

RATED INTELLIGENCE

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WELCOME TO THE LATEST EDITION OF LIVING RATINGS

This is our 30th edition of Living Ratings, and we're excited to expand our second annual analysis of the brand and digital intelligence of the UK's professional services industry to report on the Top 50 firms. Our research was conducted following a year of unprecedented change wrought by the global pandemic. Our findings reveal a set of distinct winners who adapted quickly and smartly to the changing business environment and how companies would now engage their clients.

Trends, Themes & Takeaways

Across all the sectors we study, our analysts evaluate the digital intelligence of the leading firms, focusing on the expression of their brands and values, as well as any evidence that they're keeping pace with the always evolving social media arena. Firms that sit atop our rankings demonstrate that they understand the importance of communicating their competitive differences to their audiences. Our months-long review of professional services firms in the UK finds a significant chasm between the leaders and the laggards.

While businesses were challenged by an inconsistent stop-start-stop pattern of shutdowns across the country, digital engagement experienced a very consistent rise as the world flocked to the internet.

Standing apart by standing above

The top 7 firms stood out amongst the crowded digital bazaar by delivering better quality user experience (UX), relevant content, compelling storytelling, and clear social channel strategies. In each case, the cumulative effect was a smarter and more authentic application of their brand. Those firms that tried and failed – or didn't try at all – are uncovered in our Ratings.

Brand as your North Star

To lead your audience to you, you need to offer them a North Star to navigate towards. Who you are, what you do, what you stand for, and ultimately why you matter to them. When it comes to professional services firms in the UK, only half of the Top

50 are succeeding in articulating any sort of brand positioning.

Content is king – but still not everything

The plurality of firms in our study (21) fared better at maintaining a digital environment required to keep their audiences engaged than actually providing worthwhile content. Despite those efforts, our overall Ratings saw an apparent reluctance among firms to invest in their digital infrastructure, resulting in low scores on information architecture (34%) and online tools (30%). And most damning is the abysmal score on high-quality search (10%) – the most critical way to help and engage your website visitor. Give them what they're looking for!

Right place, right time

Is it too bold to expand your social media presence? Audiences don't think so. They know you'll be on LinkedIn, the business content channel, where 90% of firms have active accounts. But your stakeholders are looking for more of your storytelling on other social channels as well. Yet only 38% of firms are actively utilising Instagram, with only 44% active on Facebook; these are the channels where many successful brands are communicating their culture as a window into the firm.

Getting 'About Us' right

In telling their stories, firms are defaulting to short, perfunctory facts-only descriptions. They're missing out on the opportunity to create broader, richer narratives. Your story should be more than 'what we do' – but 'what we are doing'. For example, the world



Greg Hobden,
Managing Director

wants to know about how hot topics like ED&I and ESG, fit into your firm. From investors to prospective clients and potential employees, visitors to your website and followers on your social media channels want to learn what actions you're taking.

In summary, our Ratings research indicates that even those firms that ranked high have room for improvement in brand and digital intelligence. Opportunity abounds to make your clients' digital experience better, your firm's brand stronger. With the world easing out of pandemic-enforced restrictions, now is the time to act on the lessons from the past year, champion the new embrace of digital engagement, and prepare for bold moves ahead.

I hope you enjoy reading this year's professional services firm Ratings and should you have any questions or would like to have a bespoke presentation of our findings, please do email me at:

greg.hobden@living-group.com

NOW'S THE TIME

TO MAKE A

BOLD

MOVE

**The world has been turned upside down.
Is your brand in a position to move onwards and upwards?**

Bold is not brash and audacious; bold is confidence instilled from knowledge, experience and data. Combined with innovation and creativity, your courage now will distinguish you in the marketplace and help you get ahead of the competition.

To find out how we can bring your brand and digital proposition to life please contact:

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Gigi Yung in Hong Kong (gigi.yung@living-group.com)



www.living-group.com

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HIGHLY RATED

About Ratings

Now in its 30th edition, Living Ratings benchmarks the brand and digital intelligence of the world's leading financial and professional services brands.

These studies provide our clients with evidence-based insight that continuously enhances their marketing communications and gives us unparalleled knowledge of our specialist sectors.

Digital diagnostic

In addition to our annual Ratings report, we also offer an in-depth diagnostic of your brand, website and social media footprint, analysing your digital intelligence and comparing your firm against your closest competitors.



Our analysis is the logical first step on the journey to improve your brand and digital intelligence, empowering you with objective evidence and a clear strategy.

Analysis

To analyse how your brand and digital footprint performs against a set of proven benchmarks.

Re-alignment

To re-align your brand and digital strategy to ensure that any future-generated content receives the maximum exposure with your target audience.

Connectivity

To connect your social media strategy with your brand and content strategy.

Purpose

To ensure that your CMS platform is the right fit for your purposes and goals.

Implementation

To enable you to implement enhancements and corrections in line with best practice.

UX

To improve the user experience and information architecture of your website.

Understanding

To understand what is required to create a better brand and digital experience for all your stakeholders – internal and external (and to gain a higher Ratings score in the next review).

WHO, WHAT, WHEN & HOW

Rating and classifying each firm

In May and June 2021, our analysts reviewed the brand and digital intelligence of the top 50 UK professional services firms according to Accountancy Age. Each of the 50 firms was rated through the eyes of a professional services firm's external target audience and measured against 100+ criteria, including several new metrics covering engagement (website functionality and the social media channels used) and evidence (brand and content on website and social media).

How we calculate our scores

Each firm is allocated an overall percentage score. This is calculated by adding the scores for the individually weighted engagement and evidence criteria. We then use the separate engagement and evidence scores to classify each professional services firm with one of four definitions of their digital presence – Determined, Energetic, Focused or Lacklustre.

Sector averages are based on the full listing of the top 50 firms. The five firms with the highest scores are also reviewed with expanded case studies.

