

The Red Consultancy

Rank **16** Income **£1.55m** Growth **55%**



Gittins 'Clients are looking for creativity'

Red Health, the health-care arm of consumer shop The Red Consultancy, experienced a stellar 2008 and saw its profits rise by more than half.

The offshoot was set up just two years ago by two former Ruder Finn staffers, Pat Pearson and Paul Gittins. The partnership appears to have paid off, with Red Health pick-

ing up eight new client wins in 2008 spanning the UK, European and global business.

Red Health director Gittins attributes the agency's success partly to the integration it offers across its business: 'We have continued the integration of health, consumer health and pure consumer across many of our campaigns.'

He adds: 'Clients are increasingly looking for something different in healthcare PR and Red's industry-leading creative approach, combined with our team of ethical health experts, allows us to deliver campaigns that stand out.'

One of Red's key campaigns in 2008 was the 'Give Hope, Give Life' activity for the Department of Health and the National Gamete Donation Trust. 'One of our high points was being contacted and thanked by a lady who had successfully found a donor egg because of the media outreach we conducted for the Department of Health. This is what makes our job worthwhile,' says Gittins.

He forecasts steady growth in 2009, despite budgets tightening and clients becoming 'more demanding'. He says procurement is becoming more significant and pitches involve more agencies than in previous years. However, he believes this offers an opportunity for agencies to be innovative, creative and demonstrate real value.

2008 AT A GLANCE

High points A mixture of bringing in business, winning awards and great campaigns including the UK launch of Tasigna, a treatment for chronic myeloid leukaemia for Novartis oncology

Low points Losing our associate director Sophie Binks, who left to go to medical school