



UK Agency Awards

Best Team Culture

TrunkBBI

The creative & performance agency.

Our *Team*



Our Team

Our team consists of 70 creative, performance, and strategy experts, together we work over two offices, in Manchester and Leeds.

Although *specialists* in our chosen fields we can't get the job done without one another, and without us *all aligning to the same values and behaviours*.

Our team is what makes us brilliant as an agency. Us being able to work so well together is what makes the magic happen.

Our Vision

Over the last year, each and every employee contributed to reshaping our agency's mission, vision, and values.

Our ultimate goal is *global recognition for work and culture*, rooted in responsible business and driven by our refusal to settle for anything less than extraordinary

Our Values

Stand together, succeed together.

Seventy plus specialists, one purpose.

When a new challenge arrives at TrunkBBI, we tackle it with a multi-talented team. Collaboration creates synergy.

Everyone matters.

We're proud to be one inclusive team.

Everyone's opinion matters and each person's values count, whether they're new recruits or seasoned colleagues.

We're committed to learning, growing and creating together.

We recognise and understand that each of us has unique priorities, challenges and circumstances. And we see them as a source of strength.

Love what you do.

We're motivated, passionate and relentless.

Never satisfied with paint-by-numbers solutions. We tackle each challenge head-on, explore the unexpected and keep pushing until the work has reached its innovative and impactful potential. We keep moving forward by seeking training, developing new skills and continuing to learn.

Own it.

Action makes creativity count.

We commit to great things and make them happen. Every problem is an opportunity to excel. On time, on budget and on brief is just the start. It's going beyond that makes the difference.

The truth kindly told.

When something needs saying, we say it, but always considerately and constructively. The TrunkBBI culture is one in which everyone is free to speak, every opinion is valued, and we are all accountable.

Constantly curious.

Ambition drives us forward. Never satisfied with ready-made solutions or easy options, never limited by budgets or deadlines, we will always explore new opportunities and embrace fresh technologies.

Examples of our *team culture and collaboration* in action and the *impact*

Our Diversity, Equity & Inclusion Panel

Our multifaceted team of people leading DEI



We are an employee-led group that provides a platform for employees with different backgrounds, experiences, or interests to come together and advocate for positive change.

Purpose.

We're striving to have a workplace that better reflects society, and believe that it is the act of inclusivity, that is how we behave, that is critical to making people feel valued, respected, and supported regardless of any difference people may have.

What we've done.

Training: Educating our people about the challenges difference brings and ways to support people with their unique needs.

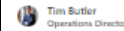


What we've done: We've engaged guest speakers and experts to advise and coach us (Marcell Edwards, DEI consultant at adidas, and Simon Hopper, Dyslexia Consultant). We've shared our own individual experiences of discrimination and those of others in interactive Lunch & Learn sessions and ensuring mandatory ACAS certification for all staff.

Support & Advocacy: We provide a safe space for marginalized or underrepresented groups, and advocate for their interests and perspectives.

What we've done: We listen, take ideas, and create solutions that reflect the needs of everyone. One example was asking everyone to share an 'About Me' profile that gives people the chance to express how they like to receive work, what they may struggle with or how they like to communicate.

About Tim Butler, Operations Director



Your Role & Department

I also head up the CRO & Data team so am often involved in project work supporting James and Britt.

Pronouns

He/Him

The best days and times for me at work

I'm usually in the Manchester office during working hours 3-4 days per week. However I finish a little earlier on Tuesdays and Thursdays to pick up my boy from after-school club. I make up the time during the evenings and weekends, but if I contact you out of hours please don't feel like you have to respond at that time. And if you find it annoying and would rather I didn't, please let me know!

Things / discussions I'm involved in

Anything to do with making agency life run as smoothly as possible. I work very closely with the wider Ops team (HR, IT and Finance) and am always keen to help out with any ideas or challenges our delivery teams are facing too. I set up our Monday.com systems so let me know if you need any support using it. I know it can be a bit confusing at times. And always feel free to contact me with any queries, ideas or suggestions for how we can do things better!