1 WEBSITE
FUNCTIONALITY

2 WEBSITE
CONTENT

3 SOCIAL MEDIA
PRESENCE

4 SOCIAL MEDIA
CONTENT

RESHARPENING THE CRITERIA

What's hot and what's not

In our latest report we have significantly raised the bar on what we expect a progressive professional services firm should be delivering from a brand, content and functionality perspective. Here are a few of our key measurement points; some familiar, some new.

ENGAGEMENT

Intuitive IA and UX

We continue to reward professional services firms that take time to create well-thought-out user journeys across their websites, aided by a considered and pared-down primary navigation and an intuitive approach to how content is consumed. These firms show that they care about messaging and content.

Marketing automation and personalisation

New for 2021, firms that use automated or personalisation technology to deliver tailored content are at the forefront of the professional services sector. They know it's not one size fits all and are rewarded for their time, effort and commitment.

Online tools

Another new category for 2021, we reward firms that deliver content in different and interesting ways. Online tools are a great example of innovation and allow professional services firms to publish 'sticky' content that users will keep coming back to.

High-quality search

We have once again pushed the envelope in this category as search technology improves each year and becomes more affordable. We celebrate professional services firms that take time to think about delivering not just filtered results, but how these results are curated and presented.

Strong social media channels

Professional services firms that use a range of active social media channels and promote content that is original and authentic can expect high scores. We also look positively on firms that use different channels for each of their different target audiences.

EVIDENCE

Brand purpose and values

We reward professional services firms that prove they're serious about the value of their brand. They're the ones that put their brand positioning on their website's home page and consistently across their social media channels. Plus, they proudly communicate their brand values. Something especially important this year.

Case studies

Demonstrating how your firm has solved an issue or challenge or helped a client is far more powerful than just pushing practice areas. Today, helping is the new selling.

Humanity

In a world where professional services firms continue to be distanced from their clients and where they need to bridge the gap in face-to-face interaction, surfacing the human side of a firm is critical. People landing pages and biographies continue to be the most visited part of any professional services firm's website, so we reward those firms that take time to design these with their target audiences in mind.

Sustainability

ESG must be more than just a policy and we reward firms that show how this influences their business strategy, process and culture. In 2021, it should be a key part of all professional services firms' DNA.

Diversity and gender-related content

It's well publicised that the professional services industry has a problem when it comes to diversity and gender balance. We reward firms that deliver content demonstrating how they are actively addressing this issue.

ARE YOU DETERMINED OR NOT?

By analysing the individual engagement and evidence scores, we have categorised each of the leading firms' digital intelligence into four areas.



PROFESSIONAL SERVICES FIRMS RATINGS AND RANKINGS

● Energetic
 ● Determined
 ● Focused
 ● Lacklustre

Living Ratings 2021 Ranking	Accountancy Age Ranking	Firm name	Score / 960	%	Category
1	3	EY	827	86.15%	●
2	2	Deloitte	783	81.56%	●
3	7	RSM	731	76.15%	●
4	6	Grant Thornton UK	727	75.73%	●
5	1	PwC	724	75.42%	●
6	4	KPMG	718	74.79%	●
7	27	Price Bailey	675	70.31%	●
8	36	Streets	648	67.50%	●
9	16	Crowe UK	645	67.19%	●
10	28	Armstrong Watson	633	65.94%	●
11	10	Mazars	625	65.10%	●
12	50	Carter Backer Winter	606	63.13%	●
13	30	Bishop Fleming	593	61.77%	●
14	39	Lovewell Blake	590	61.46%	●
15	19	UHY Hacker Young	588	61.25%	●
16	8	Tilney Smith & Williamson	571	59.48%	●
17	18	FRP Advisory	567	59.06%	●
18	32	BHP	563	58.65%	●
19	20	Buzzacott	557	58.02%	●
20	29	Anderson Anderson & Brown	545	56.77%	●
21=	47	Gerald Edelman	544	56.67%	●
21=	22	Menzies	544	56.67%	●
23	23	Kreston Reeves	539	56.15%	●
24	5	BDO	533	55.52%	●
25	40	SJD Accountancy	532	55.42%	●
26	14	Haines Watts	522	54.38%	●
27	34	Quantuma	512	53.33%	●
28	15	Saffery Champness	507	52.81%	●
29	42	Old Mill	505	52.60%	●
30	9	Azets	500	52.08%	●
31	17	Begbies Traynor Group	498	51.88%	●
32	35	MHA Larking Gowen	484	50.42%	●
33	46	BKL	474	49.38%	●
34	37	Mercer & Hole	451	46.98%	●
35	49	Thomas Westcott	408	42.50%	●
36	13	Moore UK	405	42.19%	●
37	21	TaxAssist Accountants	400	41.67%	●
38	51	Albert Goodman	398	41.46%	●
39	12	MHA	385	40.10%	●
40	25	Hazlewoods	360	37.50%	●
41	45	James Cowper Kreston	345	35.94%	●
42	31	Duncan & Toplis	341	35.52%	●
43	24	haysmacintyre	331	34.48%	●
44	38	TC Group	323	33.65%	●
45	41	Smith Cooper	322	33.54%	●
46	43	Hillier Hopkins	294	30.63%	●
47	26	Etl Global	240	25.00%	●
48	48	SRLV	224	23.33%	●
49	11	PKF UKI	207	21.56%	●
50	44	Barnes Roffe	196	20.42%	●

FOLLOW THE LEADERS

Engagement and evidence: the leaders

Professional services firms who take a determined approach to digital engagement have a relentless client focus. Their successful formula balances two key elements:

ENGAGEMENT

Determined professional services firms recognise the potential of useful digital functionality backed by a client-focused channel strategy. They can then create appealing and relevant content in a variety of media including graphics, audio, animation and video that captivates, informs and motivates the target audience.

EVIDENCE

Determined professional services firms promote clear purpose. They offer the user informative brand-driven messaging, relevant subject matter and the kind of insight that shows a deep understanding of client issues and interests. This demonstrates the ability to help clients succeed.

