

THE ACADEMY

The Academy is a PR agency on a mission to bring the brightest minds together to create work that gets noticed, makes a difference and passes into popular culture. Everyone is capable of solving problems, but the collective is stronger. A bit like Plato's Academy in Ancient Greece. Or Marvel's Avengers.

Our principles are to
create outstanding work
for like-minded clients,
but staying human
in the process

The diagram features two curved arrows. One arrow starts from the phrase 'create outstanding work' and points to 'for like-minded clients'. The other arrow starts from 'for like-minded clients' and points to 'staying human'. The phrase 'staying human' is underlined with a wavy line.

Academics are

- Passionate
- Agile
- Prolific
- Resourceful
- Supportive
- Optimistic
- Inspiring
- Bold
- Energetic
- Curious

THIS

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



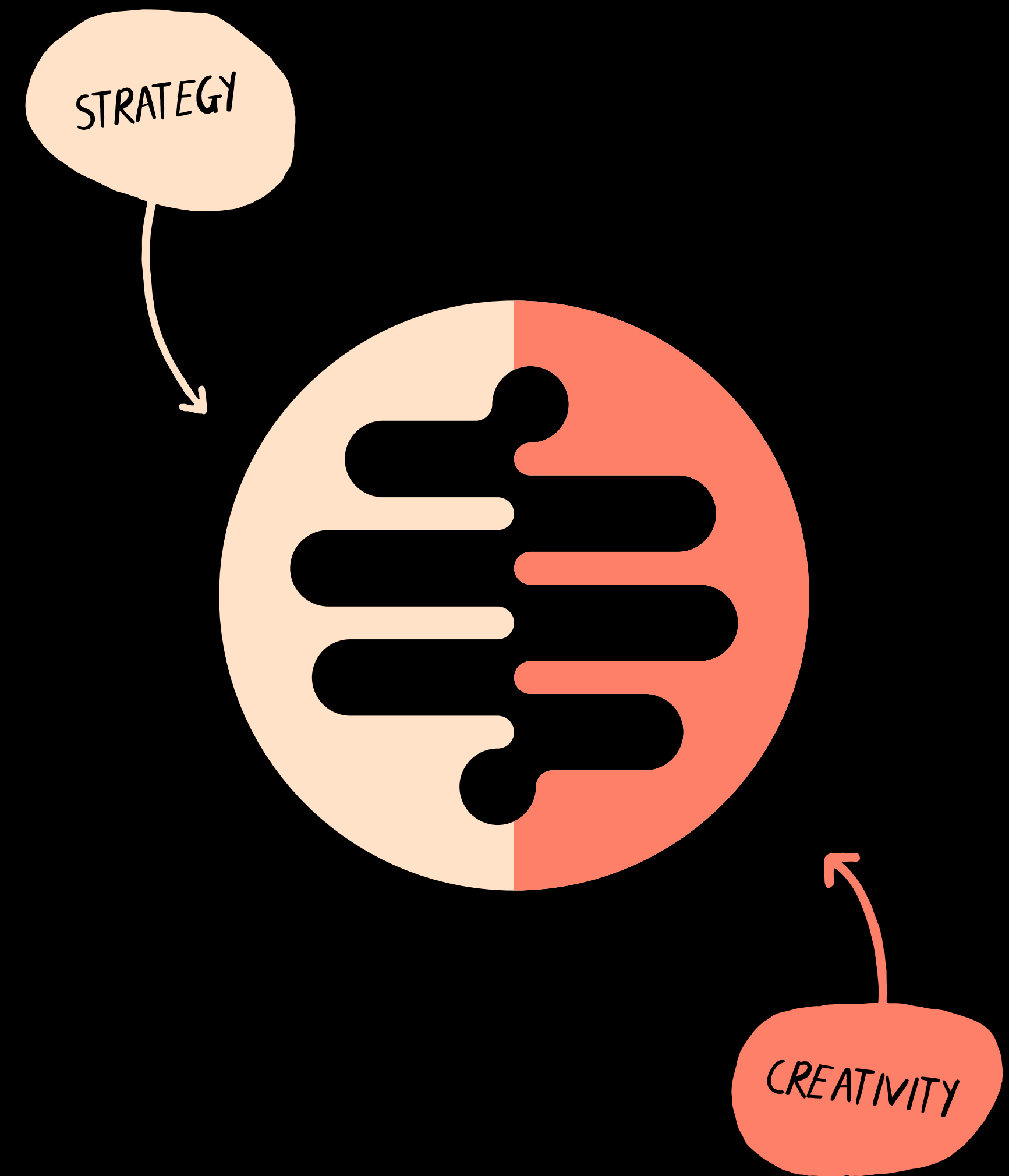
THIS IS PR.