Tell us a bit about your professional background and career to date

I studied Graphic Design at uni back in the mid-2000's, but my passion was always in designing and building websites. I met Jon in 2007 when I was self-employed. I freelanced for Jon for a few years, building websites, until Big Brand Ideas was born in 2012. I headed up our web development team until 2020, then I moved into UX up until 2023 when I joined the board as Operations Director.

Communication preferences

Usually Teams chats and calls are best for quick queries, but I like to be in the office as much as possible so will usually try to find you for a face-to-face catchup when I can. If there's an urgent issue you can reach my on my mobile (call/text/WhatsApp) on 07534 848810.

Things that motivate me

I like having a variety of jobs and types of work to get stuck into, and I'll rarely just focus all day on a single task. I do sometimes need a couple of hours of clear headspace when I need to focus, so I'll often sit in the Operations room for a bit of focus time.

Things I love

I do still enjoy getting involved in the creative work/web projects as it's always been something that I'm passionate about. But nowadays I am also a massive nerd for the data, and spend most of my life flipping between Excel, Monday.com and PowerPoint. Outside of work, I follow most sports (Football, Cricket, Baseball, Golf, Six Nations), am growing my vinyl collection (mostly 90s-00s indie bands that are not very cool), trying new beers (mostly German/craft lagers) and spending time with my 4 year-old boy, Finley.

Things I struggle with

I do struggle with delegation and letting go of things, but I'm working on that. I can be a bit direct/blunt over text comms, I'm not deliberately being rude I promise.

Enabling Change & Creating Impact:

We collaborate with leadership and HR to influence policies and practices.

