



Category number: 27

Category name: B2B marketing communications agency of the year

Agency name: Jellybean Creative Solutions

[Summary page]

Jellybean is an independent agency comprised of a dedicated team of food and drink marketing professionals. We provide B2B foodservice communication strategies for some of the biggest brands in hospitality.

Our mission is to be the best agency we can be in terms of clients, staff and our community through nurturing, innovation, knowledge, empowerment and delivery.

Over 27 years Jellybean has grown to be the leading agency in foodservice with a reputation for delivering strategic and creative marketing that really helps brands grow. As a result, 50% of our clients have been with us for over 5 years and on average, our clients have worked with us for 8 years.

We have introduced social medial to foodservice brands who had previously not seen its marketing value and our innovative unique benchmarking tool 'Bloom' quantifies the quality of their B2B social media relationships using relationship theory.

We are proud to have received a host of accolades including Top 100 Agencies Outside London 2014 (No. 38 RAR), 5th in the Independent Agencies Census Peer League Table 2014 (The Drum), 3rd in the Independent Agencies Census Financial League Table 2014 (The Drum),Best Development of agency Talent Award – MAA Merit 2014

About the agency

Jellybean Creative Solutions is an independent business, renowned in the foodservice industry as a leading integrated agency.

Our agency mantra is to find the killer insight in the context of the brand, customer and route to market - 'Jellybean Sweet Spot' - which enables us to develop a strategic, creative and integrated solution that really works.

Now in its 28th year, Jellybean is headed up by Managing Director and owner, Fiona Rickard, and the four key personnel on the leadership team have over 115 years' experience between them.

What makes Jellybean special is our people who share a passion for food & drink and a commitment to strategic and creative excellence. Our 25 strong team is embedded in foodservice and brings a unique, comprehensive depth of expertise across integrated disciplines targeting this complex market. Involved in product invention, ideation and activation we can hit the decks running, think smarter and produce stimulating B2B campaigns that really deliver against clients' objectives.

Contribution to clients' businesses

In the last 12 months Jellybean has retained 100% of its clients. As an agency we are proud to have some very long standing clients including Tilda (14 years), Aviko (10 years) and Hobart (26 years).

Last year we were appraised by the RAR (Recommended Agencies Register), and clients provided ratings we received 93% for service, 87% for creativity and 85% for strategic thinking.

Retail - Seara
Jellybean launched Seara – a new consumer brand and we were involved in every stage, from product development, to setting the brand blueprint, buyer sell-in activity, advertising, packaging design, website, social media strategy and activation. At launch, an online competition to win sponsorship for a local football team – tying in with their World Cup sponsorship –increased the brand's Facebook page 'likes' by 817%.

Retail – CooperVision – Love your Eyes
Jellybean managed the private label re-launch for CooperVision contact lenses. The 'Love Your Eyes' campaign encouraged consumers to upgrade to CooperVision. Sent to 150,000 existing contact lens wearers, the DM element generated a 24% response rate and the campaign delivered 44% year-on year sales uplift.

Foodservice - Pritchitts - Viva Daily Win
To drive sales of Viva Flavoured Milk into secondary schools, Jellybean created an integrated promotion campaign - The Viva Daily Win competition offering a prize every school day. The promotion has resulted in additional listings with LEA's and Viva is the bestselling milk brand in schools, with sales growing by 30%!

Foodservice – evian – Live Young
Danone Waters tasked Jellybean to leverage its Live Young consumer campaign in the

workplace. We created a targeted highly effective campaign that generated 6% response rate and a substantial sales uplift in workplace channels during January 2014.



Pic 1: evian, Seara and Viva Marketing material

Creative thinking

Insight
By mining and analysing Pritchitts sales-out-data volume, pricing, competitor positioning and niche markets, we found an untapped opportunity in the care sector for their hero brand Millac Gold. A subsequent integrated campaign successfully targeted this sector with a positioning of "fortification" for the brand.

