

**PIMENTO.**

# PIMENTO AGENCY SUPPORT SERVICES 2024



Welcome to the latest edition of the Pimento Professional Services Brochure. As a member of Pimento, you benefit from a range of Professional Services, giving you access to a growing network of businesses who specialise in supporting the marketing agency industry. Services like Legal, HR, Recruitment, Finance, M&A and so much more.

As we expand the network, we'll continue to review our services that we offer you, and would welcome your ideas and introductions to others in this space.

Onwards and upwards,

*Stephen*

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SERVICE

Agency Marketing Services

# CHIME



## Agency Marketing Benchmark Report 2023

Findings from over 100 UK agencies of all  
shapes, sizes and specialisms.



## Get your copy now

- Industry best practice
- Benchmark your marketing
- Practice what you preach

[www.chime.agency/benchmark-report](http://www.chime.agency/benchmark-report)



### Turn up your agency's volume.

Agency marketing is hard. Our research with over 100 UK agencies proves it.

- 38% of agencies do not 'practice what they preach' with their own marketing
- 44% do not produce content with a clear audience in mind
- 38% have no rhythm or consistency to their content
- 36% don't make it clear how their work benefits clients

However, when agencies have a strong proposition, their overall marketing is 51% better quality than those with propositions that lack clarity.

With over 25k agencies in the UK and a tough economic climate, competition to differentiate and be heard is ferocious. But as an ambitious agency leader, it's impossible to dedicate time to marketing.

Enter, Chime Agency.

Our content-led approach fuels meaningful conversations with your prospects, clients and talent. We build brand awareness, aid lead generation and help you grow beyond word of mouth referrals.

Chime Agency orchestrate your marketing and content strategy then ensure its ongoing success.

### Strategy & Planning

Our marketing and content strategies scale depending on your needs. From full brand positioning and value proposition, through to tactical, content, channel and campaign planning.

### Ongoing marketing support

Outsource your marketing to experts that live and breathe agency marketing with a monthly retainer or on a project basis.

It's time to find your agency's voice and get heard.

Get in touch  
Claire Hutchings, Founder  
[claire@chime.agency](mailto:claire@chime.agency)  
[www.chime.agency](http://www.chime.agency)

SERVICE  
Accountancy

REDFIN

Redfin Management Ltd  
Chartered Accountants and Business Advisors

TECHNOLOGY BUSINESSES  
MARKETING  
AGENCIES  
DIGITAL AGENCIES  
PR  
BRAND  
STRATEGISTS  
MANAGEMENT  
CONSULTANTS  
POST PRODUCTION  
TV & FILM PRODUCTION

Redfin are a team of accountants and HR professionals specialising in the marketing communications and technology sectors.

How we help our clients:

**Consultancy** – whilst Redfin offer the usual services you would expect from a firm of Chartered Accountants, we use our sector expertise, to help clients run their business more efficiently, increasing profit and growing business value.

**Technology led** – we are continually researching and implementing new technology to ensure clients processes can be delivered accurately, quickly and as cheaply as possible.

**Information dashboards** – technology allows us to quickly provide financial dashboards to our clients, focusing on the key profit levers and, presenting in an easy to understand format means the data can be absorbed faster.

**Outsource finance department** – our outsource finance team provides clients with a greater mix of dedicated expertise, a faster more efficient service and a reduced cost. The team specialise in working with companies in your sector.

**Other services** – Year end accounts, Corporate and Personal tax, EMI Option Schemes, Management accounts and Bookkeeping.

If you would like to discuss any of the above, please contact Julian Davies on [julian@redfin.co.uk](mailto:julian@redfin.co.uk) or 07879 432027. You can also see us at [www.redfin.co.uk](http://www.redfin.co.uk).

SERVICE  
Associations

# BPIF

AI Powered Solutions

THE BPIF IS INVIGORATING  
A MODERN, PROGRESSIVE  
PRINT INDUSTRY



The BPIF (British Printing Industries Federation) is a thriving, best-in-class trade association invigorating a modern, progressive print industry. We inspire and support those within the UK print, printed packaging and graphic communication industries to see opportunities for growth. It is one of the country's largest and most dynamic trade associations and serves a sector which has a collective annual turnover of £14 billion and employs approximately 112,000 people.

We help solve business problems and drive strategic change providing the highest standard of support so our members can grow and develop healthy, sustainable and profitable businesses. Our experts specialise in offering practical, value-adding solutions for all areas of a business, ranging from HS&E and quality issues as well as giving advice and support on training, marketing, sales and finance.

We are passionate about upskilling the industry, making it our mission to educate, inspire and equip the future generation of print. In addition, we offer a wide range of opportunities for networking both regionally and nationally, including prestigious events, special interest groups and popular short courses on a wide range of topics.

#### **CDI (Creative Digital Industries)**

CDI is a specialist interest group of the British Printing Industries Federation (BPIF) and exists to support and inform the creative and digital industry.

We incorporate the key elements of the marketing and communications media by engaging brand owners, creative and digital industries, printers, data managers and consumer behaviourists.

CDI recognise business is about people, so we act as a hub to bring people together and widen networks, whether it is at our social events or supporting and initiating network collaboration.

BPIF Contact: [anais.bellemans@bpif.org.uk](mailto:anais.bellemans@bpif.org.uk)  
[www.britishprint.com](http://www.britishprint.com)

CDI Membership: [Robert@creativedigital.org.uk](mailto:Robert@creativedigital.org.uk)  
[www.creativedigital.org.uk](http://www.creativedigital.org.uk)

SERVICE  
Associations

# ALLIANCE OF INDEPENDENT AGENCIES



Together we thrive

[www.allindependentagencies.org](http://www.allindependentagencies.org)

The Alliance exists to help the independent agency community and the free-thinking people that work in it to thrive in every way.

Independent Agencies are a unique and special group of businesses and people; connected by their independent spirit, ideals and purpose, not simply their service offering. To be independent is something unique and very important in today's evolving creative economy. While the marketing landscape gets ever more complicated, one fact remains perfectly simple – the best ideas come from independent minds.

Our 'people-first' philosophy is that great people make great agencies, which in turn creates the environment to do ground-breaking work for their clients. By developing best-in-class people, services and platforms, and connecting them through a collective voice to the wider community, we're helping to cultivate a vibrant, diverse, profitable and successful commercial independent agency sector.

We're here to help teach, train, nurture and support, as well as measure and benchmark the best practices that make the community what it is today... and what it needs to be tomorrow.

- Class-leading learning and development programme
- Championing the highest professional and ethical standards
- 11 peer-to-peer Action Groups to keep you connected to the wider community
- Protecting your IP and providing legal support
- Helping you save money and improve profitability
- Keeping you up-to-date with the latest trends and topics of the day

For more about membership, visit us at [www.allindependentagencies.org](http://www.allindependentagencies.org), or get in touch with Terry Martin at [terry@allindependentagencies.org](mailto:terry@allindependentagencies.org)  
T: 0207 535 3550 M: 07908 918464

**We are the Alliance of Independent Agencies.  
Together we thrive.**

SERVICE  
Associations

# BIMA





BIMA has been the voice of the UK digital industry since 1985, bringing the digital community together in the fundamental belief that by working collaboratively, it has the power to achieve more.

Following the rapid acceleration of digital in 2020, its work has never been more important.

On behalf of its members and the wider industry, it works to:

**Address the digital skills gap** – improving the talent pipeline through initiatives like BIMA Digital Day, learning, development and mentoring programmes, and its Education and Apprenticeship Councils.

**Promote a diverse, inclusive and responsible digital community** – across the UK through its D&I and Sustainability Councils.

**Help member businesses grow** – through recognition, insight and thought leadership opportunities that help drive positive change.

For more information:

W: [bima.co.uk](https://bima.co.uk)

T: +44(0) 20 3538 6607

E: [web@bima.co.uk](mailto:web@bima.co.uk)

SERVICE  
Associations

PRCA



## MATCHMAKER

Looking for a  
PR and  
communications  
agency?

Use our **free** matching service  
to find the right agency for you.

The Public Relations and Communications Association (PRCA) is the world's largest professional PR body.