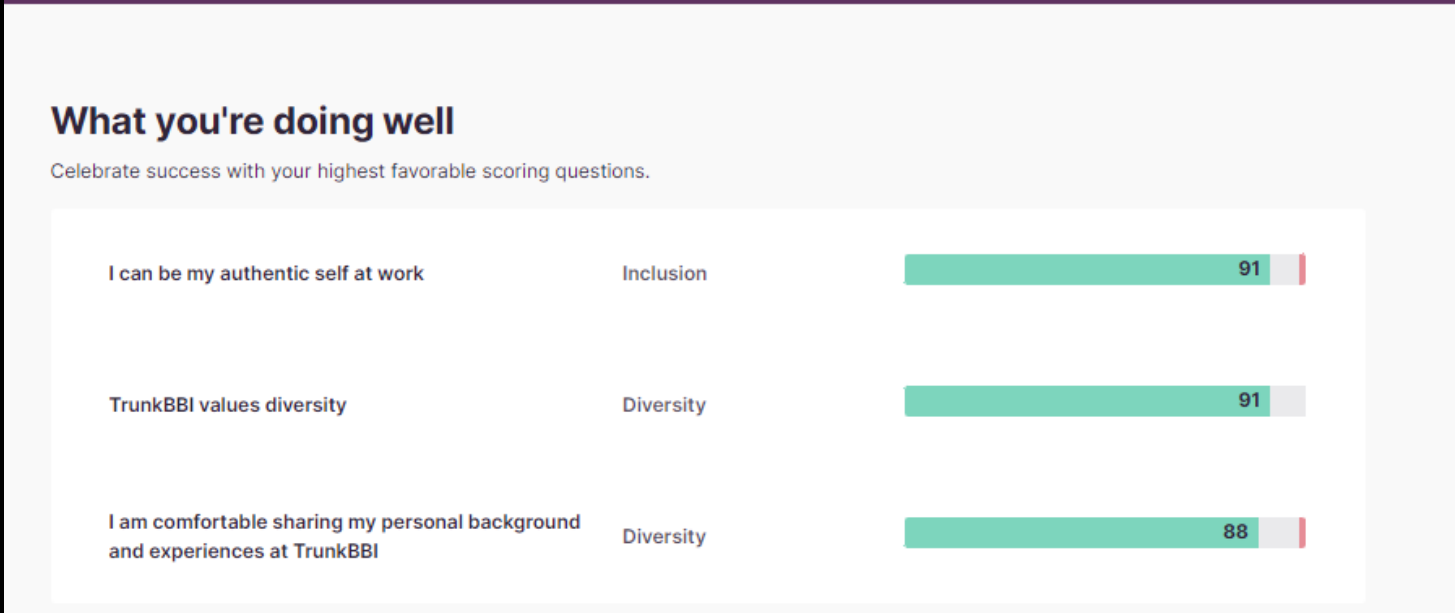
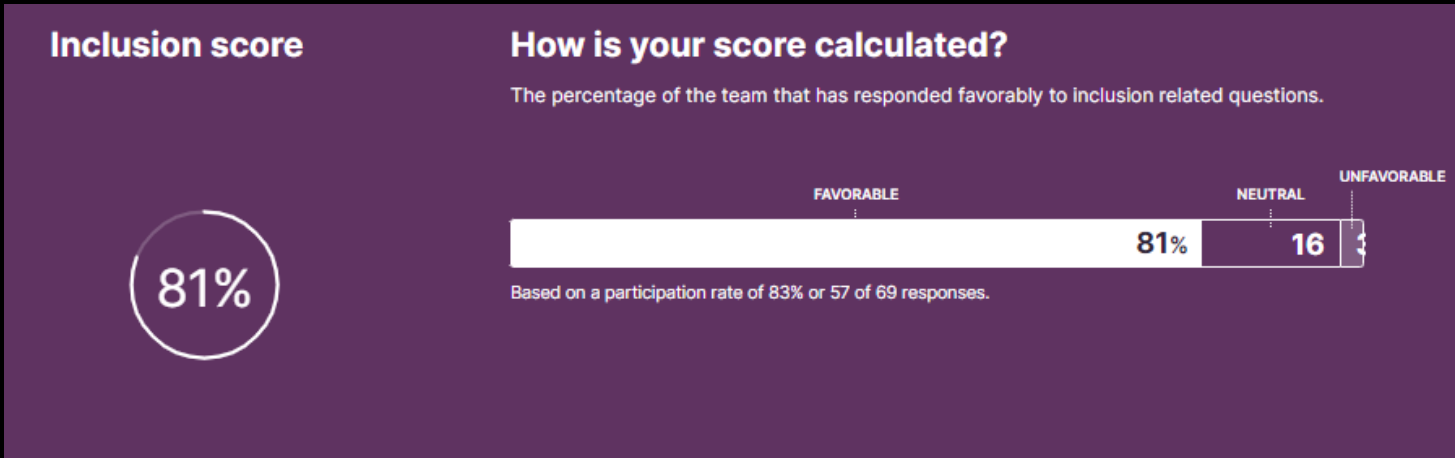
What we've done: We've appointed a board-level sponsor to ensure thoughts and issues are heard by those who can directly impact change. We've changed our hiring language and processes to give better access to a broader mix of people.

Consultation & Giving People a Voice:

We make sure that everyone knows who is on our panel, and that matters will be discussed in confidence.

What we've done: We did our first diversity and inclusivity survey. We created our own in-house reporting mechanism called 'Speak Up' to ensure everyone can voice their concerns without fear of being identified.

Results.



Our B Corp team

Meet the B Corp team



Purpose: A team of people joining forces to build a socially and environmentally responsible, purpose-driven business.

What we've done: Together we've made some changes.

