

PIMENTO.

PIMENTO AGENCY SUPPORT SERVICES. 2025



Welcome to the latest edition of the Pimento Agency Support Services Brochure showing a range of Professional Services that we have in the Pimento community, giving you access to a growing network of businesses who specialise in supporting the independent agency industry and beyond. Services like Legal, HR, Recruitment, Finance, M&A, New Business, Insurance and so much more.

If you're a Pimento Member, look out for the offers throughout the brochure.

We'll continue to review our services that we offer you, and would welcome your ideas and introductions to others in this space.

Onwards and upwards,

Stephen

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SERVICE
Accountancy

BAND



Introducing BAND

Advisors, business managers & accountants to ambitious, entrepreneurial and forward-thinking individuals and businesses.

Behind Every Creative Force, There's BAND

BAND – Financial Fluency for the Creative World

At BAND, we give creative business owners the confidence and clarity to grow, combining deep sector knowledge with practical, hands-on support.

Whether you're running an agency, production studio or creative consultancy, we understand the pace and pressure of your world, because we've been there ourselves.

Quite simply, we're more than accountants. We're advisors and commercial partners who work with you to build a stronger, more resilient business. Our team brings years of experience from within the industry, offering strategic insight alongside the day-to-day management of your finance function.

From growth planning and cashflow forecasting, to dashboards and data you'll actually use, we help you make decisions with confidence. We're able to implement smart financial systems, create real-time reporting tools and act as your fully outsourced finance team – freeing you up to focus on leading your business.

With BAND, you'll benefit from:

- A full-service outsourced finance department
- Strategic advisory and commercial planning
- Compliance across the board for absolute peace of mind
- Custom dashboards for performance visibility
- Technology implementation and automation
- Personal and business tax planning
- EMI schemes, remuneration and succession planning

Everything we do is designed around the needs of agency leaders – streamlining operations, unlocking growth and helping you stay one step ahead.

Ready to turn creative momentum into commercial success? Let's talk. Visit www.weareband.co.uk or email hello@weareband.co.uk

MSQ

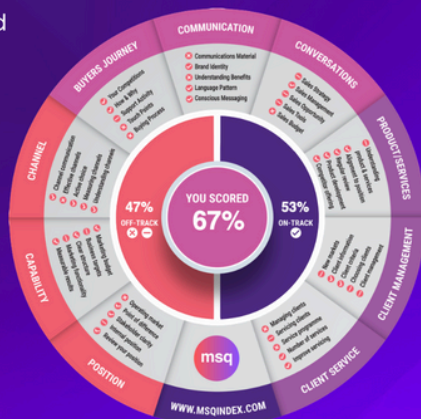


Winning, keeping and profiting from clients. Made simple with MSQ.

Today, more than ever, clients are hard to win, harder to keep, and tougher to profit from. MSQ's marketing strategy-first approach shows how to succeed.

MSQ is a proven growth accelerator designed to help agencies:

- Attract and retain clients by uncovering true needs.
- Drive revenue through strategic marketing and deeper client relationships.



PIMENTO MEMBER OFFER:

You don't have to wait to see how MSQ can benefit your clients. Let us take your agency through the MSQ process and show you how your agency stacks up. As a Pimento member, you'll receive:

- An exclusive 10% discount on your own Strategic Marketing Assessment with MSQ.
- A free strategy session to explore how MSQ can elevate your agency's positioning and client success.



MSQ: Elevate Your Agency's Value and Growth

In today's competitive landscape, winning, keeping and profiting from clients has never been more challenging. That's where MSQ comes in. MSQ is here to help agencies transform their client relationships with a marketing strategy-first approach, positioning your agency as the expert in the room – and helping you win.

MSQ is a proven agency growth accelerator, designed to give you the tools to:

- Attract and retain clients by uncovering their true needs.
- Drive revenue through strategic marketing and trusted partnerships.
- Eliminate ad-hoc tactics to position your agency as an indispensable strategic advisor.

At the heart of MSQ lies the MSQ Index™, a proprietary needs-assessment tool that uncovers client priorities – often before clients even recognise them themselves. Ultimately, MSQ's innovative process that provides a structured onboarding and insights framework, seamlessly integrating into agency workflows. The result? Added value relationships and new revenue opportunities.

With over 5,000 clients and agencies already on their MSQ journey, our user data* speaks for itself revealing that a high percentage of clients and their agencies had habitually invested in marketing without clear direction – what we call “random acts of marketing.” MSQ's aim is to eliminate that.

For agencies, the MSQ process reveals a client's marketing gaps right at the start of the relationship, laying out a strategic marketing pathway to build on. This includes:

- A step-by-step framework to build and sustain strategic partnerships.
- Data-driven insights that secure marketing spend and enhance client trust.
- A clear roadmap for agency growth and increased profitability.

Ready to acquire, retain, and grow with MSQ?

Contact Seth Hawthorne at

seth.hawthorne@msgindex.com

or call +44 7785 245 257 to get started.

SERVICE
Apprenticeships

PRO APPRENTICESHIPS



**Empowering futures
transforming business**

Professional Apprenticeships Ltd





Pro Apprenticeships: Ofsted Outstanding Provider in Technology and Business Apprenticeship Programmes.

If you're looking for the highest level of apprenticeship training and support, you are in the right place. Since 2016, Pro Apprenticeships (Professional Apprenticeships Ltd) has been known for providing training and support for apprentices and businesses.

Whether you're an employer looking to enhance your workforce or an applicant aiming to upgrade your career, Pro Apprenticeships is your go-to partner; our programmes are changing the game across the UK.

Outstanding Accomplishments:

- Award-winning Apprenticeship Provider
- We're an Ofsted Outstanding Provider
- National Recognised Qualifications
- 87% Distinction Rate
- 100% First Time Pass Rate
- Leaders in Safeguarding

Apprenticeships We Deliver

Using apprenticeship training for your existing team is an excellent way to fill skills gaps, increase productivity and promote staff retention. An apprenticeship is a structured training programme designed to equip individuals with the skills and knowledge needed to excel in various digital roles, such as marketing, software development, data analysis and IT support.

Why an Apprentice?

Apprenticeships focus on key skills and are provided only by approved providers. They can be used for both existing staff and new hires, ensuring high-quality, structured training.

Pro Apprenticeships takes time to understand the needs of all the companies we work with to identify professional development for your new and existing employees. We offer a complimentary consultation to help you discover the most productive way to use your Apprenticeship Levy.

Talk with us today:

Email: info@pro-app.co.uk

Phone: 01174 224 000

www.professionalapprenticeships.co.uk/

SERVICE
Associations

BPIF

AI Powered Solutions

THE BPIF IS INVIGORATING
A MODERN, PROGRESSIVE
PRINT INDUSTRY



The BPIF (British Printing Industries Federation) is a thriving, best-in-class trade association invigorating a modern, progressive print industry. We inspire and support those within the UK print, printed packaging and graphic communication industries to see opportunities for growth. It is one of the country's largest and most dynamic trade associations and serves a sector which has a collective annual turnover of £14 billion and employs approximately 112,000 people.

We help solve business problems and drive strategic change providing the highest standard of support so our members can grow and develop healthy, sustainable and profitable businesses. Our experts specialise in offering practical, value-adding solutions for all areas of a business, ranging from HS&E and quality issues as well as giving advice and support on training, marketing, sales and finance.

