gravity GLOBAL

B2B Marketing Awards 2012



Category Number: 24

Category Name: B2B Marketing Communications Agency of the Year

Agency: Gravity Global

www.gravitylondon.com



Offices

Summary

(200 Words Maximum)

Our agency's F.A.B (Fame, Admiration, Belief) ethos builds business Superbrands. We've teamed with two independent universities to ratify this belief as a proven and quantifiable philosophy.

New client wins:

Mechtronix Systems, SuperJet, Clarks, Investec South Africa, AllClear Travel Insurance, Mecca Bingo, Thales-Global Campaign, IHS, Cazenove, St Albans School, Classic Lodges, F&C Investments, Tourism Partnership North Wales, Air Charter Service, Carlson Wagonlit Travel, Gravis Capital Partners and Messier Bugatti Dowty.

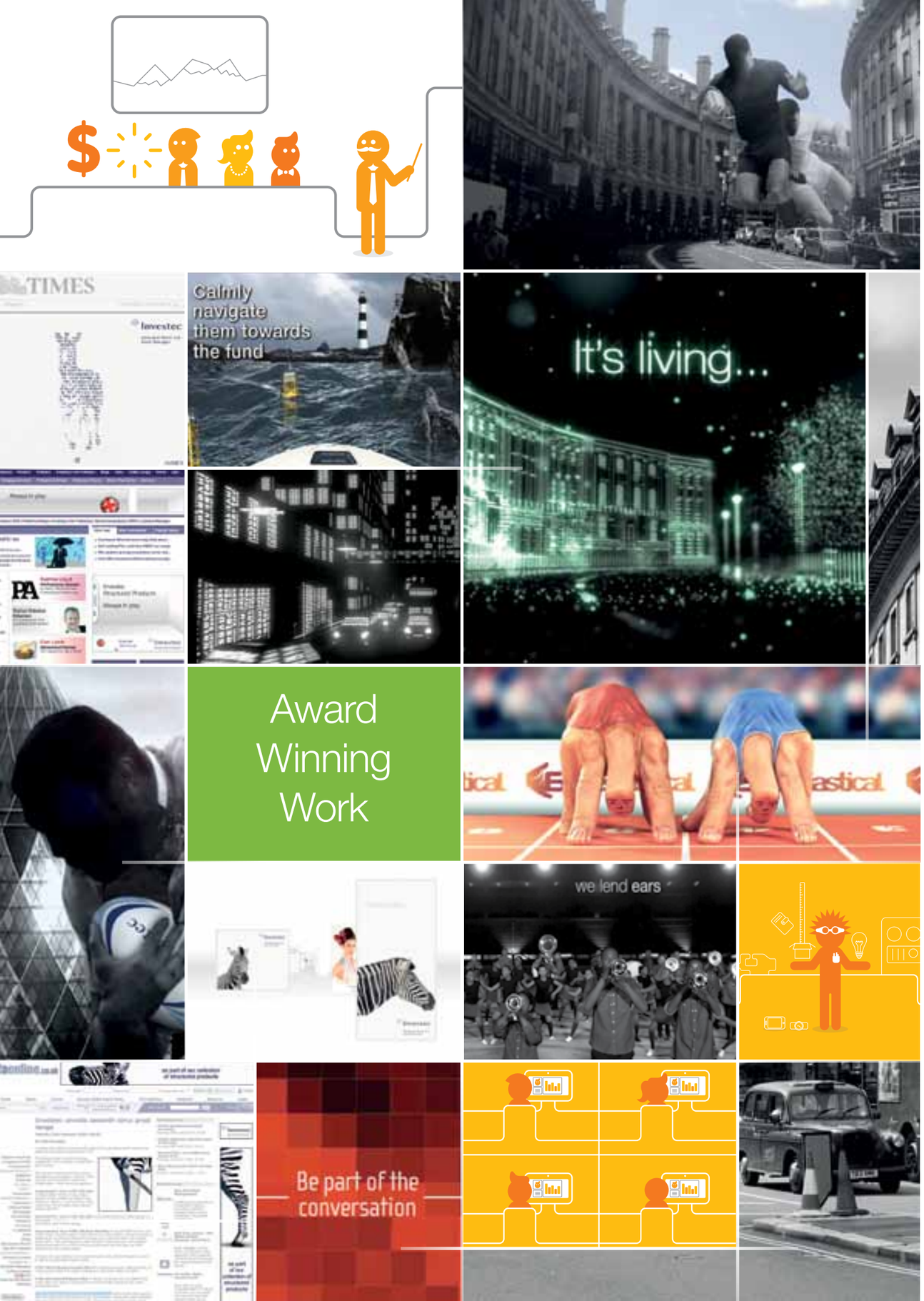
- A pitch win rate of 77% (17 out of 22).
- 4 IAC awards and 1 Money Marketing award.
- 30% growth in gross income.
- Staff programmes to encourage our entrepreneurial culture.
- Sponsorship of graduates, internships and charity initiatives.
- Recognised for innovation and digital firsts.
- Gravity Global network expansion continues with Cape Town most recently and India and Brazil nearing completion.

