

## THE RED CONSULTANCY

*Consumer brands specialist with  
growing healthcare capabilities*

### U.K.

RED is by no means the largest or most far-reaching of Huntsworth Group public relations operations holdings—Grayling and Citigate both have more offices and higher fee income—but in terms of reputation it remains a jewel in the parent company crown. Red has been the U.K.'s reigning consumer public relations leader for the best part of a decade, and continues to grow, with fees for 2009 of around £13.2 million a 16<sup>th</sup> consecutive year of growth anticipated in 2010, despite being hard hit by the government's spending cuts. The firm also continues to rack up awards at an impressive pace, including another SABRE Award for its work on the "Dangerous Celebs" campaign for McAfee.

One reason for the firm's continuing solid performance is the impressive depth of senior management talent, led by chief executive **Mike Morgan** and managing directors **Andrew Baiden** and **Amanda Duncan**. Seven longstanding directors—average tenure nine years—are still there, and the firm's three top execs have a combined 30 years of Red experience: Morgan has spent 16 years at Red working with clients including **McDonald's**, **Xbox**, **Nokia**, **Safeway** and **Bass**; and Baiden has nine years with Red, while Duncan has been an employee since the firm's inception.

Clients have been equally loyal. Several blue-chip clients Red picked up during its first few years—including **Johnson & Johnson** and **McDonald's**—are all still with the firm more than a decade later, and have been joined over the years by the likes of **Pfizer**, **Molson Coors**, **Novartis**, **GlaxoSmithKline**, **Samsung**, **Cadbury**, **Capgemini**, and **Mundipharma**. New additions over the past 12 months include **Kelkoo**, **Disneyland Paris**, **Avis/Budget**, **Adobe**, **Thistle**, **Barclays**, **Barclaycard**, **Sage**, **Coca-Cola**, **Mayborn**, and **Yakult**. The diversification of the client portfolio is evident in industry rankings: once known exclusively as a consumer firm (it ranks number two on PR Week's consumer league table) the firm is now in the top 10 tech consultancies in the U.K. and has climbed to a spot just outside the top 10 in healthcare. The firm's ShinyRed digital group is a leader in the new media realm

too, and was strengthened in 2010 with the appointment of Taylor Herring veteran Matt Park.

The firm differentiates itself by its ability to make news, create content, and tell stories. Big ideas can't just be eye-catching, they also have to be driven by an insight into the client, and the client's customer; they have to be truthful and authentic. The impact of all this creativity is measured through a system the firm calls Red Heat, which provides a quantitative and qualitative assessment of media coverage. Awards continued to flow in 2010. In addition to the SABRE for McAfee, Red picked up a Communique Award for the research underpinning Pfizer's counterfeit medicine awareness campaign, a Reputation Online Award for the Cobra National Curry Week campaign, and three PR Week Award nominations.

Other highlights include work on **Barclaycard's** contactless initiative, the launch of iPad rival Galaxy from **Samsung**, and the rebranding of Abbey to **Santander**. The firm also worked on corporate social responsibility efforts for Santander, prompting the client to say: "Their understanding of the needs of both national and regional journalists has helped Santander's CSR programme punch above its weight in the media. I know I can trust the team at Red to both propose, and crucially deliver to target, on creative campaigns that deliver the right message to the right audience."

Pan-regional assignments over the past 12 months ranged from launching Tommee Tippee baby equipment into Europe and Asia to acting as the lead agency for Kelkoo's European PR teams, creating stories and collateral to rolling out a counterfeit medicines awareness campaign across 14 European countries for Pfizer.