We are passionate about upskilling the industry, making it our mission to educate, inspire and equip the future generation of print. In addition, we offer a wide range of opportunities for networking both regionally and nationally, including prestigious events, special interest groups and popular short courses on a wide range of topics.

CDI (Creative Digital Industries)

CDI is a specialist interest group of the British Printing Industries Federation (BPIF) and exists to support and inform the creative and digital industry.

We incorporate the key elements of the marketing and communications media by engaging brand owners, creative and digital industries, printers, data managers and consumer behaviourists.

CDI recognise business is about people, so we act as a hub to bring people together and widen networks, whether it is at our social events or supporting and initiating network collaboration.

BPIF Contact: anais.bellemans@bpif.org.uk
www.britishprint.com

CDI Membership: Robert@creativedigital.org.uk
www.creativedigital.org.uk

SERVICE
Associations

ALLIANCE OF INDEPENDENT AGENCIES



Together we thrive

www.allindependentagencies.org

The Alliance exists to help the independent agency community and the free-thinking people that work in it to thrive in every way.

Independent Agencies are a unique and special group of businesses and people; connected by their independent spirit, ideals and purpose, not simply their service offering. To be independent is something unique and very important in today's evolving creative economy. While the marketing landscape gets ever more complicated, one fact remains perfectly simple – the best ideas come from independent minds.

Our 'people-first' philosophy is that great people make great agencies, which in turn creates the environment to do ground-breaking work for their clients. By developing best-in-class people, services and platforms, and connecting them through a collective voice to the wider community, we're helping to cultivate a vibrant, diverse, profitable and successful commercial independent agency sector.

We're here to help teach, train, nurture and support, as well as measure and benchmark the best practices that make the community what it is today... and what it needs to be tomorrow.

- Class-leading learning and development programme
- Championing the highest professional and ethical standards
- 11 peer-to-peer Action Groups to keep you connected to the wider community
- Protecting your IP and providing legal support
- Helping you save money and improve profitability
- Keeping you up-to-date with the latest trends and topics of the day

For more about membership, visit us at www.allindependentagencies.org, or get in touch with Terry Martin at terry@allindependentagencies.org.
T: 0207 535 3550 M: 07908 918464

**We are the Alliance of Independent Agencies.
Together we thrive.**

SERVICE
Associations

BIMA



BIMA has been the voice of the UK digital industry since 1985, bringing the digital community together in the fundamental belief that by working collaboratively, it has the power to achieve more.

Following the rapid acceleration of digital in 2020, its work has never been more important.

On behalf of its members and the wider industry, it works to:

Address the digital skills gap – improving the talent pipeline through initiatives like BIMA Digital Day, learning, development and mentoring programmes, and its Education and Apprenticeship Councils.

Promote a diverse, inclusive and responsible digital community – across the UK through its D&I and Sustainability Councils.

Help member businesses grow – through recognition, insight and thought leadership opportunities that help drive positive change.

For more information:

W: bima.co.uk

T: +44(0) 20 3538 6607

E: web@bima.co.uk

SERVICE

Audio Production

AUDIOHARVEST



PIMENTO MEMBER OFFER:

Enterprise Business User Package for just £275 a month.
Enables access to the full feature suite and managed service included.



We create and distribute audio marketing content across social platforms, the web and podcasts.

We enable clients to reach customers wherever and whenever they consume audio online whether that be on mobile, laptops or smart speakers.

Create and distribute branded podcasts in minutes via our real-time platform. The AudioHarvest platform converts a client's online content into a branded podcast and provides an onsite audio player.

We also provide an onsite audio player so your customers can listen to content on your website, this is great for increasing customer engagement and enabling accessibility.

The AudioHarvest platform is so simple to manage as it converts a client's online content into a company-branded podcast in real-time and then automatically distributes it on iTunes, Google etc. This enables brands to reach new and existing customers as large numbers of business decision-makers and consumers listen to podcasts.

For more information, visit:

audio-harvest.com

Or contact us at info@audio-harvest.com

SERVICE
Awards

DON'T PANIC



Don't Panic are international event and award specialists.

The masterminds behind unparalleled event experiences Don't Panic deliver conferences, exhibitions, fringe events and awards ceremonies that leave a lasting memory and deliver impactful results.

Don't Panic own and deliver over 25 industry recognised awards including the prestigious We Are Search Awards series in the UK, US, Europe, MENA and APAC, the Agency Awards, Social Media Awards and Company Culture Awards.

Looking to Showcase Your Work and Celebrate your Success?

Don't Panic Awards are accredited by the Independent Awards Council – Awards Trust Mark.

All Don't Panic Awards pride themselves on transparency and validity, all categories are judged by leading industry voices who follow a robust, two step judging process to establish a shortlist and determine winners that the industry can trust.

Awards Calendar – the industry recognition you deserve!

Looking to Host an Event?

The Don't Panic team of talented event managers work with your business to create unforgettable events that meet your brief and budget. Specialists in:

- Concept, planning &
- post-event reconciliation
- Budget & Strategy
- Venue & Entertainment
- Design & staging
- Marketing & Sales
- Safety & Logistics

If you want to hear more about how Awards can leverage your brand and business or are looking to host an event, please get in touch with Alex Slade, Operations Director.

Email: alex.slade@dontpanicprojects.com or call +44 (0)1706 828855

Alternatively visit www.dontpanicprojects.com to learn more about the team and what we do best!

SERVICE
Business Advisory

THE AGENCY ADVENTURE

Creating
Agencies
of the Future



The
**Agency
Adventure.**

Do you know what you don't know?

We recognise that every agency owner's journey is different. The Agency Adventure provides business and commercial support to independent Agency owners to create sustainable, profitable and remarkable agencies, no matter what your goals are.

We want you to run a better agency – whatever that looks like for you. For some, it's about increasing profits, or having a business that runs without them; for others, it's about finding more time to spend with their family.

Providing an outside perspective combined with inside knowledge. All our Guides (Agency Advisors) have run, grown and most importantly sold agencies, so can provide the insider knowledge to help you on your journey.

We're here to help agency owners like you deal with the bits of running a business you probably never signed up for – things like cash flow, business development, and all the operational stuff that's essential but often gets overlooked.

We're by your side, on your side and there to pick you up when you stumble.

We've built a framework to help agencies become profitable, sustainable and remarkable. It's all about helping owners get back to what they love while making sure the business works for them, not the other way around.

The advice we give isn't cookie-cutter, it's not a programme, it is tailored to helping you.

A big part of what we do is addressing the human side of running an agency. Sure, we can talk about cash flow and strategy, but often, it's helping people get past whatever mental block is holding them back – fear, ego or just not knowing where to start.

It all starts with a discussion.

If any of this resonates with you then please get in touch and we can explore your challenges.

Chris@agency-adventure.com

www.agency-adventure.com

SERVICE
Business Advisory

THE ARC

THE ARC





The Arc was created to disrupt the market. From day one, our mission has been to redefine the way individuals and organisations experience agency growth and M&A.

The Arc is built around three key pillar services:

Arc Advisory – Committed to helping independent agencies and SMEs accelerate growth, and where necessary, exit their business through end-to-end brokerage solutions on both buy & sell side.

Arc Talent – An Executive Search business based in London and LA, able to hire senior roles on a global scale

Arc Coaching – A 1:1 Mentorship Programme developed for business leaders. Taking a Strengths and Values led approach, we address performance anxieties, explore how to have confidence, find fulfilment and drive professional opportunity.

