

**UK ADVERTISING
EXPORTS REPORT
2020**



**ADVERTISING
ASSOCIATION**

**UK ADVERTISING
EXPORT GROUP**

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ANOTHER STRONG YEAR OF GROWTH FOR UK ADVERTISING EXPORTS

STEPHEN WOODFORD

Chief Executive, Advertising Association

Welcome to our second annual UK Advertising Exports Report. Our industry continued to see strong growth in exports during 2018, with the annual exports figure reaching £7.9bn. This is an increase of 15% over 2017 and the UK continues to have the largest trade surplus in advertising in Europe.

These figures are testament to the resilience and underlying strength of advertising in the UK, particularly considering they cover the second full year following the Brexit referendum of July 2016. Despite the uncertainty during this time around the country's departure from the EU, we saw robust growth in exports. This demonstrates that even in the most uncertain of times, the unmatched combination of creative excellence, effectiveness, expertise, leading-edge digital and data skills and the ease of doing international business shine through and deliver growth.

Global clients seem still to have been drawn to the UK during 2018, despite this uncertainty. Quality clients follow quality talent which in turn attracts more great talent, from all over the world, as well as in the UK and this virtuous circle seems as strong as ever. The range of export case studies in this report bears witness to that fact. This virtuous circle we see in this country continues to be the UK's abiding strength in a globally competitive industry and it is an advantage that should be built on in the coming years with a skills-oriented and business-friendly immigration policy.

Now that we have left the EU it is time to look to the future and continue beating the drum for UK advertising, so that the growth seen over recent years continues. With this in mind, we recently launched the UK Advertising Exports Group (UKAEG) as a new cross-industry partnership with the UK Government to accelerate profile and lead generation opportunities in key international territories including China, Japan, South Korea, North America and Europe. The initiative is backed by the Advertising Association, the IPA, APA, DMA, London & Partners and the Creative Industries Council. Members are drawn from right across the UK's advertising and marketing services industries.

UKAEG is further strengthened by the industry's relationship with the Department for International Trade. DIT's involvement in UKAEG reflects Government's ambition to build exports of

advertising services in markets identified as priorities for growth and as the country establishes new relationships with our closest markets in Europe, as well as with those further afield. With this in mind, there are a number of key opportunities to showcase British advertising across this year. This strengthening relationship between industry and Government will be crucial as the UK heads to SXSW in Austin and Cannes Lions this summer to celebrate and compete with the best of advertising from around the world.

Congratulations to everyone across the British advertising industry involved in international business on the success story we see in this second UK Advertising Exports Report. Advertising, and our wider Creative Industries, are a crucial engine for our country's economy. But at the very heart of our success are our talented colleagues from the UK and around the world who've chosen to live and work here. We all have a role to play in ensuring that our industry remains an exporting dynamo in the years ahead and this latest data means we can be confident that this growth, with the jobs and exports earnings it generates, can continue.

“ THESE FIGURES ARE TESTAMENT TO THE RESILIENCE AND UNDERLYING STRENGTH OF ADVERTISING IN THE UK ”



THE DATA:

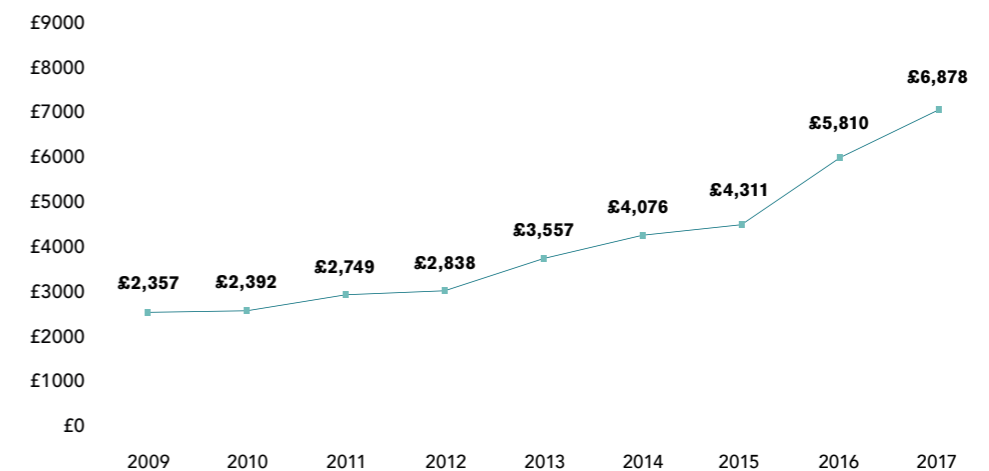
ONS ANNUAL SURVEY OF INTERNATIONAL TRADE IN SERVICES 2018

The Office for National Statistics' (ONS) Annual Survey of International Trade in Services collects information on the imports and exports of different services, and its results are used heavily by the Department for International Trade (DIT) and the International Monetary Fund (IMF).

Annual UK advertising exports grow to £7.9 billion in 2018

The latest release of data attributes an annual exports figure of £7.9bn to advertising for the year ending in December 31, 2018. This amount represents the exports of advertising services by all UK companies (including TV, film production, and selling ad space to foreign buyers).

How much have UK advertising exports grown? Value of UK exports in advertising services 2009-2018 (£millions)



The latest data was collected during the second full year following the Brexit referendum on July 23, 2016. This was a year marked by enduring uncertainty surrounding the country's departure from the EU, protracted withdrawal negotiations and repeated votes in Parliament on the Draft EU Withdrawal Agreement.

From 2017 to 2018, there was an increase of around £1bn. This represents an increase of 15% for advertising services exports. By comparison, UK service exports overall rose by only around 2%.

The UK's balance of payments surplus for advertising (£3.6bn) was once again the largest in Europe. Over the last nine years (2009-2018), advertising services exports have grown by around 229%, specifically from £2.4 bn to £7.9bn.

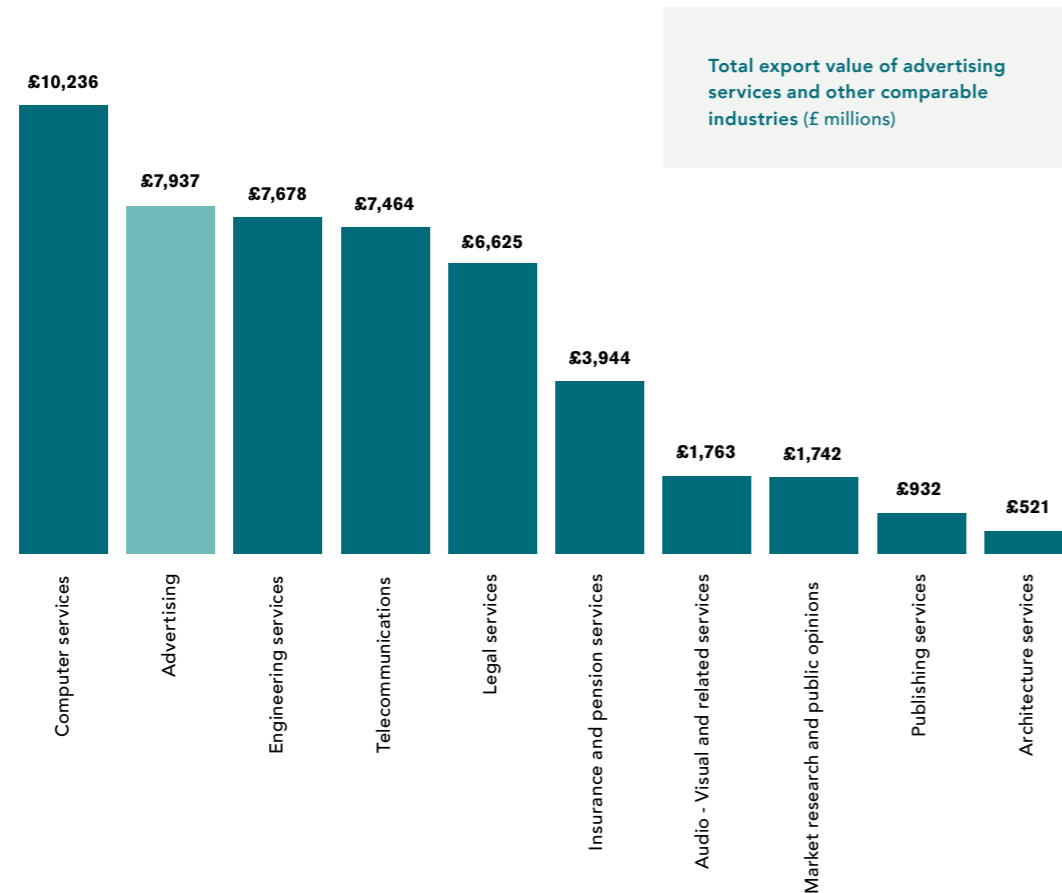
The £3.7 bn worth of advertising services that were exported to EU nations in 2018, accounted for 53% of overall advertising exports. The percentage of all UK advertising exports going to Europe, including both the EU and non-EU countries, was 55%.

The USA once again remains the largest market for UK advertising services in terms of individual country exports. In total, they take in £1.1bn worth of UK advertising service exports. They are followed by Germany (£1bn), France (£733m), Switzerland (£661m), and Ireland (£640m).

How does advertising compare to other industries?

The chart below shows the comparable exports value of advertising against other key industries. As can be seen, advertising services yields more value versus most of the other industries, with the sole exception of computer services.

The growth in advertising exports between 2017 and 2018 (15%) was higher than several UK industries. For instance, financial and telecommunications services only grew by around 8%, while engineering services fell by around 1%. When compared to 2017, advertising has overtaken telecommunications and engineering services and has gone from being the fourth largest export, to the second.



Methodological Note

The annual Survey of International Trade in Services (ITIS) collects information on the imports and exports of 52 different types of services. It shows the import and export activities of UK companies overseas and is the main source of information for UK trade. ITIS data are an important element of the UK's Balance of Payments (BoP) and contributes towards the measure of gross domestic product (GDP).

ITIS data are based on a quarterly sample of approximately 2,200 businesses and an annual sample of approximately 15,500 businesses. The survey data from both the quarterly and annual results are combined to produce the annual ITIS estimates.

In 2013, advertising services was combined with market research and public opinion polling services, previously two discrete categories. As such, Credos reached the 2018 figure for advertising services exports of £7.9 billion by taking the average ratio of advertising verses market research and public opinion polling exports between 2009-2012 and applying the same ratio to the 2018 combined total. This approach has been quality checked and assured by the ONS.

