



CIPR PRide Awards 2013:

(Home Counties South)

Outstanding Small Consultancy: THE VIEW

CORPORATE MISSION, DATE OF INCORPORATION AND NUMBER OF EMPLOYEES:

The View launched at the end of 2009 with a vision to provide the **best traditional and digital skills** for consumer lifestyle clients, but also, as a USP, **include research and strategic planning**. This is generally only found in much larger agencies.

Founder Sue Skeats (former director at Jackie Cooper and Nelson Bostock) heads a team of four including ex-McCann Erickson planning director Andrew Serednyj.

The View's view is that generating belief (not simply awareness) is a key role of PR. **Our slogan *Believability™*** is core to our way of working and is the golden thread that runs throughout our campaigns.

OBJECTIVES, STRATEGY & PERFORMANCE:

Our business objective is to become a **leading boutique agency** across the **consumer lifestyle spectrum**. Our strategy is to offer multi-faceted communications expertise that can adapt and offer a broad range of solutions to business issues, so prospering despite the unrelentingly tough economic climate.

We have built a **superb client roster** from start-ups to multi-nationals. In the past year we've won clients in property and retail and in the main **have converted clients** from project to **'agency of record'** status in recognition of our campaigns.

We have experienced our fair share of financial swings forced by budget cutbacks - and delays and cancellations **on projects**. **However**, by flexing our resource and expenses we have maintained average **profitability of 18%** over the last three years - and have no debt.

Use of tried and trusted freelancers to augment the core team has meant salaries, far and away our biggest expense, have remained manageable in spite of increased costs with a move to cool new offices in the middle of Guildford.

We currently have the **strongest new business pipeline we've ever seen** and are very ambitious for the future.

BUSINESS / TEAM STRATEGY:

The team combines a variety of skill sets and levels of seniority to ensure clients receive **high quality counsel** but **strong logistical support** too. As managing partner, Sue is supported by two full time account handlers, plus Matt Day, our specialist food and drink consultant. He works between 1-5 days per week, depending on projects. Andrew consults for The View alongside his own research firm.

We also have a number of associate agency partners for outsourcing of design, web & e-marketing, conference, exhibition and event production.

RECENT ACHIEVEMENTS & CLIENTS:

Clients include:

- **Pernod Ricard UK** (see campaign below)
- **TeamSport**, Europe's no. 1 indoor go-kart operator (we handle all their nine tracks). We've just completed a powerful profile-building campaign following a £9m MBO - and had both MD and company **shortlisted in Willie Walsh's prestigious *London Loves Excellence* awards**
- **Flexyfoot**, a new medical innovation, targeting healthcare audiences, from start-up to distribution in 22 countries
- **Berkeley Group**, the homebuilder: launched its rebrand and charitable foundation. We conceived an extravaganza for 700 stakeholders in a marquee on Horse Guards Parade. We secured Boris Johnson, Jools Holland's orchestra, a musical ride from the Household Cavalry and raised £300,000 in a charity auction
- **Nantucket Developments** (luxury New England-style homes) – launch campaign
- **One Forty**, the 'cult' destination store for fashions, interiors, food and drink – championing the independent retailer

Outstanding achievements

- **CIPR PRide awards:**
 - **Gold:** *Outstanding Small Consultancy, Consumer Relations and Best Event*
 - **Silver:** *Business and Corporate Communications*
 - **Finalist:** *Media Relations*
- **CIPR's [nationwide] Excellence awards:**
 - **Finalist:** *Outstanding Small Consultancy*
- **Accolades:**
 - Two projects cited by client Pernod Ricard as examples of best practice globally
 - Re-awarded PRCA's rigorous Consultancy Management Standard last year (re-tested every two years)

ONE OUTSTANDING CAMPAIGN:

Pernod Ricard demanded distinct positioning and a credible presence for **G.H. Mumm** and **Perrier-Jouët** in a world of interchangeable Champagne brands.

Following our first award-winning initiative 18 months earlier, The View created the 2012 **Champagne Assembly**. Both events have been entirely curated and produced by us, rather than being client-led.

This was a unique event: a day of thought-provoking lectures, debates and workshops relevant to Champagne and luxury. Strategically, we needed **to engage and encourage advocacy amongst media, bloggers and other key 'gatekeepers'** (sommeliers, chefs, buyers, drinks and luxury opinion leaders).

Hosted at the St. Pancras Renaissance Hotel, we dreamt up never-done-before tastings with the two houses' cellar masters. Michelin-starred chefs scientifically paired food to Mumm Champagne. Other tactics saw sensory skills experiments from professors from Oxford & London Universities.

We talked facts and figures and examined trends. Lectures were delivered from brand spokespeople, global branding experts Euromonitor, retail guru Peter Cross (Mary Portas's business partner), Boodles' James Amos and Champagne and luxury specialists - with human context added from historian Dan Jones and psychologist Karen Pine.

Outputs and outcomes: **Over 100** of the most influential opinion leaders attended. Post-event feedback included: '**utterly visionary**' and '**raises the bar for all other Champagne events**'. Deep **messaging** was communicated across key media (including full page features) and the blogosphere. New trade relationships and prestigious listing opportunities were made for the client. We also created www.champagneassembly.co.uk, as an enduring reference tool. Budget was £64,000.

CLIENT ENDORSEMENTS:

- The best I've worked with. They're creative, very strategic and challenge thinking at every stage to really deliver great campaigns. *Jo Spencer, Head of Marketing, Pernod Ricard*
- We have achieved international distribution with an innovative product, but with no past experience of manufacturing, marketing or selling. Without The View this would not have been possible. They are a beacon of enthusiasm and creativity coupled with unusual market insight and innovative strategic thinking. They are proactive – proposing clever and practical ideas to get exposure and/or increase sales. In a word brilliant. *David Goodwin, Director, Flexyfoot*

THE VIEW: A SPECIAL EMPLOYER:

There is a strong sense of **trust and personal responsibility** within View's team making for very effective output – and a happy atmosphere.

Staff churn has been non-existent. Andrew and Matt have been on board since day one. Our first account handler joined us two and a half years ago, converting from a [properly paid!] intern – and our second has been with us for six months.

The View's **career progression** programme includes detailed job descriptions and comprehensive personal development plans with clear goals and milestones.

Significant **in-house training and development** has been bolstered with a number of external courses, **particularly to hone our existing digital skills.** All members of the team have attended in-depth sessions on digital strategy, social media and SEO. They are also encouraged to visit shows and networking activities that add to their own and the consultancy's knowledge bank – with all expenses paid.

Staff members enjoy birthdays off and can work from home where appropriate. We also have charity days and regular social events including kamikaze ping pong!