2011/12 has been a successful year despite a challenging global climate. We aim to be the agency everyone wants to join. Client recommendation continues to be our biggest source of growth. Our team is focused on being entrepreneurial, innovative in generating business ideas and reaching and exceeding our revenue target.

(Summary Wordcount = 186)



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About the Agency

Gravity London is a global B2B agency. Our philosophy of 'Fame, Admiration and Belief' is the fundamental backbone to brand success and return on investment for our clients. We've teamed with a leading London business school and Kent University Ohio to further prove this philosophy.

We believe the B2B market is under-served. The choices for clients selecting a global marketing partner with B2B experience and understanding of the multi-layered decision-making process are limited.

We aim to be recognised as the world's best B2B communications specialist. Enabling our clients to out-perform their category competitors using brand power rather than spending power. We are also actively setting best industry practice.

The origins of Gravity go back to 1989 when it was The AGA Group. The past 4 years have seen us gradually phase out The AGA Group entity so that, in October of last year, we formally became Gravity London Limited (part of Gravity Global Network) serving clients across 5 continents.

Key personnel include Mark Lethbridge (CEO), Sean Feast (Director), Paul Anderson (Executive Creative Director), Evan Ivey (Planning & Strategy Director), Tom Golland (Consulting & Insight) and Lora McCay (Head of Digital and Innovation).

Services and Skillsets

Gravity London is the UK and lead office of The Gravity Global Network. It is ISO 9001 and ISO 14001 accredited.

We have 52 dedicated people working across brand strategy, consulting, digital, mobile, advertising, design, branding, direct response, social and word of mouth.

April 2011 to April 2012 saw us win the following digital awards:

Internet Advertising Competition:

Gold – Best Investment Rich Media Online ad

Gold – Best Bank Rich Media Online Campaign

Gold – Best Financial Services Online Video

Gold – Best Interactive Services Online Video

Money Marketing Awards:

Bronze – Best Online Advertisement.

Our digital production is created in-house as is our creative work for offline and PR. Our strategic and consultancy expertise is also in-house.