THE UK: AN EXPORTING SUCCESS STORY

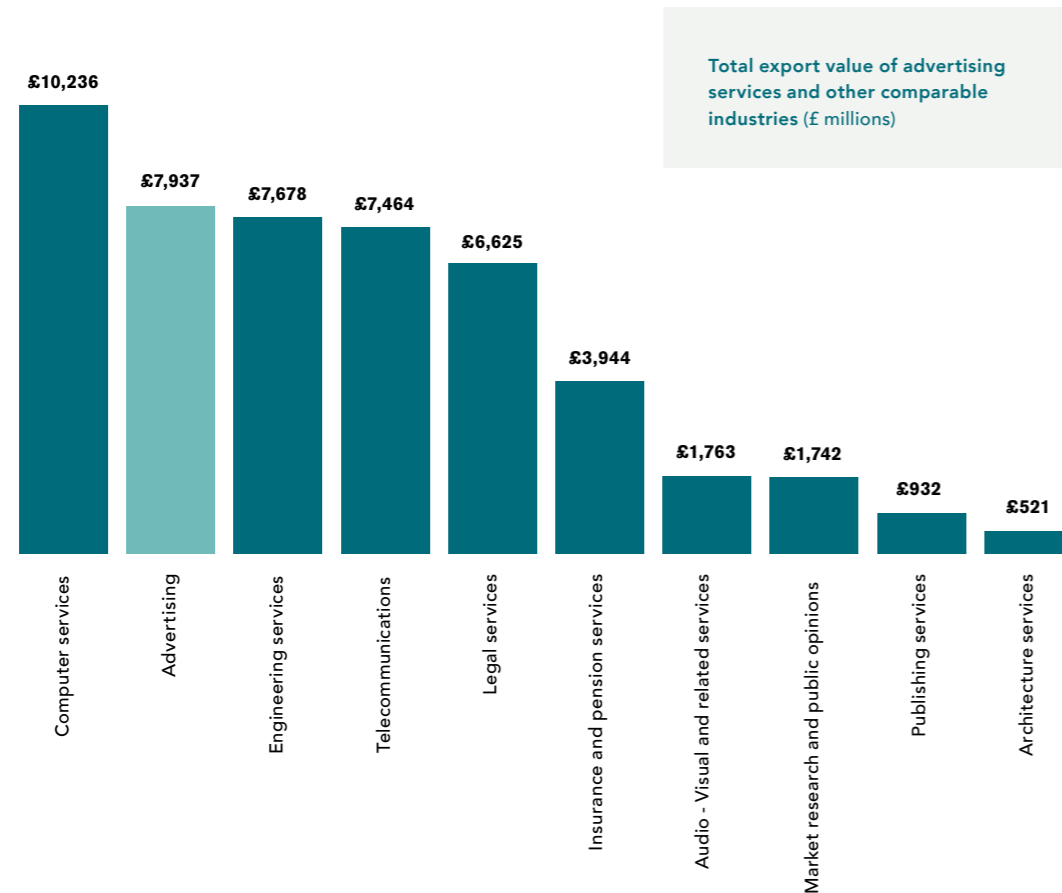
THE PERSPECTIVE FROM INDUSTRY AND GOVERNMENT



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THE UK: AN EXPORTING SUCCESS STORY

THE PERSPECTIVE FROM INDUSTRY AND GOVERNMENT



A REPUTATION FOR THE BEST CREATIVE TALENT, INNOVATION AND IDEAS

GRAHAM STUART

Minister for Exports



Department for International Trade

The UK is one of the world’s leading creative hubs, with a world-renowned reputation for the best creative talent, innovation and ideas. Our rich cultural heritage and cutting-edge creative firms lie at the very heart of our international success.

The UK’s creative sector now contributes more than £100bn to the UK economy and the track record over the last few years has been strong, with exports in goods from the sector worth £13.5bn in 2017 and services exports £35.6bn the following year.

The government’s International Strategy for the Creative Industries has an ambitious target to increase creative exports by 50 per cent by 2023 and significantly increase the number of exporting creative businesses across the UK. Doing so will be essential to driving continued prosperity to regions and nations across the UK.

The advertising sector is helping to lead the way in achieving this target, with one of highest rates of growth in service exports across the creative sector in 2018. These figures are only set to grow as we seek to secure ambitious free-trade agreements with other countries.

Looking ahead, our focus will be working with you to continue:

- Supporting exports and investment to ensure UK companies: maintain their market share in EU markets and substantially grow their exports to markets outside the EU.
- Promoting our trade policy, both through our future relationship with the EU and future free-trade agreements with other markets such as the US, Australia, New Zealand and Japan.
- Helping UK companies contribute to the low carbon agenda and the UK’s net zero emissions target by 2050.

We will work in partnership to deliver our trade plan to ensure it is focussed and effective – with DIT teams in the UK and globally working closely with the leading trade associations that represent our sectors.

My team and I are looking forward to working with the advertising industry to deliver this transformational agenda.

“ OUR RICH CULTURAL HERITAGE AND CUTTING-EDGE CREATIVE FIRMS LIE AT THE VERY HEART OF OUR INTERNATIONAL SUCCESS. ”



IS THE UK BECOMING A PREMIUM BRAND IN THE EYES OF INTERNATIONAL CMOS?

MARTIN JONES

Managing Partner, AAR



Despite an increasing number of very capable alternatives from across the globe, our sense is that the UK remains a centre of excellence in the eyes of brand owners from both inside and outside the country, particularly in the areas of advertising and brand consultancy, and core creative skills such as post production, editing etc.

Whilst it is unlikely that as a market we will ever get to the stage of CMOs of brand owners with quality indigenous agencies (e.g. USA, France, Spain etc.) coming to the UK to source their rosters, there are undoubted opportunities with clients based in China, the Middle east and parts of Europe, where homegrown quality is not as prevalent.

Whilst the work that is already being undertaken in this area is undoubtedly creating the bedrock for future opportunities, we are already witnessing a number of brands with global agency rosters (e.g. Coca-Cola, Diageo, Mondelez and Pernod Ricard), preferring to appoint UK based agencies to their

competitors from other continents when appointing agencies for new brands or refreshes. A trend that we can only see continuing.

Equally, with a plethora of world class agencies from any country from which to choose, it was gratifying that Sony PlayStation, one of the most creative companies on the planet, appointed the UK-based adam&eveDDB as its global agency partner.

Historically we have witnessed Amsterdam-based agencies benefitting from positioning their location as being a gateway to international/global audiences because of a more "neutral" approach to audiences. Looking forward, this may be something from which we in the UK could learn in this post Brexit era, particularly as it coincides with a concerted effort towards creating a more genuinely diverse talent pool within the creative industries.

We are undoubtedly pushing at an open door in underlining the concept of the UK as being the creative equivalent of Switzerland for watches and Belgium for chocolate, and it will be ideal for all concerned when this viewpoint becomes factually correct rather than simply anecdotal.

“ THE UK REMAINS A CENTRE OF EXCELLENCE IN THE EYES OF BRAND OWNERS FROM BOTH INSIDE AND OUTSIDE THE COUNTRY



SHOWCASING THE STORIES BEHIND OUR SUCCESS

JANET HULL OBE

IPA Director of Marketing Strategy & Chair UKAEG



The best way to unbundle what the advertising industry means by 'exports' is to illustrate it through case studies and success stories, like those you'll find in the following pages of our 2020 Export Report. It's not necessarily a common word in our industry vernacular, but we hope it soon will be.

For Government, exports mean opening a new office in a new territory or securing financial investment from an international source. For industry we can all relate to expanding our businesses into new markets, working on new briefs from international clients, and winning market share in billings and new briefs versus other country rivals.

The UK Advertising Export Group (UKAEG) is a unique cross-industry business development drive to accelerate investment in our sector from international business. Our aim is to support our members to deliver 50% revenue growth by 2023, in line with wider creative industries targets in the Government's sector deal and safeguard the UK's position as a global advertising hub.

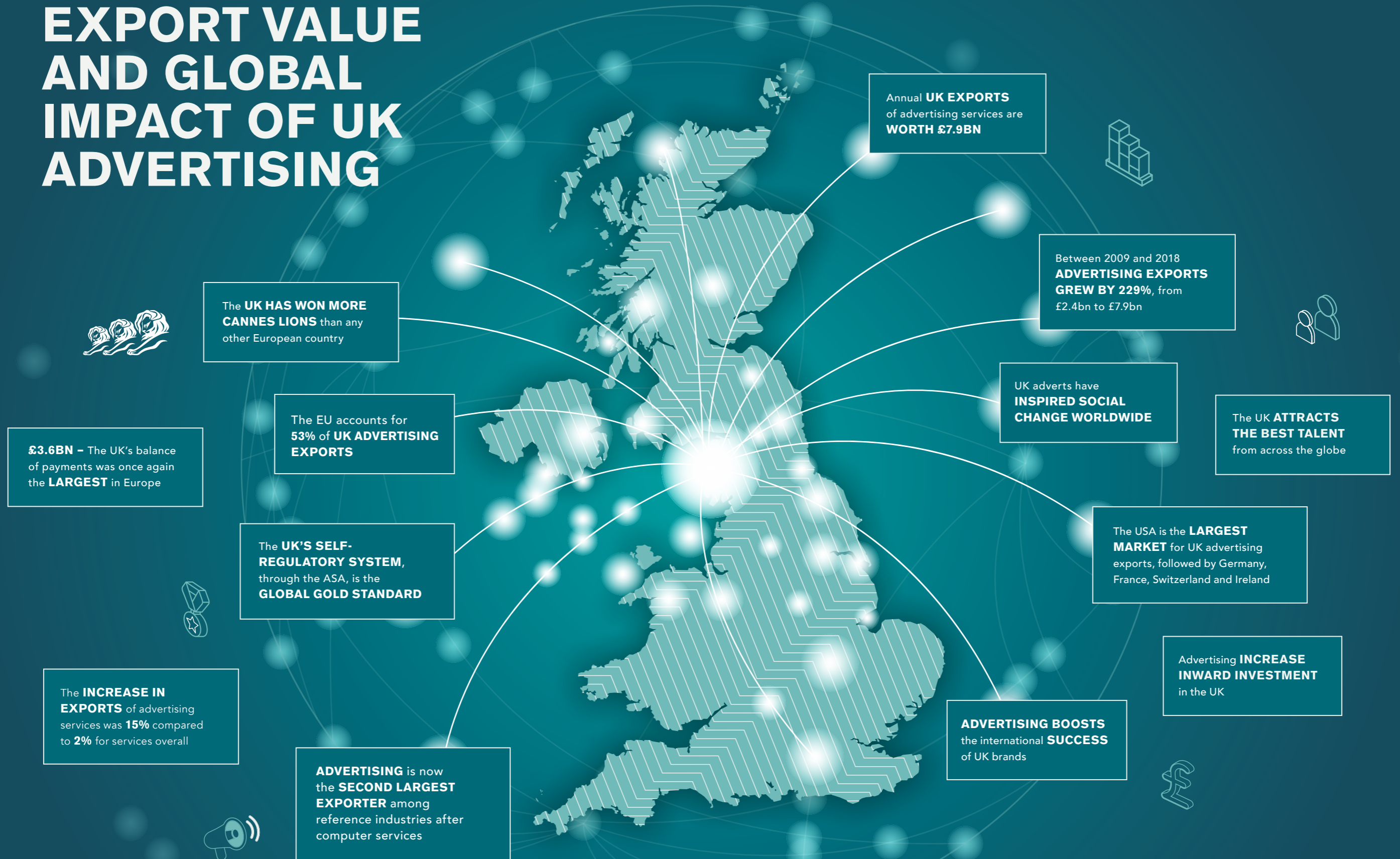
There's never been a better time to punch above our weight on the global stage in priority markets like China, the USA, and the Middle East. This year, UKAEG is involved in trade missions to SXSW, China,

**“ THERE'S NEVER
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and to the Cannes Lions International Festival of Creativity, where we are telling the world loud and clear that British advertising is the best in the world and ready to trade.

I'm honoured to be invited to chair this game-changing initiative. I would urge any business wishing to join our programme at this crucial moment to get in touch.