ENGAGEMENT

	Firm name	Engagement score (%)
1	EY	85.38%
2	Deloitte	80.22%
3	Grant Thornton UK	74.62%
4	Price Bailey	74.19%
5	RSM	73.33%
6	Lovewell Blake	73.12%
7	KPMG	72.69%
8	Armstrong Watson	71.61%
9	Anderson Anderson & Brown	69.89%
10	BDO	69.46%
11	Mazars	67.74%
12	PwC	67.53%
13	SJD Accountancy	64.95%
14	Buzzacott	63.87%
15	Crowe UK	63.44%
16	Menzies	63.23%
17	FRP Advisory	61.72%
18	Streets	59.78%
19	Bishop Fleming	58.71%
20	TaxAssist Accountants	58.06%

EVIDENCE

	Firm name	Evidence score (%)
1	EY	86.00%
2=	Deloitte	82.00%
2=	PwC	82.00%
4	RSM	78.00%
5=	Grant Thornton UK	76.00%
5=	KPMG	76.00%
7	Streets	74.00%
8	Carter Backer Winter	72.00%
9=	Crowe UK	70.00%
9=	BHP	70.00%
11=	Price Bailey	66.00%
11=	UHY Hacker Young	66.00%
13=	Bishop Fleming	64.00%
13=	Tilney Smith & Williamson	64.00%
13=	Haines Watts	64.00%
16=	Mazars	62.00%
16=	Kreston Reeves	62.00%
18=	Armstrong Watson	60.00%
18=	Gerald Edelman	60.00%
20	Quantuma	58.00%

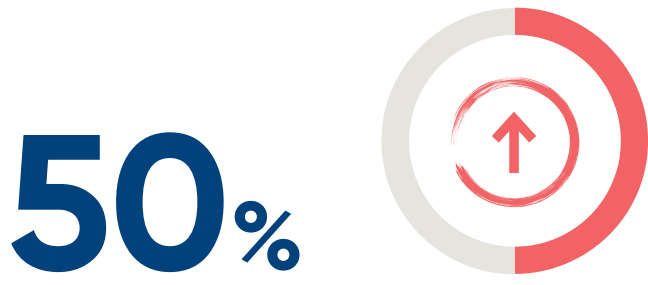
THE NUMBERS THAT DEFINE PROFESSIONAL SERVICES FIRMS: ENGAGEMENT



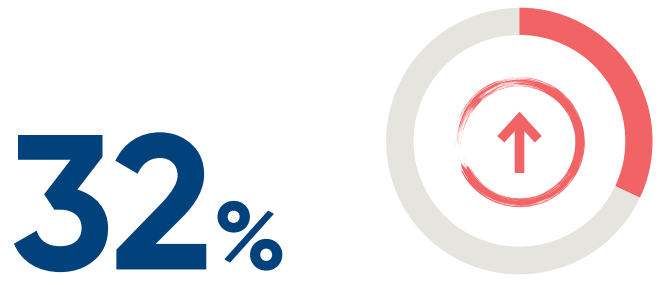
of websites have a **high quality search functionality**.
2020: 24%



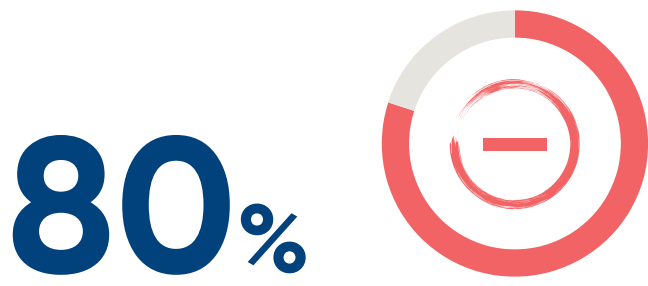
of firms **employ voice activated search**.
2020: N/A



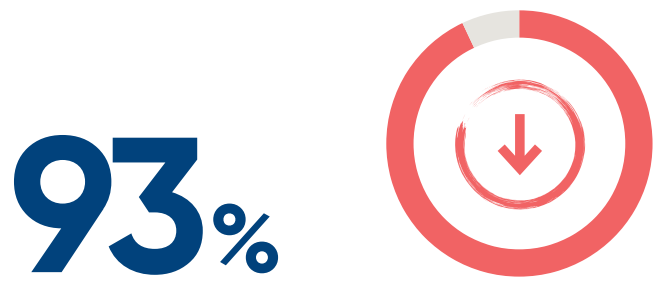
of websites are **available in multiple languages**.
2020: 45%



of firms **serve content based on their users' geolocation**.
2020: 25%



is the **average accessibility score across the sector**.
2020: N/A



of firms are **actively using Twitter**.
2020: 97%

THE NUMBERS THAT DEFINE PROFESSIONAL SERVICES FIRMS: EVIDENCE

32%



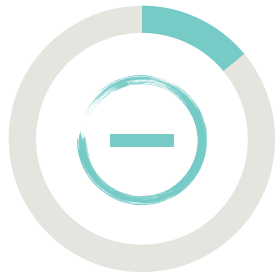
of firms state their **brand positioning** upfront on their website home page. 2020: 40%

46%



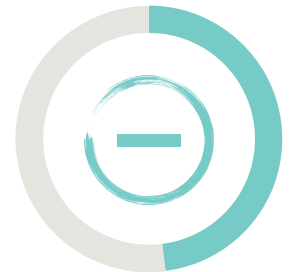
of firms **communicate their brand values** on their website. 2020: 41%