Social Media - Bloom
Based on academic relationship theory, 'Bloom' is a benchmarking tool exclusive to Jellybean that quantifies the quality of social media relationships between the brand and its followers, using the six key elements PR theorists believe make the perfect relationship.

Financial performance and stability

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





Pic 2: Pritchitts Fortification Campaign

Staff and community engagement

In the MAA Employee Satisfaction survey 2013, 100% of staff believe the agency invests in the best resources to support the team, 100% were proud of what they accomplish and 90% believe the agency offers training and development to personally further themselves.

Jellybean encourages individuals to complete a range of internal and external courses with formal qualifications. We run internal workshops and a development programme – JCSE Excellence. In 2014 the agency was awarded a merit in the MAA Best Development of Agency Talent.

Community Engagement
Jellybean supports The Challenge Network helping young school leavers prepare for the workplace, and supports local schools with work experience programmes. On a broader scale every individual employed (for 27 years) sponsors a child via Plan International as well as working FOC on many charities including Debra, CWSN, Springboard and HA.

Key initiatives and achievements

Jellybean has achieved the following awards:

- Top 100 Agencies Outside London 2014 (No. 38 RAR)
- Top 60 B2B Agencies 2013 (No. 43 B2B Marketing)
- 5th in the Independent Agencies Census Peer League Table 2014 (The Drum)
- 3rd in the Independent Agencies Census Financial League Table 2014 (The Drum)
- Finalists in the RAR Awards 2014
- Merit for Developing Agency Talent in the MAA Best Awards

Professional recognition coupled with our personal recognition programme where we invest in our people via regular appraisals, reviews, training and development helps us maintain our agency culture "be the best Bean you can be".

Client testimonials

"The team are approachable and genuine, they have an open and transparent attitude to business and are committed to making sure your project sings and dances off the ideas-canvass"– **Paul Whitely, Delice de France**

"They are an extension of my Marketing Team and possess a rare vision, understanding and focus that adds tremendous value to our business. With their experience, I've been able to present best practice initiatives in insight, brand and product development, consumer engagement, B2B development and via exceptional communication material in all mediums printed or digital." – **Rob La Francesca, CooperVision**

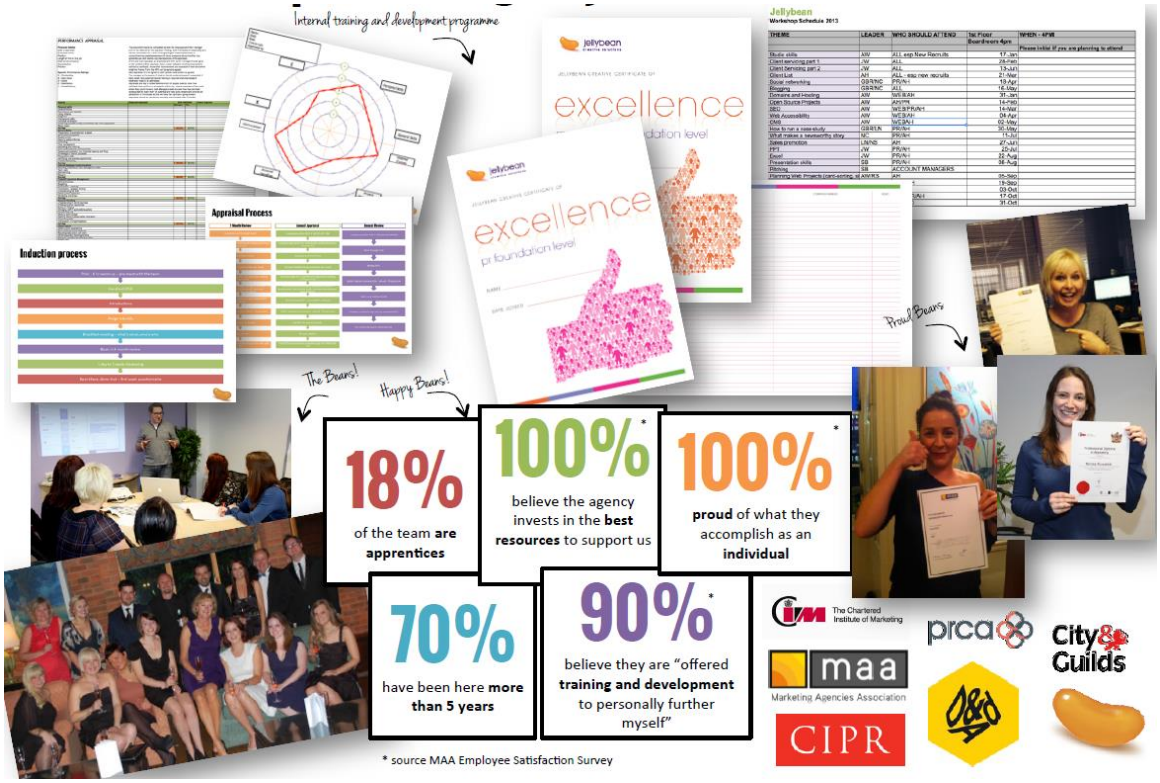
"pro-active, passionate and personable. They have delivered against key objectives and produced a positive return on investment …gaining great PR coverage and strong strategic and campaign-able ideas. They are pro-active, communicate efficiently and best of all they are easy to deal with." **– John Sutcliffe, Taylors of Harrogate**

