



Agency of the Year Company Overview

The Think Tank is an international, full-service B2B marketing, digital and PR agency and celebrated 30 years of successful client campaigns in 2023.

We are Born to **B2B**





Who we are and what we do

The Think Tank is an internationally recognised, fully integrated B2B Marketing and PR agency, and marked 30 years of exceptional service in 2023. Our team of over 45 talented 'Thinkers' leverage diverse skills and experiences to provide strategy, branding, content, campaigns, and more for our esteemed clients.

United by a passion for the work we do, we thrive on crafting the right strategies to build brands, increase revenues, launch products and influence perceptions, finding great satisfaction in the success of our efforts.

Most Awarded Agency 2023

Based upon our research of UK marketing awards, we found we were the most awarded agency of 2023, with 64 nomination and 19 award wins, testimony to the success of our client campaigns and the investment in our people and services.



Some Stats

Client Growth
47%

Client Retention
91%

Employee Retention
88%

Employee Growth
19%

Employee Satisfaction 2024
95%

Would recommend working at The Think Tank
96%

Board Diversity
75% Female / 25% Male

Gender Diversity
55% Female / 45% Male

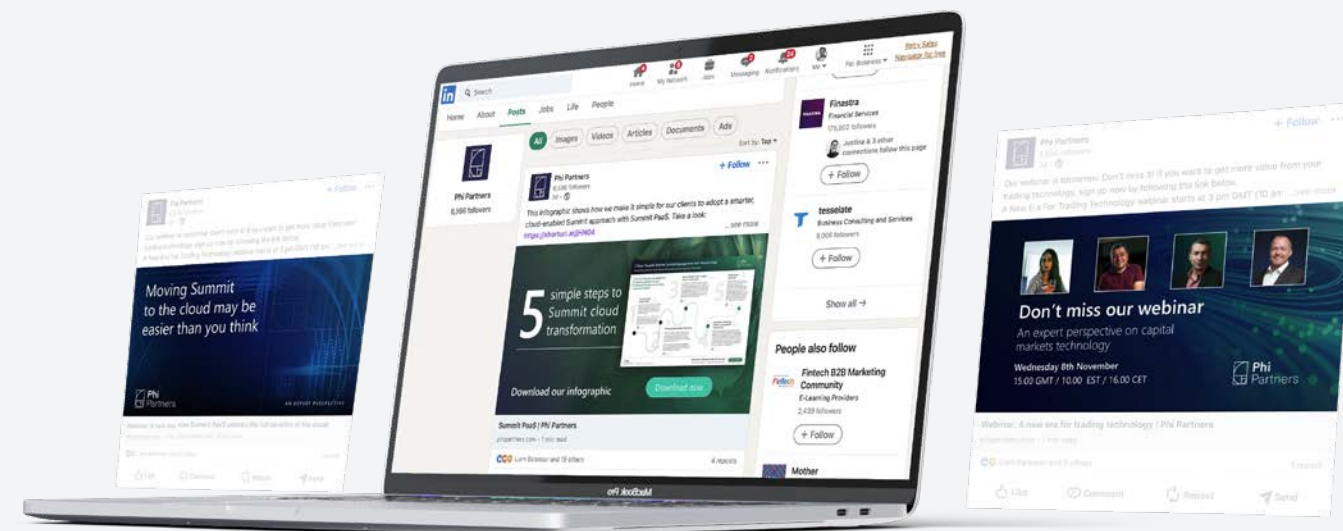
Our Brilliant Clients



Over the past year we have grown our client base, in the UK and around the world, by 47%, from 43 to 63. Below are a few recent campaigns whose success is being recognised by awards in 2024 or see more [here](#):

Phi Partners

Go-to-market campaign for fintech consultancy, launching a PaaS service to major banks globally, with an AMB approach supported by digital awareness. Delivered over £35m pipeline and £6m confirmed sales from a budget of £60k, raising awareness globally. 4 award nominations in 2024.

