trade; running and supporting events programmes through committed marketing communications programmes. This capability has been significantly enhanced by recruiting trade and investment specialists, including a former vice consul of investment in the US and a former UK Trade & Investment (UKTI) Marketing Manager.

04 Summary of Outstanding Achievements

- In 2010 secured a place on UKTI roster for four years, worth up to £4 million
- Selected as one of only eight agencies from across Europe
- Appointed to deliver high profile regional, national and international events and communications programmes, including flagship Sustainable World Programme; outward trade missions to Brazil, India, China; production of marketing communications toolkit resource for UKTI's Infrastructure team; complex series of conferences, trade shows, exhibitions and roadshows spanning many of the UK's leading industry sectors such as Advanced Engineering, Energy, ICT and Life Sciences

05 Example of Campaign you are Particularly Proud of

100 South West Challengers Campaign.

Brief

In the bleak winter of recession, Business Link in the South West was looking for a communications campaign to inspire SMEs to look beyond the gloom, embrace new ideas and plan for growth.

Objectives

Business Link is a business support, advice and information service funded by the government and managed by the RDA. The objectives of the campaign were:

- I. Inspire small, growing businesses – boosting their ambition
- II. Get SMEs to plan, innovate, develop their product and service delivery. Encourage them to take new, fresh, bold approaches to marketing.

Strategy/ Tactics

The campaign had to inspire SMEs, encouraging them to forget the gloom of a miserable recession and begin to lift their sights. We needed to engender creativity and innovation.

We achieved this through the example set by inspirational regional Challenger businesses – brands with big personalities, driven with passion, demonstrating a fresh, inventive approach to business (e.g. in the South West: SuperGroup Cult Clothing, Dyson, Glasses Direct).

Outputs

For 100 working days we featured a new Challenger business. They were promoted on a campaign website, highlighted through a massive regional press campaign, tenacious social networking activity, strong BBC TV and radio coverage, through events, engaging business guides and streamed videos.

Outcomes

The campaign acted as a catalyst for small businesses to contact Business Link, helping them develop and grow. Coverage included:

- 186 press features
- 3 television items
- 11 radio items
- 7 streamed videos
- 200 tweets
- Numerous blogs
- 16pp supplement in South West Business magazine

Budget

Campaign budget: £53,000



06 Endorsements

"I have worked with Brandon Hill almost since the agency's formation. Every campaign that they have run for me has been consistently creative, compelling and executed with great passion and energy. I enjoy the agency's culture – which is a mix of relaxed informality and great professionalism and commitment to excellence."

Ian Robins, Business Link, Customer Relationship & Marketing Manager

"Brandon Hill ran a series of Gold PRide Award winning campaigns for the Broadmead Business Improvement District during a critical time for us. Through their creativity and sheer hard work they squeezed maximum value out of our budgets."

John Hirst, Broadmead Manager

07 What Makes you Special as an Employer

Staff involvement: The passion, commitment and drive to implement our brand values at all levels is embraced by every member of the Brandon Hill team.

Valuing our staff above all else: We are dedicated to leading in everything we do, not just in what we deliver for our clients, but also the commitment and encouragement we show to our people. All members of our team have personal development plans and access to external training courses.