

Excellence Awards - 2024 Entry  
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Entry ID: 15181

### Third Party Authorization

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

### Basic Information

*Category:* 30. PR Consultancy of the Year

### Entry Information

*Entrant company name (To be used in all awards materials/ presentation):* Ready10

*Entry title:*

Ready10

*Entry Text:*

Total income of £4.3m, with fees of £3.37m for the period. The past 12 months has seen fee growth of 23% against a target of 19%, representing average growth in the past three years of 47%. This financial year, ending March 2024, should yield 30% growth.

Established in 2016, Ready10 has 36 permanent staff, of which 34 are consultants. 38% of our staff come from an ethnic minority background and of those, 50% are from a Black or Asian Minority ethnic background. 61% of our staff are female, 13% identify as LGBTQI and 18% have a disability. 63% of our senior staff (AD or above) are women and 86% of staff had a state-funded education. Our two managing partners who run the agency on a daily basis are women and the agency employs seven working parents, of whom four work part-time.

Ready10 is a stand-out industry success story since launching in 2016 and we've just completed our most successful year to date... a year in which we won the Olympics (as a client) and the World Cup (our young creatives at the global Next Gen competition). Not many agencies can say that!

Having begun as a one-person-one-laptop business, we quickly burst on the scene with a mission to deliver best-in-class PR that answers both brand and digital objectives via our Hearts, Minds & Bottom Lines approach.

We've grown exponentially with an average of 47% over the last five years and this year is shaping up to deliver at least 30% growth.

We've got a client list of household names like McDonald's, Mars, The International Olympic Committee, Sky, Renault and Paddy Power who are trusting us to create award-winning work for them.

We lead the way on employee experience, borne out through record staff satisfaction numbers, zero pay gaps across gender and ethnicity and a unique perks offering.

And we think there is a very clear reason for this...in an industry that is no stranger to outlandish claims, a little bit of exaggeration and a bit of fluff here and there, we rally against that.

We reject performatism and embrace authenticity. Everything we do and say is real, measurable and authentic.

And we think the root of that is our values. They are our north star (to the point they are painted on a 20ft mural in our office!) and what drives and informs everything for us. It's what made us successful, it's what drove us and helped us in the pandemic and it's what propels us now.

We hold ourselves to an extremely high standard in creating a fair, safe and diverse workplace. We are proud of our representation figures but we can do more and we want to improve the world around us via diversity and inclusion.

Last year, our managing partner Sophie Diner took over our Culture & People brief and implemented a new strategy focussing on key areas: increased training via our TENTalks programme, a revamped appraisal process, an investment in pay (committing to a minimum 10% pay rise for every employee and higher weighting for AE-SAE levels) and a commitment to culture.

We have no ethnic or gender pay gap (verified by the PR Week Pay Gap report, to which we submit our figures annually), we have implemented a transparent process for pay reviews and bonuses, set up external mentors for staff from minority groups and established our internal Diversity, Equality and Inclusion working group (known as DIG). It runs independently of management and staff hours are ringfenced to ensure this is given priority.

Having delivered on ten key objectives in the last year - including an inclusive physical office environment, increasing junior salaries to remove barriers to entry and making our partners more accountable - we have three established pillars for 2024 around people, culture and reputation.

The agency continues to attract new clients and new accounts.

New wins in the past year included The International Olympic Committee, Mars Wrigley, Renault and BrewDog. In addition, we increased our scope for existing clients like McDonald's, PaddyPower and Vouchercodes.

In 2023, we implemented a strategy to diversify and grow our agency brands, which saw

the birth of Klaxonn, our events comms offshoot, led by Ready10's first employee Aimée Jacobs and targeted at the growing Competitive Socialising industry. It's already on track for circa £400k+ income in its first year and recent wins include Grand Designs Live, Snow Week and the Southampton International Boat Show.

In the past 12 months, we have also established our creative studio, ReadyMade, providing clients with a one-stop shop for creative, design and content production. Finally, our revamped Food comms arm, led by industry veteran and ex-Head of PR for Flora, Karis Thomas, has reaped instant rewards, with the win of leading sushi brand Sushi Daily and Emmi Café Latte.

Watch this space for more agency brands in 2024!

We believe we are currently doing the best work in the industry. This year, we created not one, but two PR campaigns (for McDonald's and Paddy Power) that have been activated through-the-line, where our content not only earned attention but was played out in prime-time ITV ad breaks. We understand we are the only agency of our size who has achieved that.

We've also designed a campaign that has driven the most sign-ups in a day for Cancer Research UK history, persuaded not only TV presenter Mark Wright but his whole family, to run the marathon for Flora and have helped a little-known travel brand and its unpacking service lead the conversation on Trend hunter.

And lots more. But so what?

That stuff sounds great but out of context it means nothing and is purely performative.

Our work for KIND is an example of what our Hearts, Minds & Bottom Lines approach can deliver – our activity around the Women's World Cup and their FA partnership with the Lionesses saw KIND move up a whole position in their category in supermarkets and 8% of people who said they saw the campaign claiming to have then purchased a bar.

The centrepiece of our campaign was two GIANT messages of support (including a 100m sign reading "LIONESSES, YOU'RE OUR PRIDE" on the Heathrow flight path), generating discussion and coverage on the likes of ITV, TalkSport, Sky News and the Daily Mirror.

Want to know more?

Watch our KIND video here:<https://vimeo.com/884713590>, or our agency reel of recent work, here: <https://vimeo.com/896616231?share=copy> (it's internal-facing for staff but we don't mind if you have a look!).

## Supporting Information

*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:*

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