We represent more than 35,000 PR professionals in 70 countries worldwide. With offices in London, Singapore, Dubai and Buenos Aires, we are a global advocate for excellence in public relations. Our mission is to create a more professional, ethical and prosperous PR industry.

We champion – and enforce – professional standards in the UK and overseas through our Professional Charter and Code of Conduct. The Code compels members to adhere to the highest standards of ethical practice.

We deliver exceptional training, authoritative industry data, and global networking and development opportunities. We also manage the International Communications Consultancy Organisation (ICCO), the umbrella body for 41 PR associations and 3,000 agencies across the world, and LG Comms, the UK's national body for authorities, raising standards of local government communication.

Find out more:

[www.prca.org.uk/matchmaker/client-area](http://www.prca.org.uk/matchmaker/client-area)  
or call Renna Markson 020 7233 6026

SERVICE  
Audio Production

# KALUA



Kalua are a creative agency and audio production company rolled into one. From studios in Manchester and London we create engaging audio for brands and agencies to connect with their customers.

Our range of work is vast and varied - we created 3D audio for the BBC's Planet Earth; we produced the radio in BAFTA award winning Peter Kay's Car Share; we helped launch the first UK music streaming service; and every week, we produce radio campaigns for clients to run across all the major radio networks. We're a team of audio creatives and producers with a commercial strategy in everything we do.

**Radio Creative** – Our radio advertising campaigns are heard by over 13 million people every week. We fold industry insight and creativity into every local or national campaign we work across. Campaign concepts and script support, legal clearance, production and distribution is all offered in-house.

**Branded Podcasts** – No longer niche, the podcast market is a huge opportunity for brands to tell their story to a loyal and connected audience. We work with brands to help develop their podcast strategy, create and produce their own branded podcasts, and deliver them to all major platforms.

**Digital Audio** – We help brands bring their voice into digital campaigns, by producing engaging audio products and dynamic creative to run across social media and streaming platforms such as Spotify, ACAST and DAX.

Kalua is a creative audio partner that you can add to your agency, whenever needed.

If you'd like to hear some of our audio work or discuss an upcoming audio campaign, please contact:

Laura Pearson, Commercial Director

M: 07824 408663, E: [laura@kalua.co.uk](mailto:laura@kalua.co.uk)

W: [www.kalua.co.uk](http://www.kalua.co.uk)

SERVICE  
Awards

# DON'T PANIC





Don't Panic is the B2B event specialist behind some of the UK's most successful awards series.

Founded in 2005, Don't Panic has developed 34 industry-recognised awards, including the UK Search Awards, the UK Agency Awards, the Northern Digital Awards, the UK Social Media Awards, plus many more.

Designed to celebrate and reward the UK's incredible social, search, digital and tech work and innovations of the agencies, in-house teams and individuals, Don't Panic takes organisations through the entry process, offering advice and guidance to the award show with the help of their expert team of award advisors and events masterminds.

### **Ethical and Transparent**

Entrants into the awards can trust the outcome thanks to Don't Panic's 'Outstanding' accreditation by the Independent Awards Standards Council – Awards Trust Mark. The ethical, transparent and robust judging and confidentiality process means the awards are always fair.

If you would like to discuss any of the above, please feel free to get in touch with Don't Panic's Sales Manager, Stephanie Gianfriglia on [stephanie.gianfriglia@dontpanicprojects.com](mailto:stephanie.gianfriglia@dontpanicprojects.com) or call 01706 828 855.

Alternatively, you can visit [www.dontpanicprojects.com/](http://www.dontpanicprojects.com/) for more information on all the awards.

SERVICE  
Business Advisory

# THE ARC

# THE ARC







The Arc was created to disrupt the market. From day one, our mission has been to redefine the way individuals and organisations experience agency growth and M&A.

The Arc is built around three key pillar services:

**Arc Advisory** – Committed to helping independent agencies and SMEs accelerate growth, and where necessary, exit their business through end-to-end brokerage solutions on both buy & sell side.

**Arc Talent** – An Executive Search business based in London and LA, able to hire senior roles on a global scale

**Arc Coaching** – A 1:1 Mentorship Programme developed for business leaders. Taking a Strengths and Values led approach, we address performance anxieties, explore how to have confidence, find fulfilment and drive professional opportunity.

The Arc's core business values run intrinsically through every level of the business, they may not be what you would typically expect to see in the world of Mergers & Acquisitions which illustrates our proposition perfectly. We do things differently.

**Empathy** – We do things empathetically with a focus on fulfilment

**Innovation** – We are innovators in constant pursuit of a smarter, more sustainable way of working

**Connectivity** – We connect, and crucially never forget who we are working with. Humans

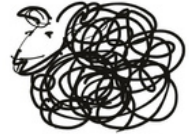
**Well-being** – We do it all with wellbeing at the heart, because we have been in your shoes and we get it.

If you want to hear more about how the arc can help you and your business grow please book a call with Founder Adam Rubins via – [Calendly.com/adamrubins](https://calendly.com/adamrubins) or email [adam@wearethearc.com](mailto:adam@wearethearc.com) for more information.

SERVICE  
Business Advisory

# BAAA!





Baaa! is a boutique consulting firm, partnering with entrepreneur owners and leaders of marketing communications organisations that will help to understand the issues facing your business, evaluate the options and make change. Business advice and advocacy which focuses on key drivers in the business.

Current projects include:

- Advice, support and mentorship to the C-Suite of three marketing communications entities
- Health check on strategy and growth for several Pimento network companies
- Merging two leading marketing communication's businesses
- Re-energise a client audit and satisfaction programme for a substantial marketing services organisation in seven countries across 50+ clients
- Sophisticated funding and banking services review of a substantial, fast growing marketing services businesses and advising on the changes required
- Advising on Board structure including the job specification for a Chairperson
- Accredited as a mediator by the Centre for Effective Dispute Resolution and retained on several professional organisation panels

So why should you talk to Baaa! ?

- 25 years of hands on experience of working at a very senior operational/network level for Omnicom one of the world's largest communication's organisations:
- Unrivalled experience in the execution of all the drivers that make a successful agency
- Track record of delivering results into very demanding stakeholders gives a razor focus on what is important
- Delivered on market entry, merged, acquired, divested and closed entities both small and large
- Experience of working with – and for – a broad range of agency measured by Revenue, Headcount, locations
- Lived and worked in multiple geographies that gives extensive global experience
- Cost-effective service which focusses on financial performance optimisation, outcome determination and crystallisation for all stakeholders.

For the start of the journey to make your agency the best it can be contact Paul Woolley at [paul@baaa.com.hk](mailto:paul@baaa.com.hk) | +44 7860 434015

SERVICE  
Business Advisory

# WEST ASSOCIATES



**PIMENTO MEMBER OFFER:**

Free succinct assessment of your refinancing options and value proposition focus, to attract the finance you are seeking.



### **Assisting corporate business in financing your future**

West Associates International Ltd is a boutique business consultancy sourcing financial solutions for corporate entities. We also introduce strategic marketing and business value proposition solutions.

### **Finance and business roadmaps built exactly to your needs**

Whether you are a boutique business or multi-site operator, we can work with you and your team to structure your business for future growth. Here's why we can do this:

- Nearly 4 decades of delivering solutions
- 120 years, in-house combined consulting experience
- Extensive network of first-class associates
- We take a 360-degree view of your operations
- Business modelling and remodelling expertise

Now, more than ever, the importance of stripping away unnecessary layers to get to the real essence of your business, can not be overstated. Clarity can be your best friend and the process starts with a keen focus on the areas of your business and the everyday dynamics that impact your organisation most.

Decision-making in unpredictable circumstances is most definitely challenging but also, achievable. We help you to make sense of it all.

### **OUR SPECIALTIES**

- Financing (including refinancing)
- Debt and equity options
- Mergers, Acquisitions, MBO's and MBI's
- Marketing & Strategic Planning
- Business Modelling & Remodelling
- Value Proposition Identification and Formulation

**We'd be very happy to hear from you for a no obligation chat**

Contact us by email at [contact@west-associates.com](mailto:contact@west-associates.com)  
or you are welcome to call John on 07831 751334  
or Michael on 07522 652381

SERVICE  
Business Performance

# A FEW GOOD PEOPLE

**AFGP** | A  
FEW  
GOOD  
PEOPLE

Think. Better.