The Arc's core business values run intrinsically through every level of the business, they may not be what you would typically expect to see in the world of Mergers & Acquisitions which illustrates our proposition perfectly. We do things differently.

Empathy – We do things empathetically with a focus on fulfilment

Innovation – We are innovators in constant pursuit of a smarter, more sustainable way of working

Connectivity – We connect, and crucially never forget who we are working with. Humans

Well-being – We do it all with wellbeing at the heart, because we have been in your shoes and we get it.

If you want to hear more about how the arc can help you and your business grow please book a call with Founder Adam Rubins via – [Calendly.com/adamrubins](https://calendly.com/adamrubins) or email adam@wearethearc.com for more information.

SERVICE
Business Advisory

FLASH PARTNERS



PIMENTO MEMBER OFFER:

Free initial one hour consultation.

What we're about

We are passionate about working in the creative industry. We live it, we breath it, we understand it, we get it. It's all about delivering great work and getting paid fairly for it. Our job is to partner with you to help achieve that.

Our approach to everything is proactive and pragmatic. We talk in everyday, no nonsense language and prefer a face-to-face conversation over a string of emails. We even wear jeans and trainers.

We have over 15 years' experience of standing shoulder to shoulder with companies, giving them the information, knowledge and insight to succeed. We use technology and smart thinking to increase efficiencies and a support network to allow companies to do what they do best; create great work.

Where we came from

Flash Partners was formed in 2007 with a vision of providing expert financial information and business advice to companies in the marketing communications sector. We have worked with every discipline within the sector giving us a unique insight into the challenges of running and growing a company in this sector.

Services we love providing:

- Outsourced finance function
- Company start ups
- Business improvement
- and growth
- Strategic business insight
- Mergers and acquisition advice

Services our partners love providing:

- Employee wellbeing
- R&D Tax Relief
- Legal advice
- Statutory and Compliance reporting
- Corporate finance
- Procurement consulting

If you would like more information on the above, please contact our founder, Chris Lang:

chris@flash-partners.com 07974655095

More information can be found at: flash-partners.com

SERVICE
Business Advisory

WEST ASSOCIATES



PIMENTO MEMBER OFFER:

Free succinct assessment of your refinancing options and value proposition focus, to attract the finance you are seeking.



Assisting corporate business in financing your future

West Associates International Ltd is a boutique business consultancy sourcing financial solutions for corporate entities. We also introduce strategic marketing and business value proposition solutions.

Finance and business roadmaps built exactly to your needs

Whether you are a boutique business or multi-site operator, we can work with you and your team to structure your business for future growth. Here's why we can do this:

- Nearly 4 decades of delivering solutions
- 120 years, in-house combined consulting experience
- Extensive network of first-class associates
- We take a 360-degree view of your operations
- Business modelling and remodelling expertise

Now, more than ever, the importance of stripping away unnecessary layers to get to the real essence of your business, can not be overstated. Clarity can be your best friend and the process starts with a keen focus on the areas of your business and the everyday dynamics that impact your organisation most.

Decision-making in unpredictable circumstances is most definitely challenging but also, achievable. We help you to make sense of it all.

OUR SPECIALTIES

- Financing (including refinancing)
- Debt and equity options
- Mergers, Acquisitions, MBO's and MBI's
- Marketing & Strategic Planning
- Business Modelling & Remodelling
- Value Proposition Identification and Formulation

We'd be very happy to hear from you for a no obligation chat

Contact us by email at contact@west-associates.com
or you are welcome to call John on 07831 751334
or Michael on 07522 652381

SERVICE
Business Development

STUDIO WHITE MARKETING



Studio White Marketing Consultancy specialises in helping agency founders scale their businesses with clarity, focus and strategic growth.

Founded by Rachel White, a Chartered marketing expert with over 20 years' experience across agency, in-house and client-side roles, Studio White offers invaluable insights into the challenges founders face. Rachel's background in both agency operations and client-side marketing gives her a unique perspective to guide founders through obstacles like operational inefficiencies, ineffective strategies and time constraints.

Studio White's signature "From Bottleneck to Breakthrough" framework identifies and addresses the root causes of business challenges. Rachel provides actionable solutions, whether refining marketing strategies, streamlining operations or aligning teams with growth goals.

Services Include:

- Strategic Consultancy: Personalised guidance to create actionable growth plans.
- Business & Marketing Strategy: Tailored strategies aligned with the agency's long-term vision.
- Scaling Frameworks: Structured approaches to eliminate bottlenecks and improve performance.
- Leadership & Team Development: Building strong leadership skills and high-performing teams.

With Rachel's expertise, Studio White empowers founders to overcome challenges and achieve sustainable growth.

Ready to scale your agency?

Contact: Rachel White, Founder / Marketing & Business Growth Consultant

Email: Rachel@studiowhitemarketing.com

Website: studiowhitemarketing.com

LinkedIn: linkedin.com/in/studiowhitemarketing

SERVICE
Business Development

THE GREAT PITCH COMPANY



PIMENTO MEMBER OFFER:

Free 30-minute consultation exclusively for Pimento members.

Do you keep coming second in pitches?
Is your pitch-to-win conversion rate lower than 66%?
Is your prospecting plan (largely) just a plan?

If you answer yes to any one of these questions, we should talk!

The Great Pitch Company's purpose is to help agencies achieve profitable business growth through driving up win rates and driving down wasted resources.

We help agencies of all disciplines, whether independent or large networks, all around the world to fix their new business problems.

Having run agencies we understand the pressure. We know that the imperative is to keep existing clients happy, yet there is a need to win more new business than ever. As a result, your staff are overstretched and whilst you are pitching, you are not winning as much as you need to. Not only that but outbound prospecting goes out the window given the demands of existing clients and new business pitches.

The Great Pitch Company can help and we have two distinct offerings:

Great Now: Our pitch consultancy service provides bespoke coaching on live pitches to help your team win by benchmarking your pitch approach against our global standards to give you the very best chances of winning.

Great Forever: Through business development consultancy and training we align your new business culture, team and process to be ever more effective and efficient.

For example, our training programmes are designed to build your business development strength whilst our consultancy will go under the hood of your agency to identify the issues to develop Great Growth Plans that deliver growth.

If you want to make your approach to business development GREAT, please email marcus@thegreatpitchcompany.com or call +44 7812 671819 for a free 30-minute consultation exclusively for Pimento members.

SERVICE
Business Performance

A FEW GOOD PEOPLE

AFGP | A
FEW
GOOD
PEOPLE

Think. Better.

PIMENTO MEMBER OFFER:

50% discount on our Product, Commercial and Operational Evaluation Workshop for your business. 15% discount on any services, training or courses.



A Few Good People are former media, creative and technology leaders who specialise in commercial, operational and product and service optimisation. Throughout our careers we have developed products and services that work for clients and were valued appropriately.

We aim to help you do the same and grow in a flexible way which fits your needs and pace. We can do the heavy lifting or we can help you take on the challenges. Whichever route you take, you are left with the tools, capabilities and processes to continue to grow, whatever your specialism or size.

AFGP can:

- Define and launch new products and services
- Establish how to deliver and sell existing services consistently
- Dial up pricing and margins
- Identify your value and make you better at demonstrating it
- Set out a valuable exit strategy

Recent work:

- Enabled a creative producer to sell free IP for 20x our fee
- Overhauled the support services of a technology deliverer, adding 40% revenue and higher margins
- Introduced governance at a media business, driving down write offs
- Modified a hardware provider's portfolio, adding software and maintenance services

A half day workshop diving into the business will provide you with an evaluation and recommendations to consider. We work to understand your goals and obstacles to getting there, then we identify how best to overcome them.