AND THIS
IS



ALSO PR

Generally speaking, PR agencies are either strategic or creative. Not many are both, but we are. We've brought the left side of the brain (strategy) together with the right side of the brain (creativity) for the likes of Activision, Amazon and American Express, and that's just the As.



CREATE

Our promise is forward thinking,
spirited ideas that are beautifully created
and expertly connected

OUTSTANDING

WORK



FORWARD THINKING

“If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.” Albert Einstein said that, allegedly, and he was pretty smart. We’re not as smart as Einstein so we ask lots of questions, listen loads and think for much longer than 55 minutes about audiences, categories and companies to make sure all our work is grounded in real insight. We move fast and make things, but having strong strategic guardrails means the work actually works.

THE
IDEA
BEHIND
THE IDEA

SPIRITED IDEAS

“It may well be that creativity is the last unfair advantage we’re legally allowed to take over our competitors.” So said another of the world’s brightest minds, advertising legend Bill Bernbach (do look him up, he’s one of our heroes).

The Academy truly believes in the transformative power of creativity and has a back catalogue of campaigns to prove it. Our ideas have changed public opinion, transformed bottom lines, and raised millions for charities. People are bombarded with thousands of branded messages every day so our ideas are kept simple and designed to get noticed.

IF
YOU
CAN'T
EXPLAIN
YOUR
IDEA
IN
ELEVEN
WORDS
OR
LESS

BEAUTIFULLY
CREATED

We work quickly (probably faster than your average PR agency, and certainly faster than our advertising cousins), but we do not compromise on the quality of our production. If we're making something, we'll make it beautiful. And we make a lot: images for press and advertising, films for big and small screens, events for TV launches and music festivals, wipeable onesies for pizza companies, comic books about horses for racing organisations, the world's smallest ice cream van for a shopping centre group, and so on. We don't compromise on our creative ambitions and trust our enthusiasm, inventiveness and resourcefulness to always find a way to make ideas a reality.

IDEAS

WITH

ASSETS

EXPERTLY CONNECTED

“Without promotion something terrible happens... Nothing!” So says the founder of the publicity stunt, P.T. Barnum, and we wholeheartedly agree. For our work to be seen by the right audiences, we need to know the right people who can help our ideas spread quickly and effectively. Our definition of an “influencer” is anyone who influences audiences, typically: journalists, partners, personalities and platforms. 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 have the public see, engage and respond to their work. Our skills mean we achieve this daily.