**PIMENTO MEMBER OFFER:**

50% discount on our Product, Commercial and Operational Evaluation Workshop for your business. 15% discount on any services, training or courses.



A Few Good People are former media, creative and technology leaders who specialise in commercial, operational and product and service optimisation. Throughout our careers we have developed products and services that work for clients and were valued appropriately.

We aim to help you do the same and grow in a flexible way which fits your needs and pace. We can do the heavy lifting or we can help you take on the challenges. Whichever route you take, you are left with the tools, capabilities and processes to continue to grow, whatever your specialism or size.

#### AFGP can:

- Define and launch new products and services
- Establish how to deliver and sell existing services consistently
- Dial up pricing and margins
- Identify your value and make you better at demonstrating it
- Set out a valuable exit strategy

#### Recent work:

- Enabled a creative producer to sell free IP for 20x our fee
- Overhauled the support services of a technology deliverer, adding 40% revenue and higher margins
- Introduced governance at a media business, driving down write offs
- Modified a hardware provider's portfolio, adding software and maintenance services

A half day workshop diving into the business will provide you with an evaluation and recommendations to consider. We work to understand your goals and obstacles to getting there, then we identify how best to overcome them.

We offer a deal on the workshop's cost and other services, so please get in touch to discuss your goals and challenges.

[www.afewgoodpeople.co.uk](http://www.afewgoodpeople.co.uk)  
[andrew.radley@afewgoodpeople.co.uk](mailto:andrew.radley@afewgoodpeople.co.uk)  
07780 707800



SERVICE  
Coaching

# RECAST COACHING



PIMENTO MEMBER OFFER:

Free 45-minute chemistry meeting for Pimento Members.



Find the space to reframe your thoughts, renew your energy and reimagine your future.

At Recast, we believe the mind that holds the problem, also holds the best solution. We can all get a bit stuck sometimes, but when we're really listened to and presented with great questions, new perspectives and opportunities become available.

Life still feels particularly tough, and being at your best - even some of the time – is a challenge. At Recast, we offer coaching that's designed around your needs, at a frequency and format that works for you. Here are some ways we're helping industry leaders:

- Enhancing communications through transformational change
- Improving the wellbeing of leaders and their teams
- Increasing self-awareness, self-belief and personal effectiveness
- Unlocking creativity and innovation through increased psychological safety
- Preparing for, and transitioning into new leadership roles
- Dealing with conflict and challenging relationships
- Managing personal energy, and the energy of others
- Leading teams back to high performance

As well as 1-2-1 coaching, we also offer group and team coaching programmes. These are designed to generate trust, gain insight into collective strengths and build a coaching culture that can support itself more effectively.

*'In an extremely short period of time James has made a profound impact on our individual and collective leadership behaviours. He has an incredible ability to build trust and confidence with people.'*

*Joe Hale, CEO, Dragon Rouge*

Contact: James Renwick, Founder Tel: 07866 501068  
Email: [james@recastcoaching.co.uk](mailto:james@recastcoaching.co.uk)  
Website: [www.recastcoaching.co.uk](http://www.recastcoaching.co.uk)

SERVICE  
Coaching

# SMALL BROWN DOG



PIMENTO MEMBER OFFER:

An initial free consultation and 20% off coaching.



Confident public speaking is an important work and life skill, but so many of us find it difficult to present material or share an idea concisely and with absolute focus on the outcome.

At Small Brown Dog we believe that you don't need to be an extrovert or have a unique talent for oratory; with the right tools and the will to succeed, everyone can improve.

What is more important is to be able to find your own authentic voice and style, and never have to step away from who you are comfortable to be.

Perhaps you want to communicate with more impact or simply feel less anxious about the whole experience? We offer fully bespoke presentation and public speaking coaching for individuals and teams of all levels of experience and capability.

This coaching unlocks how to create a consistent and logical story narrative, ways to add to your ability to engage with an audience, and the use of delivery techniques that help you own the room (or the Zoom).

We work together in a way that is designed to suit your specific communication goals or help you prepare for your next speaking event. These things form the basis for the most important step any of us can make: achieving fearless communication, rather than faultless.

We also consult on pitch preparation and delivery for agencies, and speechwriting support for keynote speakers.

*"I've spent the past 4 weeks working with Steve Copestake on improving my communications skills and I can't tell you how energised I am! My approach feels focused and structured, and I now have mechanisms to help me develop."*

Marianne Ashton-Booth, CNN

Contact: Steve Copestake  
07733 075 547  
[stevecopestake@gmail.com](mailto:stevecopestake@gmail.com)

SERVICE

Commercial Consulting

# FACETS

# Stop

## Scrolling & searching.

**You've just found the perfect business development partner.**

We are the first UK company to combine strategy-to-trenches experts in Sales, Marketing, and Talent into fractional teams.

Delivering affordable, on-demand revenue growth.

**Let us prove it with our member offer**

**facets**  
For the Adaptable.

PIMENTO MEMBER OFFER:

First month of us working together is completely free of charge.  
No strings.

Facets is the first UK company to combine strategy to trenches experts in Sales, Marketing and Talent into fractional teams for affordable, on demand revenue growth.

Working with 23 agencies and technology businesses across the UK, Facets allows clients to have a team previously out of financial reach, delivering growth via end-to-end new business acquisition.

Our team consists of sales, marketing and talent specialists who combine flexibly, depending on the client's current commercial set up and revenue targets.

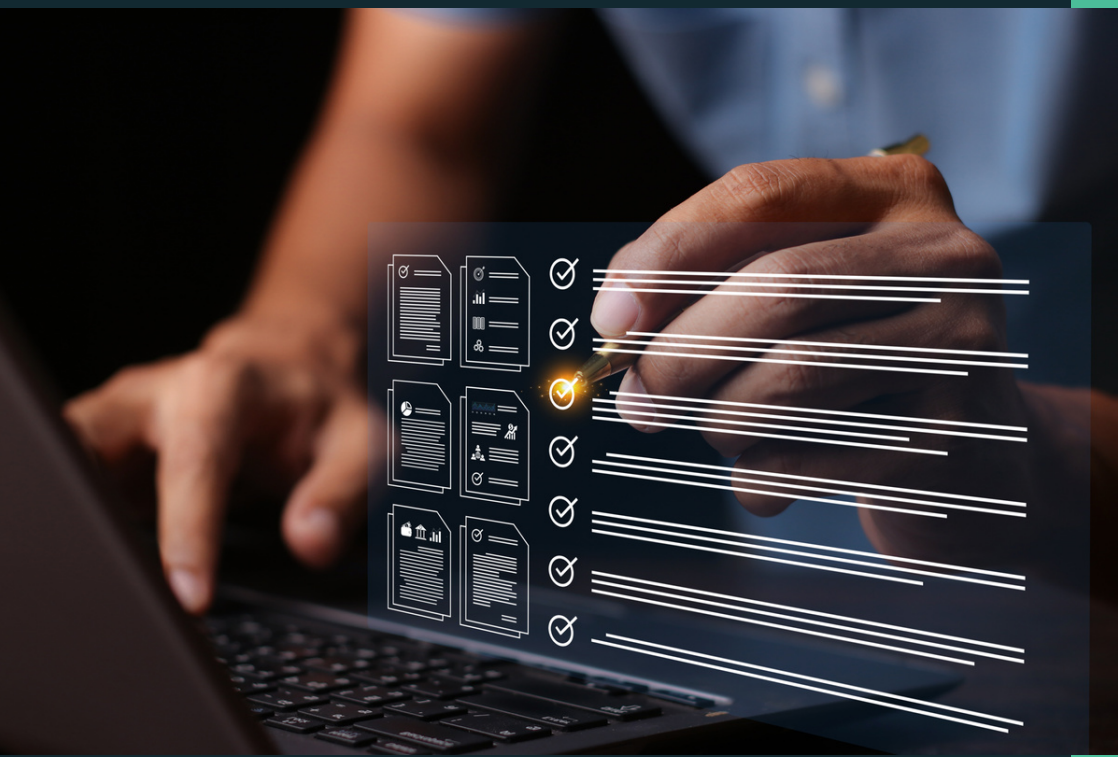
By preparing a 'Go to Market' strategy, incorporating ideal customer profiles through TAM, SAM & SOM methodology, our clients eventually have a mathematical approach to new business development through traditional sales and marketing channels combining into a revenue function. Facets are this revenue function, and by working closely with the Directors of our clients' business we are able to produce realistic expectations on growth before delivering the work as a fractional member of the team.