14%



of firms have a **high quality people landing page**. 2020: 5%

48%



of firms have **enhanced biography pages**. 2020: 45%

59%



of firms have **specific gender-related content**. 2020: 67%

78%



of firms **use blogs to deliver thought leadership**. 2020: 79%

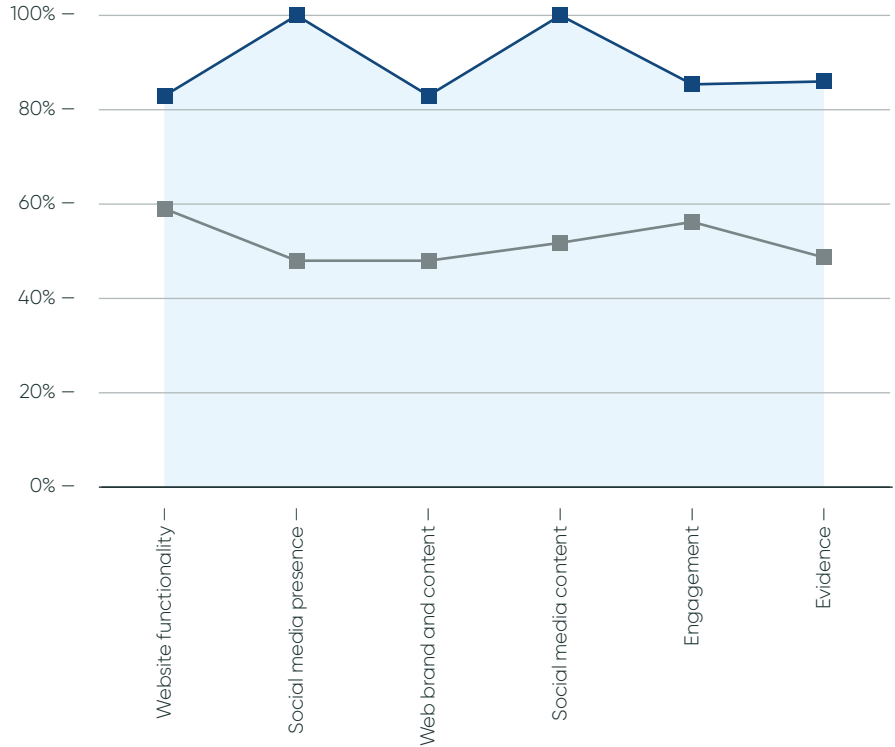


ey.com/en_gl



- EY
- Sector average

Classification:
▶ Determined



EY clearly invest in their mobile-first digital experience which is highly evident throughout the user journey. Strategically, EY excels when it comes to content curation, ensuring that users are grabbed by captivating headline messaging. Data visualisation often punctuates the words, allowing the more compelling insights of the storytelling to frequently come to life in much more dynamic ways.

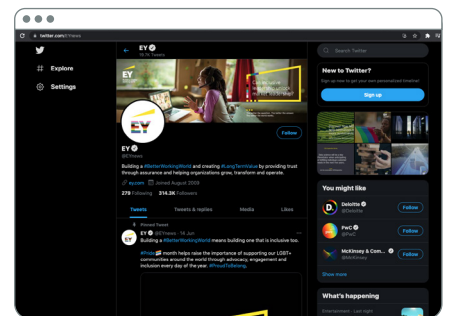
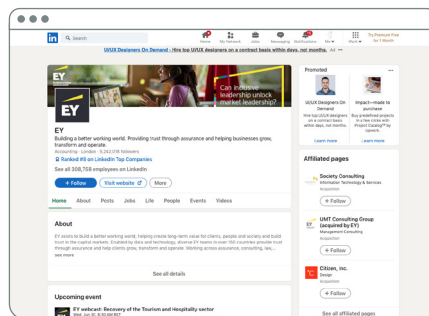
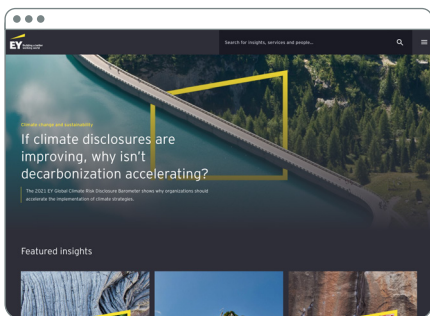
KEY FEATURES

Engagement:

- ▶ Excellent predictive text and pictorial results
- ▶ Clear, succinct primary navigation
- ▶ Interactive and animated content
- ▶ Sector-leading social media presence.

Evidence:

- ▶ Exceptional visual language
- ▶ Strong evidence to underpin capabilities and values
- ▶ Content well curated and executed across social media
- ▶ A firm that takes D&I, gender equality and sustainability issues seriously.