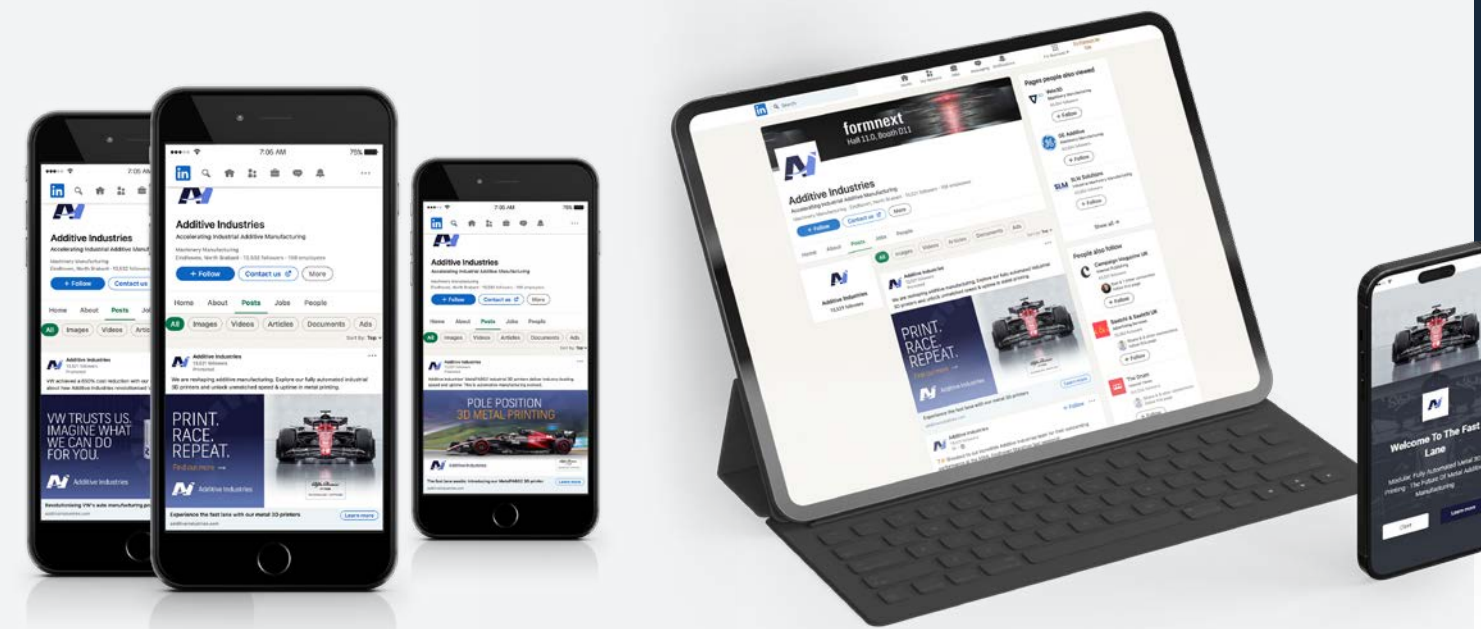


“The campaign was masterfully designed by The Think Tank as an end-to-end, turnkey solution for Phi. This was our first ever GTM and was a resounding success, as was the partnership with The Think Tank.”

Desmond Stockdale, CEO, Phi Partners

Additive Industries

Targeting the automotive sector, we blended Google and LinkedIn advertising in a creative campaign, achieving a 590% rise in MQLs and an 725% increase in SQLs. 6 nominations and 3 award wins in 2024.