Please call or email Guy Littlejohn to take advantage of this amazing member offer.

07548 802351  
[guy@facetscc.com](mailto:guy@facetscc.com)

SERVICE  
Data & Insight

# ALF INSIGHT





ALF is built for new business. We're an online lead generation tool designed to save you time and help you build your pipeline. Keep your finger on the pulse of the UK advertising industry and give yourself the best possible chance of winning new clients for your agency.

**Quality Data:** The platform holds over 42,600 contacts from 18,500 brands and over 5,000 advertiser profiles. We research and update our data more frequently than any other supplier in our field to guarantee accurate contact information, including email addresses, job responsibilities and social media links. Rest assured all data is GDPR compliant.

**Insights:** Access unrivalled insights to elevate your pitch - with daily updates on industry news, new appointments, brands to watch out for and monthly whitepapers providing an exclusive review of industry trends. Over 12 years of advertising spend insight provided by Nielsen, updated quarterly, including breakdown by media channel. Plus, ALF can show you a brand's current agency relationships and the type of work each agency is doing for that brand so you can identify gaps in their roster. You can also see the date at which each relationship began, signalling which accounts could soon be up for review.

**Identify Opportunities:** ALF highlights key buying signals that could lead to your next big opportunity: investment, new ownership and advertising spend trends. Access daily updates on job moves, new entrants, agency changes and the latest major appointments in decision-maker roles. Plus, create targeted prospect lists and export prospect data for your marketing campaigns.

If you would like to find out more, please contact [sales@alfinsight.com](mailto:sales@alfinsight.com) or call us on +44 (0)20 8102 0904, and a member of the team will be in touch.

Alternatively, book a demo with a member of the team here: [alfinsight.com/request-demo](https://alfinsight.com/request-demo)



SERVICE  
HR Consultancy

# REALITY HR



## PIMENTO MEMBER OFFER:

We are delighted to offer members a FREE one-hour  
HR consultation or a complimentary HR Health Check.



We're Reality HR – specialists in people. Working in partnership with you to provide a personalised HR service supporting the success of your business.

We know that every business is different, with its own ways of working and its own unique challenges. That's why our highly flexible services can be tailored to meet your objectives and strategy, and the needs of you and your team.

However you choose to work with us, we partner closely with you, taking the time to understand your organisation before delivering pragmatic and commercial advice informed by decades of experience. We listen to you, challenge existing processes and find the most appropriate solutions.

We often begin with a full HR Health Check to evaluate your current HR provision, and then develop a bespoke people plan aligned to your overall business plan.

Our team offers a full range of HR services, including day-to-day support on a retained basis, strategic consultancy, one-off project work, and a rapid response service for those challenging times when urgent support is required. Here is an example of some of the topics we can support you with:

- HR outsourcing services
- Emergency HR support
- Recruitment support
- People processes
- Pay & benefits
- Organisational design
- International HR
- Employee engagement
- Disciplinary and grievance
- Mental health & wellbeing
- Attendance management
- Restructure, redundancy and settlements
- Outplacement support
- Management training
- Insights Discovery
- Contracts of employment and employee handbooks

Get in touch today to find out how we can help.

Please contact: Sally-Ann Hall-Jones

Tel: 01256 328428

Email: [sally-ann@realityhr.co.uk](mailto:sally-ann@realityhr.co.uk)

Website: [www.realityhr.co.uk](http://www.realityhr.co.uk)

SERVICE

Influencer Marketing

# ROOM UNLOCKED



PIMENTO MEMBER OFFER:

20% off any subscription package.



Room Unlocked is a cross between Tinder and LinkedIn. No money changes hands; brands exchange products and experiences with influential brand advocates in return for authentic content and exposure.

We operate a reverse auction marketplace, by bringing brands their influencers - who want to collaborate over their love of your brand, not for a fee. This generates genuine advocacy and authentic connections, as well as delivering outstanding results:

- On average, our clients achieve a remarkable 15:1 ROI on their marketing spend
- They save up to 200 hours of influencer outreach per campaign
- On average, our clients save £7,000 per opportunity vs paid collaborations
- They receive 3-4x as much content
- With 3x the authenticity factor

At Room Unlocked, we enable brands to build meaningful relationships with influencers who specialise in the platforms and categories you most want to target. With our platform, you have the opportunity to connect with exceptional talent that aligns perfectly with your brand's values and objectives.

If you'd like to know more about what we do or discuss a potential campaign, please contact:

Imy Gamble, B2B Marketing Manager  
Mobile: 07788597329, Email: [imy@roomunlocked.com](mailto:imy@roomunlocked.com)  
Website: [www.roomunlocked.com](http://www.roomunlocked.com)

SERVICE  
Insurance

# RISKBOX



## PIMENTO MEMBER OFFER:

A complimentary, no-obligation due-diligence review  
of your current insurance package

Riskbox are a specialist insurance broker. We pride ourselves in understanding the risks and complexities faced when it comes to insuring digital and creative agencies.

Our guiding principle is simple: your policy must work for you.

That's why we offer a complimentary, no-obligation due-diligence review of your current insurance package. Our experts have an in-depth understanding of the ever-evolving digital landscape and will assess your business's risks against the current package, providing a detailed report with our recommendations.

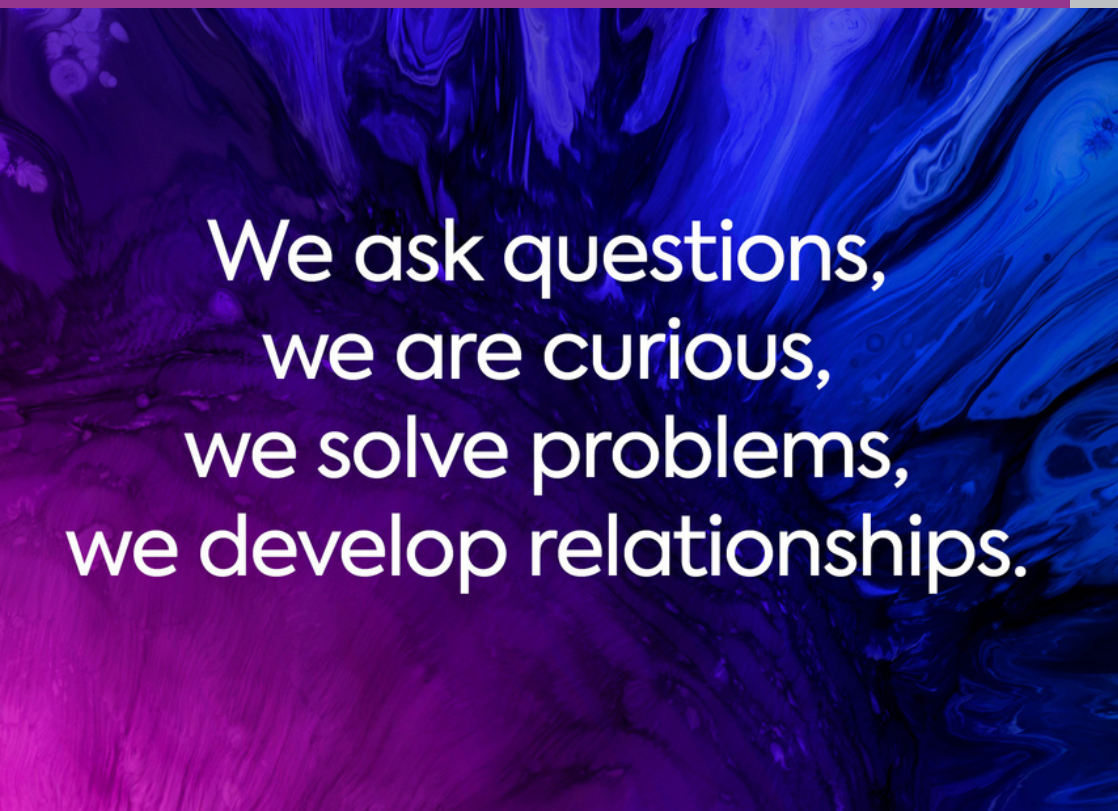
But we're more than just a transactional service provider – we're your dedicated partners. We understand the journey of a digital agency and are here to be your guiding light.