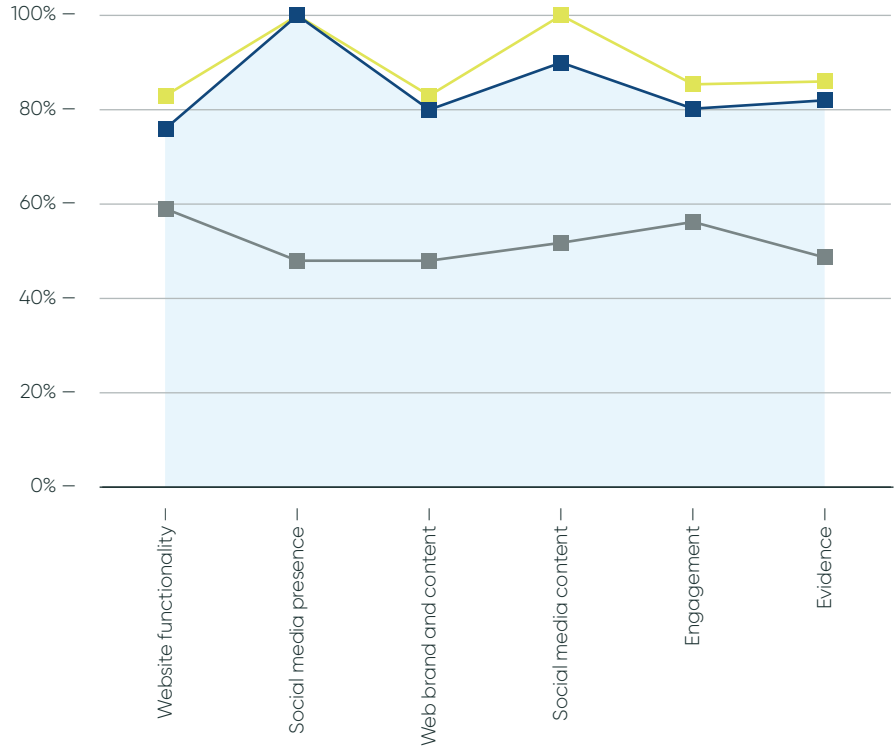
2 Deloitte

deloitte.com/uk/en.html



- Deloitte
- Sector leader
- Sector average

Classification:
▶ Determined



Deloitte have definitely embraced the importance of curating content for client consumption. On the home page the user is immediately presented with a tapestry of topical insights with a 'Trending' content module to serve up the most popular headlines. Use of proprietary illustrations and conceptual imagery brings the content to life, enhances UX and ultimately shows that Deloitte is invested in its brand.

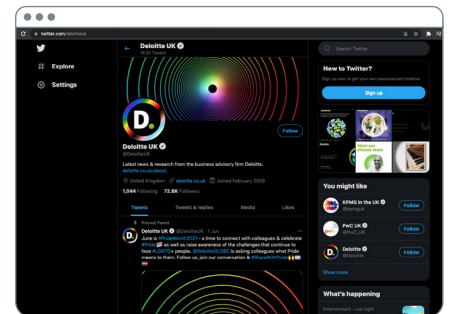
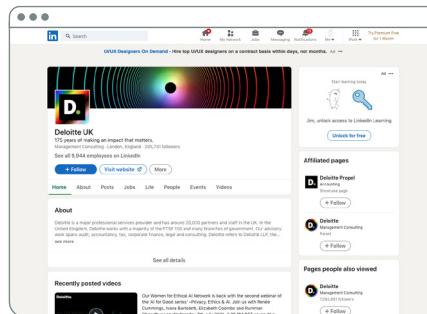
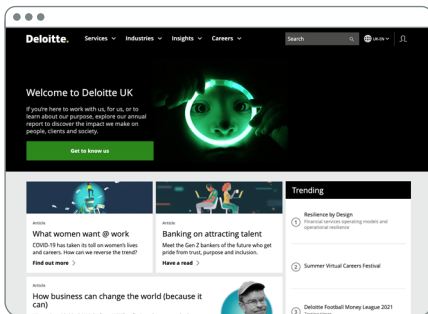
KEY FEATURES

Engagement:

- ▶ Clear navigation and user experience
- ▶ Powerful and effective search results
- ▶ Strong use of multimedia
- ▶ Clever use of personalisation and data capture.

Evidence:

- ▶ Approachable, helpful tone of voice from the outset
- ▶ Dedicated insights app
- ▶ Meaningful and supportive careers content
- ▶ Social media channel strategy in place.



Images © Deloitte

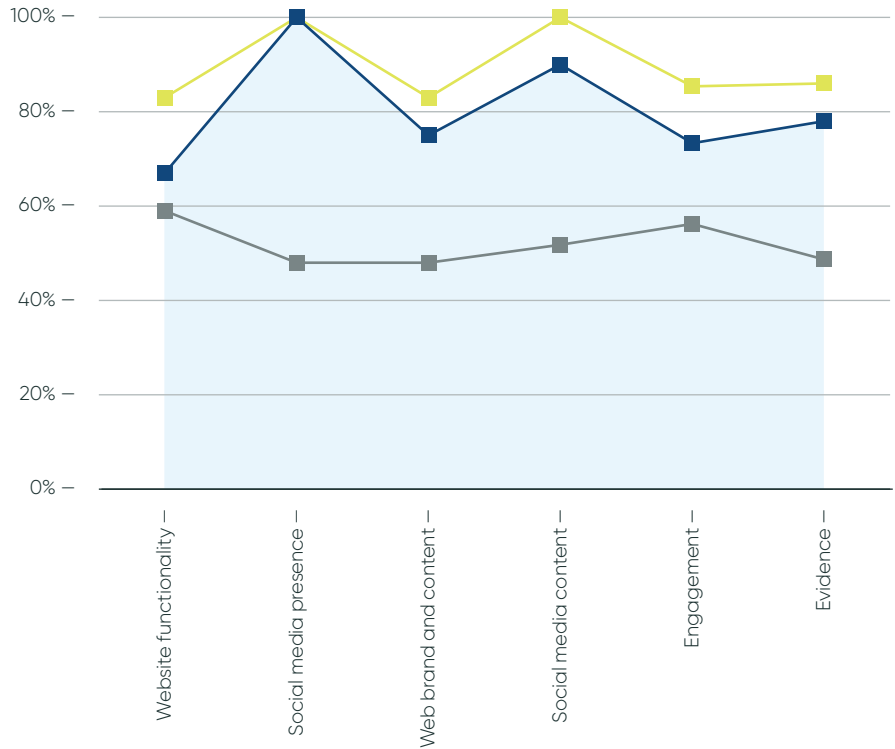
3 RSM

rsmuk.com



- RSM
- Sector leader
- Sector average

Classification:
▶ Determined



RSM get full marks for their use of social media channels and clear content strategy stretching across each social touchpoint. The content on the site is enhanced by design and a distinctive visual brand to boot. They have really thought about their audience and are one of the top ten firms with regards to accessibility.