Client Base

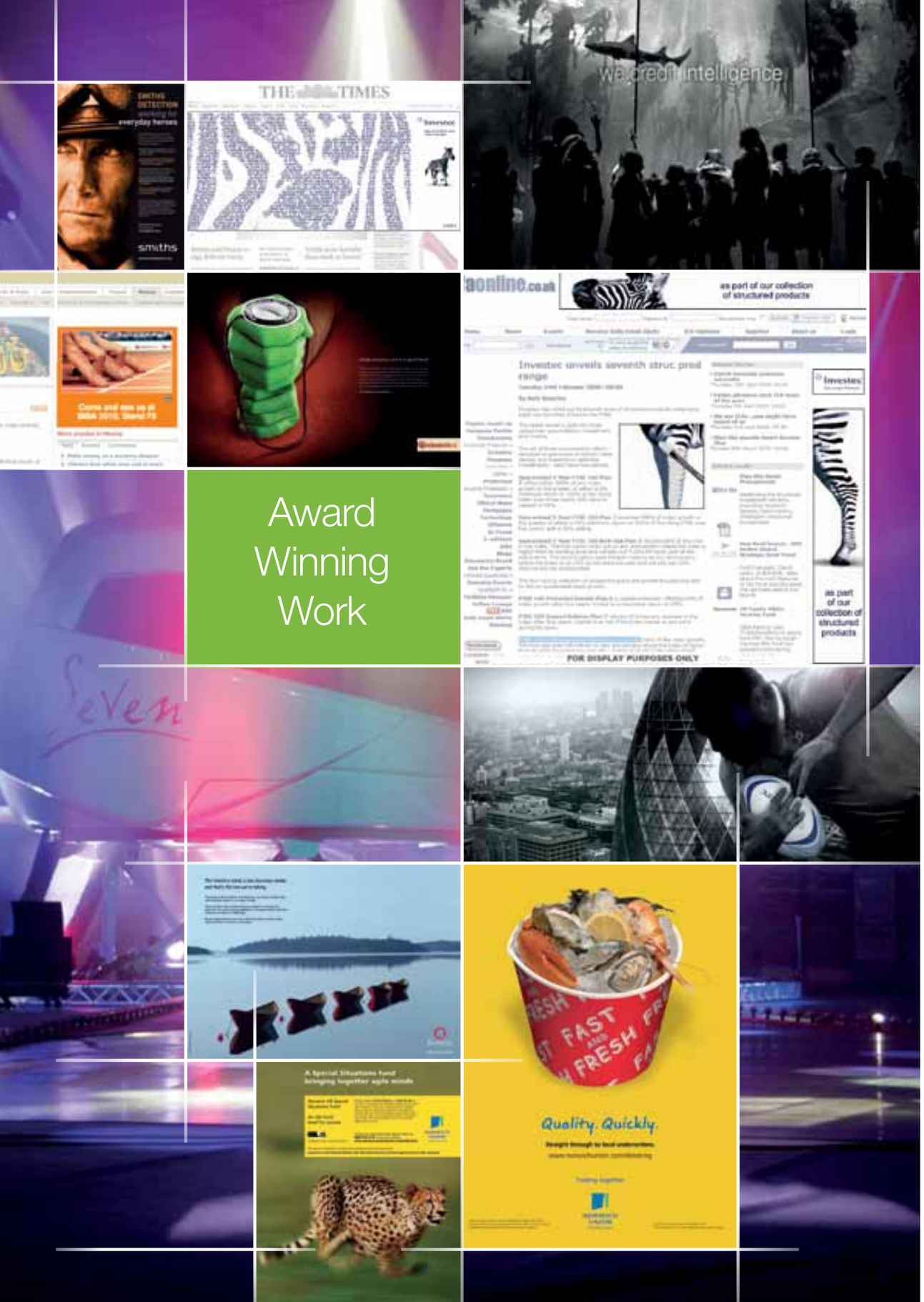
Our clients include:

Marks & Spencer, Clarks, Investec Group, Mecca Bingo, Thales Group, Carlson Wagonlit Travel and AllClear Insurance.

The market sectors we currently serve are:

- 30% Financial Services
- 30% Lifestyle/Retail
- 20%Technology
- 20% Business Services.

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Achievements and Milestones

New client wins:

Mechtronix Systems, SuperJet, Clarks, Investec South Africa, AllClear Travel Insurance, Mecca Bingo, Thales-Global Campaign, IHS, Cazenove, St Albans School, Classic Lodges, F&C Investments, Tourism Partnership North Wales, Air Charter Service, Carlson Wagonlit Travel, Gravis Capital Partners and Messier Bugatti Dowty.

These new account wins have helped us grow revenues by 30%, blitzing our stretch target of 25% for 2011/12.

Staff and Community Engagement

Gravity employs 52 people, with just 1 resignation and no retrenchments over the past year.

Our Digital department has doubled in size and our in-house Creative Department has added a Senior Art Director/Copywriter team and a Senior Designer to its ranks to further strengthen our offering and meet growing client demands. Our Account Service team has increased by 25%.