With RiskBox, you'll get more than proper coverage. You get a companion that knows your industry and stands by you through every challenge.

If you have any questions around insurance, to book your free review or if you'd like us to obtain some questions for you, please get in touch at [omar.akram@riskboxuk.com](mailto:omar.akram@riskboxuk.com) or call me on 07904 015039  
[riskboxuk.com](http://riskboxuk.com)

SERVICE  
Legal

CLARION



We ask questions,  
we are curious,  
we solve problems,  
we develop relationships.

PIMENTO MEMBER OFFER:

All Pimento members will benefit from our enhanced value standard rates which we will talk you through when we get the opportunity to meet and learn about you, your business and your plans.

We're a law firm that knows where you're coming from and can help you get you to where you want to go.

We have an unrivalled breadth of experience and expertise in the media sector, acting not only for large corporates and independent organisations in both digital and traditional media but also independent publishers, producers and design houses.

Clarion has become known in the sector for its expertise and showcases in-depth experience in advising media organisations on an extensive range of commercial issues. We provide advice to this sector across the firm and businesses continue to instruct us across our corporate, employment, IP, property and commercial teams. Utilising the breadth and depth of our cross-practice expertise, we're here to support our clients through the constantly shifting media landscape – providing strategic support, particularly in the field of MBOs and acquisitions, minimising their risk and helping them take full advantage of new opportunities.

We run an extensive seminar and event programme throughout the year, focusing not only on legal updates but also sector-focused roundtable discussions. For more information on our events for the media sector please email [marketing@clarionsolicitors.com](mailto:marketing@clarionsolicitors.com).

Want to find out more and talk us through where you want your business to go?

Please call Jonathan Simms:

Tel: 0113 336 3387

Mobile: 07825 635 213

Email: [jonathan.simms@clarionsolicitors.com](mailto:jonathan.simms@clarionsolicitors.com)



SERVICE  
Legal

# HYBRID LEGAL



## PIMENTO MEMBER OFFER:

Download a jargon-free guide to '5 essentials for a robust client contract'  
Ensuring your contracts are right is one of the best ways to protect your agency  
and minimise risk. Download this agency owner's guide to the 5 legal essentials  
for your client contracts.

Visit: [hybridlegal.co.uk/robust-client-contracts](https://hybridlegal.co.uk/robust-client-contracts)



Since 2013, Hybrid Legal has been recognised for its innovative approach to legal services. Our reputation of transforming traditionally overpriced jargon-filled consultations, into straight-talking, fixed fee legal support, has already helped more than 50 agencies in the UK creative industry.

Our highly responsive and cost-effective expertise is tailored to agency leaders, which means you can focus on growing your business and protect its commercial value.

Unlike most traditional law firms, we believe in transparency and fairness. This means you can kiss goodbye to hourly charges and outrageous fees for every call or email.

At Hybrid Legal, our fixed fees model provides you with peace of mind and financial predictability.

We can help your agency:

- Avoid scope creep
- Get paid on time
- Negotiate with your clients and their legal advisors
- Protect your agency's IP
- Save time and reduce your risks
- Manage and avoid difficult scenarios with freelancers
- Sell, or prepare for sale, your agency
- Buy or merge with another agency

Our model is deliberately different and firmly focussed on your needs. Partner with us and you'll get:

- Fixed fee guarantee: There are no surprises as our fees are always fixed.
- Clear communication: We speak in plain English not legal gobbledegook
- Responsiveness and precision: You can rely on us for a swift and accurate service.

If you'd like to talk to the lawyers who talk your language, get in touch today.

T: 0333 014 4568

E: [Hy@hybridlegal.co.uk](mailto:Hy@hybridlegal.co.uk)

Visit: [www.hybridlegal.co.uk](http://www.hybridlegal.co.uk)

SERVICE  
Management Consultancy

# NOW NEXT WHY

## THE INDEPENDENT AGENCY ALLIES



PIMENTO MEMBER OFFER:

Drop us a line for a free diagnosis session.



It's tough out there. We get it. We've been there.

But great opportunity still exists for agencies with distinct propositions, smart commercials and brilliant people.

We are a collective of proven agency founders and leaders, who passionately believe in the power of the independent agency sector.

Built to optimise all aspects of a communications business and accelerate growth, from turnaround to merger and management.

We're consultants who have actually been there and got the t-shirt. Our team works across 3 key areas: culture, product and commercials. Each with an internal champion, able to draw on support from a world class bench of experienced advisors.

**Interested in accelerating your agency?**

Drop us a line to arrange a free Diagnosis Session with two of our advisors. [paul.woolley@nownextwhy.co.uk](mailto:paul.woolley@nownextwhy.co.uk)

SERVICE  
Marketing Automation

# FORCE24



## Force24: Marketing Automation is the next generation of GDPR-compliant Martech.

The UK built and managed automation platform has been purposefully developed to deliver the features that really matter.

With its powerful automated journey builder incorporating an easy drag & drop email builder, SMS and dynamic microsite creation suite, you have the full power of the advanced marketing technology at your fingertips, not to mention powerful IP tracking, cutting-edge web analytics and innovative lead scoring for every visitor to your site. The result? Great-looking, intelligent marketing campaigns that link in with your CRM whilst generating qualified leads and contributing to business growth.

Far from another faceless corporation, another of Force24's greatest assets is the people behind it – a 100+ strong team of marketing experts with a range of skills including strategy, design and technical development. It all comes back to one underlying goal – to provide intuitive marketing automation technology and ground-breaking support to UK marketers. Not only do we provide a top-quality service; we're with you every step of the way.

Free training is standard for every customer, with every query answered within 46 seconds by your dedicated support team at our Leeds-based HQ. We're available Monday to Friday, 9 to 5:30 on your time-zone to help you with anything you want.

For more information:

0845 272 5990

[www.force24.co.uk](http://www.force24.co.uk)

SERVICE

Marketing Automation

# LEAD INTUITION



## Marketing & Sales Automation

lead intuition   
AUTOMATED MARKETING & SALES SYSTEMS

ActiveDEMAND

 FunnelFLARE

### PIMENTO MEMBER OFFER:

We offer a free consultation and a reduced-price platform integration and training fee for Pimento members, typically saving you £200.

Working with digital agencies and businesses throughout the UK, we plan and integrate Marketing and Sales enablement systems centred around ActiveDEMAND; the one stop marketing automation platform and FunnelFLARE; built for sales process automation.

We partner with clients at the planning stage and then work with them through implementation, helping teams to adopt the system using bespoke training and guidance. Technical support and training are UK based and delivered during UK business hours to make your life easier.

ActiveDEMAND is an integrated marketing automation platform built to help businesses easily create, execute, and track marketing engagement of all their digital campaigns. In addition to email, social media and web tracking it provides powerful features such as webinar integration, advanced appointment scheduling, deep personalisation tools and intelligent campaign metrics. Agencies can white label the platform to their own brand and have their own portal for client accounts.

FunnelFLARE is a sales process automation platform built for busy sales-people. It reduces your sales effort allowing you to spend more time with the prospects who matter. With a power dialler, task module to set reminders, web tracking, call recording and transcription, automated voicemail drop and customisable automated email campaigns, it speeds up the process to get more calls completed. It integrates with most mainstream CRMs, allowing you to work from the CRM or FunnelFLARE with no loss of functionality.

[Book an appointment with us today here.](#)

# THE ADVERTIST





Everything we do at The Advertist is designed to help you win new business.

There are two types of new business; referrals and fresh new business. The former you take care of but have less control over, the latter defines the future direction of your agency: new territories and disciplines - this you have complete control over.

And that's where The Advertist comes in.

Using our platform, you'll stay on top of all the latest daily news, intel, data, People Moves, tenders and M&A from 24 different sectors. The Advertist is used by the experts every day.