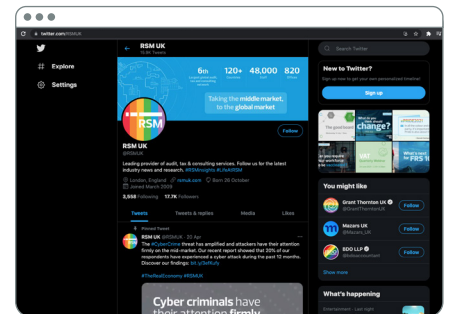
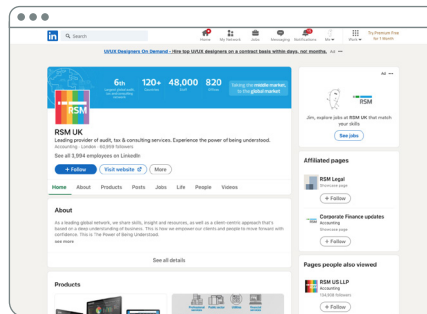
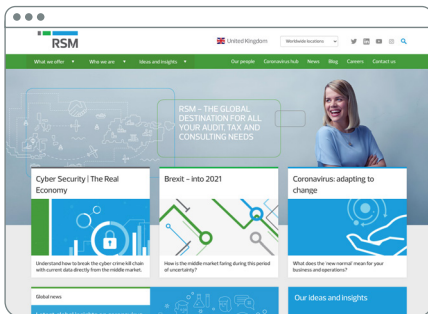
KEY FEATURES

Engagement:

- ▶ Straight-forward and clean user experience
- ▶ Pictorial search functionality
- ▶ High website accessibility and SEO scores
- ▶ Strong use of social media channels.

Evidence:

- ▶ Distinctive visual brand
- ▶ Client-centric content strategy
- ▶ Excellent video client testimonials
- ▶ Well curated Google descriptor.



Images © RSM

4

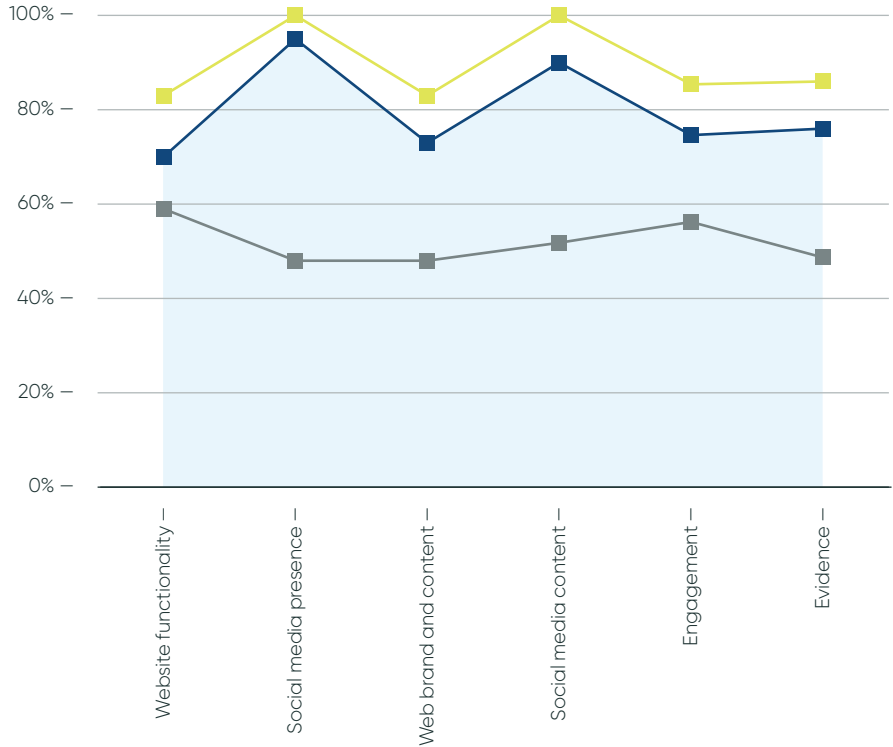
Grant Thornton UK

grantthornton.co.uk



- Grant Thornton
- Sector leader
- Sector average

Classification:
▶ Determined



Grant Thornton's website has the firm's proposition statement confidently placed just under the carousel on the home page. Thought leadership is also worthy to note with signposting for personas such as CFO's and CEO's, trending content and smart filtering to help refine the users choice of value-added content.

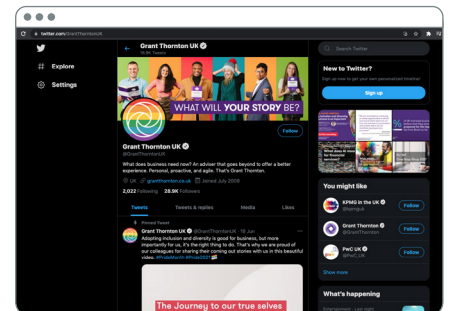
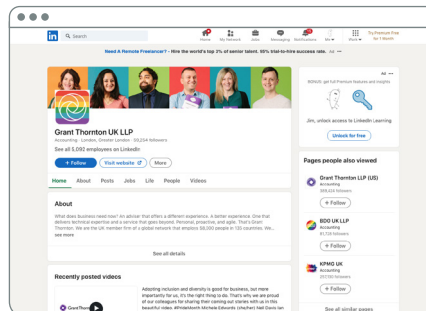
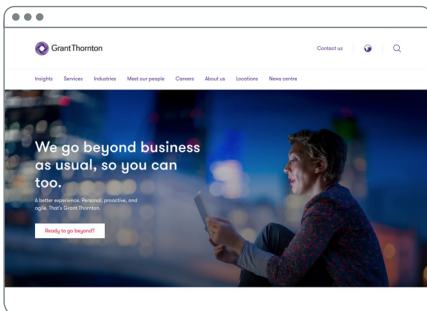
KEY FEATURES

Engagement

- ▶ Thoughtful user experience
- ▶ Embraced the use of webinars
- ▶ Strong SEO results.

Evidence

- ▶ Conversational and helpful tone of voice
- ▶ Powerful D&I content, delivered in multimedia formats
- ▶ Persona-led curated content
- ▶ Library dedicated to case studies.



