:torch

Category number:	Category 27
Category name:	Agency of the year
Agency name:	Torch B2B
Word Count:	152 in summary / 1031 in main submission including headings

FINALIST 2013 B2B AWARDS

Testimonial 1

"Torch's expertise, understanding, creativity and commitment has made them a natural partner for us for over a decade"

Tracey Rogers, Managing Director, Unilever Food Solutions UK/Ireland

Unilever Food Solutions
Inspiration every day

:torch

Summary

The story of Torch is one that sits alongside the extraordinary changes that have happened in B2B marketing over the last decade.

A story of change and reinvention; moving forward and constantly learning.

A story that continues to be rooted in real market sector expertise.

Torch has an unparalleled understanding of its core business-to-business sector, foodservice and hospitality. By focusing on that core expertise, the team at Torch has built an agency with its initial, 'day-one' clients still in place.

However, our work is now very different and the agency is constantly changing and innovating. With a new strategy in place that has driven new business in new areas and doubled the agency's gross profit, for Torch, the past twelve months have been transformative.

Torch is a story of how 20 people in Bedfordshire have developed into an agency that's working with some of the biggest food brands around the globe.

Agency Profile

Torch is a full service B2B agency specialising in the foodservice and hospitality market.

The agency's client portfolio completes the 'triangle' of the foodservice industry.

- Suppliers and Manufacturers: such as Unilever and McCain
- Distributor: 3663, the industry's leading distributor, delivering supplies to caterers nationwide
- Operator: Compass the global foodservice operator which provides the catering for organisations as diverse as Google to the National Grid

This gives Torch differentiation in the market and a unique perspective that benefits all clients, keeping us and them one step ahead.

FINALIST 2013 B2B AWARDS

6

Reasons why Torch is thriving

The past 12 months have been transformative for the agency.

The whole team has stepped up to deliver breakthrough campaigns.

New team members, recruited from top B2C agencies and from the catering market itself, are bringing fresh thinking to clients.

1. CLIENT RETENTION

2012/13 saw Torch enter its twelfth year with Unilever Food Solutions and its global brands including Knorr, Hellmann's and Flora.

It was also Torch's twelfth year with global chocolate supplier Barry Callebaut and for both these clients Torch's work has expanded from local UK projects to international projects, offering solutions that are fresh, stimulating and challenging.

No client has ever worked with Torch for less than 5 years.

Unilever Food Solutions
Inspiration every day

CALLEBAUT
BELGIUM 1911

:torch

FINALIST 2013
B2B AWARDS

2. CLIENT WINS in 2012/13

McCain Foodservice

Torch's first work for McCain gained dramatic results and contributed to significant growth.

- Net Sales Value up 21%
- Gross profit up 28%
- ROI 269%**
- 7% increase in web traffic (80% new visitors)
- 10% increase in average visit duration



:torch

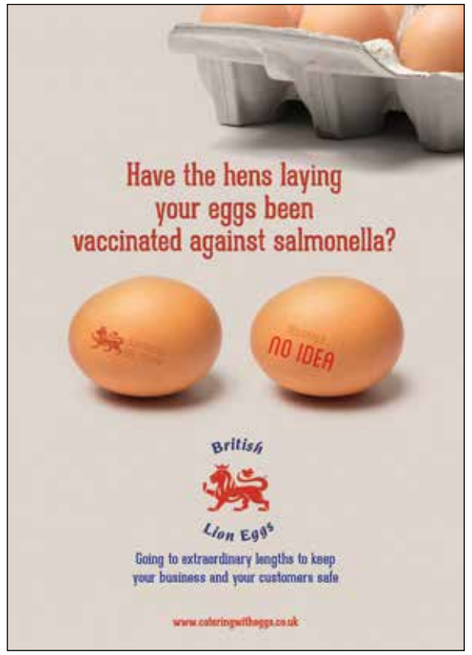
Testimonial 2

"Sales, website figures and customer engagement have exceeded all expectations. We've now shifted our focus from individual communication elements to a fully integrated approach, delivering on customer requirements, both on/offline, and across all elements of the media mix. The result – a partnership approach, offering genuine solutions to help operators grow their business. Sales team morale has never been higher – they can now identify the customer opportunity within minutes, maximising their time and the potential to grow our customer's business. The new approach is transforming the way we do business to ensure that we remain the number one potato brand within foodservice"

Mike Driver, McCain Foodservice, Head of Marketing

Lion Eggs

Torch won the project for British Lion Eggs due to our expertise in the market and the ability to deliver effective messages that work. Due to the timing of the campaign coinciding with the horsemeat scandal, the project achieved greater traction due to the heightened sensitivity towards traceability.



torch

FINALIST 2013 B2B AWARDS

3. BREAKTHROUGH SOCIAL MEDIA WIN

Successful B2B social media strategies can be challenging, even in markets far more digitally-savvy than catering.

