

Entrant company name: **Cowshed**

Category: **PR Consultancy of the Year**

Incorporated in June 2014, Cowshed has grown from one woman in a cowshed to a team of 35.

Our mission has always been to create campaigns that work, for clients we love and causes we believe in. We call it work with meaning.

We're 73% female, 80% female leadership team, 6% Black, Asian, Minority Ethnic, 6% LGBTQ+, 6% disabled, 25% working parents, 75% state school educated.

We have a 95% staff satisfaction rate and 100% client retention.

2024 was a record year in business: 7% projected sales increase, £3.3m turnover), named PRCA's and CIPR's Best Agency in Wales and won a CIPR Excellence Mark of Excellence for Best UK Agency along with a host of other gongs for our work.

We're the #1 agency on Wales' National Procurement Framework. We deliver award-winning (CIPR, PRMoment, Drum, PRCA) integrated campaigns in UK, Europe and beyond.

Client growth has been special with new contracts including the global hygiene service provider, phs group, global green energy provider Vattenfall, Rape Crisis England & Wales, Plan UK International, Cancer Research Wales, South Wales Police and South Wales Fire and Rescue Service.

Our location outside of London hasn't stopped our ambition, reputation, or impact. We're the first agency in Wales to become Adoption and Fostering Friendly and the first in the UK to be Bloom Menopause accredited for our extended support packages. We're one of a handful of UK agencies who pro-actively report on EDI and the UN's sustainable goals.

In addition to maintaining existing certifications (Living Wage, Autism Aware), we have received new accreditations for our commitment to developing and nurturing a diverse workforce:

- Diverse Cymru's Cultural Competency Certification Scheme
- Mind's Mental Health Commitment
- Level 2 Disability Confident employer

We're so passionate about people we created an entire unit dedicated to talking to the public. In a year in business, our insights team has expanded, spoken to thousands of people about violence, vaping, fostering, pride in their area and lifestyle choices to name a few and is generating its own income and new business.

Our staff are recognised experts and leaders across Welsh society. We're domestic violence charity ambassadors, school governors, trustees, disability influencers, industry mentors, fundraisers, and volunteers. Our work has meaning because it means something to us.

Work with meaning is also committing to our people getting meaning from their work. We're corporate members of CIPR, AMEC and IPA. In 2024/25, training investment included:

- UK Government funded Business Growth Course for two Executive team members
- Facilitation and trauma awareness courses for our insights team
- UCL behaviour change taxonomies diploma for our Head of Strategy
- Internal and external training for 100% of staff

We've developed our skills in placemaking:

- Panel member on Thriving Newport
- Keynote at the Design Commission for Wales, Placemaking conference.

Our team is supported by our progressive benefits package:

- Inflationary pay rise and £1,000 bonus
- Two people supported through emergency loan scheme
- Four people received workplace adaptations through personalised wellness plans
- One person taking up the cycle to work scheme

We use our expertise to support the wider community.

We work with education providers to deliver a range of opportunities such as careers talks, careers fairs, mentorship and live briefs to supplement the curriculum. This benefits younger people interested in creative careers, but also our team.

Upriser: The Cowshed x Saatchi partnership. A seven-year, meaningful programme with Willows High School, Cardiff, to enhance understanding of creative roles and provide opportunities. In 2024, 25 students were mentored by Cowshed and attended office work experience. We held five interactive presentations and assemblies, ran a Year 7 photography and film-making masterclass and a Year 10 PR and Social masterclasses on magazine making.

In the last year we've run half marathons for cancer research and women's aid (£4,500 raised), volunteered at local foodbanks and contributed essentials to families in refuge. We also sponsor our teammate to play for Wales Women's Cricket in South Africa.

Right now, we're providing pro bono branding and comms support to Cerebra, the national charity for young people with brain conditions to deliver Britain's most inclusive relay, a 23 day, 25,000km relay across the UK to promote inclusivity in sport.

As part of this partnership, we were awarded a R&D grant from Media Cymru to create a prototype that will provide more equitable access into gaming and the creative sector for young people with brain conditions. The pilot has been such a success, we're awaiting news of secondary funding to develop the innovation further.

We are currently working with Cardiff University to partner with a PhD student on research into ways to embed AI ethically across our specialisms to help our campaigns and business flourish.

Our staff survey results:

- 100% feel supported.
- 93% feel valued.
- 95% express overall satisfaction.

A campaign we're proud of

THE BOG STANDARD

The problem

Incontinence affects 1 in 8 men across the UK. 80% are anxious to leave the house. Most male washrooms don't have facilities for binning incontinence products or waste. For many, this leads to shame and anxiety. phs Group and Prostate Cancer UK want to make the provision of male sanitary bins the standard in the UK.

Our creative solution

Members of our team have lived experience of the subject. We combined this knowledge with extensive desk research and gathered new insights from men on the realities of living with incontinence.

Our mission became clear:

Ensure men experiencing incontinence don't miss out on everyday or big life moments by introducing:

THE BOG STANDARD. A set of guidelines to educate and ensure organisations provide men with the facilities they need.

A real-world solution for men with a visible and recognisable marque.

An understandable message that provides the opportunity for businesses to set the standard.

The results (first six months):

- 6,627 male incontinence bins (+32.54% increase on KPI) and 1,126 male sanitary products installed by 1,153 customers across 4,282 locations.

- 683 signups to BOG STANDARD charter including McDonalds, Hilton Hotels, Marriot Hotels and Marston group.

The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.