- ✓ Adoption of energy-efficient practices such as changing lightbulbs to reduce energy consumption, Cycle to Work Scheme, Electric Vehicle Scheme.
- ✓ Implementation of a recycling programme that has achieved a 90% recycling rate.
- ✓ Switching to suppliers with strong sustainability credentials.
- ✓ Establishment of a baseline for carbon footprint from the 2021/22 period to identify and address key areas for improvement in emissions.
- ✓ Updated the business' articles of association to legally commit to demonstrating ethical and sustainable practices.
- ✓ Refined the company's Code of Conduct and re-worked values to ensure behaviour aligns with ethical standards.
- ✓ Evolution of the company's mission and vision to emphasise inspiring people, helping clients thrive, and contributing to the planet's prosperity.
- ✓ Become an accredited Real Living Wage employer.

- ✓ Efforts to ensure honest advertising, quality assurance of products/services, and the protection of customer privacy and security.
- ✓ Examination of the impact of services on clients and their customers, with a strategic shift towards responsible business practices, including partnerships that focus on social issues like mental health.
- ✓ Rollout of educational sessions (lunch and learns) covering B Corp changes, sustainable and ethical practices, and progress updates.

Results.

Improved staff engagement scores related to social connection and the *ability to make a positive difference*, from 63% to 79%.

Reduction in voluntary staff churn from 28% in 2022 to 18% by the end of 2023, attributing part of this improvement to the company's social and environmental responsibility effort.

When we asked staff in our engagement survey, what do we do well here, they said “social awareness and responsibility”, “working towards a better future with sustainability and operations”, “environmental changes”, and “sustainability consciousness”.

Our TrunkBBI+ (Innovation) team

TrunkBBI+ is our multidisciplinary team dedicated to fostering innovation across technology, new initiatives, and positive organisational change.

Purpose: To foster a culture of innovation within the agency by driving the development of new products, services, processes, and initiatives. We aim to ensure that innovation is not isolated but integrated across the agency, leveraging technology, generating new ideas, and creating positive changes that enhance the brand, improve workflow efficiency, and build out social responsibility.

What we've done:

- ✓ Launched 'Viewpoint': A market research and insights initiative aimed at leveraging internal and external perspectives to inform agency strategies and projects.
- ✓ Case Study Tool: To showcase relevant client brand challenges and insights.
- ✓ Docupilot & Monday.com Integration: Enhancing document creation and automation processes.
- ✓ Advertising Unlocked: Participating in a nationwide open day to showcase advertising careers to the next generation.
- ✓ Created our own in-house, bespoke AI platform, 'A.up'.

What do you want to do?

[View full prompts list](#)