We stand alone in our no-bull pricing too. Pimento members get three licences for one single annual subscription of £1500 (normally £3500).

In addition, our long-running podcast Fuel is setting new standards in b2b broadcasting, providing interviews with heads of companies and services that help you create stand-out in your new business campaigns – from content marketing ideas, to creative thinking strategies and hints and tips to drive sales.

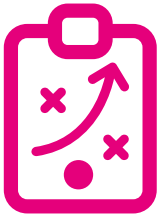
Our team has been working in comms and creative new business for over 25 years and The Advertist is over 14 years old. Our client retention rates are unmatched because we do what we promise; to help you win new business.

Give the team a call on (UK) 0203 356 3717 or email [hello@theadvertist.com](mailto:hello@theadvertist.com)

SERVICE

Marketing Procurement

# TINA FEAGENT



Consult



Benchmark



Training



E: [tf@tinafegent.com](mailto:tf@tinafegent.com) | T: 07970 472 211 | [www.tinafegent.com](http://www.tinafegent.com)

One of the first to work in Marketing Procurement over 25 years ago. I established many of the first Marketing Procurement teams in the UK for Cellnet (Telefonica), SB (GSK) and Orange & France Telecom. From Lucozade Sports bottles to Orange Arrows Formula One Racing, there isn't a category of marketing that I haven't procured.

I was the first Procurement person to work agency side at Grey Advertising as their Commercial Director. I then did the same role at Lowe Advertising. An experience that taught me how agencies work commercially. In 2006 I set up Tina Fegent Consulting to offer a Marketing Procurement Consultancy service to clients.

I manage and work alongside clients and agencies, working at a strategic level to help identify what is required to make marketing procurement a success in an organisation. Market knowledge and stakeholder engagement being some of my key attributes.

The services that I offer to agencies fall into three buckets:

- 1. Consult** – Support in a tender process; Review of client contracts; Negotiation support when facing client procurement; Development of a strategy for managing client procurement; Build a plan for identifying, selling and engaging with client procurement; Design and the chairing of agency branded events for client procurement; Audit of existing client procurement relationships and identification of areas to improve on (6 monthly programme).
- 2. Benchmark** – Benchmarking of Fees; Remuneration Models; Production costs and Contract terms against the marketplace and competitors.
- 3. Training and Mentoring** – Training on Marketing Procurement and Negotiation. Coaching and Mentoring for individuals and teams on how to work successfully with Marketing Procurement.

For more information, contact Tina at  
[tf@tinafegent.com](mailto:tf@tinafegent.com) | 07970 472 211 | [www.tinafegent.com](http://www.tinafegent.com)

SERVICE

Mergers & Acquisitions

# M&A ADVISORY



IS YOUR COMPANY READY FOR THE BIG STAGE?

M&A Advisory is a central London based mergers and acquisition specialist, advising on sales and acquisition in the global marketing communications and Martech sectors. With a 25-year heritage, our practice is built upon excellent market knowledge, sound business experience and the highest possible deal completion rates. The team are all experienced professionals and business practitioners who deliver a high quality, cost-effective advisory and executional service. There is a focus on maximising value through the creation of a strong cultural fit and outstanding business proposition.

We can advise you on the right timing, find you the optimum partner, consider all cultural and business issues as well as recommend the best path to value.

Whether you need to establish how much your company is worth, how much value you can add to it before sale, want to know what buyers are looking for or how to deal with unsolicited approaches, we can help.

### Why choose M&A Advisory?

We deliver:

- Professional expertise combined with strong business experience
- Sector specialist
- Unrivalled deal completion rates
- 25-year heritage
- Global offices in Europe, East and West Coast USA, Asia and Australasia
- Cost-effective service
- Focus on maximising value

For more information or if you have any questions, please contact David Blois or Michelle Underwood.

Contact number: 0207 680 1944

Email address: [davidb@mandaadvisory.com](mailto:davidb@mandaadvisory.com)

Website: [www.mandaadvisory.com](http://www.mandaadvisory.com)

SERVICE  
New Business

# GRAY MATTERS



## PIMENTO MEMBER OFFER:

We offer all Pimento members a 15% discount on our training and events. Get in touch for the Discount code!

Gray Matter's philosophy is sustainable business development. We empower and mentor agencies to become more self-sufficient in attracting and winning new business. Our mission is to help people learn to love business development and explore what we believe is a fascinating, multi-faceted discipline. We have been honing our craft for 15 years building agency brands, developing new business pipelines, and winning new projects and clients.

We specialise in working with agencies of all shapes and sizes.

Our phased 1-2-3 approach starts by developing your distinct positioning, by delving into your backstory and then crafting a growth strategy to amplify it through marketing to generate leads. We then provide the delivery, mentoring, operational processes and practical tactics you need to harvest a new business culture and deliver consistent growth. We'll teach you how to identify and attract the right prospects, nurture relationships and close – improving conversion rates and creating long-term sustainability.

We have a range of packages; the 12-month, Whole Kit and Caboodle with Marketing; the 6-month Foundation, the Pure Lead Gen Retainer, through to Mentoring and light-touch, Advice & Support. We also work on one-off positionings or strategy projects and campaigns.

Our business model is designed to flex around your budgets, in-house resource and ambitions, ideal for a long-term partnership.

On our website, you will find a range of events – discursive Roundtables and debates to explore your challenges, training Masterclasses and larger Panel Sessions. You can also check out the resources section with downloadable tools, video tutorials and book recommendations.

[gray-matters.co](https://gray-matters.co)

[adam@gray-matters.co](mailto:adam@gray-matters.co) – 07979 007400

[zeph@gray-matters.co](mailto:zeph@gray-matters.co) – 07500 081287

If you're looking to recruit business development talent in-house, please check out [www.bdmatters.co](https://www.bdmatters.co)

SERVICE  
New Business

# PIMENTO FUSE







Agencies are finding it harder and harder to create genuine differentiation and cut through. They struggle with their own marketing and new business, creating a need to utilise external specialists for growth.

This is where Pimento Fuse comes in. We bring the strategic solution and couple it with the tools, techniques and specialist resources that we know can accelerate that growth. We do this by bringing in the right resource from across Pimento to become your team.

**Pimento Fuse is Pimento for agencies.**

We build our bespoke solution based on our five-step process:

- **DISCOVER** – We want to understand, and analyse your approach to marketing and new business
- **DIAGNOSE** – The next step is to refine your approach, your position, and your marketing and new business strategy
- **DESIGN** – We now make things happen. We create the right assets needed to succeed
- **DELIVER** – The fourth phase is to deliver against the marketing and new business plan
- **DEVELOP** – We don't stop though. We constantly review, refine and enhance to ensure we are constantly optimising

Pimento Fuse is a solution of Pimento, backed with the same ethos of bringing best in class marketing and new business support (from design, content, tech, webinars, IP/Product development, PR, Social, SEO/PPC and so much more) to accelerate your growth.

As with our brand clients, each team is led by a senior Director, in this case a professional New Business Director and is backed by the new business consultants that sit within the Pimento Network.

Get in touch to see what Pimento Fuse can do for you  
For a free assessment call Paddy on 07713 743388 or  
drop me a line at [patrick.woods@pimento.co.uk](mailto:patrick.woods@pimento.co.uk)

SERVICE  
PR Services

# JOURNOLINK



## PIMENTO MEMBERS OFFER:

Flexible packages are available to meet the needs of individual Pimento members.

JournoLink is a full-service digital PR platform built to help Agencies of all types, as well as helping PR Freelancers and PR Agencies to manage their clients' needs more efficiently and economically.

JournoLink already works with Digital, Social, Advertising and Content Agencies to extend their services in a simple hassle free way into the PR sector... doing more for clients at a surprisingly affordable cost.

The key value points are:

- Press Release Distribution - targeting relevant journalists
- Real-time Analytics Tracking
- Live Media Requests - from journalists looking for case studies, quotes and content
- Access to a Contact Database of 70,000 UK journalists
- Dynamic Calendar of upcoming news hooks
- Hosted customised Media Rooms for clients
- CRM function to help track client activity

Here's a [short taster video](#).

