

THERIGHTAGENCY.

Category number: 26

Category name: B2B PR AGENCY OF THE YEAR

Agency name: The Right Agency

[Summary page]

Having worked for agencies who offered business-to-business or corporate communications as an afterthought, the sole mission of The Right Agency was to create a PR consultancy which specialised in, and excelled at, B2B communications. The Right Agency was developed to be a consultancy which understands business customers, the complexities of the business buying process and is able to link PR objectives to business and organisational objectives. All this is underpinned by straight-talking media relations, high quality technical writing and creative PR campaigns demonstrating clear ROI. Our campaigns have been nationally and regionally recognised, securing four Gold awards and one Silver Award from the Chartered Institute of Public Relations in the last four years.

The Right Agency was established in a back bedroom in Bradford by B2B PR specialists, Sarah Giangregorio and Eloise Garrett in 2010. Conventional logic may dictate that starting a business during times when the economy is faltering may not be the best idea, but The Right Agency's success is evidence that, with sound financial management, businesses can find solid footing even in the worst of economies.

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[Main submission]

About the agency

A Leeds-based B2B agency, specialising in straight-talking communications

Contribution to clients' businesses

Clients tell us we add significant value, and our high retention rate (92%) and long-term relationships - some spanning the full five years of the agency's existence - are a great testament to how we contribute to our clients' businesses.

Glen Dimplex Home Appliances

Our longest standing client, Glen Dimplex Home Appliances (GDHA), which owns the household brands Belling, Stoves, New World and Lec, has been with the agency since its inception. We have delivered a number of award winning B2B campaigns for GDHA which have delivered tangible business benefits, most notable of which is the ongoing 'Made in Britain' campaign.

When GDHA decided to transfer all cooking production to the UK The Right Agency was tasked with promoting this move to its retail customers and trade media. The resulting 'Made in Britain' PR campaign, which combined a media event, research, social media and stunts has achieved hundreds of pieces of PR coverage and has seen the company grow its share of the range cooker by 45 per cent. The 'Made in Britain' campaign and its resulting collateral also served to increase demand from abroad, with GDHA seeing its international sales exports grow and adding Australia, France, Belgium, Cyprus and Holland to its new markets. CEO, Denver Hewlett, was also approached by the UKTI to be an 'export champion.'

Most recently, the campaign was credited as playing a significant role in securing £3m worth of investment from the Regional Growth Fund in April 2014, the largest award to a UK business. The results of this campaign have been outstanding, exceeding all the original objectives – delivering real business growth, extensive and positive media coverage and creating valuable, long-lasting partnerships.

YESSS Electrical

In early 2014 the electrical wholesale market was dominated by three large companies which together accounted for around two thirds of the sector. The

electrical wholesale market was a mature one, with new entrants struggling to make an impact against the existing 'big three'. After significant private investment, YESSS Electrical couldn't afford subtlety and wanted us to launch a high octane PR campaign that would launch YESSS onto the UK market, showcase the breadth of the company's products and support the sales channel.

The resulting media relations campaign generated 103 pieces of coverage (June 2014 – present) across trade and regional media. PR coverage has generated interest from other potential suppliers in the renewables sector, leading to YESSS winning new exclusive stockist deals. YESSS sales increased by 55 per cent year-on-year in 2014 and the company achieved a turnover of £140m. YESSS is now the 4th largest electrical wholesaler in the UK.

Creative thinking

As an agency we work hard to challenge the idea that 'big campaigns' are only for consumer PR and, as we've demonstrated above, we've developed campaigns and thought leadership programmes which have captured the imagination of the media and business customers alike.

Financial performance and stability

Unable to secure bank lending at the time of launch, both directors injected £2.5k of personal funds into The Right Agency. Fast forward five years and that £5k has been multiplied into a turnover of £335k.
*** Specific financial information was provided to judges in the original submission but is commercially sensitive and therefore confidential.***

Staff and community engagement

Training: Monthly training sessions on subjects like 'selling in to the media', 'writing for the news' and various social media tools. Crucially, we encourage 'upward training' so sessions are run by each team member, not just directors.

Guest speakers: Partner agencies are invited come in to share thoughts and best practice, plus team members are encouraged to participate in PRCA and CIPR webinars. We also offer tailored training to help individuals plug any skills gaps

Internship: The Right Agency has a well-established internship programme. Working closely with Yorkshire universities, we offer paid, year-long full or part-time internships. In 2014 we restructured that scheme to reflect the growing number of applications from those employed outside the industry but keen to enter PR. Our current intern is transitioning from the retail sector.

Community engagement: The Right Agency has committed to taking on one pro bono account every year. Last year we undertook free PR for Bradford charity, One in a Million. This year we are working on a PR project for Leeds-based 'Dress for Success' a charity which provides free clothing for women trying to return to work.

Key initiatives and achievements

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Client testimonials

Clare Ward, Marketing Executive at Methven UK: "The Right Agency worked closely with us on the recent launch of our exciting new Aurajet showering technology to ensure they understand both our objectives and the complexities of the new product. Through The Right Agency's strong relationships with trade journalists, they ensured a great attendance of target media at the launch event and subsequent coverage in trade magazines was extensive. They have helped us obtain coverage in the titles that have allowed us to get the product in front of our target sectors, driving an increase in the number of stockists."

Shaun Myers, Head of Marketing and Design at YESSS Electrical: "The level of investment in the launch of YESSS was such that expectation amongst our stakeholders was very high. We didn't want to be the 'start-up', we wanted to be seen as challengers from the off, so the PR really needed to pack a punch. The

Right Agency understood that urgency and launched a full throttle campaign, achieving widespread coverage in our target media and drafting award entries which saw us leapfrog our competitors to win titles such as 'Electrical Wholesaler of the Year'. The Right Agency has also helped us hone and deliver a consistent message about our company's service and capabilities and we are seeing the rewards of this effort today. Overall, the PR and marketing activity has played a significant role in our success and growth in the last year."

Jane Rylands, Marketing Communications Manager at Glen Dimplex Home Appliances: "The Right Agency is a genuine extension of our marketing department. They've worked hard to make sure they know our company and brands inside out, they've made it their business to understand our industry and marketplace, they 'get' our customers and they demonstrate this by devising clever campaigns that engage the retailers we need to reach. The team are talented and dedicated and make me feel well supported."

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Supporting material supplied

List any supporting material or presentation boards here.

Submission ends