



2024 ENTRY FORM

Organisation Name: The Think Tank

Contact: Liam Bateman

Employees: 49

Category

B2B Agency of
the Year



Name of Nominee - Agency / Team:

The Think Tank

Overview of the Agency

[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.

View our entry video [here](#)

Some stats 2023/24 vs 2022/23:

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

Most awarded agency 2023*
64 Nominations and 19 Wins



*Based upon our research of UK marketing awards

Agency / Team objectives

At the start of 2023 we undertook an ambitious programme of refreshing our strategic approach, brand and agency culture as we celebrated 30 years of B2B marketing. We had lofty ambitions for growth, as well as a goal to improve the lives, both personal and at work, of our team.

Through a series of initiatives we have managed to achieve our goals and objectives:

1. Clients

To diversify our client base, retaining existing clients and gaining new, through insightful strategy, outstanding creativity and better client outcomes:

Targets:

Growth: 30% (43 to 55)

Retention: 85%

2. Agency Awareness

Raise awareness of the agency in the B2B sector, engaging a wider audience of prospects:

Targets:

LinkedIn Company Page

Followers: +20% (7,175 to 8,600)

Visits: +100% (2,185 to 4,370)

Page Views: +100% (6,950 to 13,900)

Website

Users: +20% (20,838 to 25,000)

Sessions: +20% (26,028 to 31,200)

Conversions: +50% (295 to 442)

3. Wellbeing and Health

Drive wellbeing within the agency through a range of initiatives

4. Employee Skills and Education

Empower our team to grow their skills and knowledge

5. Diversity and Staff Retention

Build upon our previous successes to enhance diversity and ensure high levels of staff retention

Recent work example(s)

After analysing 2023 UK marketing awards, we found we were the top-awarded agency with **64 nominations** and **19 wins**, and continue our success into 2024 with **16 nominations** and **5 wins** so far.

Below are some examples of winning campaigns that demonstrate the impact we are having upon our clients, or you can view more of our work [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**.

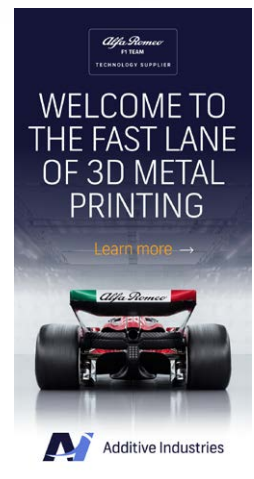
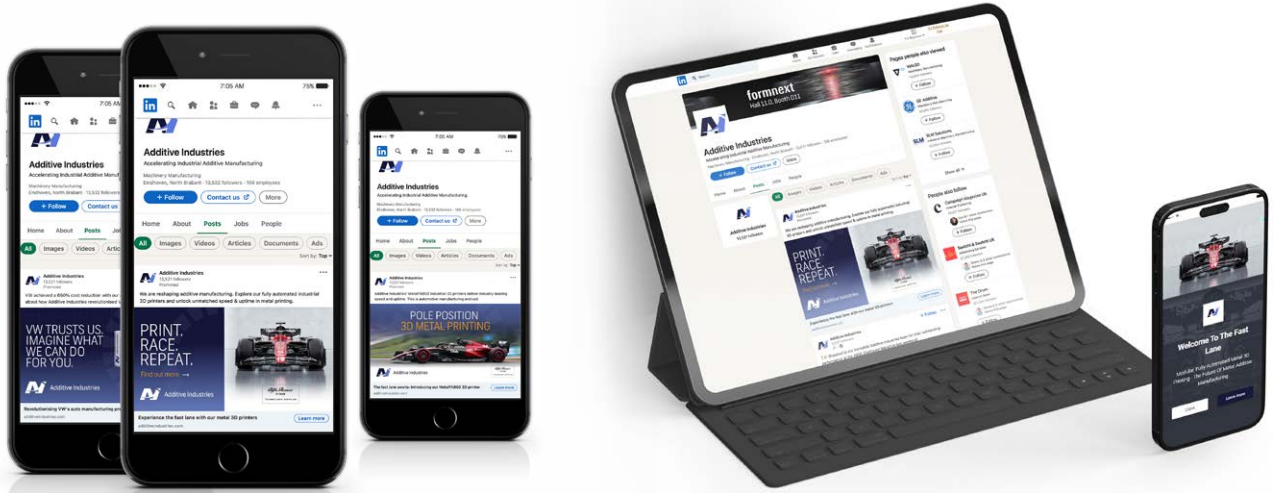


“The campaign was masterfully designed by The Think Tank as an end-to-end, turnkey solution for Phi. This was our first ever GTM and was a resounding success, as was the partnership with The Think Tank.”

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.