We offer a deal on the workshop's cost and other services, so please get in touch to discuss your goals and challenges.

www.afewgoodpeople.co.uk
andrew.radley@afewgoodpeople.co.uk
07780 707800

SERVICE
Business Performance

AGENCY WORKS



Agency WORKS

Hi, we're Agency Works. A team of agency management experts helping great agencies elevate their performance with Synergist (the UK's leading agency management system).

We've worked with more than 500 agencies – of all shapes and sizes – so we know what makes an agency really work, and more importantly, how to make more profit.

Together, we'll unpick your current processes to find out what's working and what's not, so you don't just replicate what you're already doing where you could really be moving forward. We'll help you design your perfect system set-up and give you the data intelligence you need to grow.

We're a tight-knit team of down-to-earth, super-friendly people who really know our stuff when it comes to agency management. Some of us have spent years working in senior roles in agencies. Others have spent years helping agencies improve performance.

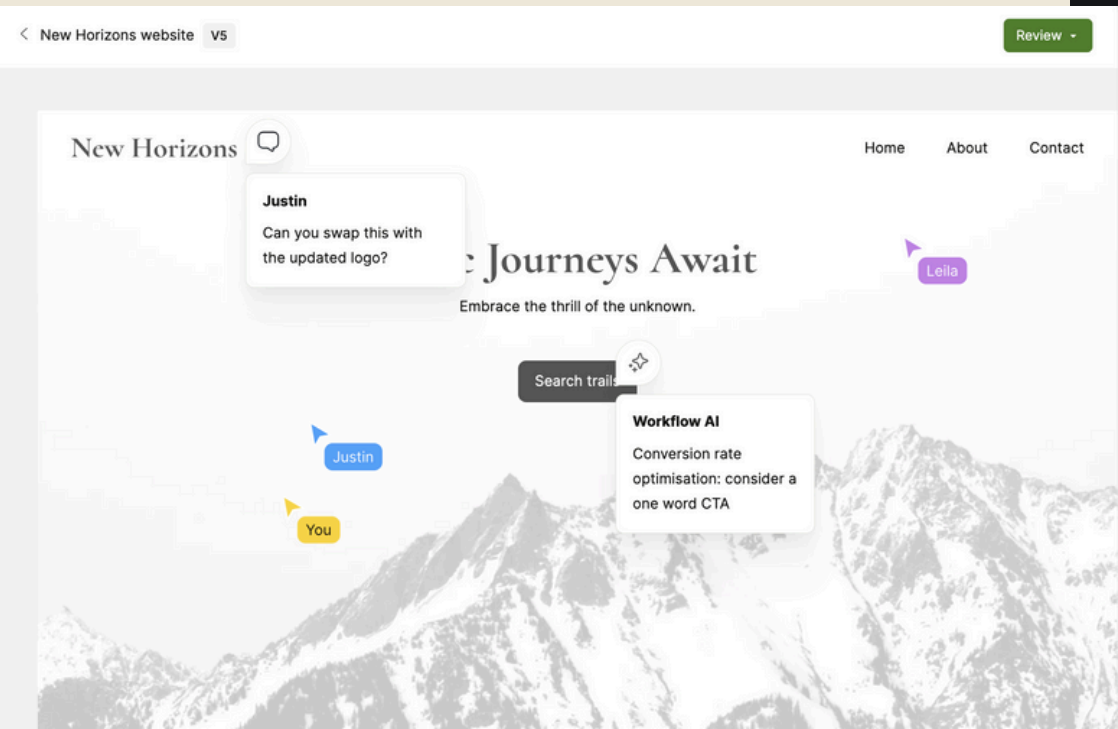
It's safe to say we understand your “ughs!!” and how to turn them into “ahhhs”.

Say hello@theagencyworks.co.uk and we can arrange a call, Zoom, Teams, cuppa, beer... whatever floats your boat.

We'd love to chat.

www.theagencyworks.co.uk

WORKFLOW



PIMENTO MEMBERS OFFER:

All Pimento members get 50% off for three months.

Workflow

The New Way to Run Creative Projects

Creative teams are producing 10x more assets than ever, but outdated review and approval processes can't keep up. Feedback is scattered, revisions drag on and projects stall, wasting time and slowing teams down.

Workflow removes these bottlenecks by bringing everything into one place. Store assets, collaborate and speed up approvals, whether you're working on live websites, Figma designs, images, videos, PDFs or text.

No more chasing feedback across emails and Slack. No more lost files or untracked versions. Workflow keeps everything in one beautifully designed, intuitive platform, built to stay out of your way and let you focus on creating.

A Better Way to Share, Review and Approve

Effortless Sharing: Share your work with a simple link, clients can view it instantly, no account required.

Professional Presentation: A minimal, elegant client portal makes your work stand out and delivers an elevated client experience.

Fast Feedback: Reviewers can easily leave precise, in-context feedback directly on assets, no long email chains.

Easy Approval: Keep projects moving forward with clear, trackable sign-offs in one place.

From first draft to final approval, Workflow streamlines your entire creative process.

Coming soon: AI capabilities that review creative work in real-time, offering feedback and highlighting improvements in brand consistency, accessibility, design best practices, spelling and grammar.

Try Workflow today

Visit www.workflow.design/pimento

or contact saul@workflow.design

SERVICE
Coaching

RECAST COACHING



PIMENTO MEMBER OFFER:

Free 45-minute chemistry meeting for Pimento Members.

Find the space to reframe your thoughts, renew your energy and reimagine your future.

At Recast, we believe the mind that holds the problem, also holds the best solution. We can all get a bit stuck sometimes, but when we're really listened to and presented with great questions, new perspectives and opportunities become available.

Life still feels particularly tough, and being at your best - even some of the time – is a challenge. At Recast, we offer coaching that's designed around your needs, at a frequency and format that works for you. Here are some ways we're helping industry leaders:

- Enhancing communications through transformational change
- Improving the wellbeing of leaders and their teams
- Increasing self-awareness, self-belief and personal effectiveness
- Unlocking creativity and innovation through increased psychological safety
- Preparing for, and transitioning into new leadership roles
- Dealing with conflict and challenging relationships
- Managing personal energy, and the energy of others
- Leading teams back to high performance

As well as 1-2-1 coaching, we also offer group and team coaching programmes. These are designed to generate trust, gain insight into collective strengths and build a coaching culture that can support itself more effectively.

'In an extremely short period of time James has made a profound impact on our individual and collective leadership behaviours. He has an incredible ability to build trust and confidence with people.'

Joe Hale, CEO, Dragon Rouge

Contact: James Renwick, Founder Tel: 07866 501068
Email: james@recastcoaching.co.uk
Website: www.recastcoaching.co.uk

SERVICE
Coaching

SMALL BROWN DOG



PIMENTO MEMBER OFFER:

An initial free consultation and 20% off coaching.



Confident public speaking is an important work and life skill, but so many of us find it difficult to present material or share an idea concisely and with absolute focus on the outcome.

At Small Brown Dog we believe that you don't need to be an extrovert or have a unique talent for oratory; with the right tools and the will to succeed, everyone can improve.

What is more important is to be able to find your own authentic voice and style, and never have to step away from who you are comfortable to be.