We have a development/reward scheme whereby, three times a year, we send qualifying members of the team to visit and enjoy the company of other Gravity Global offices for a week.

Entrepreneurial spirit is encouraged with ‘introduction fees’ awarded to employees who successfully generate new client wins through networking. Cazenove became a new client in this way in December 2011.

A work experience girl who was with us for a month before starting her University degree got on so well, and showed so much promise, that when she told us she could not afford to go to University because she discovered she had to pay the full cost, nearly £12,000 per year, Gravity decided to sponsor her and pay all of the fees for the three year course.

We continue to spot talent and are big supporters of internships.

The Windmill Pub sponsors our Wednesday 4-a-side Power League football team. We have a dinner club once a month. We also have a tree-planting programme and are Tree Council members.

We encourage training, self-motivated projects and entrepreneurial initiatives. At Gravity we seek solutions to long-term sustainability through staff initiatives that can be as simple as saving and reusing paper to engaging new software based systems that improve efficiencies and skills.

Gravity staff are engaged to add value to clients and where we see that value being added we usually see motivated Gravity people driving it. Indeed, a couple of the Gravity creatives got together to come up with the idea of an Augmented Reality ‘Gravity Global Office Finder’ phone App. This was developed and is now available for download from the App store. This features specially written software and is the first App of its kind in the world. True creative thought and innovation without prompting and an initiative that has since helped us win new business.

Community engagement went international for us when an employee told us that his father was after some corporate sponsorship for the “Karma Enduro”. A 15-day adventure that saw him driving a Hindustan Ambassador car through some spectacular Southern India scenery. The drive was in aid of the Rainbow Trust charity and the car was Gravity branded.

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Augmented Reality Global Office Finder App

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Results

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

Gravity London's performance has been independently benchmarked by MAGNET (Marketing and Advertising Network) and as a result was recognized as the best performing member agency for 2011.

Client Testimonials

"A complex brand story supported by powerful work, which I think Gravity managed to do admirably."

Markus Leutert, Thales Group, International Communications Director

"The departure from our old identity – and our old way of thinking – has been radical, and took some considerable courage on the part of the Board to endorse, but it has proven to be a superb decision for the future of our business."

Dave Berry, MD, The Lewis Group

"The Franchise Marketing Toolkit has been developed by Gravity and is incredible, it's head and shoulders above the collateral and messaging previously used by Clarks when talking to our franchise partners."

Richard Squire, Clarks International Franchise Marketing Manager

(Submission Word Count Max 1000 = 997)

Just some...

...of our people



We do our bit for charity too.





Even our presentations are Green.

(A biodegradable presentation kit, with Apple tree seeds, soil and a plant pot. Just add water.)