Supporting material supplied

- RAR Report
- The Drum Financial Poll

Appendix

Engagement




MARKETING ISSUES

IN PARTNERSHIP WITH THE MARKETING AGENCIES ASSOCIATION

TAP INTO A RICH SEAM OF TALENT ON YOUR DOORSTEP

Fiona Rickard
Managing Director,
Jellybean Creative Solutions

For 27 years Jellybean has been sponsoring underprivileged children around the world through charity; Plan International. The model is simple. Each employee is paired with an individual, most of whom live in the world's poorest regions, and invited to build a unique personal connection alongside the more obvious financial contribution.

'18 months ago I read a shocking statistic that over one million 16-24 year olds were unemployed right here in the UK. It stayed with me. Surely there was something we could do to help redress the balance locally as well as globally.

Jellybean is known for its people and, historically, we have been able to attract, train and retain graduates as our lifeblood. It has always given me an enormous kick to develop people to their full potential. As a consequence we have a team of highly talented people.

"18 months ago I read a shocking statistic that over one million 16-24 year olds were unemployed right here in the UK, it stayed with me."

But with university tuition fees now reaching £9,000 per year, how, I asked myself and my team, are these stars of tomorrow going to get the opportunities to impress?

It was at that point that I decided to change direction. We researched relevant apprenticeship schemes and, 12 months ago, as a result of a rigorous recruitment process – testing both aptitude and attitude – we took on our first candidate, direct from sixth-form college.

We now have four fantastic apprentices at Jellybean studying PR, social media and marketing, for which they will receive recognised accreditations within a year.

I'm extremely impressed. They bring an infectiously refreshing attitude to the agency – learning about our business and also from our culture. They may have missed the university experience but the 'on-the-job' knowledge they're gaining is invaluable. We're extremely proud.

While recognised schemes exist, it's still not enough. More agencies can and should be devising apprenticeship programmes. These young people need our help and, as we've proven, their very presence can help invigorate your business.

Jellybean Creative Solutions is a member of the MAA
www.marketingagencies.org.uk 020 7535 3550

maa
Marketing Agencies Association


Marketing

Marketing tips for QSRs

Jellybean Creative Solutions is a leading marketing agency specialising in the out of home/foodservice market. Here Susan Bolam, Commercial Director of Jellybean offers up her 'Ten Top Tips' to help you market your QSR business

Leading the way OUT OF HOME

Foodservice marketing

jellybean creative solutions

Jellybean Creative Solutions unveiled Bloom – a game-changing social media service to help foodservice businesses grow their brand reputation in the digital marketplace. Underpinned by industry research suggesting 74% of influencers think social media and online communications are becoming more important than traditional trade press, Bloom can help take your brand to a brand new audience.

bloom
social media solutions from jellybean

Submission ends