To learn more take a look at the [Pimento/JournoLink Partner Package](#).

Full details available from Peter Ibbetson  
by email on [peter.ibbetson@journalink.com](mailto:peter.ibbetson@journalink.com),  
or on 07903951152

SERVICE  
Print

# PRECISION PROCO



Precision Proco have never been afraid to think differently and print differently. It all comes down to understanding what our clients need from us to stand out in a crowd and drive real results.

We understand the customer journey and can help you deliver timely, relevant and personalised print that reaches the right people at the right time.

We tick all the obvious boxes: able to take on any size job; exceptional quality guaranteed however tight the deadlines; and brilliant service that makes it all seem effortless.

You need a partner who's always thinking ahead. For us, the future is already here. Everything we do is about connecting and collaborating. People and technology coming together, seamless integration of on and offline marketing channels, and the crossover of ecommerce and human support.

**Data Driven Direct Mail** – We're revolutionising the way our clients implement their DM campaigns, combining data, speed, relevance and automation to supercharge direct mail effectiveness.

**POS & Large Format** – With over 10 years' experience of creating "stop you in your tracks" POS and large format installations for some of the UK's leading brands, we've not only got the vision and creative flair but all the technology to make those ideas a reality.

**Tech Workflow** – Our workflow technology allows for the responsive, automated and personalised production of collateral, all at the touch of a button.

**We're data experts who print** - If you've got the data, we have the expertise and strategic thinking to supercharge your marketing strategy to deliver high levels of engagement and cut through.

Why not get in touch to learn more about how we can help you think different to print different:

[www.precisionproco.co.uk](http://www.precisionproco.co.uk)   [hello@precisionproco.co.uk](mailto:hello@precisionproco.co.uk)  
0114 2728888

SERVICE

Promotional Compliance

# PROMOVERITAS



## PIMENTO MEMBER OFFER:

We are offering new clients 100% off their first set of prize promotion T&Cs and then 50% off the second set, just by being a member of Pimento!\*



We help brands and agencies run prize promotions compliantly. Over 21 years, we have shaped more than 16,000 promotions and awarded prizes spanning over 90 countries. With our blend of digital, legal and operational expertise we ensure prize promotions are delivered successfully.

Prize promotions can significantly increase sales, build a database and enhance brand reputation. For anyone considering a prize promotion, PromoVeritas will ensure that it is run legally, fairly and under independent supervision.

#### **Pimento members looking to run a promotion!**

We are offering new clients 100% off their first set of prize promotion T&Cs and then 50% off the second set, just by being a member of Pimento!\*

\*The small print

- Only valid to members who have not sent a brief to PromoVeritas in the last 12 months (from date of brief received)
- 100% off first set, 50% off second set
- Offer applies to T&C's only; all other services are charged for at full price based on the services required from the brief received.
- UK promotion only; international available charged at standard rate.
- The cost of the T&C's is based on the number of days turnaround/complexity required and are based on PromoVeritas' standard costs.
- The offer applies to either PromoVeritas drafting the T&C's or reviewing client drafted T&Cs
- Offer expires 31st August 2023.

**Get in touch to discuss your next prize promotion!**

[info@promoveritas.com](mailto:info@promoveritas.com)

+44 (0)203 325 6000

Quoting "Pimento Offer"

SERVICE  
Recruitment

# CONCEPT RESOURCING





Finding the right people with the right skills at the right time.

We are a team of experienced Digital, Creative & Marketing consultants, who offer an honest and transparent approach. We work extensively with agency-side clients (SMEs and Multinationals), understanding their needs as a business and delivering tailored solutions to support their growth and retention.

CONCEPT CREATIVE, our Digital, Creative & Marketing specialism, set out with our key objective to break the stereotype of recruitment, showing how it should be done!

#### Where We Deliver

- **Software & Web Development** - Front end, Back end, Full stack and everything in between
- **C#, .NET, PHP, Python, Ruby, Javascript**
- **Design** - Motion, Animation, Social, UI/UX, Product, Games, Graphic, Digital, Print.
- **Production** - Producers, Video Editors, Production Managers, Head of Production, Colourists.
- **Digital Marketing** - SEO, Paid Search, PPC, Social.
- **Database Development**
- **QA/Test**
- **Product & Project Management**

#### What Makes Us Different

- **We Listen** - We only send candidates that meet your criteria & exceed your expectations.
- **We Consult** - We provide expert consultancy to aid your growth strategy. Establishing the who, where and what skills are needed.
- **We Provide Quality** - We aren't driven by activity numbers, we focus on high conversions and quality hires. We don't just fill jobs, we build relationships.

[www.conceptresourcing.com](http://www.conceptresourcing.com)

t: 01384 246 254

e: [sarah.white@conceptresourcing.com](mailto:sarah.white@conceptresourcing.com)

SERVICE  
Recruitment

# FUTURE WORK



FW

The role of work has changed beyond recognition. Nothing is fixed anymore. Location, hours, contract type – they have all become fluid and will continue to change as we progress into the 21st century.

That's why we set up Future Work – a bold new initiative to help employers navigate the choppy waters of the new world of work.

Future Work is the result of a merger between Pimento People and Premier Consultants that brings together two established recruitment firms specialising in the marketing and digital sectors. We offer a full range of recruitment services from interim placements through to full-time positions.

We also offer bespoke consultancy, counselling and outplacement services, and advise on recruitment best practice.

Our expertise across both the agency and client side means we can swiftly and discreetly identify applicants who match the requirements for roles.

We offer Pimento Members a discount on any opportunities we are briefed on from within the network and we have a revenue sharing policy where introductions to Members' clients are made.

To find out more about how Future Work could help your business, contact Russell White - [russell.white@future-work.co.uk](mailto:russell.white@future-work.co.uk)

SERVICE  
Research

# QUESTION & RETAIN



Question & Retain (Q&R) helps you to listen better to your clients, employees, members and/or stakeholders in order to improve retention and drive growth.

Q&R measures and manages client satisfaction, employee experience and stakeholder sentiment. We take the Pulse.

Our online tool, Pulse Check, helps you to understand what any audience is thinking and feeling about any topic, at any time. We provide consultancy on what questions to ask and what to do with the data.

Since 2012, we have been helping agencies, membership organisations and blue-chip corporates to become more rigorous in how they measure sentiment.

If you are interested in growing your business and retaining your best people through taking the Pulse, then please get in touch to talk about how we can help.

Annabel Dunstan, CEO and Founder on 07790 216 441  
For more details see [www.questionandretain.co.uk](http://www.questionandretain.co.uk)

SERVICE

Training & Development

# ASHLEY BORODA



PIMENTO MEMBERS OFFER:

10% discount for Pimento Members.



## About iMA

Connectivity is a fundamental life skill and yet, up until now little or no training has been available to us. iMA is an exciting universal language, designed to maximise connectivity i.e. mutual liking, trust, understanding and respect.

Everyone in the world speaks one of four iMA dialects, putting her/him on the same wavelength as 25% of the world's population. The majority of people, many of whom are important to your success, are on a different wavelength than you.

The universal language of iMA is a simple way of observing and understanding the differences in people, then connecting with them on their wavelength. When this happens communication, trust, understanding, co-operation and sales go up, and stress and tension go down.

## Ensuring that All the Right People are in all the Right Places.

People have iMA Colours and Jobs have iMA Colours.

Job styles can be matched to a person of the same style, meaning this perfect match has landed you an employee who loves the job you need them to do. People thrive in jobs that they love and they love those jobs because they are good at them, the reason they are good at the job is simply because they are a perfect match.

If you need talent advice to ensure all the right people fit and/or need your team to be fully productive, while continually bettering your relationships with clients; please give me a call.

[ashley@ashleyboroda.com](mailto:ashley@ashleyboroda.com)  
[www.ashleyboroda.com](http://www.ashleyboroda.com)  
07973 600 761

SERVICE  
Training & Development

# OMG CENTER

**UNLOCK THE TRUE  
POTENTIAL OF  
YOUR AGENCY.**

**MORE MONEY,  
MORE TIME,  
LESS STRESS,  
MORE QUICKLY!**

**UNLOCK YOUR AGENCY'S POTENTIAL**

**OmG**  
CENTER







## The OMG Center, A Catalyst for Agencies That Aspire to More

Navigating the labyrinth of digital agency growth is complex. In a rapidly evolving digital landscape, agencies that thrive are those equipped with a clear, actionable strategy. Our data shows that agencies poised for growth outshine the competition significantly, not just in revenue, but in their ability to innovate and lead.