EXPORT VALUE AND GLOBAL IMPACT OF UK ADVERTISING



The **UK HAS WON MORE CANNES LIONS** than any other European country

Annual **UK EXPORTS** of advertising services are **WORTH £7.9BN**



Between 2009 and 2018 **ADVERTISING EXPORTS GREW BY 229%**, from £2.4bn to £7.9bn



The UK **ATTRACTS THE BEST TALENT** from across the globe

UK adverts have **INSPIRED SOCIAL CHANGE WORLDWIDE**

£3.6BN – The UK's balance of payments was once again the **LARGEST** in Europe

The EU accounts for **53% of UK ADVERTISING EXPORTS**

The **UK'S SELF-REGULATORY SYSTEM**, through the ASA, is the **GLOBAL GOLD STANDARD**



The USA is the **LARGEST MARKET** for UK advertising exports, followed by Germany, France, Switzerland and Ireland

The **INCREASE IN EXPORTS** of advertising services was **15%** compared to **2%** for services overall

ADVERTISING is now the **SECOND LARGEST EXPORTER** among reference industries after computer services



ADVERTISING BOOSTS the international **SUCCESS** of UK brands

Advertising **INCREASE INWARD INVESTMENT** in the UK



EXPORTING OUR UK EXPERTISE GLOBALLY

UK ADVERTISING EXPORT GROUP CASE STUDIES



adam&eveDDB

CLIENT: TEMPTATIONS, MARS PET CARE

adam&eveDDB began its partnership with Mars Petcare Temptations in the US in 2015 and has built a powerful working relationship which transcends time zones, distance and cultures. Immersed in all aspects of the Mars business philosophy, the relationship has grown from its social media foundations to one which spans consumer behaviour, and creative insight, to new product development. Nowhere is this better showcased than the 2019 omnichannel Temptations Holiday campaign that started with product and engaged consumers all the way to purchase.

adam&eveDDB's creativity and strategic nous, enabled them to create a strong and distinct holiday Temptations campaign that stood out, not only in one of the most competitive categories, but also the most crowded time of the year driving the highest sales period in history for the brand. They leveraged the Temptations brand platform "All It Takes Is A Shake" to demonstrate the sheer irresistibility of product and find a genuine role for the brand, resulting in the

strongest ever sales period and in some of the most proven and effective communications materials the business has made to date.

The campaign will evolve for Holiday 2020 to incorporate significant online retail partners and bigger, more experiential and experimental ways as confidence in adam&eveDDB's creative, in their ambition and in their partnership grows and grows.



CLIENT: ABB FOOD & BEVERAGE

Agency Inc is a strategic B2B marketing agency with a clear purpose - to make the complicated simple. Their international clients face complex structures and multiple decision-makers, resulting in an amalgamation of different approaches, products and perspectives. In short, things get complicated. But Agency Inc have developed a streamlined way to unlock audience insight, and from that, to develop simple customer-centric propositions that form the foundation for integrated marketing strategies.

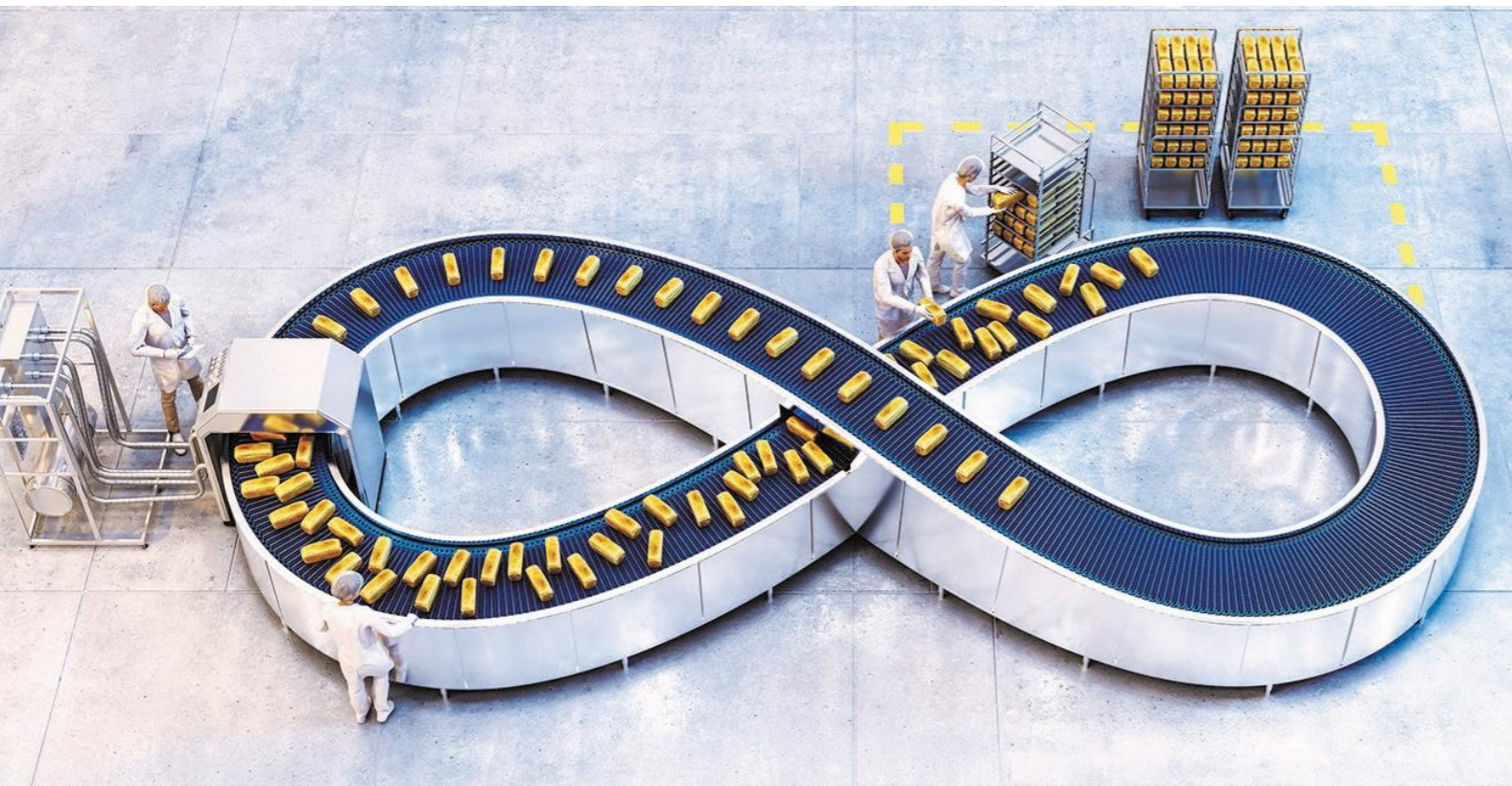
This approach has transformed how their clients work. Heavy tech and industry behemoths, familiar with product-focused messages, now look for relevant ways of engaging individuals across an extended customer journey. Take Agency Inc's work with ABB's Food and Beverage (F&B) segment. As a pioneering technology leader, working mainly in utility, industry, transportation and infrastructure, ABB were not perceived as a specialist amongst Food and Beverage manufacturers.

Agency Inc developed 'Talk to us', a campaign which flipped ABB's focus from pushing products to addressing customer needs, from vendor to consultative partner. Based on research which highlighted the primary challenges faced by manufacturing customers, Agency Inc's global campaign set a simple creative, narrative and content direction, demonstrating ABB's

capabilities in helping customers to overcome such challenges.

The campaign was launched across multiple digital, social and face-to-face touchpoints with outstanding results – driving double digit annual growth for the F&B segment across the business, and earning recognition through a series of marketing awards in 2019.

The success of the campaign and the working relationship between ABB and Agency Inc has also helped to change the way marketing communications campaigns are planned and implemented across the entire business, enshrining a strategic, content-driven marketing philosophy. Agency Inc now works with ABB across every major business division, and across



BRAND: INSTAGRAM
AGENCY: WIEDEN+KENNEDY AMSTERDAM
LICENSING AGENT: BORN LICENSING
CAMPAIGN: 'STORIES ARE EVERYWHERE'

Instagram and their agency, Wieden+Kennedy Amsterdam, wanted to develop a campaign that inspired and excited Instagram users about the endless possibilities for self-expression on Instagram's Stories platform. The multi-channel, integrated campaign featured Instagram stories that juxtaposed epic occasions next to everyday moments, demonstrating that 'Stories are Everywhere'.

Wieden+Kennedy Amsterdam recognised that featuring entertainment IP in their campaign would immediately help to capture viewers' attention by leveraging the recognisability and popularity of a character or film. Film, TV & video games are powerful mediums in storytelling, so using entertainment IP in this story focused campaign was a natural fit.

Born Licensing was called upon to respond to the brief by putting forward relevant IP and, once selected, secure the rights for Instagram to feature clips from The SpongeBob SquarePants Movie, the

Oscar nominated film Whiplash, and gameplay from Sonic Mania. Born Licensing managed the licensing process with rights holders Paramount Pictures, Bold Films, and SEGA - working through license fee negotiations as well as managing the creative and brand assurance processes. Their expertise allowed for a faster, smoother process while freeing up valuable creative agency and client time and resource to focus on what they do best.

The campaign launched in key cities across Italy, Germany and USA and comprised of 20" films, out-of-home installations and digital assets.

brandfuel

CLIENT: ANDROID

Embracing a wealth of experience across many different spectrums, their culture and passion puts Brandfuel in a confident position to deliver for a variety of clients. From tech giants to budding startups, they create strong relationships by understanding a brand's purpose, adopting their core values and enhancing customer engagement. Their spirit of collaboration is something they pride themselves on.

One such collaboration has been with Android. For the past 8 years, Brandfuel has worked alongside Android to deliver standout exhibitions at MWC, the largest tech event in the world. Located at The Fira in Barcelona, their thriving journey has evolved from an indoor exhibition stand, to taking over an entire outdoor space.

In 2019, Brandfuel created their multi award-winning Android Avenue, a semi-surreal pop up street in the heart of MWC. Guests had the

opportunity to go shopping, grab a bite to eat and take a moment of respite, all whilst being immersed in Android's latest tech offerings.

The results were impressive, almost 74,000 people visited Android Avenue. Visitors spent almost 1,600 hours engaging with products, leaving a lasting impression. Android Avenue was a meticulous feat of design that demonstrated how to find the right balance between ever-evolving technology and Android's human-centric ideals.



CLIENT: BRAND ENERGIES

Coffee & TV is an independent, visual content studio, specialising in creative VFX, animation, design and colour grading. The studio's highly interactive, fast moving and collaborative culture is behind the team's ability to create exceptional visuals, for projects of any scale and for any screen internationally.

China-based design agency, Brand Energies has worked with Coffee & TV in London on a number of award-winning broadcast design projects. Coffee & TV's artists were commissioned to craft and deliver new channel brand identities for multiple CCTV channels, part of China's state broadcaster network.

The Coffee & TV team were challenged to bring to life iconic Chinese cultural and natural world symbols for a series of idents. The ident symbols of an owl, astronaut, lion, terracotta warrior

and skyscraper, which represent Chinese culture and society, were intricately sculpted by Coffee & TV's artists.

Complex animation was required for each sequence, which features a central simple element that bursts into a chaos of cubes; the particles then reform to create a new intricately detailed figure, before cleverly forming a staged scene to accompany the channel logo. The channel idents were launched in 2018 and the fresh new brand identities continue to run across the CCTV network.





CLIENT: CONSTANCE HOTELS & RESORTS

In 2019 the luxury hotelier Constance Hotels & Resorts announced the launch of C resorts, a new hotel chain with an innovative approach to luxury travel.

With the beauty of nature at the core of both hotels' propositions, and the price points both accessible only to affluent and HNW individuals, creating distinction between the two brands was paramount in Cream's media strategy.