Images © Grant Thornton UK

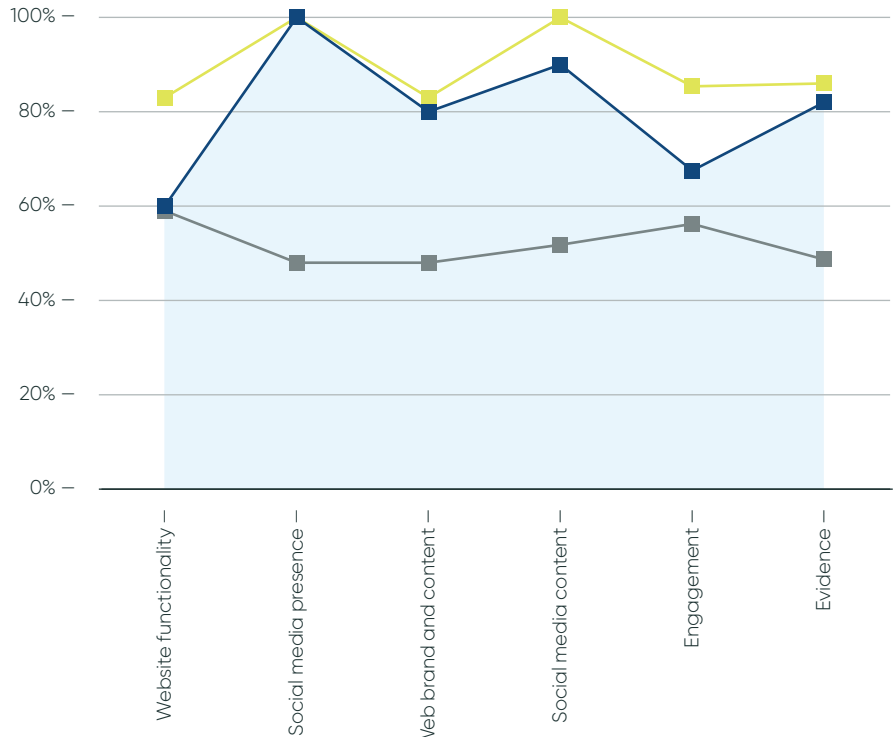
5 PwC

pwc.co.uk



- PwC
- Sector leader
- Sector average

Classification:
▶ Energetic



This impressive site delivers on many fronts with strong client case studies and a distinctive visual brand. They take quite a break from the norm whereby content is often shoe-horned into a site structure that is a representation of a firms internal department structure. Engaging interactive questioning or decision trees – if you like – to refreshingly facilitate access to content that relates to client issues.

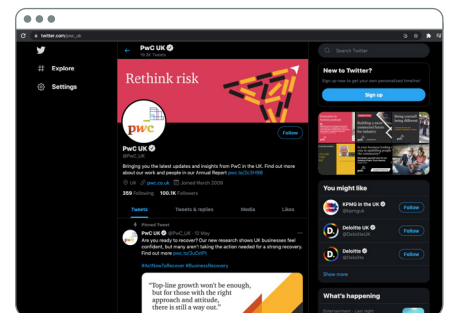
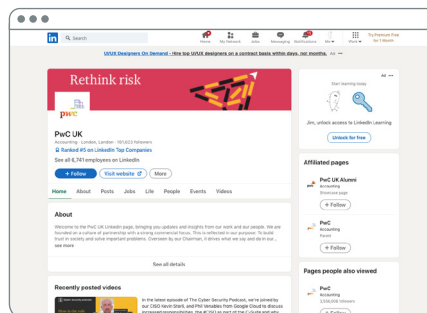
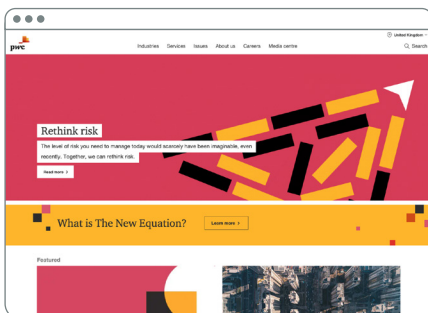
KEY FEATURES

Engagement

- ▶ Client-centric site structure
- ▶ Excellent predictive search and pictorial results
- ▶ Strong social media footprint.

Evidence

- ▶ Clear purpose underpinned by evidence
- ▶ Highly distinctive visual language
- ▶ Confident tone of voice
- ▶ Personality and culture of the firm shines through.



Images © PWC

6

KPMG

home.kpmg/xx/en/home.html



Classification:
▶ Determined

Key features

- ▶ Thoughtful user experience
- ▶ Intellectual capital surfaced throughout
- ▶ Compelling Corporate Responsibility storytelling
- ▶ Purposeful use of social media

7

Price Bailey

pricebailey.co.uk



Classification:
▶ Focused

Key features

- ▶ Clear navigation and user experience
- ▶ Case studies on the homepage
- ▶ Client-first approach to content
- ▶ Consistently straight-forward tone of voice

8

Streets

streetsweb.co.uk



Classification:
▶ Energetic

Key features

- ▶ Brand purpose upfront on the home page
- ▶ Client-first approach to content
- ▶ Relevant tools for clients
- ▶ Client app

9

Crowe UK

crowe.com/uk/croweuk



Classification:
▶ Energetic

Key features

- ▶ Clear navigation
- ▶ Client focused tone of voice
- ▶ High SEO score
- ▶ Useful tools and access to on demand content

10

Armstrong Watson

armstrongwatson.co.uk



Classification:
▶ Focused

Key features

- ▶ Home page leads with firm proposition and culture
- ▶ Simple primary navigation
- ▶ Client case studies
- ▶ Well curated social media channels, including Instagram

Want to know how your firm has scored across each of our key criteria?

Please get in touch to arrange a meeting.

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OPPORTUNITY FAVOURS THE BOLD



Having been cowed by a global pandemic, challenged by the daunting demands of digital transformation, and squeezed by disruptive competition, clients are looking for a professional services firm to lead them forward. It's up to you to muster the courage to advocate for your clients' best interest and blaze ahead with a new and improved digital experience. You have the confidence in your brand as a North Star to clear a path through the uncertainties that still surround us. (And if you don't have that level of confidence in your brand, it's time for a brand refresh to re-evaluate your positioning, value proposition and purpose; without a fortified brand, you cannot lead.)