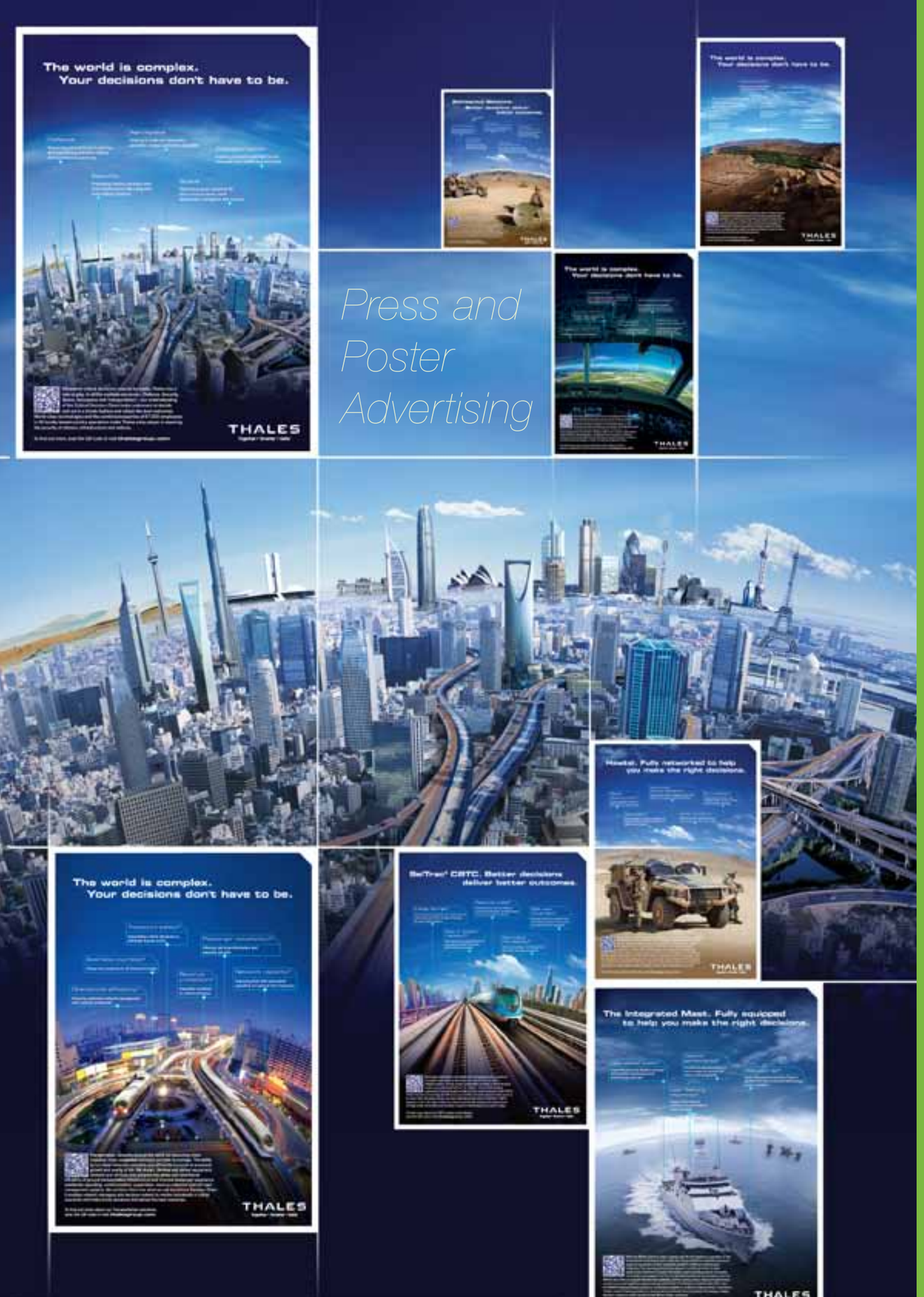


THE WINDMILL

We try to
play football



And we mentor and sponsor the future faces of the company



Examples of Creative Work Entered in B2B Awards 2012

Digital

















Film

















Corporate Ad

The world is complex. Your decisions don't have to be.

Defence
Supporting armed forces in gaining, and maintaining, decision-making and operational superiority

Aerospace
Helping to make air travel safer, smoother, cleaner and more enjoyable

Transportation
Enabling transport operators to run networks more swiftly and efficiently

Security
Protecting citizens, sensitive data and infrastructure with integrated and resilient solutions

Space
Optimising space solutions for telecommunications, earth observation, navigation and science

Whenever critical decisions need to be made, Thales has a role to play. In all the markets we serve – Defence, Security, Space, Aerospace and Transportation – our understanding of the Critical Decision Chain helps customers to decide and act in a timely fashion and obtain the best outcomes. World-class technologies and the combined expertise of 67,000 employees in 56 locally-based country operations make Thales a key player in assuring the security of citizens, infrastructure and nations.

To find out more, scan the QR code or visit **thalesgroup.com**

THALES
Together • Smarter • Safer







GO CHUBB!

CHUBB!

Good job

Chubb

Chubb

Chubb

Chubb

Chubb

hubb





Together we can Be The Best

The 1st choice for customers

1 CHUBB

BE THE BEST #1 choice for customers, investors, employees

A winning team wo
their part. If a collea
well – make sure it
a Think Customer A

Chubb

One Chubb – Fire & Security

We want to be first choice for our customers. By working together to provide the best customer service we really can Be The Best.