Their consumer-centric planning process led them to two audiences, defined and differentiated by attitudes and personality rather than demographic profiling alone. While the Constance audience sought relaxation and luxurious escapism in a more traditional sense, the C Resorts audience wanted to actively engage in the child-like adventure of travel and embraced new challenges and experiences whilst on holiday.

To capture the attention of this new audience cream devised a media strategy which would bring

the C Resorts brand to life, without jeopardising Constance's established classically luxury credentials. Their media plan took advantage of the playful creative treatment for C Resorts, choosing placements which would capture the attention of the audience and convert this into valuable time spent exploring the resort online.

Bespoke takeovers of We-transfer across key European markets gave Cream a foothold in important creative communities, while digitally led native partnerships with publishers encouraged users to immerse themselves in the C Resorts adventure. Cream's campaign surpassed all benchmarks of engagement metrics including dwell time and CTR, but importantly also provided valuable audience validation giving a strong strategic base for future campaigns.



CLIENT: RAZOR
CAMPAIGN: 'AWESOME IN ANY LANGUAGE'

Razor is one of the most recognised toy and transport gadget manufacturers in the world. To make sure that Razor's reputation for cutting-edge, really fun toys is as strong globally as it is on its home turf in the US, Crowd strategically supports and manages the company's global social media marketing.

Crowd needed to execute a global launch campaign for Razor's Hovertrax 2.0 – the world's smartest self-balancing electric scooter. A global campaign was required to create desire for this brilliant new ride-on toy. With so many target markets, Crowd naturally faced a language barrier, but ultimately, they used this challenge to the campaign's advantage.

Seeing people's enjoyment of riding the Razor Hovertrax 2.0 sent a universal message, regardless of what they were saying and in what language. Crowd knew that riders were having an awesome experience, so they recruited influencers from around the world to appear in a global launch video that showcased the emotions felt while riding a Hovertrax 2.0. From the first unsteady steps, up to becoming a confident rider – Crowd was there to capture the experience.

Working with select global YouTube and Instagram influencers in regions all around the world, Crowd created an authentic global feel to the campaign. As well as authentic influencers, the video includes a professional acrobat dancer, Kelianna Stankus, who performs some incredible stunts on the Hovertrax 2.0. Kelianna is a gymnast and dancer known for being a member of the Acrobots, a group that performs routines on Hoverboards.

The campaign resulted in 25,000 clicks to the website, 50k+ organic views in just two weeks, and \$0.21 cost-per-click on social media.

four

**CLIENT: COSTA RICA TOURISM
CAMPAIGN: 'COSTEUREKA!'**

When Costa Rica decided to target British tourists, it turned to Four for its first-ever UK campaign. Four's insights team established that the destination was an optimal match for a fast-growing group – the Pioneering Traveller.

This environmentally conscious group would naturally be attracted by the country's volume of biodiversity and its incredible rainforests. But their key insight was that this would be a place for those who wanted to be 'first in' and take credit for their inspired choices. Four's compelling proposition was therefore 'discovery', brought to life by the headline CostEureka!

In execution, Four developed a stunning campaign using images of wildlife, from tree frogs to whale sharks, deployed in large format outdoor media sites in areas, such as railway concourses and underground platforms. This was further supported in radio and digital advertising.

The integrated campaign included advertising, trade marketing and highly successful partnerships with Lonely Planet magazine, Berghaus and the Eden Project, together with display sites at World Travel Market.

The results were extraordinary.

Within the first six months, arrivals from the UK had increased to almost 50,000, representing a 50% increase. By the end of the year this had further increased to 75,000, making the UK the most important source market in Europe.



CLIENT: EUROSPORT

Eurosport Player remains the only European-wide sports OTT streaming service, available in 52 markets and in 14 languages, and delivers premium video content across online, mobile and connected TVs and devices. FX Digital worked with Eurosport to support the redevelopment of their Connected TV experience. Following the success of their work on Discovery's DPlay project in 2018, FX Digital worked with Eurosport to support development of their new Connected platforms.

FX Digital worked with Eurosport to develop a web-based TV application that would be supported across not only Connected TV platforms, but also the Xbox One and PlayStation4 consoles. With only six months to develop the experience for five platforms, it was a challenge to plan, architect, build and deliver a solution that worked in each environment. An exceptional effort from multi-functional teams at FX Digital and Eurosport helped to ensure the success of this enormous project.

Ultimately, working to Eurosport's design brief, FX Digital helped to build a reliable and versatile video player that enabled a robust and interactive TV experience. Key functionality includes user authentication, dynamic content rails, a schedule of content and search. The entire project was delivered ahead of schedule after passing vendor testing across all vendors with very little feedback after initial application submissions.



CLIENT: LG ELECTRONICS

Guinness World Records’ in-house consultancy works closely with brands and organisations around the world to harness the power of record-breaking and deliver award-winning campaigns and business solutions. LG Electronics is one of the many brands that has a close partnership with Guinness World Records (GWR), having worked with the consultancy over several years launching a number of campaigns to support product ranges - including washing machines, fridges, laptops and TVs.

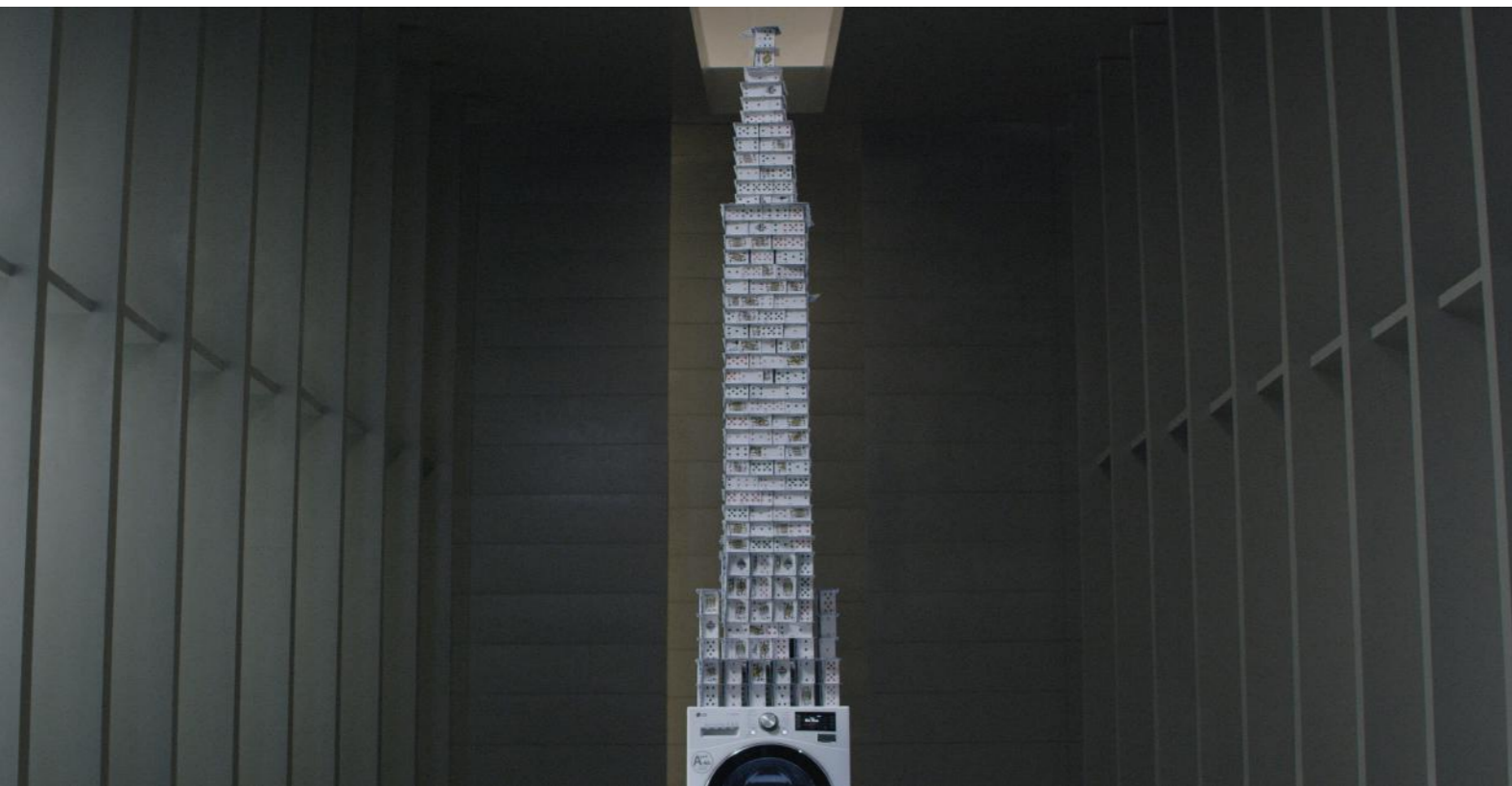
LG Electronics’ very first campaign with GWR was for the launch of its Centum Washing Machine, a highly successful promotion that rocketed sales of the new machine, and also won several awards for the brand. With the global launch of its new Centum System Washing Machine, LG Electronics wanted to demonstrate the product truth of significantly reduced vibrations and noise levels. It also wanted to create a dramatic visual statement and orchestrate a challenge involving an operating washing machine, communicating the product’s superior attributes to its target audiences.

LG worked with the GWR Consultancy to create a bespoke event. Teaming up with multiple GWR title holder and professional card stacker, Bryan Berg, the brand attempted to create the tallest house of cards built in 12 hours on top of an operating washing machine. The record attempt was filmed to create a gripping story of the tower’s construction and

product features, creating unrivalled content for LG’s marketing channels.

After 12 tense hours, an official GWR adjudicator confirmed the successful attempt, consisting of a 3.3m high tower of cards, with a total of 48 levels – all built on top of the washing machine whilst spinning at 1,000 rpm. The campaign video secured 100 million views globally, and the campaign won several awards, including Bronze Award in Consumer Goods and Retail at the Brand Film Festival and Bronze Award at the AME Awards.

“Achieving a Guinness World Records title has helped LG Electronics creatively demonstrate the reduced vibrations offered by the Centum System Washing Machine and clearly prove the product’s differentiated and advanced technology.”
— Huiwon Kwon, Manager of HA Marketing Communication Division at LG Electronics.



HeyHuman

**CLIENT: GUINNESS AFRICA
CAMPAIGN: THE FLAVOUR ROOMS**

Hey Human created an immersive sensorial experience of the multi-dimensional character and flavour of Guinness Foreign Extra Stout through understanding sensory connections.

By using sight, sound, touch and taste to highlight the bittersweet, bold and rich character of Guinness, the Hey Human team were able to create a more immersive and memorable drinking experience. From different music styles, textures, scents and lighting, to infused foods that complement the beer, each room allowed the people to explore the drink in a unique way.

Attended by a number of influencers, the event was amplified across social media and the Flavour Rooms made Guinness the most talked about brand in Nigeria. Not only was it a new way of showing the liquid, but it was a completely new way for a brand to show up in Nigeria. Hey

Human’s experience pushed and inspired local capabilities and brought a one-of-a-kind experience to consumers that showed Guinness in a new light and challenged long-held perceptions of the liquid and the brand.

The Flavour Rooms has already been nominated for a number of awards, as well as winning Event of The Year at The Drum Experience Awards.

This piece is one example of the type of work Hey Human does with Guinness and they work with the brand across all channels, including TV ad campaigns.