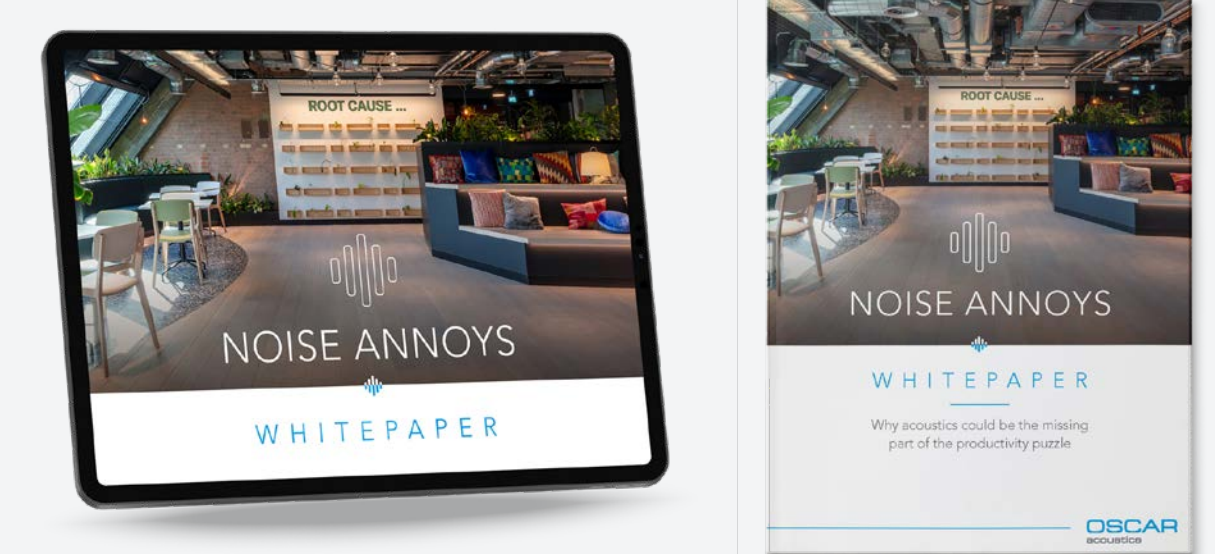


“This was a first for Additive Industries, running a sector specific digital campaign, and it was a great success. The Think Tank managed the process very effectively and delivered an exciting and successful campaign that raised brand awareness in the sector and delivered great results.”

Relny Podung, Digital Marketing Specialist, Additive Industries

Oscar Acoustics

Integrated campaign for manufacturer and contractor, Oscar Acoustics, combining research with a content and PR strategy, the client attributing business growth of 21% directly to the campaign, adding just over £1m to revenue. 6 nominations and 2 award wins in 2024.



“I’m happy, the business has grown by a third, of which 70% is down to Noise Annoys. The Think Tank got behind our brief and really grasped what we were trying to achieve. They’ve secured us consistent visibility, and brought us sales leads in abundance.”

Ben Hancock, Managing Director, Oscar Acoustics

What we have achieved in the past year

1. Client Growth and Retention

We surpassed our goals with a 47% increase in clients (43 to 63) and a 91% retention rate, beating the 85% target, through enhanced service, creativity, and market presence.

2. Brand Awareness

We boosted our brand visibility and diversified enquiry profiles with larger prospects, driven by digital marketing, thought leadership, the 'Born to B2B' Podcast, and award recognitions.

Website Stats: Users: +32% Sessions: +41% Enquiries: +110%

3. Skills and Training

The Think Tank Academy was established to offer extensive training in soft, technical, and life skills, alongside team-building activities. With an investment exceeding £85,000 in 2024, we are focussing on identifying and addressing personal skill gaps and provided collective training sessions suitable for both industry newcomers and experienced professionals.