In the bustling marketplace of over 25,000 UK agencies, amid economic ebbs and flows, differentiation isn't just desirable, it's vital. As a driven agency leader, your expertise is best invested in your business's core operations, not the intricacies of marketing it.

### Enter The OMG Center - "The Agency Accelerators."

**Selective Acceleration Programme** - Our acceleration programme isn't for everyone. It's a selective, semi-bespoke pathway crafted for agencies that are ready to rise above the status quo. Tailored to your agency's specific goals and challenges, we focus on the precise growth mechanisms that promise the most impact.

**Strategic Growth Without the Gamble** - We believe in growth that's felt, not just forecasted. Our approach meticulously de-risks your agency's expansion plan, ensuring a smooth and secure ascent. We're about strategic steps, not leaps of faith.

**Efficiency in Expansion** - Time is your most precious commodity. Our programme is a commitment to making every moment count, delivering impactful results without the drag. We streamline your operations, magnify your focus and propel your agency forward.

**Revenue and Resilience in Harmony** - Your agency's growth should enhance your life, not complicate it. We craft strategies that boost your bottom line while safeguarding your peace of mind.

We're not here to sell; we're here to partner with agencies eager to embrace their potential. If you're ready to grow, truly ready, then let's talk.

**Are You Ready to Turn Your Agency into A Business?**

Get in touch with Chris Simmance to book a discovery call:

[omg.center/Pimento](https://omg.center/Pimento)

SERVICE  
Technology

# VERACITY



**We have two products that protect organisations from bots!**

**VERACITY Ad Fraud Protection** for paid search and social, detects bots across all channels and blocks them on Facebook, Instagram, Google Search Ads and Microsoft Search Ads. This empowers agencies and marketers to improve campaign spend effectiveness and the quality of visitors.

We help to reduce wasted ad spend by preventing click fraud on the campaigns run across PPC and paid social. Bot clicks and other invalid traffic waste around 40% of ad budgets. We currently reduce that waste by up to 66% for our customers.

Very easy to implement, we offer organisations a free Traffic Audit to experience the benefits and measure the performance improvement.

**VERACITY Web Threat Protection** is a Deep Tech machine learning (ML) solution to prevent fraud by protecting websites from bots, assuring only humans in internet transactions.

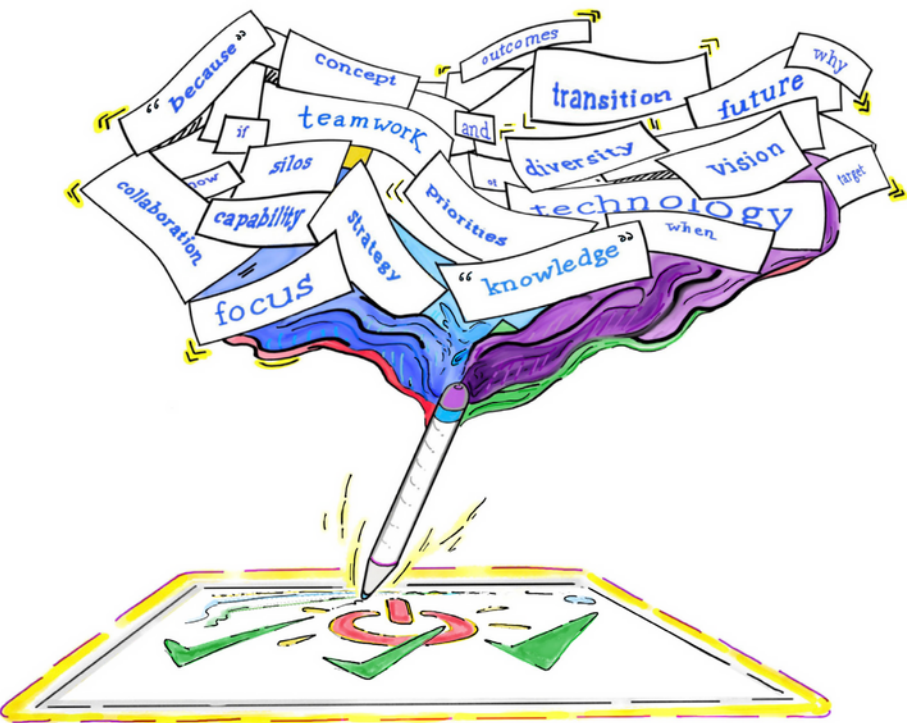
The platform is applicable to organisations small and large in multiple market sectors including Financial Services, eCommerce, Advertising, Gaming, Travel and more.

We test for human or bot behaviour as soon as an online process is triggered. Bots that get through the outer perimeter are detected very quickly 'in process' before any damage is done, assuring only humans in the process.

Easy to implement and highly effective in stopping non-humans gaining access to your website. A free Threat Assessment enables organisations to see the results for themselves.

To find out more about beating those bots, visit [www.vtn.live](http://www.vtn.live) or contact Mike Townend at [mike.townend@vtn.live](mailto:mike.townend@vtn.live)

# PURPLE HERON



### **Purple Heron is a visual content specialist.**

We provide dynamic and engaging illustrations bringing colour to your communications. Our vibrant images capture the essence of your (remote) meetings, Grabbing the attention and engagement of bigger audiences. We help make your event unique and memorable, bringing words to life. Getting your content read, maintaining brand engagement, sparking discussion.

### **Digital Graphic Recording**

More than just a (video) conference: we harvest the core energy and insights of your event. Capturing key headlines and the content of your session in a real-time graphic summary; Image/s can be projected in your meeting, or into the gallery view of your virtual calls. Participants see a live summary of the session, shareable in-house and online post-event. Creative engagement for Webinars / Calls / Meetings / Conferences / Training / Pitches. Refreshing memory, bringing impact revival, motivating learning so your ideas live on.

### **Content Visualisation**

We create eye-catching digital illustrations that put your information: in formation. Opening your audience's minds and sparking their imaginations through bespoke images. ARTiculating your brand and values. SEEing Vision/Strategy/ Culture/Internal Disputes/Operational Breakdowns/Leadership. DRAWing attention to your story: Rich Pictures, Visual Identity, Graphics for Social Media.

Since 2011, we have been helping businesses and organisations turn words into pictures. Working virtually and face-to-face our digital packages can be tailored to your needs. **Like the bird, Purple Heron is a rare breed. We are poised to help you catch the big fish.**

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SERVICE  
Wealth Management

# WILCOX DAY WEALTH MANAGEMENT



PIMENTO MEMBERS OFFER:

\*Members can receive the business benchmark  
with no cost and no obligation.

At Wilcox Day, we help business owners and individuals make better choices with their money.

**Owners:** we can help you:

- Benchmark your business\* versus your peers
- Extract profits
- Provide employee benefits and financial education
- Protect and control your business against unforeseen events

**Individuals:** we work together to identify your goals and align your finances by creating a plan that has real meaning to you.

We offer a wide range of services, including:

- Business Owner advice (Profit Extraction, Employee Benefits, Shareholder Protection, Loan Protection, etc.)
- Pension & Retirement Planning
- Investment Planning
- Mortgage advice
- Protecting what is important to you
- Inheritance tax planning
- Workplace Financial Education and Wellbeing

Your home may be repossessed if you do not keep up repayments on your mortgage

Wilcox Day Wealth Management Ltd is an Appointed Representative of and represents only St. James's Place Wealth Management plc (which is authorised and regulated by the Financial Conduct Authority) for the purpose of advising solely on the Group's wealth management products and services, more details of which are set out on the Group's website [www.sjp.co.uk/products](http://www.sjp.co.uk/products)

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For more information about each of the members, search on the Pimento Portal

<https://portal.pimento.co.uk>

If you need any help with the Portal,  
email [support@pimento.co.uk](mailto:support@pimento.co.uk)

Or contact your Partner Director

[Pimento.co.uk](https://pimento.co.uk)