

THE ACADEMY



The Academy is a PR agency founded by Mitch Kaye and Dan Glover with a mission to bring the brightest minds together to create work that gets noticed, solves a problem and passes into popular culture. Its founding pillars are *Intelligent Thinking, Applied Creativity, Quality Production* and *Connected to the Right People*.

Each pillar is treated with equal importance meaning the agency is as obsessive with business impact as it is creative accolades. Its work encompasses PR and advertising, design and identity, digital and live experiences.

WHAT IS PR?

Public relations is the discipline of relating information to the public. The Academy helps companies, organisations and individuals to work out what information they should relate, who to, and how.



This is PR



This is PR



This is PR



This is also PR

WHAT IS THE ACADEMY WAY?

The Academy was founded with the principles of *creating outstanding work, for like-minded clients, but staying human*. These words are easy to say, but more difficult to follow, especially under the pressure of demands and deadlines. So, we thought it useful to write down The Academy ‘Way’, which is a guide to how we work and what we expect from our members. It is, of course, only a guide, and will change and evolve as we continue on our quest to be the best agency in the world.

CREATING OUTSTANDING WORK

We have worked incredibly hard to simplify our offering to four key pillars, which run through all of our work: *Intelligent Thinking, Applied Creativity, Quality Production* and *Connected to the Right People.*

Intelligent
THINKING



Applied
CREATIVITY



Quality
PRODUCTION



Connected to the
RIGHT PEOPLE

INTELLIGENT THINKING

All of our work is grounded in real insight, which means we need to know our client's business and audience as well as they do. We are unapologetic in asking lots of questions because it is only by interrogating a problem we can find a solution. Having a plan of action designed to achieve a long-term aim (a 'strategy') enables us to design activity with a specific aim (a one-off 'tactic' or a sustained 'campaign'). Our thoughts and ideas are pulled apart and stress-tested by ourselves, and sometimes third-parties, before they are presented to a client. In a fast-paced world we need to work quickly to respond to opportunities, but the more time and effort put into intelligent thinking results in a better creative solution.

APPLIED CREATIVITY

It may well be that creativity is the last unfair advantage we're legally allowed to take over our competitors*. The Academy truly believes in the power of ideas to transform companies, organisations and individuals – and we have the track-record to prove it whether that be affecting consumer opinion, creating direct business impact or raising money for charity. Our work is designed to work, so we are at pains to only recommend creative ideas that are applied to the client's objectives. We do not present a 'menu' of ideas to see "what the client thinks of that one", rather we have conviction in our ideas as they are based on real insight, our beliefs and our experience. Consumers are bombarded with thousands of branded messages a day so our ideas are single-minded and designed to get noticed.

**Originally said by Bill Bernbach, one of our creative heroes*

Our work is
single-minded,
memorable,
and based on
real insight

QUALITY PRODUCTION

We work very quickly, probably quicker than anyone else in the industry, but not at the expense of production quality. The way our work is consumed by an audience is under our control, and therefore hugely important to us, whether that's an email to a client, internal document, new business pitch, tactical photograph, campaign film or a new product we are making. There is never a downside to good design, and never an excuse for lack of attention to detail. Whilst we do not expect everyone to be a graphic designer, we do expect people to care about design and take responsibility for the 'look and feel' of their work. Good design takes time and needs to be factored in to ensure anything that leaves the building is of the expected standard.

Our work is considered and crafted to be memorable and have an impact. Having a decent production budget enables us to work with the best partners, suppliers and creatives to help bring our ideas to life. More often than not, our production costs are higher than other agencies, but we would argue that work that actually works represents much better value for a client than content that no-one remembers or acts upon. That said, we treat the client's money as if it is our own and will always come in on budget and will never be wasteful. We understand that every pound spent on PR is a pound not spent on other areas of their business. Sometimes the work we want to make and the work we can afford to make is a tricky balance to get right, but we never compromise in our ambitions and trust our creativity, resourcefulness and client partnerships to always find a way to make our ideas a reality.

CONNECTED TO THE RIGHT PEOPLE

“Without promotion, something terrible happens...Nothing!”, or so the quote goes from the founder of the publicity stunt, P.T. Barnum. And who are we to disagree. It is vitally important our work is seen by audiences, which means we need to know the right people who can help our ideas spread quickly, efficiently and effectively. The Academy prides itself on being one of the most connected agencies in the world. Our definition of an “influencer” is anyone or anything who can influence audiences – typically journalists, partners, personalities and platforms. We design our work to make it as easy as possible for these people and organisations to engage with and use. The more influencers who talk about our work, the more likely we will stimulate branded conversations within our audiences, and the more impactful our work becomes. The Holy Grail for most marketing agencies is to get the public to engage and respond to their work; we achieve it daily.

Intelligent
THINKING

Idea

Applied
CREATIVITY

Activity

Quality
PRODUCTION

Object

Photography

Film

Connected to the
RIGHT PEOPLE

Journalists

Partners

Personalities

Platforms

LIKE-MINDED CLIENTS

Our clients are our partners. We like our clients because we are like-minded; they are ambitious and understand that creativity is a competitive advantage. Our promise to them is to deliver single-minded work that is memorable and based on real insight; work that works. We are mindful of the pressures they are under, which means we avoid becoming a problem by having world-class account management; we meet deadlines, have productive meetings, exceed KPIs and never go over budget.

Being straight-talking is in our DNA, so we are always honest. We are opinionated (we are paid to have a point of view), but we listen twice as much as we talk, and use both sides of our brain, the emotional and rational, to give considered consultancy. We have no business without clients, but equally our clients succeed by having us work on their business.

STAYING HUMAN

The Academy is a place where the best brains come together to do their best work. It isn't an easy place to work because we are on the pursuit for perfection and never settle. But we do understand and recognise that whilst work is a big part of life, it isn't the whole of life. We want our people to be constantly learning, content and happy individuals. Our building is a sanctuary and our support is genuine. We look after our people professionally and personally, not because of profit, but because we are human beings that care deeply about other human beings. This means if someone is struggling with a problem, we drop our own work to help. Because the person we help today is the person who will help us out tomorrow.

Everyone is encouraged to make a positive impact to our culture because none of us are stronger than all of us.



The School of Athens by Raphael