Employee Rating: 93%

4. Diversity and Staff Retention

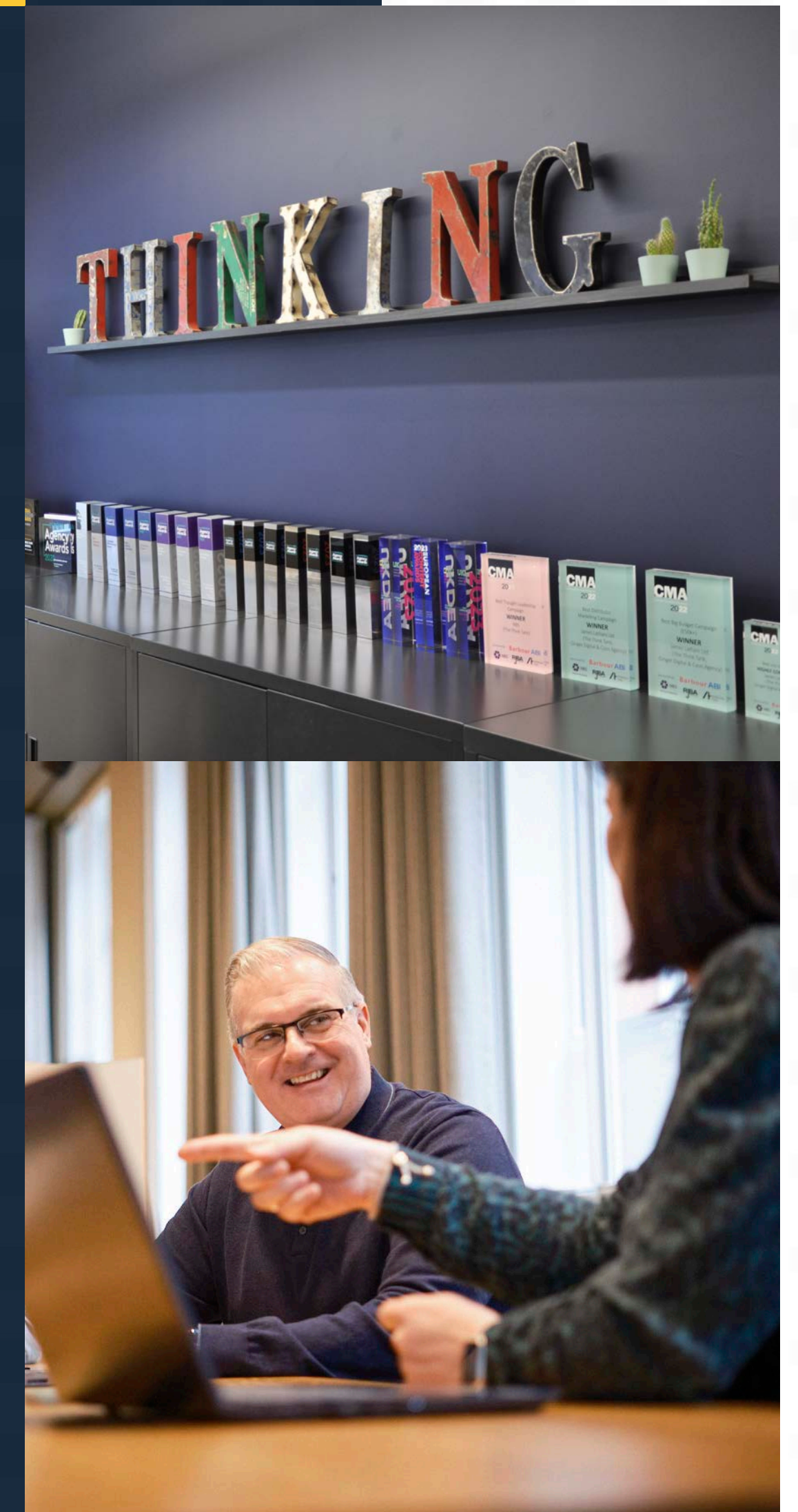
Our actions have reinforced our commitment to the agency's values and culture, enhancing diversity and satisfaction among our team. The Think Tank boasts generational and gender diversity, and an impressive **88% staff retention rate**, underscoring our position as an excellent place to work.

5. Team Health and Wellbeing

Prioritising our team's wellbeing and health, we've introduced several new support initiatives:

- All employees now have private medical insurance and holidays increased to 27 days
- Hosted neuro-leadership and wellbeing seminars on topics such as empathy, women's health and sleep
- Provided free gym and exercise class access in London
- Appointed a 'Wellbeing Champion' to oversee monthly workshops, seminars, and various activities, plus fruit deliveries every Monday

Employee Rating: 90%



Why should **The Think Tank Win?**

This year has been exceptional for The Think Tank, marked by a strategic transformation and over 46% client growth. As the most awarded agency in 2023 with 19 wins, and continuing strong in 2024 with 16 nominations and 5 wins so far, our international client support has propelled us into new sectors such as the Green Economy and AI.

With over £85,000 invested in team development and comprehensive wellbeing initiatives, including a Wellbeing Champion and regular events focused on physical and mental health, our team's satisfaction is evident, with an approval rating of 95% and 96% saying they would recommend working at The Think Tank.