Ideate & Generate

Kick off ideas for a workshop ⓘ

Draft ideas for a campaign ⓘ

Generate campaign names ⓘ

Generate a meeting agenda ⓘ

Develop press headlines ⓘ

Content Review

Shorten content but keep context ⓘ

Summarise & review your content ⓘ

Develop counter arguments ⓘ

Check for inclusive language ⓘ

Change the tone of content ⓘ

Technical Troubleshooting

Provide easy-to-follow Excel solutions ⓘ

Generate an Excel formula ⓘ

Create a quick Excel query ⓘ

Explain an Excel function ⓘ

Develop advanced Excel solution ⓘ

Research & Analysis

Summarise a topic ⓘ

Quickly understand a topic (80/20 rule) ⓘ

Create a learning plan ⓘ

Create write-up summary ⓘ

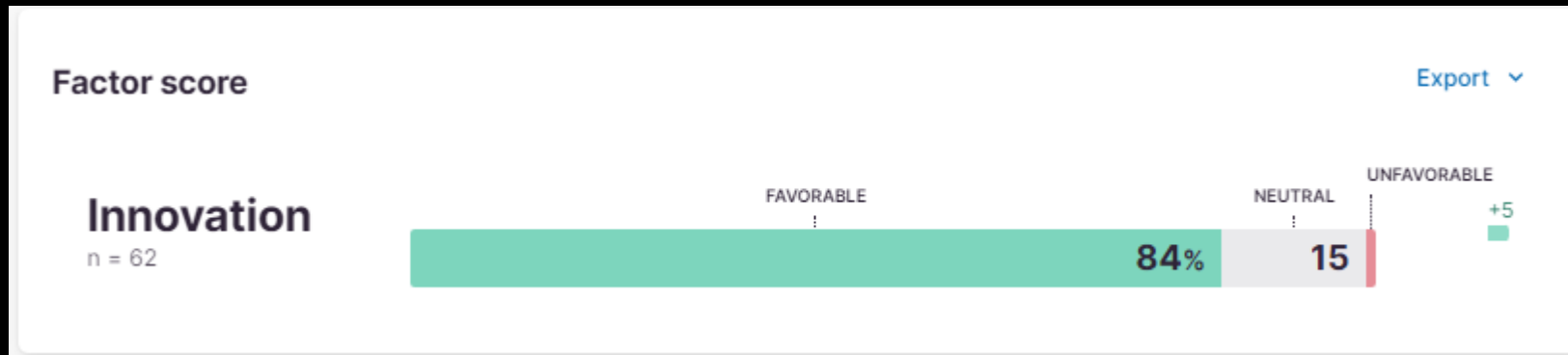
Create keyword categorisation (SEO) ⓘ

None of those prompts work?

[Enter a prompt from scratch](#)

This year, TrunkBBI+ created its own AI platform, **A.up**

Results.



Focus	Impact ▾	Question	Favorable score	Trend	Comparison
📄	HIGH	At TrunkBBI we act on promising new or innovative ideas	2 82%	📈	📊
📄	MEDIUM	We are encouraged to be innovative even though some of our initiatives may not succeed	3 85%	📈	📊

Our Culture Committee

We're dedicated to fostering a vibrant and inclusive work environment where social connections flourish.

Our belief is simple: strong social bonds among colleagues create a sense of belonging, enhance wellbeing and productivity.

That's why we offer a diverse range of events curated by our committee from go-karting and yoga classes to cheese & wine nights, and cultural celebrations like Chinese New Year.

We prioritise choice, ensuring everyone can participate in activities that resonate with them, and everyone can have fun.



A whole team effort

By far the biggest, and most impactful example of our teamwork was the reshaping our what we stood for as a business and our values.

Purpose: Our staff engagement survey revealed some key insights and areas for improvement, most notably in the clarity of our company vision.

Getting buy-in from our staff on this journey was going to be super important in achieving this clarity as well as ensuring staff engagement and retention.

When we learned that only 65% of people felt that our leaders had communicated a vision that motivated them, putting us 4% percentage points behind the industry, we knew we had work to do.

What we did: The key was to keep it simple.

✓ Engaging Everyone:

- Held small workshops to allow people to talk freely and openly.
- Limited sessions to 30 minutes and focused on just two key questions.

✓ Visibility on Progress:

- Captured ideas on a Miro board for everyone to see and keep things transparent.
- Presented findings during an all-agency meeting to sustain momentum.

✓ Decision-Making:

- Asked everyone to vote at the end of the process.

✓ Making Adjustments:

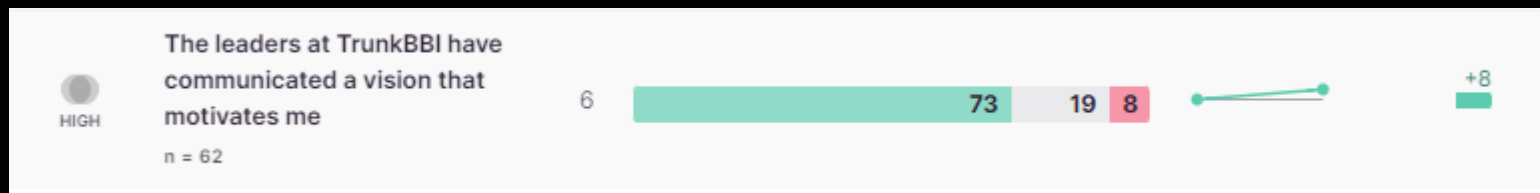
- Went back to the drawing board and made adjustments based on the vote.