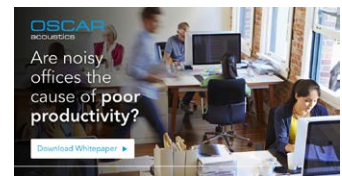
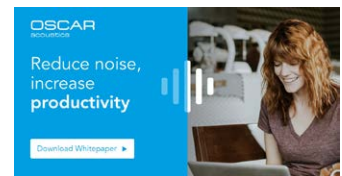
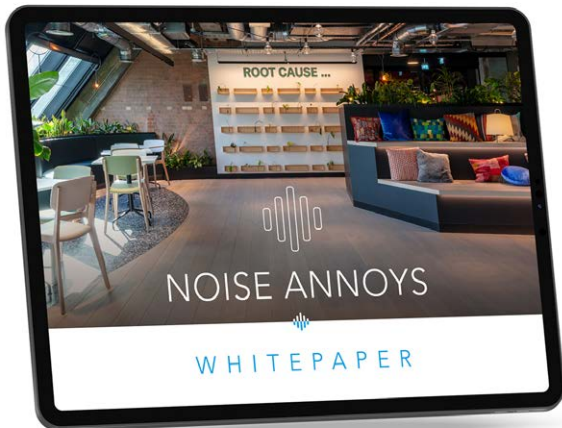
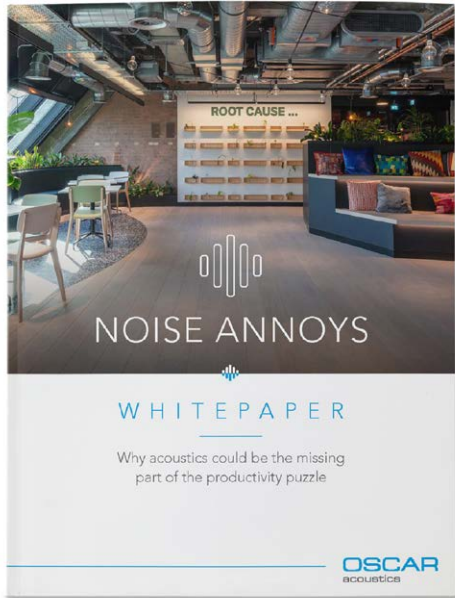


“This was a first for Additive Industries, running a sector specific digital campaign, and it was a great success. The Think Tank managed the process very effectively and delivered an exciting and successful campaign that raised brand awareness in the sector and delivered great results.”

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

Details of any recent achievements

In 2023/24, The Think Tank exceeded our objectives, despite a challenging market, showcasing growth in business, culture, and professional areas:

1. Client Growth and Retention

Surpassed goals with a **46.5% increase** in clients (43 to 63) and a **91% retention rate**, outdoing the 85% target, through enhanced service, creativity, and market presence.

2. Brand Awareness

Boosted The Think Tank's visibility and diversified enquiry profiles with larger prospects, driven by digital marketing, thought leadership, the ['Born to B2B' Podcast](#), and award recognitions.

- **Enquiries:**

Average budgets rose from £35,000 to £124,000.

- **Digital Presence Growth**

	Target	Actual	
LI Company Page			
Followers	+20%	32%	(7,175 to 9,501)
Visits	+100%	209%	(2,185 to 6,754)
Page Views	+100%	138%	(6,950 to 16,591)
Website			
Users	+20%	32%	(20,838 to 27,823)
Sessions	+20%	41%	(26,028 to 36,767)
Enquiries	+50%	110%	(295 to 621)

3. 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%

Example Activity Calendar: March 2024

Think Tank Well-being News

This month at...

FORA

Fitness:

- **Hot Pilates with 3Tribes:**
4th March at 5.15pm
Borough, SE1 1LH
- **RECLAIM:**
5th March at 8am
12th March at 8am
19th March at 8am
UNIT Southwark, SE1 6FJ
- **Functional Strength by workout with Pride:**
7th March at 7pm
Soho, W1F 7SP

You can check out more upcoming classes on the [FORA website](#). Or visit [Manor London website](#) to see timetable and book the classes.

Social Events:

- **Falafel wraps:**
5th March from 12.30-2.30pm
Lounge area (ground floor)
- **Member Social - Holborn & Farringdon:**
14th March at 5.30pm
Chancery House, WC2A 1QS
- **Introduction to floristry with LADYGARDEN:**
20th March at 6pm
Greencoat Place, SW1P 1PL
- **Fora Presents: Inspiring inclusion with June Sarpong and AJ Odudu:**
26th March at 6pm
Borough, SE1 1LB

Webinars & Talks:

- **What the body needs**
6th March 2024 at 2pm
Online
- **Sleep Well, Perform Better**
11th March 2024 at 11am
Online
- **The incredible rise of women's sport**
Date and time TBA
Online

To celebrate International Womens Day (8th March):

- **10-step plan to help women feel empowered**
11th April 2024 at 12pm
Online

Did you know:

Our Vitality package offers **talking therapy**, which could be beneficial to you if you need help getting through a difficult time. [See recent BBC article.](#)

Think Tank events:

- **Lara Millward - Creating Empathy:**
12th March from 4.45-8pm
Yorkshire Grey Pub, WC1X 8PN
- **Easter bake-off!:**
Week commencing 25th March
Further details to follow.

