

B2B PR agency of the year

Category number:
23

Category name:
B2B PR Agency of the Year

Campaign name:
A True Original

Agency:
Wyatt International

Brand or client:
Wyatt International

B2B Marketing AWARDS 2012 FINALIST

Wyatt
a true original

Summary

2011-2012 saw Wyatt International enjoy unprecedented success in new business. We also delivered significant organic growth from many existing clients by bringing new dimensions to established campaigns.

No less than eight new contracts were won, but perhaps the most striking aspect of Wyatt PR's year was the refreshment and expansion into new areas for our clients such as social media and international media relations activity.

Brammer plc's PR retainer increased by more than 150 per cent to encompass the roll-out of the highly successful UK media relations campaign – branded as 'best practice' within the Group – to 14 further countries, employing Wyatt's highly successful 'lead agency' model.

Meanwhile, Saint-Gobain PAM UK, a Wyatt client for nearly 10 years, embraced social media for the first time, with the establishment of a highly successful LinkedIn Group debating key drainage sector issues, alongside continued strong media relations coverage in all its key target sectors.

Media relations and social media were also at the heart of a highly successful integrated communications campaign for AKW, positioning AKW as a thought and practice leader. The company has increased its PR investment by 50 per cent based on the impact of the campaign on its business.

(198 words)

JSP

NORGREN

QUINN radiators

solarsoft

grouphomesafe

Morgan Ceramics

ICON POLYMER LIMITED

SIAC WIND ENERGY

PR account wins by Wyatt during the last 12 months

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About the agency

Established in 1964, Wyatt focuses on delivering exceptional service and effective communications. While we are 'traditional' in our values, we're not tied to traditions – even after nearly 50 years, we continue to evolve our offer and grow our business.

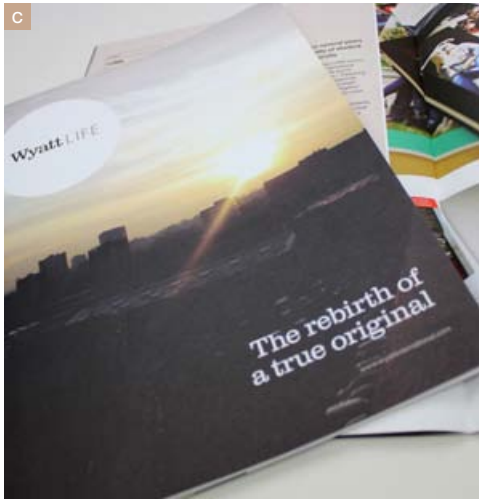
We're committed to recruiting original thinkers with unique talents, and to creating work that inspires. It's entirely appropriate that 'A True Original' should have become our new brand platform during the year, focusing on our core values – including client-centricity, wholeheartedness and ability to surprise.

Our vision is to be the integrated, 'boutique' PR consultancy of choice. We will achieve this by surpassing expectations, building trusted partnerships and delivering **a truly original client experience**. We measure this through client satisfaction, original delivery, outstanding creativity, new business wins and financial success.