Celebrating 30 years in B2B marketing, we've boldly reinvented ourselves, refreshing our brand, culture, and business strategy, dedicated to our valued clients and exceptional team, we look forward to the next 30 years.

www.thinktank.org.uk

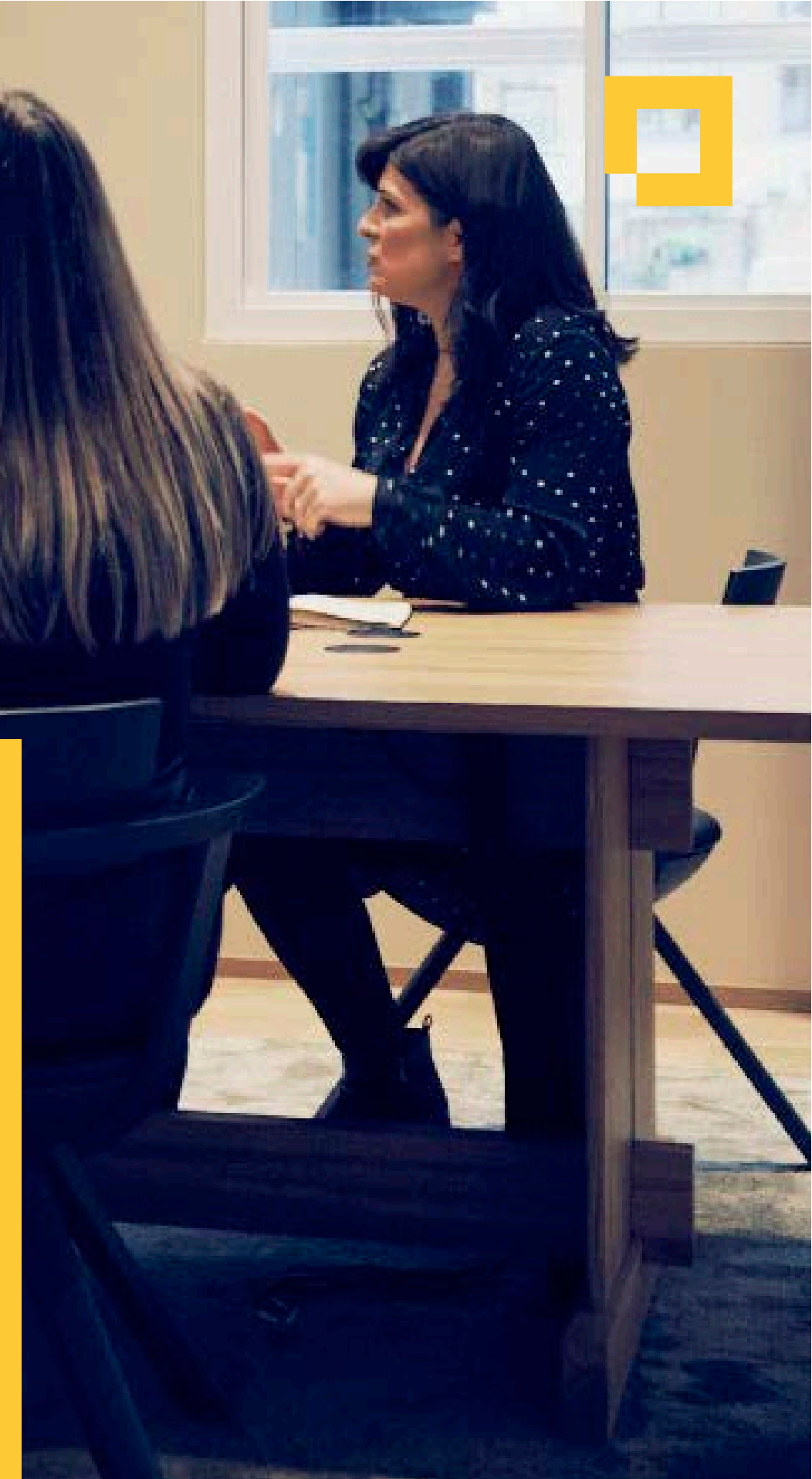
'I think TTT is a great place to work and it has been an amazing place to start my career. In particular I think the training opportunities we're given have really helped my confidence especially over the past year.'

Account Executive



'Working at TTT is great because the people at TTT are great. In my first role in the industry I have felt supported at every step - and have come to understand that the strong work/life balance we have here is rare and precious. Everyday is a new challenge and I'm enjoying every bit of it!'

Junior Copywriter



'It's a great place to work. I feel noticed, cared for, and supported. The training programme is outstanding and social events are never boring. Thank you, keep doing what you're doing!'

Senior Operations Manager



'I love working at this company and it's great to play a role in its continued growth.'

Account Director