Perhaps you want to communicate with more impact or simply feel less anxious about the whole experience? We offer fully bespoke presentation and public speaking coaching for individuals and teams of all levels of experience and capability.

This coaching unlocks how to create a consistent and logical story narrative, ways to add to your ability to engage with an audience, and the use of delivery techniques that help you own the room (or the Zoom).

We work together in a way that is designed to suit your specific communication goals or help you prepare for your next speaking event. These things form the basis for the most important step any of us can make: achieving fearless communication, rather than faultless.

We also consult on pitch preparation and delivery for agencies, and speechwriting support for keynote speakers.

"I've spent the past 4 weeks working with Steve Copestake on improving my communications skills and I can't tell you how energised I am! My approach feels focused and structured, and I now have mechanisms to help me develop."

Marianne Ashton-Booth, CNN

Contact: Steve Copestake
07733 075 547
stevecopetake@gmail.com

SERVICE

Data & Insight

INTEGRA DATA SOLUTIONS

**StartUp
Awards**
East of England

WINNER 2023

**Marketing, Advertising & PR
StartUp of the Year**

Integra Data Solutions

www.startupawards.uk





Integra Data Solutions: Your Data-Driven Marketing Partner

At Integra Data Solutions, we specialise in data-driven marketing, helping businesses target their Ideal Profile Customer (IPC) with unmatched precision.

Our expertise lies in transforming transactional data into actionable insights, enabling you to reach your perfect audience effectively.

Our Data Products:

- UK Business Data: Access comprehensive information on 6.5 million companies, perfect for B2B marketing covering Postal, Email & Telephone
- UK Property Data: Gain insights on 32 million households with over 100 layers of property-specific data
- UK Home Movers Data: Track movers through three key stages – pre-move, on-move, and post-move – to engage them at the right moment
- Data Enrichment: Append and enrich your CRM

We utilise advanced analytics to build detailed profiles of your IPC, allowing for targeted prospecting that maximises your marketing ROI. Let us help you connect with your ideal customers and drive your business forward.

Discover how Integra Data Solutions can elevate your marketing strategy. Reach out to us now!

Contact Us Today: James Neale

james@integradatasolutions.co.uk

07810 332754 integradatasolutions.co.uk

SERVICE
FINANCE SOLUTIONS

ACC FINANCE SOLUTIONS



ACC FINANCE SOLUTIONS



ACC Finance Solutions are all about making your finances simple, practical, and tailored to your business. Led by Adam Cooper, a CFO with over 20 years of experience leading finance teams across public and private companies, we are here to help you understand your numbers, improve cash flow, and hit your financial goals.

Think of us as your on-demand financial partner - giving you the tools, advice, and support you need to focus on what you do best: running your business.

How We Help

Fractional CFO Services



Cash Flow Management



Financial Health Check



M&A Advisory



Financial Goal Settings



Management Accounting



Client Finance Leadership



Book Keeping



PIMENTO MEMBER OFFER:

Enjoy a free 30-minute financial consultation to discuss your agency's goals and challenges, and 20% off your agency Financial Health Check.

Strategic Finance for Agencies That Want to Grow

Hi, we're ACC Finance Solutions, a fractional CFO firm based in London, helping UK and international agencies increase their profits so they can increase their impact.

A team of finance leaders with decades of agency finance experience, we've seen your challenge before: whether that be the feeling of flying financially blind, cancelled projects causing cashflow stress, or clients who think 30 day payment terms means "pay you...eventually!".

We're here to help you solve those challenges, giving you financial clarity, strategy and support to help the next stage of your growth. Whether you need help managing cash flows, increasing profits or preparing for an exit, we act as your outsourced finance partner, giving you the expertise of an industry experienced CFO without the full-time cost.

How We Help Agencies:

- **Fractional CFO Services** – Get strategic financial insight to drive better decision-making and profitability.
- **Cash Flow Management** – We help you optimise cash flow, ensuring financial stability and smoother operations.
- **Profitability & Growth Strategy** – Identify revenue opportunities, refine pricing models and scale sustainably.
- **Financial Health Checks** – Understand where you stand financially and where you can improve.

Our team works closely with agency owners to help simplify financial management, provide clear, actionable insights, and allow you to focus on the bigger picture. Unlike traditional accountants who focus on historical reporting, we take a forward-looking approach, helping you plan for what's next.

To discover the difference a fractional CFO can make to your agency, get in touch:

Email: info@accfinancesolutions.com

Web: www.accfinancesolutions.com

SERVICE
HR Consultancy

PACE HR





Pace is a HR Consultancy founded by two experienced HR professionals (Charlie & Sarah), who have a passion for supporting businesses to gain the HR department that their organisation wants and needs at any moment in time.

As a Company, we want to give all of our clients the peace of mind that they don't have to be qualified HR professionals to have a solid HR function that is aligned to their business.

Just because a company may not have the numbers to justify a full time HR person in house, they can still have an outsourced partnership that fits their culture and supports their team.

We have a growing team of experienced consultants who hold expertise in all areas of HR.

We can offer ongoing advice and legally compliant documentation as and when your teams require it, one-off support for any large or complex project through to a fully outsourced HR team, that can flex with the changing needs of your business.

No call centres, just bespoke HR advice to fit your needs.

Contact Emma
at emma.dunning@pace-hr.com
or 07511906836
www.pace-hr.com

SERVICE
HR Consultancy

REALITY HR



PIMENTO MEMBER OFFER:

We are delighted to offer members a FREE one-hour
HR consultation or a complimentary HR Health Check.

We're Reality HR – specialists in people. Working in partnership with you to provide a personalised HR service supporting the success of your business.

We know that every business is different, with its own ways of working and its own unique challenges. That's why our highly flexible services can be tailored to meet your objectives and strategy, and the needs of you and your team.

However you choose to work with us, we partner closely with you, taking the time to understand your organisation before delivering pragmatic and commercial advice informed by decades of experience. We listen to you, challenge existing processes and find the most appropriate solutions.

We often begin with a full HR Health Check to evaluate your current HR provision, and then develop a bespoke people plan aligned to your overall business plan.

Our team offers a full range of HR services, including day-to-day support on a retained basis, strategic consultancy, one-off project work, and a rapid response service for those challenging times when urgent support is required. Here is an example of some of the topics we can support you with:

- HR outsourcing services
- Emergency HR support
- Recruitment support
- People processes
- Pay & benefits
- Organisational design
- International HR
- Employee engagement
- Disciplinary and grievance
- Mental health & wellbeing
- Attendance management
- Restructure, redundancy and settlements
- Outplacement support
- Management training
- Insights Discovery
- Contracts of employment and employee handbooks

Get in touch today to find out how we can help.

Please contact: Sally-Ann Hall-Jones

Tel: 01256 328428

Email: sally-ann@realityhr.co.uk

Website: www.realityhr.co.uk

SERVICE
Influencer Marketing

THE INFLUENCE ROOM



PIMENTO MEMBER OFFER:

20% off any subscription package.

The Influence Room is a cross between Tinder and LinkedIn. No money changes hands; brands exchange products and experiences with influential brand advocates in return for authentic content and exposure.

We operate a reverse auction marketplace, by bringing brands their influencers - who want to collaborate over their love of your brand, not for a fee. This generates genuine advocacy and authentic connections, as well as delivering outstanding results:

- On average, our clients achieve a remarkable 15:1 ROI on their marketing spend
- They save up to 200 hours of influencer outreach per campaign
- On average, our clients save £7,000 per opportunity vs paid collaborations
- They receive 3-4x as much content
- With 3x the authenticity factor

At The Influence Room, we enable brands to build meaningful relationships with influencers who specialise in the platforms and categories you most want to target. With our platform, you have the opportunity to connect with exceptional talent that aligns perfectly with your brand's values and objectives.

