

New Consultancy of the Year



ROB CLAYTON

'Threepipe launched with a ballsy strategy which they've executed well. They're definitely one to watch'

Angie Moxham, chief monkey,
3 Monkeys

Finalists

Golden Goose PR

Haggie Hepburn

Lucre Communications

Winner Threepipe

Founders Eddie May and Jim Hawker both remortgaged their flats to launch Threepipe in 2004, but within two years they have created an agency with fee income of more than £500,000. Clients include Umbro, Hornby and Tomy, while high-profile campaigns in 2006 included the unveiling of England's World Cup football kit.

At launch the agency comprised just May and Hawker. Today Threepipe has 13 staff, thanks to a busy 2006, which saw the launch of two divisions – Threepipe Junior (aimed at targeting newborns to 12-year-olds) and Threepipe Sports Marketing & Sponsorship. The latter is headed by James Southerland, former marketing manager at McLaren Formula One.

Threepipe already acts like a much bigger agency, with six-monthly staff appraisals and a new-business programme that has yielded clients. Threepipe has also won CiB and European Sabre awards. But it thrives on being small and funky: a social budget of £800 a head/pa ensures it is not all work and no play.



BELINDA LAWLEY

Highly Commended Seventy Seven PR

Fishburn Hedges' sister agency has grown from nothing in 2004 to being a top 30 consumer PR agency in just two years. With clients including eBay, *The BT Phone Book*, Douwe Egberts, and projects for Sky and eSure, it now has the envious ability to reject more than a fifth of all pitch requests.

Even pitches it did not win – like those for Starbucks and British Airways – reflect just how quickly the agency has become known as a major consumer player.



NEWSCAST

Highly Commended Pelham Public Relations

James Henderson left College Hill Associates – the agency at which he had worked for 15 years – to launch city and corporate specialist agency Pelham PR in 2004. The driver, he said, was to create a 'fresh brand' in City PR. Two years, and more than 50 clients later, the agency is undoubtedly doing just that, with business from Savile Row to Max Petroleum and Murphy Shipping.

The agency now employs 11 full-time consultants, advising four of the UK's top ten independent oil and gas clients by market capitalisation.