CLIENT: CAMBRIDGE ASSESSMENTS

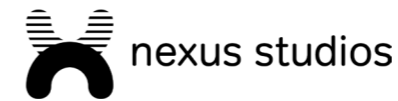
Cambridge Assessments is the assessment arm of the University of Cambridge and the world's largest provider of exam syllabuses for ages 5 to 19. Cambridge International is the international arm delivering British curricula worldwide.

Historically Cambridge International had relied on its scale and heritage. However, education has become much more of a business. With global ambition including expansion into 21 countries, the brand had become too associated with academic rigour versus a quality education. Faced with more progressive competition, it needed to prove to schools why it was relevant today.

Cambridge Assessments needed a London-based agency with a strong global outlook, proven global B2B credentials and best in class strategic and creative thinking. MBA were selected following a lengthy tender process and tasked with creating a campaign for a diverse audience.

A Cambridge International syllabus gives its students an informed curiosity, concentrating on what and how they are taught, plus the quality of the examinations, that makes Cambridge Assessments unique. The focus is on creating students who can thrive in life, which was captured in the campaign idea, 'Ready for the World'.

The campaign resulted in much improved brand awareness and digital engagement and was successfully rolled out internationally.



CLIENT: SAMSUNG/AT&T

Collaborating with visionary brands, Nexus Studios are leading the way in exploiting the future potential of AR. Nexus Studios Founder & Executive Creative Director Chris O'Reilly explains AR as: "a magical layer that enables sleeping buildings to wake up and imaginary creatures to believably roam the streets. More than stories, these are worlds we will be able to experience, intertwined with our own, and at any moment powered by new technologies and our imagination."

In a recent collaboration with Samsung and AT&T, Nexus Studios transformed the renowned AT&T Stadium into the world's first 5G enabled stadium and the world's first ARCloud Ready venue, setting the precedent for bringing engaging digital content into real world locations like never before.

Users of Samsung's 5G-ready phones were able to stream huge holograms of Dallas Cowboys players; take AR selfies with their idols; access

live AR stats and scoreboards during the game and even play an AR game that has Cowboys players facing off against robots during half-time. The project brought fans closer to the action, built brand resonance with Samsung and AT&T as leaders in 5G and launched the Dallas Cowboys NFL season in unforgettable fashion.



PROCURE
WORLDWIDE

CLIENT: RING INC. WITH SHAQUILLE O'NEAL

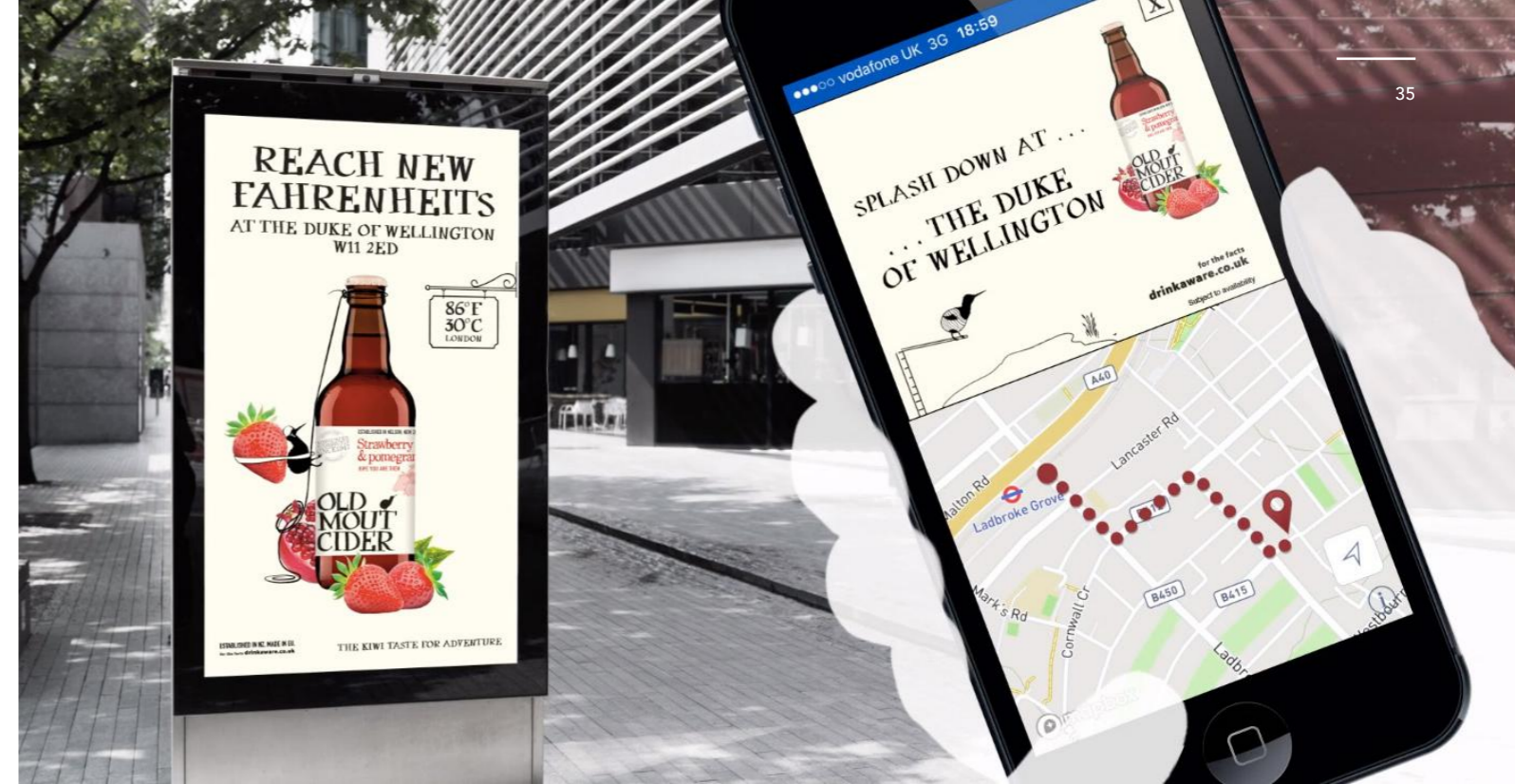
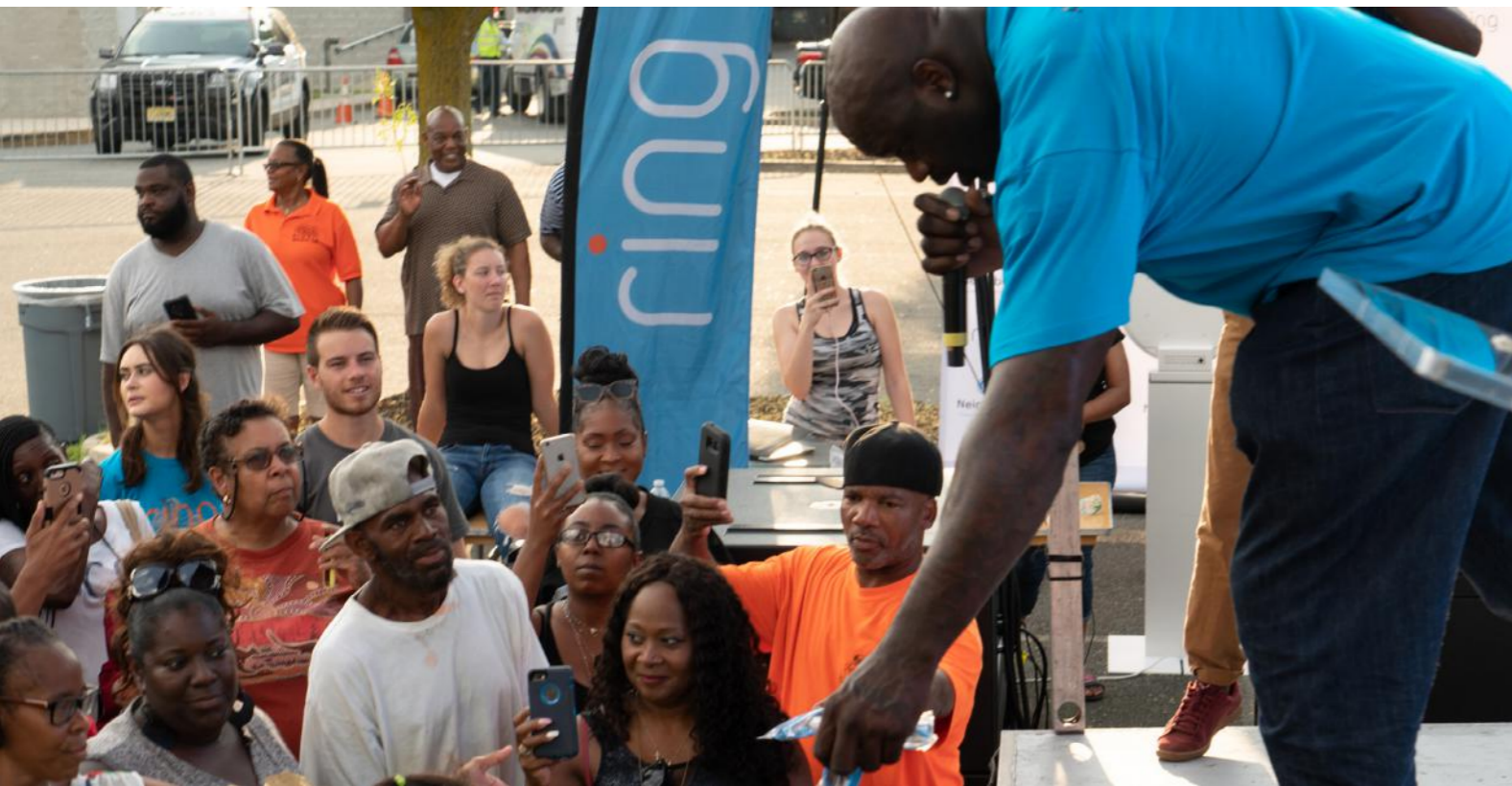
Specialising in strategy and the procurement of talent, experts, and influencers for commercial activations on both a local and global scale, the expertise of Procure Worldwide ranges from negotiating large scale global endorsements, equity share, partnerships, merchandising, licensing and sponsorship deals to devising and securing the right partners for talent led digital strategies, speaking engagements, expert panels, event appearances, voiceovers and more.

When an entrepreneurial start-up brand based out of Los Angeles contacted the agency to seek expertise on placing a renowned NBA star under contract, and make him a shareholder, they knew it would be an interesting but complex deal to work through.

Questions immediately surfaced: Would they have the available funds and be able to handle the process? This would be an intrepid move for the brand, and step by step counsel would be needed, alongside an innovative procurement strategy to ensure success for all. Ring Inc. wanted to drive brand fame, and quickly. Procure Worldwide were well placed to help them achieve that. A deep dive into the brand equity, the dream and the success criteria with the CEO Jamie Siminoff was the first step.

The agency worked through the details, the budget parameters, the territory, the scope. This was to be a hybrid equity and fee deal. Shaquille O'Neal's background as an ex-cop and Ring Inc. a home security and smart home company who'd formed a strategic partnership with the LAPD to help tackle neighbourhood crime, made him a strong and rational talent choice. Talent services included walkabouts in areas of downtown LA to highlight the benefits of the product.

Procure Worldwide's years of experience meant the deal was conducted from start to finish in just under five weeks, in time for Ring to announce the partnership to their key investors by an important date. The partnership worked beyond measure for the brand with Ring selling to Amazon a few months later for a reported deal of \$1bn.