a Brand values
b Stationery
c Wyatt Life magazine





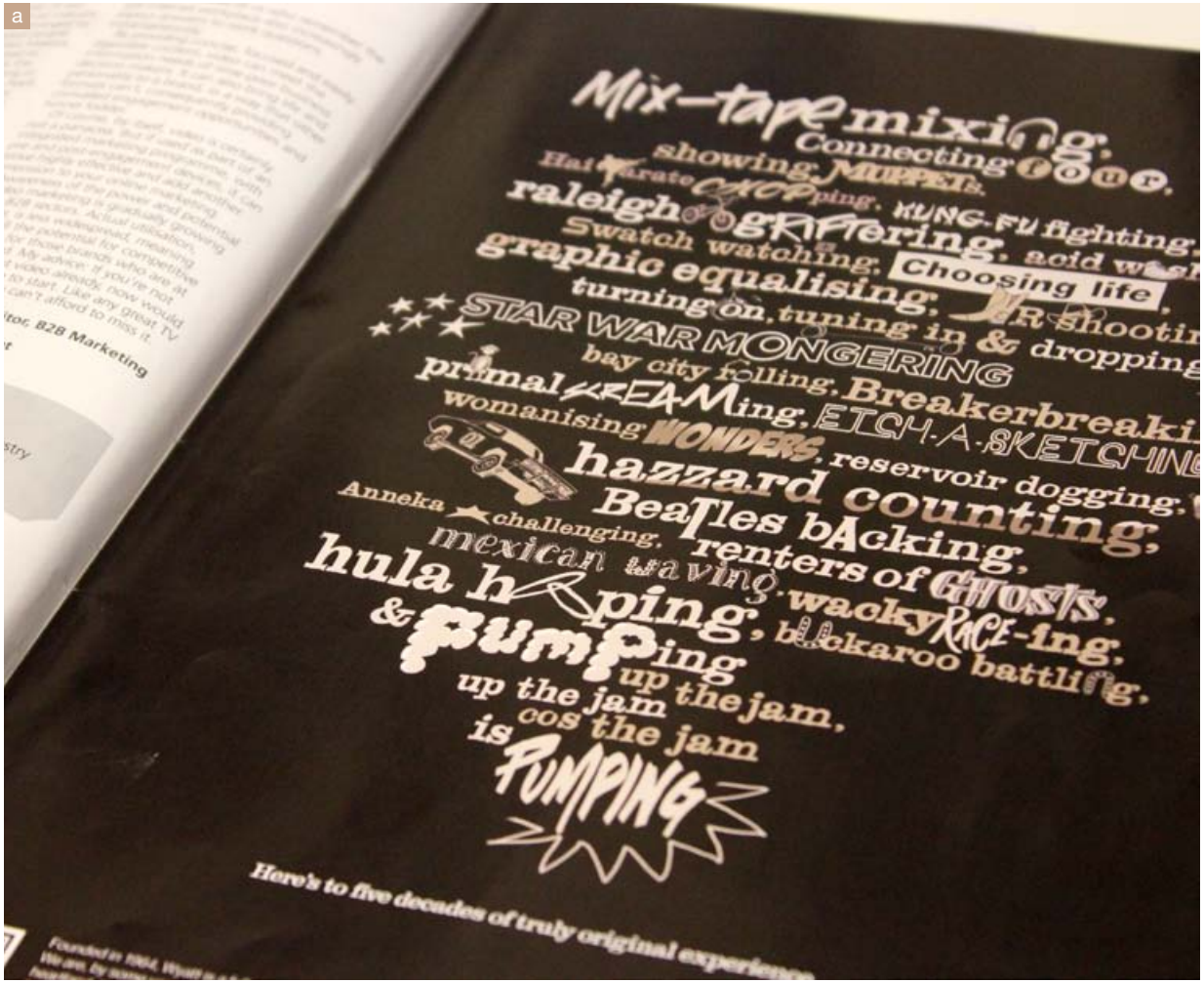


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About the agency

a Advert
b Twitter
c Website

a



b



c



Services and skillsets

While able to call on the creative, digital and marketing expertise of Wyatt International, Wyatt PR acts as a dedicated, stand-alone service offering PR support, advice and guidance to clients in all sectors.

Wyatt has particular expertise in digital PR and ‘thought leadership’, both helping position clients as leaders in their field.

The team comprises experienced PR and press specialists with extensive contacts, in-depth knowledge and wide-ranging industry expertise. Services include:

- Media relations
- Thought leadership
- Online PR and social media marketing
- Events and exhibitions
- Publications and white papers
- Promotions

A particular growth area is international media relations, where Wyatt has the niche ability to act as the lead agency or ‘hub’ for clients with varied requirements, mobilising and managing partner agencies in Europe and further afield while acting as a single point of contact and delivering exceptional results.

UK PR

BRAMMER













a www.manufacturingchemist.com, March 2012
b Plant & Works Engineering, March 2012
c Industrial Technology, February 2012
d www.worksmanagement.co.uk, April 2012
e Plant & Works Engineering, July 2011
f Water Active, May 2012

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International PR



a



c



b

Czech Republic



d



e

Italy



f

Austria

a Technika A Trh, 5 February 2012
b Technika A Trh, 2 February 2012
c Technika A Trh, January 2012
d Organi Di Transmissione, May 2012
e Lamiera, May 2012
f Succeed Industry & Technology, December 2011

International PR

BRAMMER


Lebensmittelindustrie

a


Brammer optimiert Web-Auftritt

b



c

Germany



d

Spain


Brammer ofrece consejos sobre variadores de frecuencia en un nuevo vídeo online

e



f



g



h

France

a Lebensmittelindustrie, November 2011
b Betriebstechnik & Instandhaltung, November 2011
c Industrie.de, 12 November 2011
d Interempresas, March 2012
e Autoprofesional, March 2012
f Autoprofesional, March 2012
g Maintenance And Co (online), 10 January 2012
h Le Journal Du Vrac, January/February 2012

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Client base

Wyatt is an established partner to the construction, security, engineering, manufacturing, aerospace, automotive and utilities sectors.

During the year Wyatt won the PR accounts for Norgren (part of IMI plc), Quinn Radiators, SIAC Wind Energy, Solarsoft Business Systems, grouphomesafe, Icon Polymer, JSP and Morgan Ceramics plc. The latter was won following Wyatt's support of a successful product launch in China. Many of these are pan-European or international accounts.