If you'd like to know more about what we do or discuss a potential campaign, please contact:

Imy Gamble, B2B Marketing Manager
Mobile: 07788597329, Email: imy@theinfluencerroom.com
Website: www.theinfluencerroom.com

SERVICE
Insurance

RISKBOX



PIMENTO MEMBER OFFER:

A complimentary, no-obligation due-diligence review
of your current insurance package

Riskbox are a specialist insurance broker. We pride ourselves in understanding the risks and complexities faced when it comes to insuring digital and creative agencies.

Our guiding principle is simple: your policy must work for you.

That's why we offer a complimentary, no-obligation due-diligence review of your current insurance package. Our experts have an in-depth understanding of the ever-evolving digital landscape and will assess your business's risks against the current package, providing a detailed report with our recommendations.

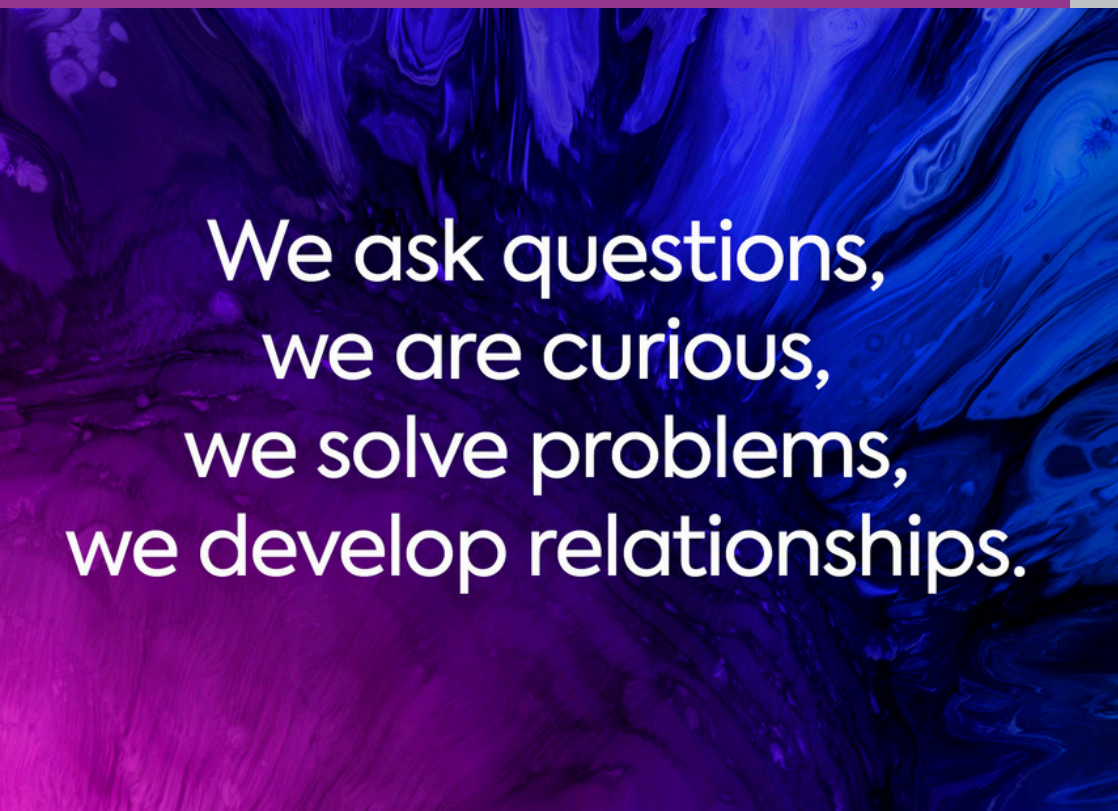
But we're more than just a transactional service provider – we're your dedicated partners. We understand the journey of a digital agency and are here to be your guiding light.

With RiskBox, you'll get more than proper coverage. You get a companion that knows your industry and stands by you through every challenge.

If you have any questions around insurance, to book your free review or if you'd like us to obtain some questions for you, please get in touch at omar.akram@riskboxuk.com or call me on 07904 015039
riskboxuk.com

SERVICE
Legal

CLARION



We ask questions,
we are curious,
we solve problems,
we develop relationships.

PIMENTO MEMBER OFFER:

All Pimento members will benefit from our enhanced value standard rates which we will talk you through when we get the opportunity to meet and learn about you, your business and your plans.

We're a law firm that knows where you're coming from and can help you get you to where you want to go.

We have an unrivalled breadth of experience and expertise in the media sector, acting not only for large corporates and independent organisations in both digital and traditional media but also independent publishers, producers and design houses.

Clarion has become known in the sector for its expertise and showcases in-depth experience in advising media organisations on an extensive range of commercial issues. We provide advice to this sector across the firm and businesses continue to instruct us across our corporate, employment, IP, property and commercial teams. Utilising the breadth and depth of our cross-practice expertise, we're here to support our clients through the constantly shifting media landscape – providing strategic support, particularly in the field of MBOs and acquisitions, minimising their risk and helping them take full advantage of new opportunities.

We run an extensive seminar and event programme throughout the year, focusing not only on legal updates but also sector-focused roundtable discussions. For more information on our events for the media sector please email marketing@clarionsolicitors.com.

Want to find out more and talk us through where you want your business to go?

Please call Jonathan Simms:

Tel: 0113 336 3387

Mobile: 07825 635 213

Email: jonathan.simms@clarionsolicitors.com

SERVICE
Legal

GLAISYERS ETL



Creative Business

It's who we are.

It's what we do

And it's exactly who we serve.

No, seriously... we get you.

For nearly 20 years, our team has been trusted partners to the Creative, Digital and Marketing sectors, and we're here to support your growth every step of the way.

Whether you need legal advice on a campaign, a contract, growing your business, or even finding a new space for your team (and office dog), we're here to guide you through the legal complexities – so you can focus on what really matters.

Your success is our success.

Because creativity drives us, and so does your business.

Steve Kuncewicz
Partner | Head of Creative, Digital & Marketing

0161 832 7046

Steve.Kuncewicz@glaisyers.com

SERVICE
Legal

HYBRID LEGAL



PIMENTO MEMBER OFFER:

Download a jargon-free guide to '5 essentials for a robust client contract' Ensuring your contracts are right is one of the best ways to protect your agency and minimise risk. Download this agency owner's guide to the 5 legal essentials for your client contracts.

Visit: hybridlegal.co.uk/robust-client-contracts

Since 2013, Hybrid Legal has been recognised for its innovative approach to legal services. Our reputation of transforming traditionally overpriced jargon-filled consultations, into straight-talking, fixed fee legal support, has already helped more than 50 agencies in the UK creative industry.

Our highly responsive and cost-effective expertise is tailored to agency leaders, which means you can focus on growing your business and protect its commercial value.

Unlike most traditional law firms, we believe in transparency and fairness. This means you can kiss goodbye to hourly charges and outrageous fees for every call or email.

At Hybrid Legal, our fixed fees model provides you with peace of mind and financial predictability.

