

Threepipe

Threepipe is looking to tackle a few under-supported 'sweet spots' in 2008. Watch this space



Co-founder **Jim Hawker** reports that 2007 was a fine year for Threepipe. 'Winning Best New Agency at the 2006 PRWeek Awards provided a major fillip,' he says. 'It gave us confidence that we were on the right track, running the business in the right way and also producing great client work.'

The highlight of the past year for Hawker was moving office. The business 'literally started in a bedroom' and then moved into serviced offices. 'Now that we have our own space in Covent Garden, it feels more like a real company,' he explains.

Hawker reports the agency's development is turning out more or less as he expected. 'It's been bloody hard work and we have made some mistakes along the way but have never been scared to try new things. We also work closely with external mentors who have been invaluable in offering advice.'

Working for toy brands such as Scalextric, Hornby and Tomy means that Threepipe is busy with the London Toy Fair at the start of every year. This year has been no exception, and so far the agency has also launched a private members club and helped with the sale of YO!Sushi to a private equity firm.

Threepipe has also built a client planning and evaluation system called Sherlock, which is now starting to pay dividends. It has also just launched an exchange programme for account managers to spend time with a partner agency in New York for one week per year. Hawker is red hot on the importance of effective people management: 'We have spent time and money on our HR support and now offer more than most UK agencies. We hold three-monthly appraisals for everyone, linked to training programmes.'

Looking ahead, Hawker believes consumer spending could fall and that this could have an adverse effect on the consumer PR industry. However, he is confident his agency is in good shape to cope with any downturns.

'We are lean, our costs are in control and we don't have any massive overheads, so we take a positive view.'

His goals for 2008 are to maintain growth and retain clients. There are a couple of 'sweet spots' that he feels are under-supported by consumer PR, so the agency is developing a plan to tackle those this summer.



EMILIE JOLASANDY

NEW CLIENTS

Vodafone

Brief help stop mobile phone bullying among teenagers and team up with bullying charity Beatbullying

Highlight asking teenagers to write storyboards depicting the negative use of mobile phones in bullying scenarios. These were turned into films and shown across all Vue cinemas nationwide

Ibuyeco

Brief launch and ongoing PR for the world's first car insurance to offset 100 per cent of a car's CO₂ emissions

Highlight launch on World Environment Day by green campaigner and supermodel Laura Bailey

Siemens

Brief support its sports sponsorship of Team GB Rowing

Highlight the 'Stroke for Stroke' campaign raised more than £40,000 for the Stroke Association

SIGNIFICANT HIRES

Georgina Coates

Role junior account manager. **From** Media Planning Group

Lindsay Evans

Role account manager on sports marketing clients. **From** WMG

Desi Argyrides

Role account executive. **From** Ogilvy PR

Arron Duddin

Role account exec. **From** Munro & Forster

My week... Georgina Coates

'I'm in at 7.45am most days. This is a busy office, so it's good to have a bit of quiet time before the others arrive. The week generally starts with a planning meeting, then it's into the thick of it: responding to press enquiries from around the world for YOTEL, getting messages out and selling in to journalists for clients such as Ramada Jarvis, YO!Sushi and Patently Obvious, and checking for opportunities on Response Source. I've been at the agency for just over a year and there's a really good vibe.'

Threepipe team: Georgina Coates (profiled) is sitting on the right in the front row