

Excellence Awards - 2024 Entry
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Entry ID: 15321

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: No

Basic Information

Category: 29. Small PR Consultancy of the Year

Entry Information

Entrant company name (To be used in all awards materials/ presentation): Fanclub

Entry title:

Fanclub: creating impact on purpose

Entry Text:

Business objectives

We're guided by a single objective - to create positive impact. This means that we measure our success each year, by the following;

What positive impact have we made internally?

What positive impact have we made for our clients?

What positive impact have we made for the PR industry?

If, when we get to the end of the year and can see impact in these areas, and stay in business: job done. Staying in business is the important part. Not only does it mean we still have jobs, it's proof that you don't have to do bad things to be in business - and that businesses can survive by doing the right thing. Our hope is that this proof inspires other agencies to do the same.

Analysis of performance vs budget over last two years

Financial performance has been fairly consistent against plan over the last two financial years. In 2022/23, our fee income was £755,000 (vs plan of £750,000 or +0.67% plan). For 2023/24, our fee income will be £885,600 (vs plan of £900,000 or -1.6% plan).

A brief overview of business / team strategy

Well, if we are going to be impact-driven, we may as well go all-in, right? That's our strategy - to set the very highest standard of impact for the industry for sustainability and purpose, and diversity & inclusion.

Sustainability and purpose strategy

Again, we're proud of operating at the very highest level for sustainability in our work. We are B Corp certified and in 2023, we took our commitment even further.

Last spring, we signed the Clean Creatives pledge, a pledge not to work with any fossil fuel clients. We also went to the Cannes Lions to participate in a panel discussion for agencies, to inspire them to take the same action.

We are also one of the founding members of the Ethical Agency Alliance, a global initiative set up by Creatives for Climate. Through this, we are setting high standards for purpose-driven agencies, and are working to recruit further agency members to use their expertise for positive change.

Diversity & inclusion strategy

We're a small team of just 10 people, but we put a lot of effort into making the industry more inclusive. Our strategy has been to create heroes, and make diverse talent more visible in senior positions in our industry, and inspire others.

To help achieve this, in 2023, we were mentors on BME PR Pro's Xec programme, a career acceleration programme, for the third year running. We also supported and judged The Pros Awards, a specialist PR and comms awards programme for practitioners from ethnic minority backgrounds. And we delivered a talk about ambition at People Like Us, an industry event to inspire those from minority backgrounds.

A summary of commitment to CPD and professionalism

Like many agencies, we have a healthy training budget (£1,000 per person), but where our training differs is that we invest in skills to make us more effective in making a positive impact. An example of this is the 'Greenwash Watch' group training we've undertaken with Creatives for Climate. This course was developed by Prof. Gil Wilson of IE Business School in Madrid, to ensure that anyone in the creative industry is working to make a positive impact, as opposed to being part of the problem.

In addition to this, to ensure we deliver to the highest professional standards, in our last Consultancy Management Standard audit (delivered by the PRCA), we retained our Gold standard, the highest award a consultancy can hold.

A summary of recent outstanding achievements, including client list growth / retention
Not to brag, but since you ask... we take great pride at operating at the very highest standards of our industry. In 2023 we were finalists for 11 awards, and winners of eight including awards from the CIPR Excellence Awards, PR Week Awards, PRCA National Awards, PRCA Dare Awards, The Drum Awards and PR Moment Awards, among others.

2023 saw us win some significant new clients, too. We picked up the retained brief for eco toilet paper brand Who Gives A Crap, social inclusion campaigns for the Heineken-owned Brixton Brewery, a campaign to launch the world's most sustainable smartphone for Fairphone, a campaign for deforestation NGO Global Canopy, and a project with

Permutable AI, an AI-powered tool to track the ESG commitments of companies.

Our client retention rate for 2023 was 70%. We resigned one client because it did not align to our values, and two ended because of a reduction in budget. Of the clients with whom we parted ways, none had ended the relationship to appoint a different PR agency.

A recent campaign example: Winnie-the-Pooh: The Deforested Edition

Who Gives A Crap is loved by eco-friendly customers for its 100% recycled and bamboo toilet paper in Australia, the US and the UK.

But with one million trees destroyed each day to manufacture traditional toilet paper, more is needed to highlight the impact of deforestation.

Upon discovering that A. A. Milne’s original “Winnie-the-Pooh” novel had entered the public domain in the United States, we set out to re-tell this iconic story. Enter, Winnie-the-Pooh: The Deforested Edition, a first-of-its-kind reimagining of the iconic children’s book, highlighting the impact of deforestation across the globe.

The book’s illustrations were re-drawn to show the impact of land cleared every day to make traditional toilet paper: where lush trees - home to furry friends - were replaced by felled tree stumps with Pooh left looking on, confused and glum with his famous expression.

Winnie-the-Pooh: The Deforested Edition created global headlines with coverage spanning heavy hitting media spanning The Washington Post and NPR to the Daily Mail, The Telegraph, The Sun, The Mirror, The Guardian, The Australian and Sky News. With over 420 hits and an accumulated reach of over five billion.

As a result, the printed book sold out within 48 hours with proceeds going to Who Gives A Crap’s WASH (water, sanitation and hygiene) partners to help give everyone in the world access to clean water and sanitation. And importantly, Who Gives A Crap received nearly 3,000 new orders of toilet paper as a result.

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

As a small consultancy, Fanclub has the freedom to do business differently. Their decisions are guided not by shareholders, but one question - “will doing this create a

positive impact."