✓ Testing:

- Revealed final North Star and updated values in a special all-agency session.
- Conducted an all-agency Power Up day on 2nd January to deepen integration of values into operations and behaviours.

Results.

We re-ran our survey in January, and our score was up by 8% points, and 8% points against the competition.



Some testimonials included:

“The TrunkBBI vision has been clearly stated and there is a sense of community within the company. Everyone wants everyone to do well, not only in their role, but also in personal goals.”

“The nice thing is the vision is shared across the agency, we have values, goals, and dreams.”

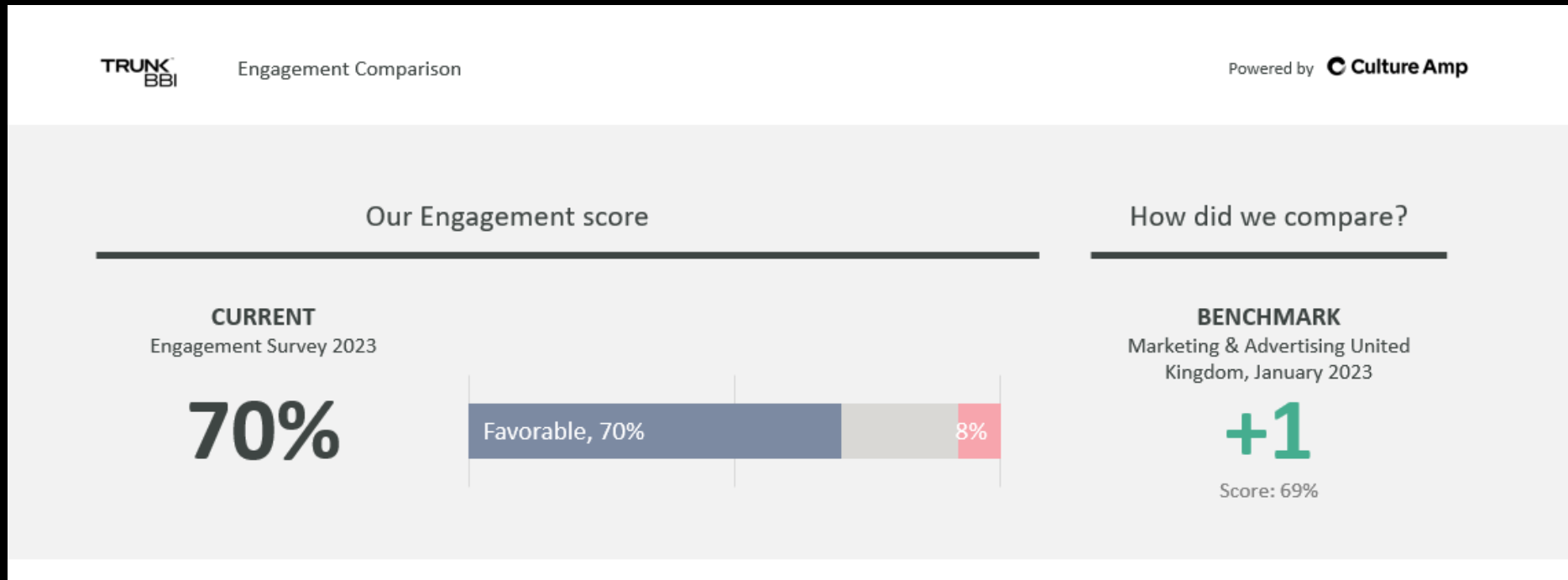
“The new vision is far better than what was there previously, but I think there just needs to be more time to bed into actions rather than words.”

