



Honorable Mention

The Red Consultancy USA

Touting big-name clients like Microsoft, Chevron, and McAfee, The Red Consultancy impressed judges by not just winning that business, but retaining it over the years. The agency's "impressive track record of winning accounts against some of the industry heavyweights" was cited by judges as a reason for its success, which has been financial as well. The firm experienced year-to-year growth of 30%, with five major client wins totaling more than \$500,000 in revenues. An aspect of Red that garnered praise from judges is its approach to HR and staff development. Senior managers attend the "Foundations of Leadership" class at the Center for Creative Leadership – used by GE and GM to train leaders. The firm's programs are tailored to meet employees' needs, using regular "brown bag" best-practice sessions, talks by top journalists, and PRSA-run training modules. Red's US employees spend a week at Red London in the UK within their first year to become immersed in the agency's culture. "Solid work by inspired staff and leadership" earned Red this honor.