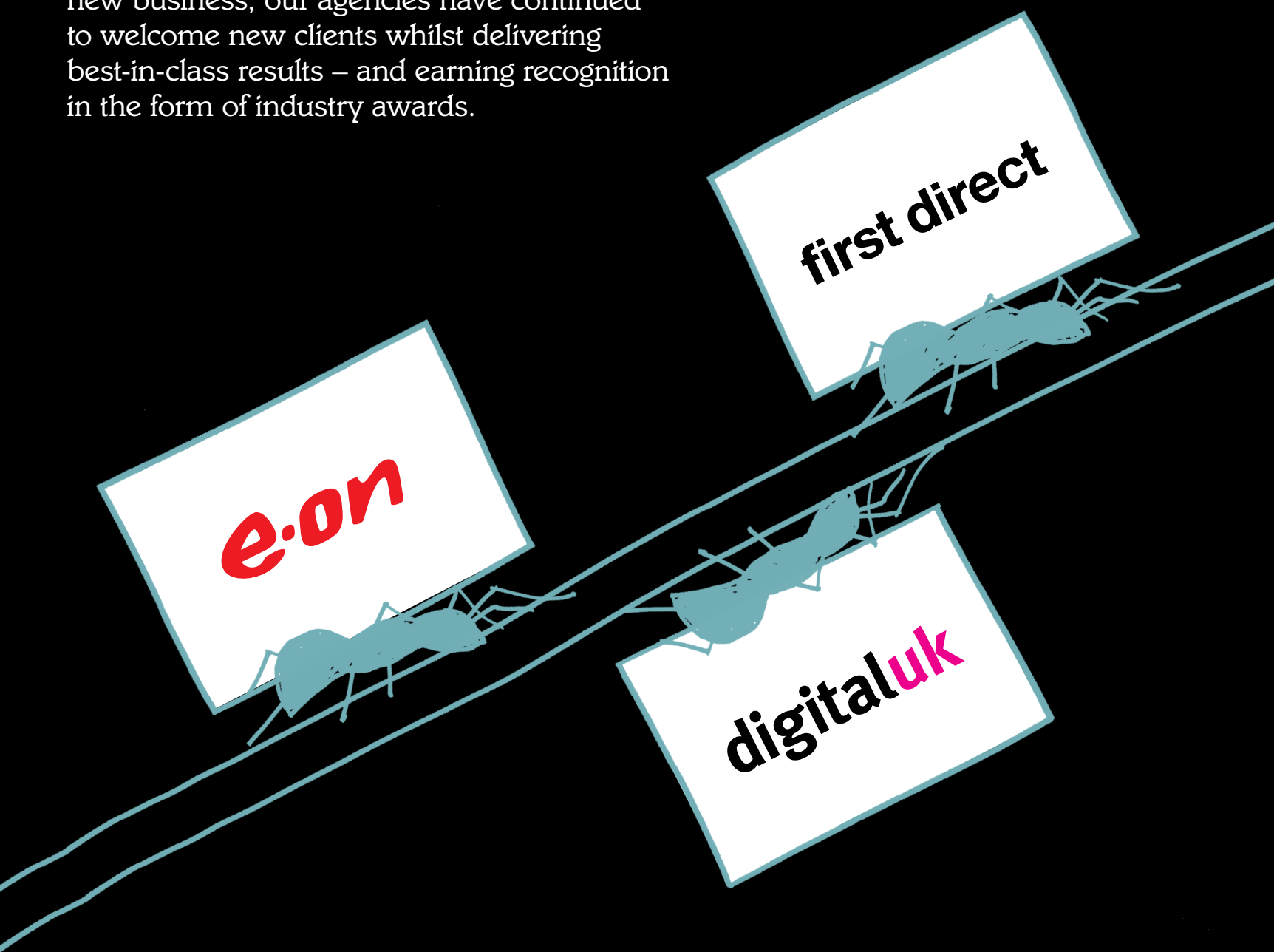
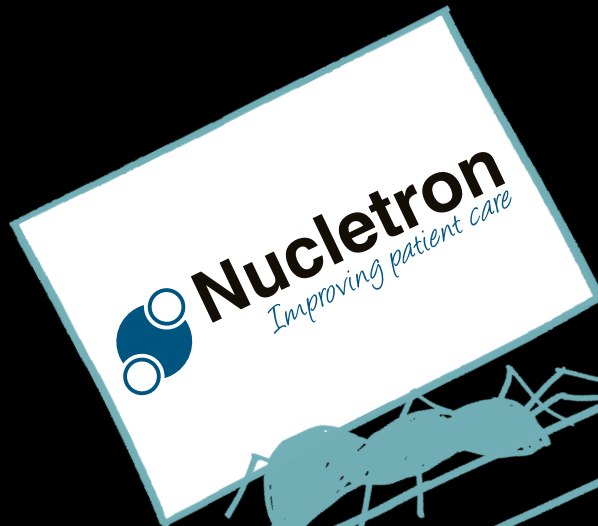


Winning new business and earning recognition

In an extremely challenging environment for new business, our agencies have continued to welcome new clients whilst delivering best-in-class results – and earning recognition in the form of industry awards.





£7m

of net new business earned

Major new business wins

New business is the lifeblood of the insight and communications sectors. We have continued to deliver new business success across all divisions and all disciplines, including Nelson Bostock Communications' addition of Facebook, E.ON and Digital UK's arrival at Delaney Lund Knox Warren, the award of Kerry Foods and First Direct to Tullo Marshall Warren, the addition of Evian to The Real Adventure's client portfolio and the award of Nucletron to ROCK medical communications and Red Door Communications.

Recognition for results

The valuable results that we deliver for existing clients are our most powerful new business asset. We are therefore very pleased to have earned a number of high-profile effectiveness awards during the year. PAN Advertising earned the Marketing Campaign of the Year award for its Takeda-Amias brand campaign at the Pharmaceutical Marketing Effectiveness Awards, while DLKW was awarded Gold at the IPA Effectiveness Awards for its Halifax Students campaign.