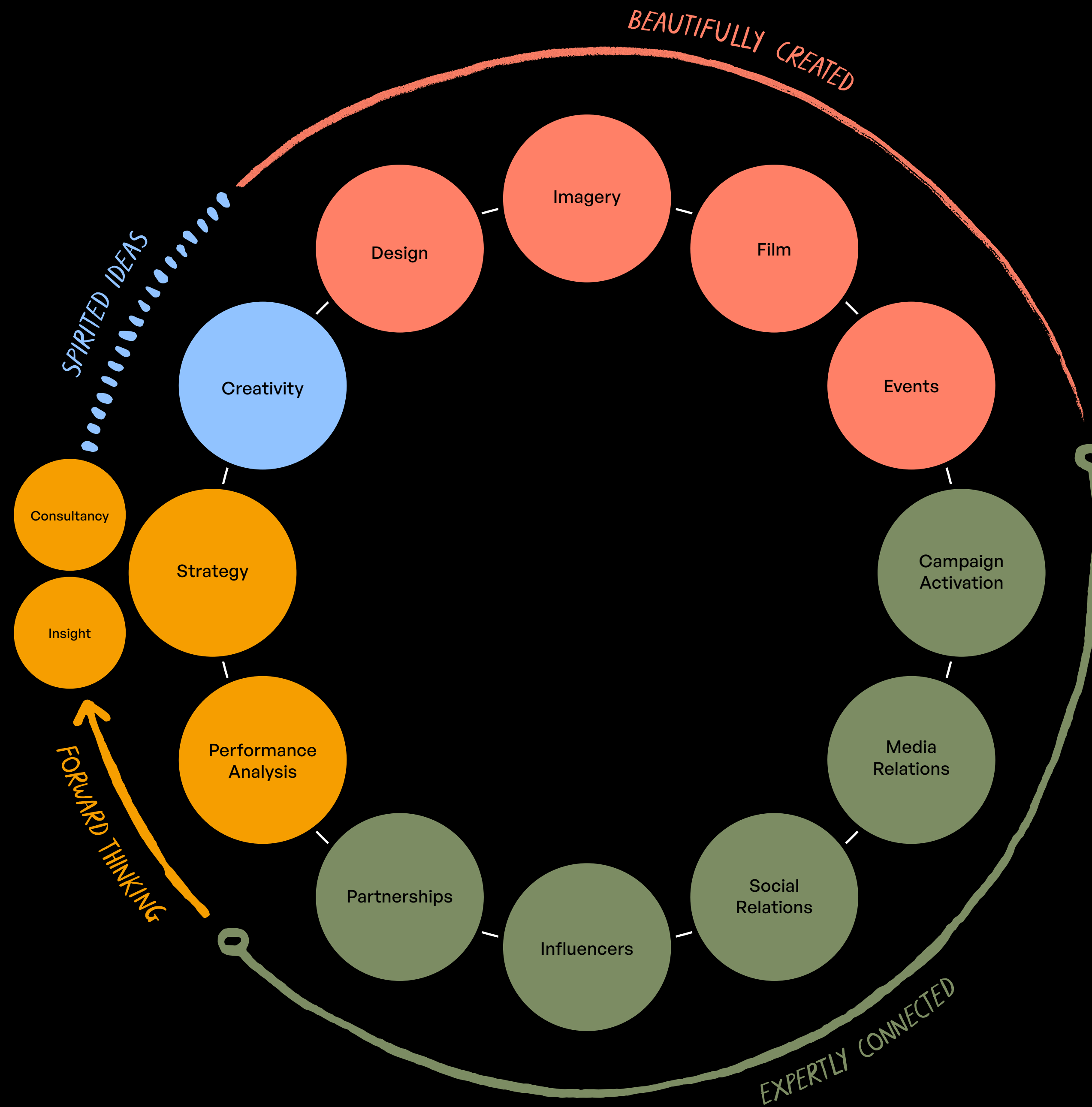
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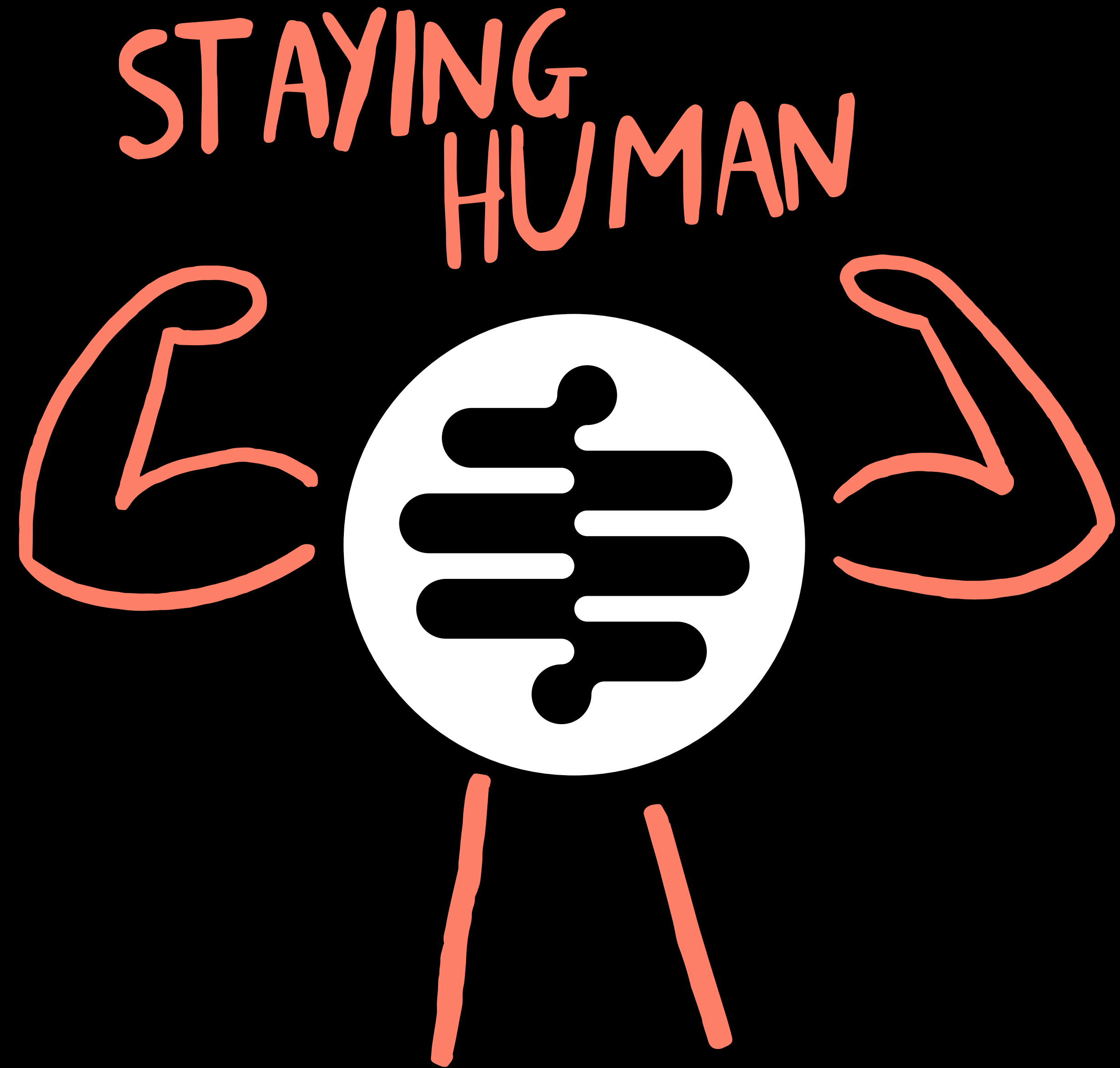


LIKE-MINDED CLIENTS



Our clients are our partners. We promise to deliver single-minded ideas that are memorable and based on real insight. They promise to back them and help make them happen. We are mindful of the pressures they are under, so we avoid becoming a problem by having world-class account management; we meet deadlines, have productive meetings and exceed KPIs. We also don't forget to have fun together along the way.

The Academy is a place where the brightest minds come together to do their best work. We have a unique column structure that provides a level of learning and opportunity not found in other agencies. But while work is a big part of life, it isn't the whole of life. We want our people to be achieving and learning, but, most importantly, happy. The Academy is a sanctuary and our support is genuine. If someone is struggling with a problem, we drop our own work to help. After all, none of us are stronger than all of us.





Our vision is to be the leading PR agency in the UK, a place that uses the power of creativity to advance the fortunes of our clients and our world, one project at a time.

