

## **CIPR PRIDE AWARDS 2014**

### **Yorkshire and Lincolnshire**

#### **29. Outstanding Public Relations Consultancy: Finn, PR that makes a difference**

Finn has enjoyed excellent growth over the past three years, thanks to its commercial proposition which is to deliver measurable commercial outcomes for clients including sales up-lift and behaviour change. As a result, the agency boasts an impressive client list, which includes:

- Quorn
- PizzaExpress
- Nando's
- Morphy Richards
- Taylors of Harrogate
- Yorkshire Tea
- Fab Ice Lolly
- GHD
- NHS
- Pork Farms
- BBC TV Licensing
- Seabrook crisps

Finn has doubled its fee income in the last 3 years, from £787,000 in 2011 to £1,500,000 in year ending 2013.

#### **Finn: vital statistics**

- Founded in 2005
- 25 employees (21 executives and three support staff)
- Feature in PR Week top 150 agencies in the UK
- Retained clients include; Morphy Richards, Taylors of Harrogate, Quorn, PizzaExpress, Nando's and R&R Ice Cream
- Client retention: our largest clients have been with the agency for five years on average
- Latest additions to Finn's retained client list include BBC TV Licensing, Taylors of Harrogate and Seabrook crisps (all won in 2014)

#### **Finn: Vision and mission**

Finn exists to make a difference for its clients. The team is passionate about the outcomes of the PR it delivers; generating sales uplift, changing behaviour or protecting a client's reputation. The agency is proud of the high quality outputs it

generates, such as press coverage, but is more focussed on the commercial outputs of its work.

In order to prove the impact of its work on achieving commercial outcomes, Finn has invested heavily in developing a unique evaluation methodology called PProof.

Finn's PProof methodology has proven that our work:

- Generated a retained sales value of £2.3m for a new product range for Fab ice lollies
- Increased take up of flu vaccinations for the NHS by 20%
- Generated a sales uplift of 17% for LoveTub, increasing distribution at the same time

Finn has specialist teams in consumer, corporate and digital PR, with in house expertise in insight, data and creative. This ensures that the agency is as creative and strategic as an advertising agency, as focused on measurement as a media agency and as digital as the best digital agencies.

## **Business performance**

Finn has enjoyed a healthy growth in fee income over the past three years

- y/e 2011: £787,000
- y/e 2012: £1.24m
- y/e 2013: £1.5m

## **What our clients say**

- Rod Burrows, marketing director, Morphy Richards: *"Finn works closely with us to draw up agreed KPIs which deliver set objectives, so we are always able to measure success effectively. So far, Finn has always over delivered. Put simply, Finn deeply understands the way people communicate. I can't ask for more than that"*
- Kevin Keany, CEO, The Works: *"Finn has changed the way our business views PR"*

Finn has an impressive client retention rate. Three of its biggest clients have been retained for over three years (R&R Ice Cream, Quorn and Morphy Richards.) 90% of its clients are also happy to recommend the agency to others, according to Finn's client survey (NPS client satisfaction survey, July 2012, Think and Do)

### **A case study: Fab ice lollies**

Finn launched the world's smallest ice cream van to celebrate Fab's newest product launch and deliver £2m incremental sales

**Challenge:** Drive incremental sales by launching Fab minis in a competitive marketplace

**Idea:** Use the world's smallest ice cream van as a creative platform, using media relations, social and experiential

#### **Outputs:**

- 70 pieces of coverage generated across print and online media, double the KPI
- Seeded and shared a video of the ice cream van, which reached more than 2.2m consumers

**Outcomes:** Delivered £2m incremental sales for the brand, where no other money was spent

### **What our employees say: what makes us stand out as an employer?**

Finn is defined by its unique culture, which is best expressed by the value statements the team created together:

- Just say it: we believe in free speech. If you disagree, feel free to constructively express that, no matter who is in the room
- Make it happen: find a way, figure it out, think creatively. And if it doesn't go to plan, we'll all support you
- Do the right thing: use your moral compass to guide every decision
- We not me: the business is all about the collective effort
- Personality allowed: we embrace everybody for who they are
- For the love of it: PR is hard work, that's why we make sure we enjoy it
- Promise and deliver: simple
- That'll do won't do: have another go and it'll be brilliant

As a result we enjoy exceptionally low staff turnover.

After nine years in business, Finn now works with some of the world's best known brands and organisations and is proud to be making a difference for those clients.