“It’s clear where the business wants to get to over the next 3 years, and it’s clear we're pushing to start moving towards them already.”

Evidence: *Data and Testimonials*

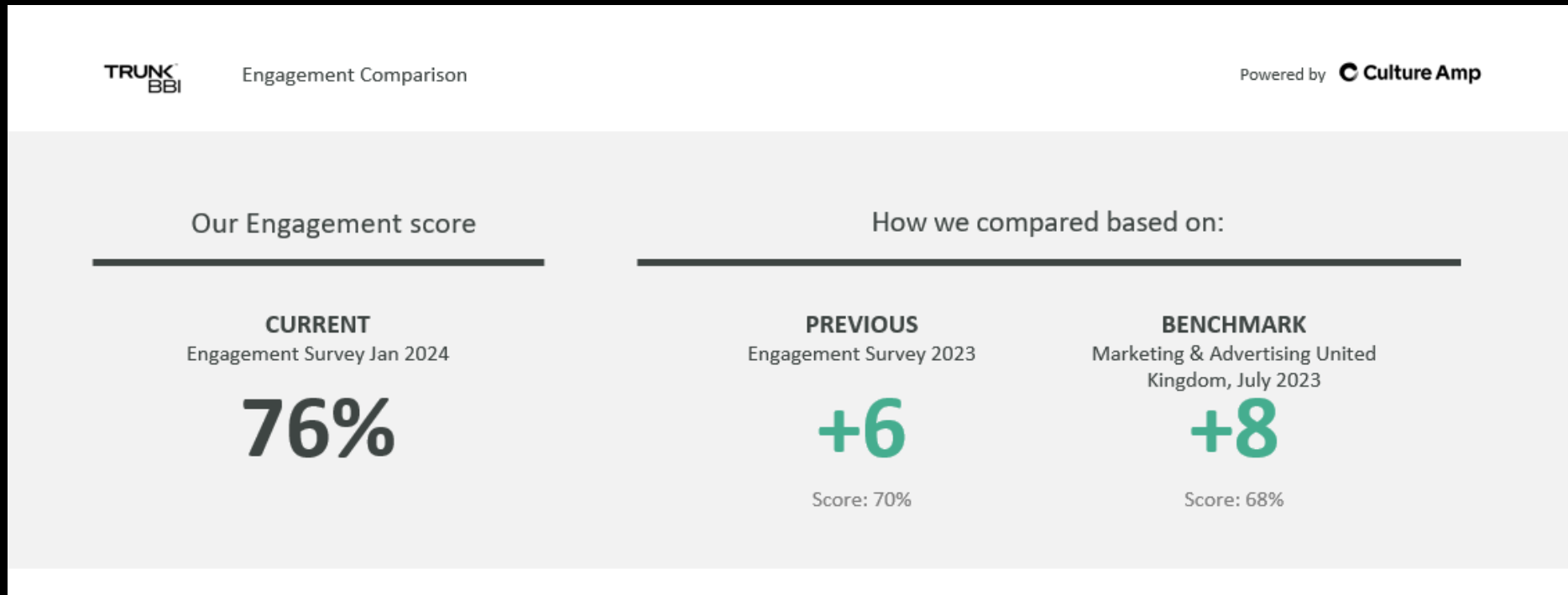
Our 2023 staff engagement survey

Engagement score of 70% in 2023.



Our 2024 staff engagement survey

Engagement score of 76% in 2024.



What our people say specifically about our Team Culture

“What are some things we do great here?”

Staff welfare, teamwork, social awareness and responsibility. Opportunities for training.

Positive ▾ Wellbeing ✖ Collaboration ✖ Learning & Development ✖ Add topic

The people we employ are both a great fit professionally and on a personal level. Culture club / social side is exceptional.