We can help your agency:

- Avoid scope creep
- Get paid on time
- Negotiate with your clients and their legal advisors
- Protect your agency's IP
- Save time and reduce your risks
- Manage and avoid difficult scenarios with freelancers
- Sell, or prepare for sale, your agency
- Buy or merge with another agency

Our model is deliberately different and firmly focussed on your needs. Partner with us and you'll get:

- Fixed fee guarantee: There are no surprises as our fees are always fixed.
- Clear communication: We speak in plain English not legal gobbledygook
- Responsiveness and precision: You can rely on us for a swift and accurate service.

If you'd like to talk to the lawyers who talk your language, get in touch today.

T: 0333 014 4568

E: Hy@hybridlegal.co.uk

Visit: www.hybridlegal.co.uk

SERVICE
Management Consultancy

NOW NEXT WHY

THE INDEPENDENT AGENCY ALLIES



PIMENTO MEMBER OFFER:

Drop us a line for a free diagnosis session.



It's tough out there. We get it. We've been there.

But great opportunity still exists for agencies with distinct propositions, smart commercials and brilliant people.

We are a collective of proven agency founders and leaders, who passionately believe in the power of the independent agency sector.

Built to optimise all aspects of a communications business and accelerate growth, from turnaround to merger and management.

We're consultants who have actually been there and got the t-shirt. Our team works across 3 key areas: culture, product and commercials. Each with an internal champion, able to draw on support from a world class bench of experienced advisors.

Interested in accelerating your agency?

Drop us a line to arrange a free Diagnosis Session with two of our advisors. paul.woolley@nownextwhy.co.uk

SERVICE

Marketing Attribution

UNIFIDA

THE KEY TO PROVING THE

MARKETING

TRUE VALUE OF MARKETING

ATTRIBUTION

PIMENTO MEMBER OFFER:

Our offer to you and your clients:

- Go to www.unifida.co.uk where you can download a FREE COPY of our
- ebook on marketing attribution
- And if your client wants it, we can provide a free audit of all their current sources of marketing attribution reporting, and a gap analysis in terms of what's needed to give them a single view of the truth about their marketing's performance

Why marketing attribution matters

It's estimated that the average customer uses up to 10 different channels to communicate with companies. Customers seamlessly move between digital and offline channels, often browsing on one and buying on another.

No wonder it can be difficult to know exactly where or how to focus marketing efforts – or even where to start.

UniFida's AI-driven marketing mix attribution provides organisations with timely, accurate, granular and independent reporting on all marketing investments.

We consider all direct channels, like social media, and all indirect channels, like TV or Press, as well as online and offline touchpoints.

With UniFida, your clients can finally have a clear understanding of their customer journeys and the impact of each marketing channel on their bottom line. You can leverage data insights and quickly identify how and where to allocate their resources and budgets.

Rather than spending time and resources on ineffective marketing tactics, you can focus on the channels and strategies that are actually driving conversions and sales. That means a potential increased ROMI for your clients and a more tailored brand experience for their customers.

How UniFida can service your agency's attribution requirements:

- We are independent of all media owners and our solution is totally transparent, so no black box reporting!
- We can be white labelled, or we can work as a partner alongside your agency
- We can share a trade pricelist with you, which you can mark up as you decide

Contact us

Julian Berry – julian@unifida.co.uk

or Jo Young – jo@unifida.co.uk

Call 0203 960 6472 and ask for Julian or Jo

SERVICE
Marketing Automation

FORCE24



Force24: Marketing Automation is the next generation of GDPR-compliant Martech.

The UK built and managed automation platform has been purposefully developed to deliver the features that really matter.

With its powerful automated journey builder incorporating an easy drag & drop email builder, SMS and dynamic microsite creation suite, you have the full power of the advanced marketing technology at your fingertips, not to mention powerful IP tracking, cutting-edge web analytics and innovative lead scoring for every visitor to your site. The result? Great-looking, intelligent marketing campaigns that link in with your CRM whilst generating qualified leads and contributing to business growth.

Far from another faceless corporation, another of Force24's greatest assets is the people behind it – a 100+ strong team of marketing experts with a range of skills including strategy, design and technical development. It all comes back to one underlying goal – to provide intuitive marketing automation technology and ground-breaking support to UK marketers. Not only do we provide a top-quality service; we're with you every step of the way.

Free training is standard for every customer, with every query answered within 46 seconds by your dedicated support team at our Leeds-based HQ. We're available Monday to Friday, 9 to 5:30 on your time-zone to help you with anything you want.

For more information:

0845 272 5990

www.force24.co.uk

SERVICE

Marketing Automation

LEAD INTUITION



Marketing & Sales Automation

lead intuition 
AUTOMATED MARKETING & SALES SYSTEMS

ActiveDEMAND

 FunnelFLARE

PIMENTO MEMBER OFFER:

We offer a free consultation and a reduced-price platform integration and training fee for Pimento members, typically saving you £200.

Working with digital agencies and businesses throughout the UK, we plan and integrate Marketing and Sales enablement systems centred around ActiveDEMAND; the one stop marketing automation platform and FunnelFLARE; built for sales process automation.

We partner with clients at the planning stage and then work with them through implementation, helping teams to adopt the system using bespoke training and guidance. Technical support and training are UK based and delivered during UK business hours to make your life easier.

ActiveDEMAND is an integrated marketing automation platform built to help businesses easily create, execute, and track marketing engagement of all their digital campaigns. In addition to email, social media and web tracking it provides powerful features such as webinar integration, advanced appointment scheduling, deep personalisation tools and intelligent campaign metrics. Agencies can white label the platform to their own brand and have their own portal for client accounts.

FunnelFLARE is a sales process automation platform built for busy sales-people. It reduces your sales effort allowing you to spend more time with the prospects who matter. With a power dialler, task module to set reminders, web tracking, call recording and transcription, automated voicemail drop and customisable automated email campaigns, it speeds up the process to get more calls completed. It integrates with most mainstream CRMs, allowing you to work from the CRM or FunnelFLARE with no loss of functionality.

[Book an appointment with us today here.](#)

SERVICE

Marketing Procurement

TINA FEAGENT



Consult



Benchmark



Training



E: tf@tinafegent.com | T: 07970 472 211 | www.tinafegent.com

One of the first to work in Marketing Procurement over 25 years ago. I established many of the first Marketing Procurement teams in the UK for Cellnet (Telefonica), SB (GSK) and Orange & France Telecom. From Lucozade Sports bottles to Orange Arrows Formula One Racing, there isn't a category of marketing that I haven't procured.

I was the first Procurement person to work agency side at Grey Advertising as their Commercial Director. I then did the same role at Lowe Advertising. An experience that taught me how agencies work commercially. In 2006 I set up Tina Fegent Consulting to offer a Marketing Procurement Consultancy service to clients.

I manage and work alongside clients and agencies, working at a strategic level to help identify what is required to make marketing procurement a success in an organisation. Market knowledge and stakeholder engagement being some of my key attributes.

The services that I offer to agencies fall into three buckets:

- 1. Consult** – Support in a tender process; Review of client contracts; Negotiation support when facing client procurement; Development of a strategy for managing client procurement; Build a plan for identifying, selling and engaging with client procurement; Design and the chairing of agency branded events for client procurement; Audit of existing client procurement relationships and identification of areas to improve on (6 monthly programme).
- 2. Benchmark** – Benchmarking of Fees; Remuneration Models; Production costs and Contract terms against the marketplace and competitors.
- 3. Training and Mentoring** – Training on Marketing Procurement and Negotiation. Coaching and Mentoring for individuals and teams on how to work successfully with Marketing Procurement.