Customers are why we're here, so let's make sure we look after them!

STOP THINK CUSTOMER ACT!

Chubb
A UTC Fire & Security Company

PRESIDENT'S AWARD

Chubb

It's not the same without 'u'

Shine in front of your customers

Keep your cool

BE THE BEST

#1 choice for customers, investors, employees

The Think Customer President's Award recognises and rewards excellent customer service.

- It is open to all employees both customer-facing and those working behind the scenes
- It runs from September to August and Winners of the monthly Think Customer Award receive an extra day of holiday along with a £100 restaurant voucher
- Each Think Customer Winner is automatically entered into the annual President's Award, the prize for which is a weekend break
- Check your notice board or ask your Customer Champion for details.

STOP THINK CUSTOMER ACT!

Chubb

A UTC Fire & Security Company

A relaxed, friendly voice and a helpful attitude is the first step to great customer service. Customers are why we're here, so let's make sure we look after them!

STOP THINK CUSTOMER ACT!

Chubb

A UTC Fire & Security Company

Working in tandem to help our customers

Ahead the future is bright

Nothing stops us delivering to our customers

Teamwork

One Chubb – Fire & Security

Integration is not easy, and can sometimes feel like an uphill struggle. By working together and helping each other, we can make things a little easier for ourselves and our customers.

Customers are why we're here, so let's make sure we look after them!

Come rain or shine, lend a helping hand. By working closely together we can deliver excellent customer service. Customers are why we're here, so let's make sure we look after them!



debt differently we do

We adapt and find new ways to recover debt.
Find out more at **thenewlewisgroup.co.uk/different**

precedes us
our reputation

A trusted name in debt recovery for over 35 years.
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the money
we'll show you

Striving to outperform ourselves and our competitors in effective debt recovery.
Find out more at **thenewlewisgroup.co.uk/money**



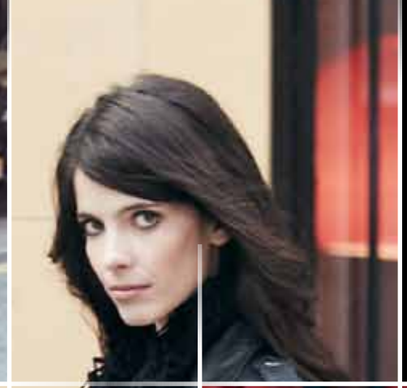
# of business taking care

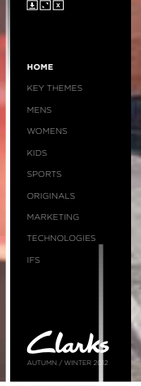


A proven track record for protecting our clients' reputations.
Find out more at **thenewlewisgroup.co.uk/care**


STYLE
DRIVES
SUCCESS
Clarks
AUTUMN / WINTER 2012


STYLE
DRIVES
SUCCESS
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AUTUMN / WINTER 2012




HOME
KEY THEMES
MENS
WOMENS
KIDS
SPORTS
ORIGINALS
MARKETING
TECHNOLOGIES
IFS
Clarks
AUTUMN / WINTER 2012
















Clarks


Clarks
AUTUMN/WINTER 2012






STOCK THE
BOOTS
EVERYONE
LOVES
CLARKS.COM
Clarks




Clarks
KIDS AUTUMN/WINTER 2012


KALI CORNISH
dark brown leather
EXPLORER
07


— REMIX —
URBAN
STREET
BOYS – HARKIN STRAP
brown
GIRLS – ERICA GRACE
rose hip
GIRLS – DANA CHERUB
grey
BOYS – HARKIN HI
black combi leather
An eclectic remix of 60s and 80s combined with a fusion between street and sport. Hybrids are worn with casual silhouettes, fashion jeans, graphic tees and gilets. Girls can also team jazz flats and pumps with girly dresses or cute shorts.
8


RAYAN HIKER
brown
DANA SPRITE
mushroom
REMIX
9

















Clarks

AUTUMN/WINTER 2012

Clarks

KIDS AUTUMN/WINTER 2012















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...WITH A BRAND LIKE NO OTHER

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Clarks

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