Leaders take action

Based on our findings in this year's Ratings, there are four distinct opportunities for you to improve your brand and digital intelligence – thereby better engaging your clients, more forcefully challenging your competitors, and upping your odds for a higher ranking in next year's Ratings.

Here are four of the key opportunities that will help you achieve greater brand and digital intelligence.

1. OFFER DYNAMIC TRANSPARENCY

Echoing our observation from Living Ratings for the top 100 global law firms, published in March, if 2020 was the year of authenticity – 2021 is the year to prove it. This applies to the professional services sector, where we endorse firms adopting 'dynamic transparency'.

Clients – along with all your stakeholders – expect to understand your brand's position on a number of hot topics of the day. From diversity, equity, and inclusion to sustainability and other ESG-related issues, your communications strategy should include a deliberate openness regarding the policies your firm adopts, the practices you commit to, and the actions you support.

Based on the nature of how audiences consume and react to such topics, your transparency must be dynamic, in that you must continually update your goals and the progress being achieved. Don't bury these values deep in your website, surface them on your home page and social channels where you should share them in story form.

3. GIVE ACCESS TO VALUE

Be prepared to give away some of your intellectual property – no strings attached. By offering a slice of thought leadership – without asking for anything in return (like that heavy-handed lead-generation contact form), you'll be burnishing a reputation as a subject matter expert, confident in your leadership position. You'll engage and win over your visitors and followers, who will thank you with return visits, longer stays, and higher click-through rates. They'll recognise your firm's talent, expertise and brand difference.

While you're serving up this content, make sure the access is easy and intuitive. Visitors expect to find what they're looking for instantly. To improve that quick connectivity, segment your content by persona, whether it's by role (CEO, CFO, etc.) or business size – from corporations and institutions to SMEs to private clients. Know your client – know what content is most relevant to them – serve it on a digital silver platter. Your clients deserve it.

2. SHOW EMPATHY

Client-centricity is the embodiment of empathy. When you focus on clients at the core of all your decision-making, you will naturally develop a digital experience that considers all of their needs. And your brand will proactively reflect how you can deliver your value proposition.

Empathy in the digital age is expressed in the language you use, the structure and navigation of your sites, and most importantly, the relevancy of your content. Show clients you care by giving them what they need, make it easy for them to find what they're looking for. Simplify the complex. And anticipate what they need next – you're the expert, they're counting on you.

4. BE BOLD

As we look ahead to a post-pandemic business world, let's not accept how things had been done previously. Marketing professionals proved to be quite agile last year, adapting quickly as the world embraced new technologies not widely utilised before. The transformation to digital was accelerated across industries, and communications tactics like virtual events and podcasts became commonplace, with the best ones thriving and building invaluable audience loyalty. Whilst bold decisions may have been foisted on management during the crisis, true leaders recognise the value in taking courageous steps.

We encourage boldness – from conceptualisation to implementation – but we also support applying a 'test and learn' mindset. Bold is not brash and audacious; bold is confidence instilled from knowledge, experience – and data! Combined with innovation and creativity, your courage will distinguish you in the marketplace and help you get ahead of the competition.

Be bold in all you do: From voicing your sociographic policies to spotlighting your employees. From embracing the visual marketing advantages of video and infographics to distributing your content via podcasts and new social media channels. From re-deploying your content strategy to reassessing your competitive positioning. From reimagining your brand to evangelising your vision for the future.

Opportunity – and fortune – favour the bold.

KEEPING SCORE

Would you like a more detailed analysis of your firm? Do you feel you could benefit from a new brand and website, relevant content or a more effective social media strategy? If so, we'd love to hear from you.

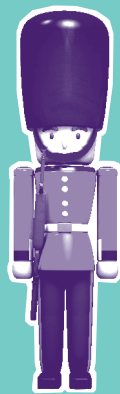
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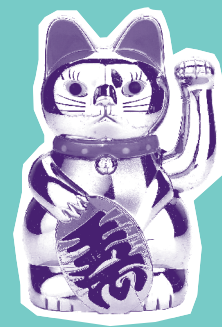
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CREATING

DIFFERENCE

About Living

At Living we blend our deep sector knowledge, uncompromised thinking and award-winning creativity to help our clients in the financial, professional services and technology sectors create difference through branding expressions that engage, digital experiences that disrupt, and integrated advertising campaigns that drive results.

What defines us

Our specialists' deep understanding of our clients' sectors means we challenge thinking and perception, inspire excitement and ambition, and help to deliver rewarding outcomes. In a world that is content rich, visually crowded and always changing, we empower our clients to communicate their difference and stay ahead.

What we do

Engaging branding

Our creative teams in New York, London and Hong Kong deliver award-winning ideas with proven results, driving your business performance with strategic thinking,

brand creation and enhancement, and stand-out messaging. We fuse these key elements together to generate highly effective visual and verbal expressions of your firm.

Disruptive digital

Our digital team connects your brand and your audiences. Around the world. Around the clock. We build seamless brand experiences online, using bespoke information architecture, engaging design and cutting-edge technology across multiple devices and platforms.

Integrated campaigns

We can help transform your brand objectives into tangible business benefits – stimulating dialogue, lifting your profile, prompting consideration,

and spurring action. We research, plan and execute advertising and social media campaigns worldwide, applying distinctive ideas and creative, backed by relevant analytics to measure your success.

Creating difference for our people and communities

We don't just make a difference for our clients. We also make a difference for the talented people on our teams and the communities where we work. We have an open and collaborative culture that gives our people room to thrive. We encourage passionate, free-thinking ideas that challenge the conventional and celebrate individualism and diversity.



GRAND PRIX



KEEP UP THE PACE



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