Our integrated offer and renewed focus has also seen us develop many existing clients, including:

- AKW, the UK's leading manufacturer of specialist daily living products, has increased its PR retainer by 50%.
- 3M recently renewed its contract with Wyatt for another three years
- Brammer, an international distributor of maintenance repair and overhaul equipment, extended its UK contract to embrace pan-European activities across 14 countries
- Social media – this has grown from an almost zero base to embrace activity for businesses including AKW, Saint-Gobain PAM UK, Linpac Allibert, grouphomesafe and SIAC Wind Energy

Paralympian campaign

AKW life. style. choice.



a Styleability & Jon-Allan Butterworth
b Styleability & Paralympian
c Jon-Allan Butterworth & Simon Weston at Naidex
d Jon-Allan Butterworth with the AKW Team

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Paralympian campaign

a



b





c



d



e

a Twitter
b Facebook
c Jon-Allan Butterworth champions AKW products
d Paralympian supports AKW products
e Announcement of partnership

UK PR campaign

















a Building Engineer, February 2012
b Heating & Plumbing Monthly, March 2012
c Building Products, April 2012
d Public Sector Sustainability Magazine, March 2012
e Construction Industry News Magazine, April 2012
f www.transportbusiness.net, April 2012
g SGPL Linkedin

Achievements and milestones

Our objectives for 2011/12 were clear at the outset. We introduced a 'keep, win, grow' strategy of client retention, new business wins and the development of all existing business.

Meanwhile, we have strengthened our integrated and digital offerings, launched a new appraisal and performance process and set about expanding the PR team.

Our growth strategy has paid spectacular dividends. **Our PR business grew by 42% between April 2011 and March 2012** with 40% further growth forecast this coming year. In a challenged market, in a double-dip recession, this is exceptional. This growth has come directly from our 'keep, win, grow' strategy.

Staff and community engagement

The PR team consists of two account directors, two account managers, one account executive, a social media specialist and an administrator, reporting into our Chairman and Managing Director.

The longest-serving member of the team is Nicola Pledger who has been with us for 10 years. All staff have their own personal development plan as part of Wyatt's True2You scheme, while the team meet monthly to discuss and agree departmental strategy.

Wyatt's community work involves annual sponsorship of the University of Birmingham's award for the best MA student. Team members are also regularly involved in activities including charity walks for Acorns Children's Hospice.

A growing PR team


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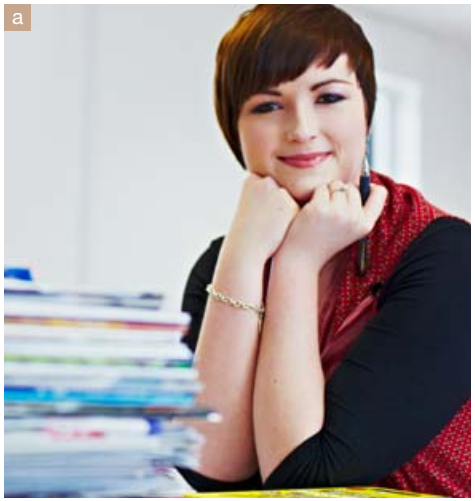

c


b

a Brian Barrett - Chairman - approaching 50 years' service
b Karen Bernie - Managing Director - MD since 1990
c Mark Fones - Client Strategy and Creative Director - 2 years' service

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A growing PR team















a Vicky Kesterton - PR Account Manager - 2 years' service
b Luke Bull - PR Account Director - 4 years' service
c James Montgomery - PR Account Executive - New recruit
d Lavinia Batchelor - Agency Administrator - New recruit
e Nicola Pledger - Senior Account Manager - 10 years' service
f Sarah Burton - Senior PR Account Director - New recruit
g Alison Tarry - Social Media/PR Executive - New recruit

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Other success criteria

- Client retention: all retained clients for 2011 retained Wyatt as their PR agency for 2012
- Ranked in the PR Week Top 150 PR agencies in the UK, May 2012 (one of only five Birmingham agencies)
- One of only two Midlands agencies among eight UK finalists for the 2012 Recommended Agency Register (RAR) awards, in the category of Public Relations agencies with less than 30 staff
- Won Product Launch Campaign of the Year at the annual Electrical Industry Awards, December 2011, for our work with Legrand
- August 2011: received overall rating of 90 per cent from our clients in the annual RAR survey. This was made up of 90.9% for creativity; 89.5 per cent for strategic thinking and 89.4 per cent for client service

Results

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

Client testimonials

“The Wyatt team has developed an excellent understanding of Brammer’s business, and has delivered growth in coverage each year from the outset. Already the UK model is bearing fruit as the campaign is rolled out across other target countries.”

Jeremy Salisbury, Head of Marketing, Brammer UK

“The Wyatt team has excellent rapport with key target editors and are highly proactive in generating opportunities – and then fulfilling them with incisive, hard-hitting news stories and insightful, thought-provoking articles. Perhaps most importantly, we can measure campaign success through the regular flow of sales leads we receive as a direct result of PR coverage.”

Mike Rawlings, Marketing Manager – Soil & Drain, Saint-Gobain PAM UK

“We see PR as absolutely key to drive product awareness and develop brand positioning. Wyatt has enabled the realisation of our strategy through building excellent media relationships and delivering effective campaigns. The team is never short of ideas and is quick in implementing them across multiple media platforms. We are very ROI-focused - Wyatt has delivered an excellent value for money and continues to hit all agreed targets with a constant stream of media coverage.”

Joanna Marston, Marketing Manager, AKW