CLIENTS: OLD MOUT AND BIRRA MORETTI

St Luke's is one of the UK's leading creative agencies and is 100% independent. Founded in 1995, we help brands to set the agenda in their market through building memorable brand assets that flow effortlessly across multiple channels, transcend geography and change the conversation. They have worked with HEINEKEN for 16 years across their beer and cider portfolio.

Six years ago, St Luke's helped launch the New Zealand cider, Old Mout in the UK – creating a total brand world with a distinctive Kiwi brand asset, new packaging and new adventurous variants. "The Kiwi taste for adventure" agenda setting idea helped the brand differentiate from other ciders in the market and helped inspire the audience to explore their adventurous nature. St Luke's created long-form content like the Kiwi Wild Show to help protect the endangered Kiwi and geo-targeted mobile and outdoor campaigns to drive sales. Old Mout has truly set the agenda in the UK market and is now one of HEINEKEN's best-selling brands and the fastest growing premium flavoured cider. Due to its success, the Old Mout brand world is currently being packaged up into a toolkit that can be rolled out across markets to ensure consistency in communications in new countries.

When Birra Moretti, the premium Italian beer, launched in the UK, it had to compete against the market leader Peroni. In order to cut through, St Luke's developed a distinct brand world that focused on authentic Italian togetherness and positioned Birra Moretti as the beer to remind people what really matters: enjoying good company and good food over a beer. Following the successful launch of the ATL and activation campaign in the UK, the ATL is now running in Romania and Ireland to drive awareness for the brand in other markets.

St Luke's in 3 words: collective, adventurous, transformational.



CLIENT: GRUPO LALA

Talent Republic are the leading independent A-list Talent brokering consultancy in Europe, delivering fully integrated celebrity-led marketing campaigns across the globe. Their international reach spans the most high-profile names in Film, TV, Music, Fashion and Sports, as well as influencers and rising stars.

Working in tandem with brand and agency clients, the company thinks creatively and strategically to identify and secure the perfect A-List Talent for each and every brief.

Due to the exponential growth in demand for brands to harness the power of celebrity, Talent Republic has grown at an average of 48% per annum over the past 4 years.

Following a meeting during Cannes Lions in 2019, they won their first Latin American client, Grupo Lala. The Mexican dairy were keen to work with a respected international actor to promote their patented lactose free milk range, Lala 100.

Within five weeks of being briefed, the Hero TVC and Print images were shot in Boston with US actor Chris Evans, best known for his role as Marvel character, Captain America.

The campaign garnered more than one billion digital impressions, increased sales by 60% vs the monthly 2018 average and, within a month of the launch, saw an increase of over +1pp of market share.

The partnership was also mentioned in over 200 media outlets, resulting in Lala 100 winning Best Marketing Strategy 2019 in Mexico.



THE BEYOND COLLECTIVE

EXPORTING CREATIVITY, BY ZAID AL-ZAIDY

The UK creative industries' export record is going from strength to strength. More than ever, advertising businesses should have the confidence to engage with the world beyond their borders, whatever their scale – or feelings about leaving the EU.

The figures speak for themselves. The UK ad exports accounted for £7.9bn in 2018, an increase of 15.4% since 2017. And the 47% (up from 45% in 2017) of overall UK ad exports that went to non-EU nations underlines the ready market that exists for our creativity elsewhere.

It can be tempting to think that export success depends on scale and physical presence in international territories. But it need not be so, as we have found from first-hand experience. We have created and implemented work for global retail giant Amazon and Chinese manufacturer OnePlus – despite not being a big network agency.

For Amazon, we launched Prime Video, Music Unlimited and Prime Wardrobe into international markets, working with local partners but coordinating everything – from strategy to post-production – from our London base. For OnePlus, we have delivered product launch campaigns in Europe, China, North

America and India across on and offline social channels as the brand has grown into new markets.

Working with these clients has reinforced our view that an agency based in one market is more than capable of engaging with a global audience. The world is smaller than it's ever been, thanks to technology which both enables worldwide communication and opens up access to international cultures and trends. As a London shop, we have the ability to create work that resonates globally, as well as work specific to other local markets.

Operating nationally and internationally has nourished our own agency through the people we hire, our worldwide travels and the diverse audiences we engage every day, and it is something that benefits our own business and that of our clients.



CLIENT: CADBURY
CAMPAIGN: 'MUM'S BIRTHDAY'

In 2017 Cadbury, the world's biggest chocolate brand, was struggling. Growth was stalling in key markets and the brand was in seemingly terminal decline.

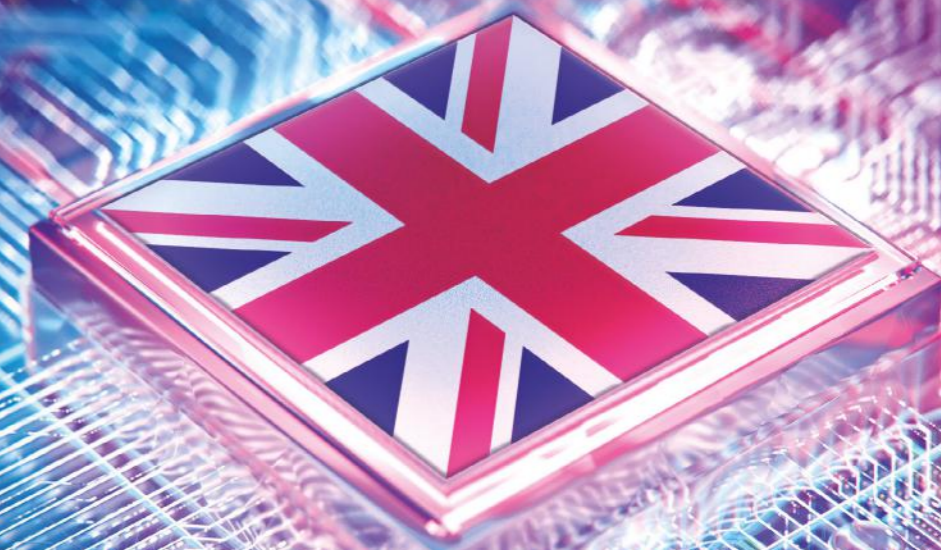
The most pressing challenge was a business and brand one: Cadbury needed to reinvent itself. But to do this, VCCP had to uncover its meaningful purpose.

Cadbury was founded on philanthropic and generous principles. VCCP found that there was one act of generosity that had endured and was right at the centre of consumer experience: the glass and a half of whole milk that goes into every bar of Cadbury Dairy Milk.

At the heart of the campaign are stories of generous instinct based on a universal human truth, but in each instance, they were shot on location in each market. The launch spot 'Mum's Birthday', for example, was originated and executed in the UK, but then picked up and executed in South Africa, Pakistan and Egypt. Each execution told the same story in the most powerful setting for that market: Glasgow in the UK and Soweto in South Africa.



UK ADVERTISING EXPORT GROUP



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- Help UKAEG assert the strategic importance and economic value of advertising

UK ADVERTISING EXPORT GROUP MEMBERS

23red

23red.com

23red is a purpose-driven creative agency that develop brands and campaigns that change behaviour for the better and have a positive impact on people's lives. They are independent, award-winning and work with leading businesses, charities and government. In an era when consumers place more value on purpose, their 'Do Feel Think' philosophy means they focus on the immediate action that can drive long-term change and deliver work to engage audiences through the most relevant channels, close to the point of purchase, influence or change.

360executivesearch

360xec.com

360xec is a specialist Executive Search company formed in 2013 to provide recruitment services immersed with detailed knowledge of the marketing, media and technology driven communications industry to clients and candidates alike. They work for companies across APAC including China and are adept at finding leadership candidates as companies open up new offices around the world.

They are trusted and respected to provide a very knowledgeable perspective bringing advice and consultation without commercial motive, but to achieve the best outcome for client and candidate alike.

**ACROSS
THE
POND**

atp.tv

Across the Pond is a global, independent creative agency specialising in film for innovative brands. Their process is to make the complex simple through strategy, and the simple human through creativity.

They started life inside Google and continue to work with them and other innovative brands all around the world including YouTube, Xiaomi, X, Rosewood, Grab, Malala Fund and Project Everyone. They believe in the power of diversity and are one of the 0.1% of agencies founded by a woman and are two thirds women overall. They also believe in the importance of sustainability and have committed to being carbon negative by 2021.

adam&eveDDB

adamandevddb.com

adam&eveDDB, Campaign magazine's Agency of the Decade, is a creative communications agency, made up of people from the worlds of advertising, design, digital, events, media, content and social strategy.

Employing over 400 people in London, it has won Cannes Lions Agency of the Year twice in the last five years (2014 & 2018) and is the only agency to have won the IPA Effectiveness Grand Prix three times in a row. Key Clients include: Android, Aviva, Diageo, EA Sports, ExxonMobil, Google, H&M, Haig Club, Heineken, Jim Beam, John Lewis & Partners, Lloyd's Banking Group, Lucozade, Mars, PlayStation, Samsung, The National Lottery, UK Government, Volkswagen, Unilever, Virgin Media, Waitrose & Partners, YouTube.

adam&eveDDB is part of DDB Worldwide, a network of over 13,000 people across 200+ agencies in 90+ markets.

ADVERTISING ASSOCIATION

adassoc.org.uk

The Advertising Association promotes the role and rights of responsible advertising and its value to people, society, businesses and the economy. Responsible businesses understand that there is little point in an advertisement that people cannot trust. That's why, over 50 years ago, the Advertising Association led UK advertising towards a system of independent self-regulation which has since been adopted around the world. There are nearly thirty UK trade associations representing advertising, media and marketing. Through the Advertising Association they come together with a single-voice when speaking to policy-makers and influencers.



a-p-a.net

The APA is the trade body for independent production companies, animation, VFX, sound design, music, stills, interactive and editing companies making commercials in the UK. Their objective is to create the best possible business environment for members. The APA does that by providing a range of services from standard contracts and templates, advice on novel contracts and insurance, production advice, legal and business affairs guidance, crew rates, to providing training, promotion and giving the chance to connect with new opportunities worldwide. The AEG extends this reach and the APA is delighted to play their part for the good of the UK advertising industry as a whole.



agencyinc.co.uk

Agency Inc. is a multi-award winning B2B specialist marketing agency that develops brand strategies, campaigns and content marketing solutions for global clients in technology, engineering and industrial sectors. Chief Executive Matthew Morgan is a strategic marketing professional with more than 20 years of agency-side experience in planning, developing and implementing integrated advertising and marketing campaigns for international B2B clients in a host of different sectors.



bornlicensing.com

Born Licensing love entertainment. They also love advertising. But what they love most is when they come together. Born Licensing are experts in licensing entertainment IP in advertising. They represent some of the biggest entertainment brands and characters in the world including those owned by Universal Studios, MGM, Lionsgate, Nickelodeon, Hasbro, Mattel and more.

They also work with a broad range of other rights holders such as Disney, Warner Bros., and Paramount Pictures. They have worked on over 100 campaigns for leading brands, such as British Airways, Just Eat and Facebook, with best in class agencies, including Saatchi & Saatchi, McCann, Ogilvy, Wieden+Kennedy, BBDO and Publicis to name but a few.



brandculture.london

Brand Culture is an award-winning creative agency that harnesses the power of entertainment and lifestyle to light up the consumer journey. Since 2004, they have been leveraging the power of film, gaming, music, sport and travel to help brands drive consumer action and smash business targets.

