



Entrant company name: **Words+Pixels**

Category: **Specialist PR Consultancy of the Year**

Words+Pixels exists to support brands at inflexion points - moments when the direction they choose next determines whether they can capture momentum, reshape a category – or fall behind. We specialise in operating at these moments, where earned attention directly shapes what happens next.

In 2025, Words+Pixels faced its own inflexion point.

After five consecutive years of growth, the agency could have continued as it was. Instead, we chose to change - radically and intentionally - to ensure we could keep delivering value as the stakes, scrutiny and complexity increased.

In what is perhaps the toughest climate the communications industry has faced, our retained relationships strengthened, senior proximity deepened, creative relevance sharpened, and the agency grew.

Our achievements in 2025:

30% growth to £3.3m revenue with 23%+ profit.

33% pitch-to-win ratio inc global retainers with Red Bull and PUMA.

Topped the industry's new business tables by volume.

+80% client retention.

Joined the FT 1000 Fastest Growing Businesses - as the fastest-growing earned media agency in Europe

Launched the W+P Growth Council, opening access to the world's best advisors across M&A, legal, talent, and growth - generating over £250,000 in revenue in 8 months.

Formalised international partnerships with 20+ independent agencies across 15 markets, with £500k in revenue generated.

OBJECTIVES

Having grown from £1.8M to £2.5M with 22%+ profit margins between 2023-2024, rather than pushing the accelerator harder, we reached a decisive realisation: not everything that got us there would get us where we wanted to go next.

We overhauled our structure, broadened our earned-first model, embedded internal leadership and clarified who we exist to serve, while protecting culture and DE&I commitments as we scaled.

We became more deliberate about who the agency serves - focusing on brands at inflexion points where specialist communications expertise is required.

ACCELERATORS - scaling companies building belief as they grow

CHALLENGERS - ambitious businesses competing with incumbents

REBUILDERS - established organisations seeking meaningful change

90%+ of revenue continued to come from retained relationships - because we believe reputation, trust and momentum for these types of businesses are built through consistency and repeated decisions.

This also led to a structural shift in agency organisation and leadership that reflects an evolved view of earned attention as a 'strategic system' - media relations at the core, strengthened by creators, personal branding and emerging earned channels.

Three senior-led divisions aligned to the objectives that brands face at their own inflexion points, and where communication acts as a lever for growth:

FAME: Placing brands inside culture across consumer, lifestyle and entertainment categories, delivering category-defining and award-winning work for the likes of Back Market, immersive art gallery FRAMELESS and HeyDude.

VISION: Translating complex propositions into meaning from consumer technology to sport, like launching DREO in the UK, taking on the likes of Ninja and Dyson, or our work with PUMA, shifting communications around African Cup of Nations.

TRUST: Building confidence under scrutiny when credibility and reputation are on the line, from supporting \$1.5bn+ in funding announcements and shaping investor-facing

narratives, to repositioning livestream shopping as a credible commerce model for Whatnot, and restoring authority and share of voice for Michael Page in a volatile recruitment market.

2025 was also the year we embedded creative leadership into the business. Gabriella Speed was appointed Associate Strategy + Creative Director, bolstering creative output across divisions.

CDP AND PROFESSIONALISM

Pixel Pathway, our bespoke staff development programme, benchmarks performance, maps career trajectories, and identifies training needs, giving team members clarity and transparency.

Alongside transparent salaries, six-weekly line manager check-ins, quarterly performance scoring and bi-annual 360 appraisals, it provides a consistent and structured approach to development at every level. The platform also supports managers, standardising team development and equipping them with the tools to progress into leadership roles.

This has driven performance and retention: 75% promoted, 100% received performance-based pay increases. We also introduced industry-leading benefits - with paid sabbaticals, secondments and travel loans.

In 2025, we also formalised a clearer DE&I commitment:

- Gender pay gap data tracked and published
- Internal DE+I team to run a calendar of events throughout the year
- Personal User Manuals completed for all new joiners - with a section for working adjustments required and personal boundaries on accounts/industries
- Structured, inclusive hiring processes (no degree required)
- Partners such as People Like Us and the Taylor Bennett Foundation
- Hosted People Like Us event (January 2026) to support freelancers into work.

33% of our team identify as mixed or minority heritage, with 60% female leadership.

Mental health and wellbeing commitment includes:

- Access to Spill and Medicash for support and free therapy
- Trained Mental Health First Aiders across the team

- Structured wellbeing check-ins, separate from performance conversations
- Clear guidance on working hours and out-of-hours communication to prevent unsustainable - pressure becoming normalised
- Fired 3 clients that didn't fit our values - £300,000 in annual revenue.

CAMPAIGN SUMMARY

In 2025, Words+Pixels and Back Market confronted that contradiction head-on by subverting Big Tech's most recognisable creative platform, "Shot on iPhone". The Last Shot Gallery reimagined iconic landscapes as scientifically grounded visions of their climate-impacted futures - turning aspiration into consequence.

At the heart of the campaign was a public exhibition: Back Market's first-ever physical space. Visitors experienced a series of "before and after" artworks, pairing original iPhone-shot images of famous landmarks, with stark projections of environmental collapse, created in collaboration with climate scientist Professor Mark Maslin and a collective of digital artists. Every element mirrored the visual language of Big Tech advertising, reinforcing the act of subversion.

The campaign combined agenda-setting research, cultural provocation and practical action. National media coverage and creator amplification drove reach, while partnerships with activists translated awareness into behaviour change through repair workshops and consumer guidance.

The results were both cultural and commercial: 78 pieces of coverage, 4.3 million organic reach, 100% positive sentiment and an uplift in UK brand awareness. More importantly, it drove measurable behaviour change - proving sustainability messaging can move beyond awareness into action.

WHY WE SHOULD WIN:

Words+Pixels specialises in supporting brands at inflexion points. In 2025, we applied that same expertise to ourselves. Rather than continuing on a path that had delivered consistent growth, we chose to evolve - strengthening how we operate, who we serve and the impact we deliver.

The result was not disruption for its own sake, but disciplined, intentional change that delivered more growth, stronger relationships and a more resilient business. This is not simply a story of performance, but of judgement.