Positive ▾ Company Culture ✖ Add topic

Employee wellbeing
Business development
Company Growth
Culture
Great office
Very much appreciated workplace flexibility

Positive ▾ Wellbeing ✖ Company Culture ✖ Company Strategy & Goals ✖ Add topic

Benefits are really good. There's a nice culture and it's a lovely office to work in. Leaders communicate office values and incentives well and there's a good social scene.

Positive ▾ Company Culture ✖ Add topic

I think most people in the agency feel valued and like their opinions based on the work we produce are taken seriously.

Positive ▾

[Add topic](#)

Culture Club

Life Balance

Ever changing projects

Positive ▾

Wellbeing ✖

Company Culture ✖

[Add topic](#)

TrunkBBI as an agency continues to inform, encourage and involve each staff member. An open and honest forum will always keep people motivated.

Positive ▾

Motivation ✖

Communication ✖

[Add topic](#)

The culture. The people. The internal progression.

Positive ▾

Company Culture ✖

[Add topic](#)

Everybody works hard and is working at the best of their ability. Everyone works as a team to get the job done. We are good at supporting staff and flexibility is really important.

Positive ▾

Collaboration ✖

Company Culture ✖

[Add topic](#)

- culture

- worklife balance

- innovation

- retaining legacy clients

- our pitching has improved significantly leading to more new business wins

- most of our outputs are great and well received

- best people i've ever worked with

- solving problems

-feeling supported - all one team

Positive ▾

Company Culture ✖

Wellbeing ✖

Innovation ✖

[Add topic](#)

Great sense of community and enjoyable workspace and people to work in and with

Positive ▾

[Add topic](#)

Culture, support

Positive ▾

Company Culture ✖

Diversity & Inclusion ✖

Collaboration ✖

[Add topic](#)

General working atmosphere. I feel like I can go to any department and ask for a hand without having issues.

Positive ▾

[Add topic](#)

Starting to use data to make informed decisions

Great at reacting to situations and responding accordingly - we're an agile business

Good leaders who have a handle on things

Great staff - talented, skills and generally good people to work with - all makes for a great place to work

Great perks

Autonomy

Positive ▾

Autonomy ✖

[Add topic](#)

I think treating people like people not just a number or a cog! We are asked our opinions and I feel that we are actually listened to and taken onboard.

Positive ▾

[Add topic](#)

There is a real community effort here. People are experts in their fields, which shows in their work. TBBI have an ethos of hiring kind and nice people, as shown in the friendly staff. Managers and senior teams know when to push back when client demands are too much and protect their staff.

Positive ▾ Company Culture ✕ Collaboration ✕ [Add topic](#)

I think the work-life balance at TBBI is great. I think individual needs and circumstances are genuinely considered and accommodated. Employees are treated as individuals and autonomous working is encouraged and appreciated. Culture is something TBBI works to constantly improved, and not just social occasions, but ensuring people are confident and comfortable in work, and that there is a space for them to have a valued voice.

Positive ▾ Company Culture ✕ Diversity & Inclusion ✕ [Add topic](#)

Hire great people with a huge amount of knowledge and passion for their profession / specialism.

Positive ▾ Hiring ✕ [Add topic](#)

- Culture

- Training & development

- Work life balance

Positive ▾

Company Culture ✕

Learning & Development ✕

Career ✕

Wellbeing ✕

Diversity & Inclusion ✕

[Add topic](#)

great culture and benefits for staff

Positive ▾

Company Culture ✕

Wellbeing ✕

Benefits ✕

[Add topic](#)

Positive vibes, creativity, willingness to try new things and innovate

Positive ▾

Innovation ✕

Wellbeing ✕

Company Culture ✕

[Add topic](#)

Work life balance

Staff care, from food & drinks to health care

Sustainability consciousness

Glass ceiling isn't as present, meaning we can talk to whoever in the company without feeling downplayed

Neutral ▾

[Add topic](#)

Why should we win this *Culture Award*?

TrunkBBI shouldn't win this award, but our people should.

That's what makes us.