From devising entertainment-led brand strategies and orchestrating global shopper campaigns, to negotiating powerful brand partnerships and creating content and experiences that audiences genuinely love, their specialist team thrives at helping solve marketing challenges. Core services include strategy, entertainment partnerships, creative, shopper and promotional marketing, brand partnerships, international campaign activation and management, content creation, digital design and build, experiential.

brandfuel

brandfuel.co.uk

For over 15 years, Brandfuel has established partnerships with some of the world's most revolutionary businesses; creating impactful experiences for their most valuable audiences, at their most seminal moments.

As an award-winning creative agency, they specialise in the design, planning and delivery of brand identities, conferences, events, exhibitions, product showcases and web projects. No matter the size or scale, Brandfuel helps brands to break through by creating enriching experiences for everyone. Brandfuel are helping to shape the organisations that are reshaping the world. And their clients are the change-makers, challenging the way things are and reimagining how they could be, to make things better for all of us.



chromeproductions.com

Chrome is a full service, award winning, boutique production company specialising in online digital content for the world's leading brands.

Their body of work and client pool demonstrates diversity but with a singular thread throughout: cinematic, emotional storytelling. With an output tending to fall towards the categories of luxury, lifestyle, sport and automotive their passion for filmmaking and attention to detail is at the heart of everything they do. Chrome has long standing relationships with brands such as Ford, Sotheby's and TUI with whom their work has won multiple global awards, including a Webby, 3 Lovies and an AutoVision award.



coffeeand.tv

Coffee & TV is an independent visual content studio, specialising in creative VFX, animation, design and colour grading.

Coffee & TV was established in 2012, when the company's founding partners decided to break free of industry institutions and follow their vision to create a totally independent, artist led studio. Since then the company has achieved substantial growth and built an extensive portfolio of high-end, award-winning work. Coffee & TV's clients include international broadcasters and brands from the BBC, CCTV and Sky, to Versace, Rolls Royce and McDonalds. The studio's accomplished artists have the ability to create and deliver a diverse range of projects, from TV advertising campaigns, title sequences, long-form documentaries and multi-platform social media content.



creamuk.com

Cream is a business established to better understand and more effectively communicate with audiences of the highest value. Over 17 years they have developed deep expertise in analysing more affluent audiences, what motivates them, and how to influence them and this has led them to work with some of the most pioneering premium and luxury brands in the world.

Cream Consulting helps brands with marketing and econometric modelling, trend and insight reports, audience prioritisation, and consumer-centric marketing strategy formulation from brand and creative identity, to marketing and media planning.

Cream Communications delivers resonant messages to consumers via the most effective communication channel. Cream Communications helps business grow through global media planning and buying, brand and ambassador partnerships, and content and creative delivery.



thecreativeindustries.co.uk

The Creative Industries Council (CIC) is a joint forum of industry and government which focuses on areas where there are barriers to growth for UK creative organisations, such as in access to finance, skills, export markets, regulation, intellectual property (IP), and infrastructure.

Council members are leading figureheads drawn from across the creative and digital industries including advertising, architecture, arts, crafts, createch, design, fashion, film, music, publishing, television, and video games. The CIC has published recommendations to continue the rapid growth of the UK creative industries and is working to implement the Creative Industries Sector Deal package of measures it negotiated with the Government in 2018.



thisiscrowd.com

Crowd is an award-winning, global creative and performance media agency. Founded in 2012, Crowd supports forward-thinking governments, independent businesses and multinational enterprises. Their teams operate in 11 global locations, each office strategically located in a major business hub. From San Francisco to Shenzhen, they offer joined-up creative thinking and deliver cutting-edge campaigns that transform business commercials and brand engagement. The brand experiences Crowd creates combine data science, technology innovation and real-world marketing expertise. Delivering intelligent campaigns that cut through the digital noise is what they do best.

DigitalDetox

digital-detox.co.uk

Digital Detox is a humanity-led digital product agency focused on building core technology to deliver digital empowerment. With over 15 years of experience, their sweet spot is in creating future-proofed products in the most digitally sustainable way, simplifying processes to build a world where technology and humanity work in perfect harmony. Their most recent product – The Green Report – enables organisations to spot and prevent their digital pollution, with its first partnership reporting a saving of 79 tonnes of carbon, and ~\$1million.





dma.org.uk

The Data & Marketing Association (DMA) comprises the DMA, Institute of Data & Marketing (IDM) and DMA Talent. They seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers.

The DMA champions the way things should be done, through a rich fusion of technology, diverse talent, creativity, insight – underpinned by their customer-focused principles. They set the standards marketers must meet in order to thrive, representing over 1,000 members drawn from the UK's data and marketing landscape.

By working responsibly, sustainably and creatively, together the DMA aims to drive the data and marketing industry forward to meet the needs of people today and tomorrow.



experience12.com

ENGINE is a future company. A full stack consultancy, technology, insight, data, brand and experience design, advertising and communications company, with the power of diversity and imagination to take on the future. The world is changing. Problems don't look like they used to. These days, disruption is the new normal and connectivity means complexity. That's where ENGINE comes in. They curate small, diverse teams who help their clients figure out where to go next.



experience12.com

Experience12 is an independent, award-winning pop culture marketing agency specialising in experiential marketing and events. They help entertainment brands and pop culture properties engage existing fan bases and acquire new audiences through immersive brand experiences.

Founded in 2012, Experience12 has grown consistently year-on-year, establishing itself as a trusted advisor and delivery partner to the Film, TV and Gaming sectors, with unique research and insight in the fan marketplace. Their core services include global creative consulting, experiential events, exhibitions, PR stunts and national and worldwide tours.



fourcommunications.com

Four Communications Group is one of the leading independent integrated marketing and communications agencies in the UK and MENA. They offer an integrated approach based on their philosophy of the power of together, with services spanning insights and planning, digital, social, media planning and buying, marketing, advertising, PR, public affairs, events, and sponsorship.

Four Communications delivers award-winning campaigns for clients including Infiniti, The Booker Prize, UK Government, Merck, Johnson & Johnson, Grosvenor Group, St George, Equifax and American Express. They have seven core business units, covering their sector expertise in health, real estate, lifestyle, social purpose and corporate and financial, as well as their PACE team (covering performance, activation, creative and engagement) and their MENA operation. The company employs more than 370 staff in London, Abu Dhabi, Dubai, Riyadh, Cardiff and Aberystwyth.



FX DIGITAL

fxdigital.uk

FX Digital is an award-winning digital agency specialising in TV Application Development and Voice Application Development, providing innovative solutions for brands looking to pioneer the latest technologies.

Founded in 2011, R&D has underpinned FX Digital's philosophy since its foundation, with its co-founders rapidly realising that to survive, thrive and grow in the digital world you can never standstill, but instead must constantly maintain an appetite for creativity and innovation. Their recent projects include building an entirely new cross-platform TV App for Eurosport, one of the world's largest sports networks. FX Digital also created Contiki's "Pack My Bag" Alexa voice skill.



graceblue.com

Grace Blue is a specialist, global boutique search firm sitting at the cross-section of customer-centric businesses. With offices in London, New York, Singapore and Shanghai, we focus on senior executive roles across the consumer, media and marketing communications ecosystem, for both agencies and consumer facing brands.



guinnessworldrecords.com

What's the fastest game bird in Europe? This was the question that inspired the founding of Guinness World Records back in 1955. Starting with a single book published from a room above a gym, GWR has grown to become a global multimedia brand, with offices in London, New York, Miami, Beijing, Tokyo and Dubai. Today, they deliver world class content, not just through books, but via TV shows, social media and live events.

Their in-house consultancy works closely with brands and businesses around the world to harness the power of record-breaking and deliver award-winning campaigns and business solutions. GWR's ultimate purpose is to inspire people, individuals, families, schools, groups, companies, communities and even entire countries – to read about, watch, listen to and participate in record-breaking.



heyhuman.com

Hey Human is the transformative communications agency, focused on brand communications, social, experiential and neuromarketing. They create Unusual Everyday™ ideas that connect with people and change behaviours to kickstart brand and business growth. They help brands grow by thinking differently about people, brands and marketing. Through their Mindkind™ approach Hey Human connects people and brands and use neuroscience to develop ideas and content.

Hey Human does this for clients who have a common goal, growing their business and their brand. Clients include Guinness, Baileys, SlimFast, beVita, Green & Black's, SEA LIFE, Gordon's, Typhoo, The London Dungeon, Affinity, True Instinct, Smirnoff and the Independent.



HOI POLLOI

wearehoipolloi.com

Hoi Polloi Media is a multi-award-winning video production company based in London and Brighton. They create intelligent video entertainment supported by brands that embeds itself in the viewer's mind. Hoi Polloi Media works directly with brands and international agencies to help them access exceptional storytellers and solve production puzzles. The team collaborates with clients and strategic partners without traditional barriers to provide bespoke delivery solutions. They can provide award-winning creative craft, production expertise, and a huge range of strategic experience to enable clients to produce integrated brand marketing campaigns with high value ROI.

Their teams are compact, efficient, and want each project to be the best. Hoi Polloi Media has won YouTube Effectiveness Awards, Google best Ads, Kinsale Sharks, a prestigious British Arrow in 2019 and are shortlisted again in 2020. They have helped deliver over 100 different projects across TV Commercials, Online Entertainment series, Live Streamed Events and Live TV, Social Media, Digital Posters, and Stills in the last seven years.

IPA

Incorporated
by Royal Charter

ipa.co.uk

Incorporated by Royal Charter, the IPA's role is: to advance the value, theory and practice of advertising, media and marketing communications; to promote best practice standards in these fields; and to ensure that the work it does will benefit the public, the wider business community and the national economy.

It has a well-earned reputation for thought leadership, best practice and continuous professional development and also provides core support and advisory services. Its membership base is predominantly made up of corporate members who collectively handle over 85% of the UK's annual £22bn ad spend and who represent over 4,000 brands and employ over 25,000 staff. Based in the United Kingdom for nearly 100 years, IPA programmes can be found in more than 60 countries worldwide.

KO>E

kodemedia.com

Kode was formed in London during the Olympic summer of 2012, by five best friends.

Inspired by others but not wanting to follow decades of trends, they set up the company straight out of university with a view to offer the industry something different.

In 2014 they launched their creative studio, Kode Red. Having the studio has enabled them to work traditionally and non-traditionally with agencies, record labels and direct-to-client simultaneously. Kode takes time to develop and support their diverse group of talent and find great pleasure in bringing them together with like-minded creatives.

The team says that: "Growing up together, the five of us have always been a family. From the days of student projects and the corrupt hard drives, through to the global successes of 2019, we've failed and succeeded together. We will continue to take risks, learn and strive to make the best work."

LOCATE
PRODUCTIONS

locateproductions.com

Locate Productions is a British-based moving image and photographic service production company. The company services film and photographic campaigns, branded content, music promotions and commercials in the UK and internationally. The company builds teams and crews to facilitate productions in the UK, Europe and worldwide to become one of the UK's leading service production companies.

Locate combines a network of highly skilled producers, location managers, photographic and film crews, with ongoing innovative approaches to production. Having shot in over 35 countries and five continents since the 1990s, the company is skilled at working autonomously or aligned with international teams to provide the best service. The company offers a truly tailored and layered service, from location sourcing to location management as well as full production and team building.

Free to align itself with directors and photographers both independent and represented, as well as working with companies directly, Locate has built a strong sense of how to work locally and think globally. With a strong staffing and skills base, and reputation for achieving high quality productions, Locate is perfectly placed to service international projects whether in the UK or overseas.