4. Skills

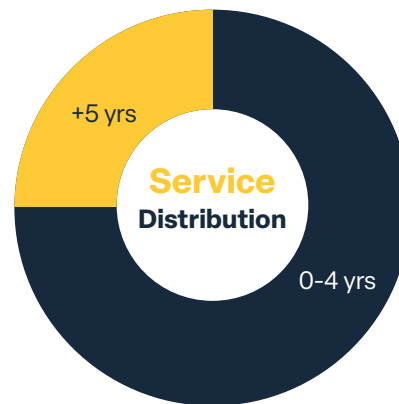
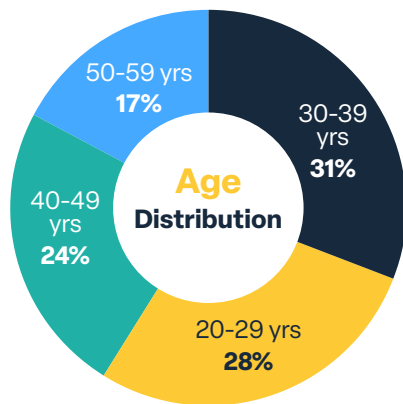
[The Think Tank Academy](#) was established to offer extensive training in soft, technical, and life skills, alongside team-building activities. With an investment exceeding £85,000 in 2024, amounting to nearly £1,750 per employee, we focused on identifying and addressing personal skill gaps and provided collective training sessions suitable for both industry newcomers and experienced professionals.

Employee Rating: 93%

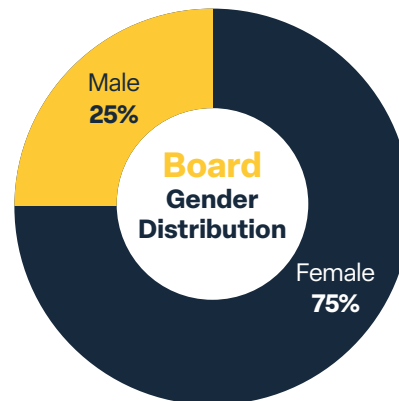
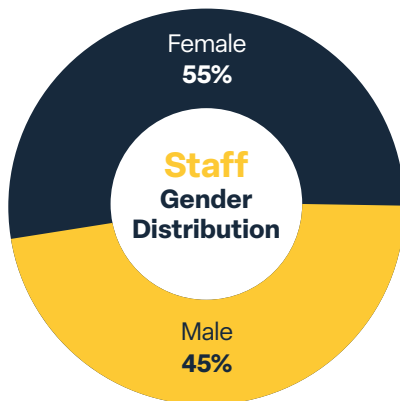


5. Diversity and Staff Retention:

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.



+25% over 5 years with The Think Tank



Details of any challenges faced and how these were overcome

As we've expanded over the past year, we've navigated several challenges:

Productivity and Efficiency:

Important in a competitive market, we implemented several strategic improvements:

- Project Management and Operations:** Enhanced our project management platform to include time management and creative/content ticketing. A Senior Operations Manager was hired to streamline workflow, leading to a 20% efficiency boost within six months.
- Training:** Offered courses on commercial awareness, productivity and Neuro-Leadership, covering topics such as Listening Skills and Courageous Conversations, aimed at bolstering mental processes and enhancing productivity.

Agency Communication:

Training has improved intra-agency communication, complemented by the adoption of a unified communications platform for chats, meetings, and calls. Educational and team-building events, including a Company Away Day, have fostered team cohesion.

Recruitment and HR:

Navigating growth-related recruitment challenges, we've significantly enhanced our employment package, emphasising wellbeing, health, and training. Enhanced brand visibility has also attracted top talent. Additional support has been extended via an external HR resource, offering employees a confidential avenue to discuss personal and work-related issues with a third party.

Culture:

Cultivating a fitting culture in a hybrid work setting has been challenging amidst growth. However, through a strategic business overhaul, and increased investment in our team, we've successfully reshaped our culture to emphasise wellbeing and knowledge, aligning with our core values. The introduction of a more inquisitive culture and the reinforcement of mental skills through neuro-leadership workshops have bolstered mental wellbeing, communication and productivity within our team.

Why should your Agency / Team 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.

Some comments from the team:

'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

'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

'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

URLs

[The Think Tank Film](#) - Click to View Entry Video

[The Think Tank Academy](#)

[Values and Culture](#)

[Phi Partners Case Study](#)

[Additive Industries Case Study](#)

[Oscar Acoustics Case Study](#)

Please detail any supporting documents you are including as part of your submission

The Think Tank Overview