This year Torch was awarded a social media task for gourmet chocolate brands Callebaut and Cacao Barry to target chefs not just in UK, but globally.

The strategy integrates all social media platforms and works English, French, Dutch and Japanese.

Targets have been smashed and the social strategy is now due to roll out in Turkish and Portuguese for growing markets.



OVER 6,500 LIKES FOR WORLD CHOCOLATE MASTERS

4. BRAVE CREATIVE THINKING

The biggest challenge for clients targeting the foodservice and hospitality market remains 'cut-through'.

To match its strategic and media expertise, the agency has focused on pushing all clients to be braver in creative executions.

A strong example is the campaign for Meadowland, a Unilever Brand.

An online video campaign promotes this alternative to fresh cream with a simple message. Meadowland is hard to split.

Only the bravest of clients – with the most persuasive of agencies – would give the go ahead to have packs of product cut in half with chainsaws, pulled apart by cars and chopped up with a meat cleaver.

The results speak for themselves.

Visit www.unileverfoodsolutions.co.uk/promotions/meadowland-2013



OVER 150,000 VIEWS ON YOUTUBE AS AT JUNE 2013

:torch

FINALIST 2013 B2B AWARDS

5. STRATEGIC CONSULTANCY WINS

Torch's market expertise has been acknowledged this year with expansion into pure strategic consultancy.

Compass – Client and Consumer Segmentation

Torch has won the Project Global task for Compass to create client and consumer typologies across their business to help them match their needs more closely. The project required qualitative groups, in-depth interviews and online quantitative surveys with cluster analysis.

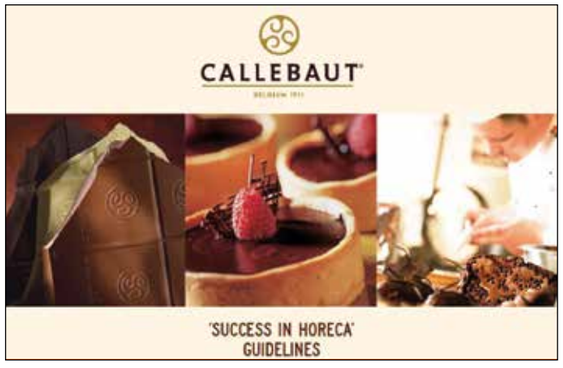
Callebaut – International Foodservice Strategy.

Testimonial 3

CALLEBAUT®
BELGIUM 1911

"As the biggest chocolate company in the world we work in three key markets; confectionery, bakery and catering. When we decided to create a single strategy for the catering market we chose Torch because of their understanding of the market both in the UK and internationally. The team worked closely with us using insight to create an ownable position for our brands with chefs and the agency's international experience meant we could rely on them to cascade the project to trade marketers around the world"

Simon Harris, Trade Marketing, Barry Callebaut



:torch

FINALIST 2013
B2B AWARDS



6. GROWTH IN EXPERTISE

Back in 2010, Torch created Safari, an online loyalty and rewards programme for distributors 3663.

Now in its third year the programme is the biggest loyalty scheme in the catering market and Torch manages the process from receipt of sales data through to fulfillment of gifts for thousands of catering customers.

2012/13 has seen Safari mature into our market's equivalent of the Tesco Clubcard.

FINANCIAL PERFORMANCE

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

:torch

FINALIST 2013 B2B AWARDS

STAFF AND COMMUNITY ENGAGEMENT

We find ourselves as at home with chefs and operators as we do marketers.

We talk to our target audience day in day out

- through social media
- on the telephone
- accompanying clients' sales people on visits
- via our own case study insights

Everyone involved in Torch has a responsibility to bring insights from the market into the agency.

This also provides great content for the agency's two new trend prediction products:

torch eats out

TORCH: BEYOND FOOD

Total market immersion gets everyone away from their desks. That's why the team is engaged, motivated and passionate about what they do.

Crucially, Torch has an average staff retention rate of over 6 years.