LONDON
& PARTNERS



londonandpartners.com

London & Partners is the international trade, investment and promotion agency for London. They are a not-for-profit public-private partnership, funded by the Mayor of London, European and national funds, their partner network and other commercial ventures to build London's international reputation. Besides the main London office, London & Partners have a network of international offices in North America, China, India, France and Germany. Their mission is to support economic growth and job creation for London by attracting investment, international businesses across our key priority sectors, event organisers, visitors and students by guiding them to make the most of all that London has to offer. Thanks to their trade and growth programmes they also help London SMEs and Scaleups to internationalise and build London's reputation for tomorrow.

In particular, the Mayor's International Business Programme helps businesses expand internationally. Individually tailored, the programme provides world class support and advice for London's scaleups in the finance, technology, life sciences, creative and urban innovation sectors. It is part funded by the European Regional Development Fund (ERDF).

madam

madebymadam.com

Madam Films is a UK Production Service Company partnering with global clients in production companies, communication agencies and brands to achieve their film and stills production projects on the ground throughout the UK. They offer a personal, tailored and hands-on approach to service production built on a foundation of unparalleled commercial production industry experience. Projects are passionately and attentively looked after from brief to delivery, meaning that client service and production expertise are continually cared for and at the top of their agenda from start to finish.

Madam Films has effectively produced and executive produced television commercials, branded content, second unit feature films and feature documentary, short films, music videos and live events across a multitude of disciplines. They also regularly shoot with A-List talent across film and sport.



mba.co.uk

MBA exists to drive growth and call themselves The Acceleration Agents.

They are an independent creative agency based in London with expertise at driving powerful results for many leading global brands across the world, such as Cambridge University, Royal Mail Group, Wall Street English, accountancy giant RSM, leading child car seat brand Britax, tech infrastructure leader Vertiv and Embraer Executive Jets.

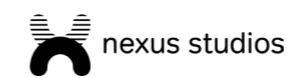
They aim to optimise the entire buying ecosystem, working as business partners with their clients to help them navigate today's ever complex marketing landscape and create powerful multi-channel experiences that lead to a step-change in business performance. MBA is very proud to have won the coveted IPA CPD Platinum award for its talent management and development for four consecutive years.



mullenlowegroupuk.com

MullenLowe Group is a creatively driven integrated marketing communications network with a strong entrepreneurial heritage and challenger mentality. They are a global creative boutique of distinctive diverse agencies, rich in local culture with both intimacy and scale, present in more than 65 markets with over 90 agencies. With a hyperbundled operating model, global specialisms include expertise in brand strategy, and through the line advertising with MullenLowe; experience-led digital transformation with MullenLowe Profero; media and communications planning and buying with MullenLowe Mediahub; CX activation with MullenLowe Open; and consumer and corporate PR with MullenLowe PR and MullenLowe salt.

They are focused on delivering an Unfair Share of Attention for clients' brands and are consistently ranked among the most awarded creative and effective agency networks in the world. For eight consecutive years, MullenLowe Group has topped the Effie Index as the most effective global network in terms of points per dollar revenue, in 2018 was named to the Ad Age Agency A-List and in 2019 was ranked in the top ten 'Top Agency Networks for Creativity' in the WARC Creative 100. MullenLowe Group is part of the Interpublic Group of Companies (NYSE: IPG).



nexusstudios.com

Nexus Studios is a world-leading, independent film and interactive studio with animation and storytelling at its core. With studios in London, LA and Sydney, they partner with like-minded advertisers, brands and broadcasters from concept to delivery, crafting culturally relevant work that gets people talking. With a highly diverse roster of directing voices and an agile team of animators, creatives, coders and producers, they are able to move seamlessly between the worlds of advertising, entertainment and technology.

Their work includes Oscar-nominated and BAFTA winning films, Cannes Grand Prix commercials, Grammy nominated music promos, Annie award winning animation and Webby winning experiences and apps.

P R O C U R E
WORLDWIDE

procureworldwide.com

Procure Worldwide are a leading talent procurement agency specialising in bespoke talent procurement and strategy for commercial activations on a global scale. They contract celebrity talent, experts and influencers and believe that powerful storytelling should be placed firmly at the heart of all talent procurement, building talent and brand partnerships with shared purpose at the core. With their combined buying power, and a global network of contacts, Procure Worldwide secure the optimum and most innovative global deals for their clients, saving them valuable time and avoiding unnecessary costs.

They devise and deliver creative and in-depth talent and influencer strategies that are managed from concept to completion. Their in-house data team provides market analysis, data audits, talent and cost discovery and ensures that they consistently present viable and on-brand talent suggestions, ensuring and validating talent selection prior to formal offers being made that are ahead of the curve. Procure Worldwide stay firmly by their client's side throughout, from the ideation stage, contractual negotiations, execution, talent management to completion of the campaign term and beyond.

PULSE
F I L M S

pulsefilms.com

Pulse Films is an award-winning, next generation studio encompassing the development, production, financing and distribution of content across all platforms and for audiences worldwide. Headquartered in London with outposts in Los Angeles, New York, Paris and Berlin, the studio is dedicated to creating moments of culture through innovative storytelling. Pulse Films operates globally across Scripted and Non-Fiction Film and TV, Commercials, Branded Entertainment and Music Videos.

Pulse Films' feature film credits include the forthcoming Mogul Mowgli starring Riz Ahmed, Pig starring Academy Award winning actor Nicolas Cage and Alex Wolff, Sundance selected Skate Kitchen, Cannes Jury Prize winner American Honey and Sundance Award winners The Witch and All These Sleepless Nights. As one of the biggest producers of Commercials in the UK, Pulse Films has created award-winning films for brands like Apple, Samsung, Coors Light and Volvo to name a few.

QUMIN

qumin.co.uk

Qumin is a people and experience company. They specialise in Chinese culture and their work transforms human experience for brands.

They focus on the users behind the platforms, the subcultures behind the hashtags and the audiences behind the consumers. Qumin applies insights strategically to creativity, branding and operational improvements to help brands succeed in China. Over the past several years, they have worked with, and continue to work with some of the most ambitious companies in the world including Sony, Kering, Manchester United, Net-A-Porter, General Mills, Unilever, British Library, Mars, Huawei, Eurostar and more.





stlukes.co.uk

St Luke's is a top UK creative agency, wholly independent with a hands-on management team. They aim to create bold ideas that push life forwards. Their agenda setting ideas are ideas to live by, ideas that reshape businesses and ideas that impact on society.

Their culture is defined by three values: personal transformation, collective ambition and new adventures. Approaching work with this mindset inspires the kind of imaginative openness and excitement that allows St Luke's to take clients and their brands on big adventures of their own. Among their key clients are Diageo; Tanqueray & Zacapa (Global), HEINEKEN; Old Mout (International), Goldman Sachs; Marcus, Very Group, KP Snacks; Popchips, KP Nuts, and Tyrrell's.



talentpublic.co.uk

Established in 2006, Talent Republic is Europe's leading independent A-list celebrity brokering consultancy. The company works with blue-chip brands and their advertising agencies. Notable campaigns include: Mariah Carey, Spice Girls (Walkers), Gerard Butler (Enterprise), Chris Evans (LALA Milk), Owen Wilson (Sofology), Ryan Reynolds, Jeremy Renner, Alec Baldwin, Rebel Wilson (BT) and Elton John (Snickers).

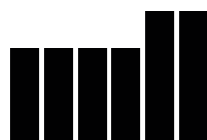


beyondcollective.com

The Beyond Collective is a micro-network of specialist companies, unified around the common goal of helping clients grow their brands in the age of the audience. They believe consumers have become audiences – shifting from passive, captive recipients of a brand's messages to empowered, disengaged, disparate groups. In response to this change,

The Beyond Collective is purpose-built for this new world. They work collaboratively as an extension to their clients' teams to find meaningful ways to connect audiences with brands, through work that inspires them to see, hear, care and do. Based in Bermondsey, London, they are home to creative entrepreneurs from the worlds of film, music, brand, media, PR, production and advertising, working collaboratively and independently on a diverse range of client business challenges.

The companies within The Beyond Collective are creative agency, Above+Beyond, media planning and buying agency, Yonder, brand strategy consultancy, Frontier, and production company, Beyond Studio. The Beyond Collective's clients include Subway, Pilgrims Choice, Amazon, Boots and Vita Coco.



themill.com

The Mill is a global creative partner for agencies, production companies and brands, working across multiple media channels and platforms. They are trusted specialists in visual effects, creative technologies and content production. Their projects include the creation of digital products and virtual experiences, as well as world class visual effects and video production.

The Mill is a vibrant network of talented artists, producers, directors and creative technologists from multinational backgrounds. They nurture innovation, flexibility and diverse ideas across studios in London, New York, Los Angeles, Chicago, Berlin and Bangalore. They are all united by one single ambition: To create extraordinary and memorable work that captivates and excites audiences.

the
specialistworks

thespecialistworks.com

The Specialist Works is an independent media and marketing services agency. They do the specialist work that unlocks more possibilities for growth-minded brands. With an evidence-based approach, The Specialist Works provides media planning and buying, data services and creative solutions. They employ 150 people with offices in the UK, Ireland and the US. Clients they work with internationally include Boohoo Group, Treatwell, Photobox, Tencent, Rovio and Alibaba. They are proud to have been placed fifth in Campaign's Best Places to Work 2019 and recognised for their work with PrettyLittleThing at the 2019 Media Week awards.



thomasthomasfilms.co.uk

Thomas Thomas Films is an EMMY award winning UK based commercials production company with offices in New York. Founded by Philippa Thomas and Kevin Thomas in 2000 and with seven directors on the roster, Thomas Thomas has produced work for Google, Amazon, Apple, BMW and Nike to name a few. TT has won numerous awards and works with international clients in America, Canada and Europe and films in locations all over the world.

The Wayback (a sister company to TT) produces critically acclaimed virtual reality films, recreating national moments in time, to help people living with dementia. The first film recreated the Queen's Coronation street parties of 1953 and was shortlisted at SXSW for "Innovation in connecting people". This led to The Wayback winning the Essex Government Challenge prize, a financial prize that enabled the making of the second film, The World Cup in 1966.



vccp.com

VCCP was founded on January 24, 2002 by Charles (V), Rooney (C), Adrian (C) and Ian (P). They were united by their desire to challenge the bad habits of the big global agencies they had previously worked at. They were motivated by the belief that they could create a better type of agency – for the people who work there and the clients they serve. It's a motivation that remains to this day and is why VCCP describes itself as the challenger agency for challenger brands.

VCCP's challenger attitude transforms the fortunes of their clients. For example, they helped O2 become market leaders within three years of launching. And once they started working with easyJet, their share price flew up from £4 to £14. VCCP has a motto: 'It only works if it all works', which is why they involve themselves in far more than just advertising. With a thorough understanding of each client's business, VCCP can challenge what's around it, and then transform it.

The campaign garnered over 60 pieces of positive press coverage and won several big awards - including D&AD, Campaign Big, British Arrows, Creative Circle and The Grocer.

GET INVOLVED AND GET EXPORTING

We hope you have enjoyed reading about how the UK is a world leader in advertising exports and how businesses across the country are rising to the challenge of building a global Britain.

We are always looking to partner with businesses who are seeking to be part of this success story. If you would like to share your story or get involved in growing exports in our industry, we would encourage you to contact us at the Advertising Association for more information on joining the UK Advertising Export Group.

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