

3MONKEYS
COMMUNICATIONS

Category number: 26

Category name: B2B PR agency of the year

Agency name: 3 Monkeys Communications

[Summary page]

12 years on and 3 Monkeys retains its mojo: growing, innovating, changing the landscape of earned media and blurring lines of B2B communications.

In 2014, 3 Monkeys Communications enjoyed its best EVER year with stellar, trend-bucking growth and thinking. We won top brands including Standard Life, Starbucks, Samsung, Met Office and BT. And we continued to innovate, creating award-winning campaigns that directly correlate to measurable business sales and brand impact using our unique evaluation methodology ROAR™. By keeping our audience insight psychographic rather than demographic, we deliver maximum cut-through and stretch traditional B2B storytelling into more mainstream media and social channels.

We consistently work to challenge clients' ideas of what is possible, building through the line campaigns. At the same time, our KPIs - ratified by Kingston Willett Smith's Annual Report – ranked us as one of the top twelve best performing UK agencies.

[143 words]

[Main submission]

About the agency

3 Monkeys' mantra is doing the best work, for the best brands, with the best people. We are creatively led, strategically driven, digitally native and obsessed with developing campaigns that make people think, feel and do.

Our brand-focused approach delivers end-to-end audience impact from political stakeholders to trade and customers. We work across a vast range of business verticals, protecting and promoting established and emerging organisations with the audiences that matter. We pride ourselves on using the latest content tools and techniques to increase engagement and impact.

Our values - passion, oomph, nous, tenacity and straight-talking - make for a proactive and creative culture. Being an independent agency, we have a challenger mentality and a remit to shake up the status quo.

Contribution to clients' businesses

We restructured our client proposition to focus on three overlapping centres of excellence: **Consult, Create** and **Activate**. This enables us to lead other marketing disciplines, earning us a seat at the boardroom table. For example, we have provided board level consultancy to BT on its innovation credentials and Appirio on its European market positioning.

Our average client retention is 4 years and our longest standing client relationship is 6 years. In 2014 we increased incumbent client spend by 15%.

We measure outcomes not outputs, to clearly identify how our work is impacting brand reputation and the bottom line.

Creative thinking

Our key goal in 2014 was to evolve our proposition and lead the way in creativity, insight, evaluation and business impact. We appointed Stuart Yeardsley as Creative Director and Tim Evans as Head of Planning & Insights. They have overhauled our approach, launching new services and creating a comprehensive 'Creative Sparks' and 'Contagious Content' programme.

We developed intellectual property, launching an award-winning evaluation

methodology ROAR, working with Metrica and accredited by AMEC which means we measure output, outtake and outcome metrics across earned and owned media. We introduced our online influencer tracking and ranking tool, STOMP!, which has quickly been held up as best in class by clients, including Microsoft and Morrisons.

We continue to utilise a range of new platforms such as Periscope video streaming and visual reporting tool Releas'd.

Financial performance and stability

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Staff and community engagement

We continue to develop our 3 Monkeys Training Academy - annually investing over £40,000 to introduce new courses like Google Analytics, SEO, and creativity and insights. We invested in an agency creative away day for an immersive training experience.

To encourage diversity we offer two paid year-long internships for students at non-Russell Group universities during their placement year, with a view to employment upon graduation.

We introduced Freedom Friday where staff leave the office at 3pm on the first Friday of every month to give time back to staff for their hard work.
Our 2014 staff satisfaction survey showed:

- **97%** of staff would recommend 3 Monkeys as a place to work
- **100%** said their job provides them with the opportunity to do challenging and interesting work with great brands
- **100%** believe in the senior management team and are inspired by the leaders of our business

We support employees to give back. Last year this included:

- Fundraising for Shooting Star Chase, Help for Heroes, and Age UK
- CIPR's 'Changing the narrative about woman in PR' event
- Pro bono work for the House of St Barnabas and Tech4Good Awards

Key initiatives and achievements

Success for us is:

- **Delivering the highest levels of professional service** - 2014 saw us pass the PRCA **CMS with a 92% score**.
- **Proving our business impact for clients** – our new evaluation tool ROAR! has scooped Gold at the recent International Association for Measurement of Communications global awards.
- **Leading our industry** - we were runner up of **Holmes EMEA Tech practice of the year** and received **Sabre's Highly Commended Certificate of Excellence for B2B Campaign of the year.**
- **Growing and retaining the best industry talent** - we ranked in this year's **Job Crowd Top 100 Graduate Best Places to work**.
- **Raising standards and perceptions of what we do -** we invested in **PR** thought leadership research into the evolution of in-house communications teams to share with peers, clients and colleagues working with PR Moment

Client testimonials

- **Jon Eggleton, CEO at United Biscuits**, said: "*I've been really impressed with 3 Monkeys' ROAR framework. 3 Monkeys is able to offer our executive board insight into our PR spend effectiveness – beyond column inches to tangible business outcomes. Concise and direct, reports from ROAR are widely distributed as examples of best practice, offering comprehensive yet actionable insight.*"

- **Funda Cizgenakad, UK PR Manager, Trend Micro**: *"3 Monkeys consistently achieves objectives while stretching the boundaries of what we can achieve. Our most recent campaign has been held up as best*

practice by both marketing and executive teams. It delivered fantastic European coverage, punching above our weight against heavyweights with larger budgets. It also delivered real business impact, driving £3.5m in new business leads - results worthy of winning any award."

- **Amber Coster, International Marketing Director, AppDynamics** *"3 Monkeys demonstrates creative thinking and a fresh approach to key trends. They delivered a low budget campaign that keeps on giving - we're now in its third quarter and we keep finding extending its lifespan. It's part of a truly global, integrated programme with a pipeline influence of over a million. Proving the business value of good communications makes them award-winning to us."*

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Submission ends