B2B Marketing Awards

Category number:	24
Category name:	B2B marketing communications agency of the year
Agency:	Teamspirit Communications

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Summary

Teamspirit are an integrated communications agency with more than a spark of difference.

Between 2011 and 2012, they had one of their most successful years in their 17 year history. Surprising given the gloom in the financial markets – and doubly so given that they specialise in b2b financial services.

Against their self-appointed measures of success 'The Love Finance Agency' helped add over $1 billion to their clients' bottom lines, won a record haul of new business (both UK and global accounts), won more b2b awards than they had for years (including the Financial Services Forum Awards for b2b Marketing Effectiveness for a record fourth year in a row). Staff were happy too - with 85% retained (all with their skills developed) – and even one returning to the fold.

And clients were happy too, enjoying commercial results from Teamspirit campaigns beyond targets and expectations – and rewarding Teamspirit with new briefs and invitations to pitch for new parts of their business.

Word count: 159

About the agency

Established in 1995, Teamspirit has a simple mission: to be judged the best integrated financial services agency in the UK - by both the industry and our clients. Four years ago we launched Teamspirit PR so we could offer our clients the right mix of paid-for, owned and earned media - to great success.

Teamspirit is part of The Chime Group and headed by Jo Parker, who has been with the agency for 16 years.

We call ourselves 'The Love Finance Agency', as each of the 30 multi-disciplined professionals prides themselves on a passion for two things – finance and effective communications. As an example, one of our employees was recently named one of the top 10 most influential financial services Tweeters in the UK, We're based in Farringdon, London.

Services and skillsets

We deliver the following integrated services:

- Consulting and Marketing Strategy
- Branding and Identity
- Advertising
- Direct Marketing
- Internal Communications
- Digital Marketing
- Website Design, Build and Integration
- Content Development
- Public Relations

Client base

Our clients are financial services companies of various sizes and budgets. Not all are household names (yet) but the greater majority of them distribute their products and services through brokers and financial advisers. They include:

- **Aviva** (worked with us for 12 years)
- **Ecclesiastical Group** (started with a mailing three years ago and we are now lead agency for the whole group)
- **MetLife (**worked with us since they launched in the UK 5 years ago)
- **Abbey for Intermediaries**
- **Prudential**
- **Janus Capital** (International Asset Managers).

In the past year, we have enjoyed one of our most successful times ever for new business , pitching for and winning the following clients:

- **CMC Markets** – global marketing for one of the world's largest spreadbetting companies
- **AWD Chase de Vere** – one of the UK's largest firms of financial advisers
- **Just Retirement –** one of the leading players in UK pensions and annuities
- **Archetas** – part of the AXA group
- **Covéa Insurance** – The UK launch for one of France's insurance giants
- **Thistle Insurance** – part of the JLT group.

Achievements and milestones

While the UK financial services industry has been depressed, Teamspirit has bucked the trend and achieved some of the best results in our history. Key measures of success for us are:

- Client campaign success
- New business wins
- Organic client growth
- Staff retention and development levels.

a) Client success

- We helped MetLife become the fastest growing life and pensions company in the UK, get voted Company of the Year 2011 by IFAs, achieved 63% brand awareness for them - and over $1bn of sales.

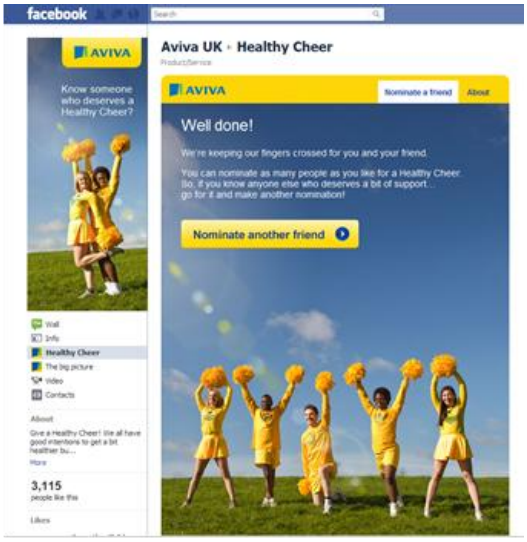


- For Legal & General Investments, one of our campaigns resulted in sales of their UK Alpha Fund doubling from £94m to more than £200m.

- We changed brokers' minds about Ecclesiastical Insurance, turning a 44% intention to purchase into a far healthier 79%.



- We pushed the boundaries for Aviva by creating 'Healthy Cheer', their first ever video-based social media programme to great results – and multiple award wins.



b) New business growth – and organic client growth

Between 2011 and April 2012, we pitched for and won a record seven major accounts – including a global account, amounting to £2,270,000 in additional revenue.

We successfully introduced five of our existing clients to new parts of Teamspirit and even won Just Retirement (back) after a year's break with them.

c) Staff retention and development

We retained over 85% of our staff. Our commitment to employee development has led to significant upskilling for all - and four people promoted, including two to the board.

<u>Staff and community engagement</u>

In 2011, we ran a number of 'pro bono' campaigns with charity Pennies, donating over £45,000 in digital marketing fees in various initiatives, including creating a Facebook app for them.

We also created the sixth edition of our 'Living Ideas for Financial Services' book, a look at the lighter side of money - which both clients and agency members contribute to.



We initiated our now popular 'Top Table' events for clients, inviting inspirational thinkers including Tim Harford ('The Undercover Economist') and Anthony Thomson, co-founder and Chairman of the ground-breaking Metro Bank.

Other success criteria

In 2011 we won the Financial Services Forum Marketing Effectiveness Award for Best Integrated B2B Communications - for a record fourth year running.

We also won more Gold and Silver b2b Money Marketing awards than ever before (four) out of only five entries shortlisted.

Results

In the 16 months to April 2012 a total of £2,270,000 in new business has been achieved, representing over a third of turnover.

In addition, forecast revenue is set to grow to £5.5m in 2013, with the aim to grow it to £7.5m within the next five years.

Client testimonials

"*I have worked with Teamspirit for over a decade in the B2B arena. Their strengths lie in the depth of understanding of the dynamics of the B2B world and how to turn these insights into meaningful, pragmatic and competitive marketing strategies. We view them as an extension of our marketing team and they have helped us exceed, our commercial objectives time and time again.*"

Alan Whiting, Head of Intermediated Marketing, Prudential

"Ecclesiastical have worked with Teamspirit for almost 4 years now and they have been instrumental in the growth of not only our b2b profile and brand awareness but also in the sales we have achieved in that time. Through a combination of advertising, direct marketing and sales communications we have together implemented campaigns that have delivered impressively against challenging targets and led to year-on-year growth."

Daniel Barber, Sales and Marketing Manager, Ecclesiastical Investment Management

"*Teamspirit have played a key role as an agency partner to Aviva. Agencies often seek to describe their positioning as an extension of the in-house client team but Teamspirit strongly evidence this capability. Their contribution has been significant and a big part of why, as a client, we have enjoyed three consecutive years of strong growth across our markets.*"

Adam Beckett, Sales and Marketing Director, AVIVA

Supporting material supplied

One A2 coverage board

Appendix

Teamspirit results, for year ending 31 December 2011:

Turnover	**£6,029,522**
Operating profit	**£718,465**
Profit after tax	**£936,195**

Word count: 983

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