

Entrant company name: **Ready10**

Category: **PR Consultancy of the Year**

Business objectives and analysis of performance against budget over the last two years:

Ready10 is celebrating its tenth birthday in April and 2025 was our best year yet. Financially. Creatively. Culturally.

We delivered record income, margin growth, three Cannes Lions, landing industry-leading new business wins and with a best-in-class team.

Last year saw fees hit £4.4 million for the first time with Y-o-Y growth of 16% and margin growth of 29%. Average annual growth for past three years has been 32% and we have doubled in size since 2022..

A brief overview of business / team strategy:

We believe we're doing the best work in the industry while leading on employee experience. For clients, we prioritise creative effectiveness over gimmicks, creating impact through our Hearts, Minds & Bottom Lines filter: insights people relate to, data that proves them, and activation that delivers commercially.

For our staff, our success comes from a simple promise many avoid: that people may leave us - and if they do, we ensure they leave better than they arrived. This philosophy has driven record satisfaction, eliminated gender and ethnicity pay gaps, and enabled a standout perks offering.

At the root of it all are our values. They're our north star (even painted on a 20ft mural in our office!) and they guide everything we do. They made us successful, and they continue to drive us forward.

A summary of commitment to CPD and professionalism:

We want Ready10 to be a place for everyone. To make sure we are holding ourselves to account and doing the best we can on diversity, equity and inclusion, we regularly

survey our staff and track the results. This allows us to look at both the makeup of our team and how people feel about working at the agency.

Our staff base is diverse. 38% of our team 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 LGBTQ+ and 18% have a disability. 86% of staff had a state-funded education.

We have no ethnic or gender pay gap and were awarded four out of four stars in PR Week's Transparency Report. We operate a transparent pay and bonus review process, provide external mentors for staff from minority groups and run an internal Diversity, Equality and Inclusion working group, known as The Inclusion Forum. We offer strong mental health support, including private medical insurance and additional counselling. We support our working parents, with enhanced maternity and parental leave, and over 70% of our senior team are working parents.

Our updated staff benefits package, Perk 'n' Mix, allows permanent team members to choose perks that suit their lifestyle and interests. Alongside this, all staff benefit from unlimited holiday, private medical insurance, a contributory pension, funding for qualifications, free home broadband, a paid sabbatical for long-serving staff and a Work From Anywhere week. The results speak for themselves. Staff turnover is low, progression scores are high and our team feels more valued than ever.

A summary of recent outstanding achievements, including client list growth / retention

The last 12 months have been a stellar year for new business... and wins don't get much bigger than TikTok, as we became the UK Consumer Agency of record for both TikTok and TikTok Shop. In all, the agency had 12 new business wins in the past year with a 63% win rate, reflecting our "fewer, bigger, better" strategy and brands such as NFL, Carling, HelloFresh and World Rugby joining the likes of Sky, Paddy Power and McDonald's on our roster.

Innovation has also been pivotal to our development and in the last year we have established two major new business units - our creative studio, ReadyMade, providing clients with a one stop shop for creative, design and content production and The Engine Room, our GEO proposition that allows us to give the LLMs what they're hungry for, focussing on earning the kind of coverage that naturally shows up in AI driven discovery. For us, this has been an evolution, not revolution. We have been experts in SEO driven comms for a decade and see GEO as an exciting new development to help guide clients through.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget

We entered the year with momentum from a standout 2024, where we persuaded McDonald's to remove the smile from Happy Meal boxes to show that it's okay not to feel happy all the time. Over 2.5 million blank boxes went on sale, and the idea earned recognition at Cannes, making us the only independent UK PR agency to win a Lion. So how do you top that? By going further.

This year, we extended the insight and removed everything. We launched the first completely blank Happy Meal box - the 'Draw How You Feel' Meal - almost doubling distribution to over 4 million boxes and sparking 200 pieces of coverage and millions of conversations about children's emotions. Our campaign - with the objective of raising awareness of McDonald's Children in Need partnership - saw a 27% year-on-year increase in positive sentiment about McDonald's, 200+ pieces of positive media coverage and record independent post-campaign research results from parents after seeing the campaign (watch our wrap video here). For a sequel, we'd say that's a job well done.

And we did plenty more besides. We launched central London's first country club for Lime, engaged millions of young people with TikTok's Summer Skills programme, and kicked off the new Rugby League season for Sky Sports - including its Las Vegas fixture - by bringing Michael Buffer to Wigan.

We had Sky News presenters recreate a viral "finance bro" clip to launch their flagship breakfast show, gathered support letters for the Lionesses through KIND Snacks' FA partnership, and celebrated First Bus's 30th birthday by transforming Train Guy Francis Bourgeois into The Bus Guy. For more case studies, see our supporting materials.