For more information, contact Tina at
tf@tinafegent.com | 07970 472 211 | www.tinafegent.com

SERVICE

Mergers & Acquisitions

M&A ADVISORY



IS YOUR COMPANY READY FOR THE BIG STAGE?

M&A Advisory is a central London based mergers and acquisition specialist, advising on sales and acquisition in the global marketing communications and Martech sectors. With a 25-year heritage, our practice is built upon excellent market knowledge, sound business experience and the highest possible deal completion rates. The team are all experienced professionals and business practitioners who deliver a high quality, cost-effective advisory and executional service. There is a focus on maximising value through the creation of a strong cultural fit and outstanding business proposition.

We can advise you on the right timing, find you the optimum partner, consider all cultural and business issues as well as recommend the best path to value.

Whether you need to establish how much your company is worth, how much value you can add to it before sale, want to know what buyers are looking for or how to deal with unsolicited approaches, we can help.

Why choose M&A Advisory?

We deliver:

- Professional expertise combined with strong business experience
- Sector specialist
- Unrivalled deal completion rates
- 25-year heritage
- Global offices in Europe, East and West Coast USA, Asia and Australasia
- Cost-effective service
- Focus on maximising value

For more information or if you have any questions, please contact David Blois or Michelle Underwood.
Contact number: 0207 680 1944
Email address: davidb@mandaadvisory.com
Website: www.mandaadvisory.com

SERVICE
New Business

COLLABORATION JUNKIE

A man with a beard, wearing a dark blazer over a white t-shirt and dark jeans, is sitting on a brick wall. He is smiling and looking towards the camera. The background is a dark, textured wall with some windows. A red rectangular box highlights the text below.

**Who'd choose you for what
you can't do?**

Nearbound strategies
that rely on nurture not
nature.

A red circular logo with the words 'COLLABORATION JUNKIE' and a graphic of two hands shaking. Below it, a red pen is visible.

PIMENTO MEMBER OFFER:

Free online masterclass -
www.collaborationjunkie.com/events/masterclass



Nearbound.

Whether it's loose referrals from clients, leads from partners or internal introductions, your agency has almost certainly been built on this. And that should be celebrated. You've grown based on your reputation.

But now you're feeling sketchy about scaling that.

Referrals – if they're led by you they can't be scaled.

Partnerships – you've tried to make sense of them but it's just not quite working.

Or maybe they're doing ok, but it still feels like the next step is the one too far.

Better to outsource your lead gen externally – even if you know deep down it won't work.

We're here to give you another option. Nearbound tactics that rely on nurture not nature, and move the organic to dependable and scalable, whilst still remaining completely human.

From supporting everyone customer facing in your agency to be a new business superstar in a way they feel both comfortable with and excited about, to putting process behind the attraction, activation and nurturing of strategic partnerships that consistently deliver ideal clients, at the ideal time to buy – we're here to help.

And we get results.

Referrals happen anyway. But much like design, copywriting, accountancy, legal, anything else your business relies on, expert help means the results follow.

Get in touch and I'll give you waaaaay too much insight on an intro call than is commercially sound.

Book a call: <https://calendly.com/collaboration-junkie/30min>

collaborationjunkie.com

SERVICE
New Business

GRAY MATTERS



Prospecting outbound

If you are not generating enough good quality leads, you may need to try an outbound approach. This may be to increase your reach or to target specific accounts.

Actions:

- Review existing data in CRM/Excel/Other systems. Do we have enough data? Are they relevant?
- Set up Sales Email Templates - Create new ones if needed.
- Review / Update / Create new content for outreach.
- Review / Update / Create new call scripts.
- Provide Sales & Prospecting Training.
- Update LinkedIn profiles for the sales team.
- Use LinkedIn targeting by connections (or Sales Navigator Premium or Sales Navigator).
- Decide who is doing outbound sales and who is supporting (e.g. appoint a lead generation specialist).
- Build a prospect list broken down by account type.
- Purchase new contact data if needed.

PIMENTO MEMBER OFFER:

We offer all Pimento members a 15% discount on our training and events. Get in touch for the Discount code!

Gray Matter's philosophy is around sustainable business development which we achieve by building agencies a powerful in-house new business machine that we will hand over to them.

In the interim, we offer fractional managed services ranging from sales and marketing consultancy, lead generation and a full-suite of B2B marketing skills.

We specialise in working with independent agencies, having worked with 200 across all disciplines over 17 years. We have a highly experienced and knowledgeable team that acts as a hybrid in-house team to develop your brand and new business pipeline, and win new clients.

Our phased approach starts by developing a distinct positioning, creating a creative go-to-market strategy and then implementing revenue generating operations.

We have a range of retainer packages; DIY, Chase and Attract which agencies can then bespoke according to their requirements and budget. We also work on one-off strategy projects and campaigns.

As part of our methodology, we also offer **BD Matters** - a comprehensive training and development platform plus a thriving community to support growth. In doing so, we empower and mentor agencies to become more self-sufficient in attracting and winning new business.

gray-matters.co

adam@gray-matters.co

07979 007400

SERVICE
New Business

INTROSTARS



introstars

Get paid for intros!

★ introstars.com ★



PIMENTO MEMBER OFFER:

FREE for Pimento Members, see the Pimento Portal for the discount code.

introstars is the #1 marketplace for high-value business intros and referrals.

More than 1,000 users have already signed up in the London area and we will be expanding into other areas in early 2025.

Sign up for free on introstars.com now (for Pimento Members) and start earning £5K to £15K per introduction/referral you make on the platform.

The sign in is easy, using your LinkedIn profile. Browse the intros that other users are looking for, and use introstars to receive intros and referrals to your ideal customers: just post your ideal prospect and what intro reward you'd be happy to pay once a deal is closed, and an army of introducers will send you warm juicy referrals!

To receive intros on introstars, it costs £95 per month, but Pimento Members get it for free (no commitment and no credit card). See the Pimento Portal for the special member discount code.

Please note, this is for referrals and introductions made outside of the Pimento network.

Join the vibrant introstars community and start making & receiving invaluable intros!

hello@introstars.com

introstars.com

SERVICE
New Business

PIMENTO FUSE





Agencies are finding it harder and harder to create genuine differentiation and cut through.

They struggle with their own marketing and new business, creating a need to utilise external specialists for growth.

This is where Pimento Fuse comes in. We bring the strategic solution and couple it with the tools, techniques and specialist resources that we know can accelerate that growth.

We do this by bringing in the right resource from across Pimento to become your team.

Pimento Fuse is for agencies. We build our bespoke solution based on our five-step process:

1. **DISCOVER** – We want to understand and analyse your approach to marketing and new business.
2. **DIAGNOSE** – The next step is to refine your approach, your position and your marketing and new business strategy.
3. **DESIGN** – We now make things happen. We create the right assets needed to succeed.
4. **DELIVER** – The fourth phase is to deliver against the marketing and new business plan.
5. **DEVELOP** – We constantly review, refine and enhance to ensure we are constantly optimising Pimento Fuse as your solution, backed with the same ethos of bringing best in class marketing and new business support (from design, content, tech, webinars, IP/Product development, PR, Social, SEO/PPC and so much more) to accelerate your growth.

Get in touch to see what Pimento Fuse can do for you

For a free assessment call Rachel on 07842 601201 or drop me a line at rachel.white@pimento.co.uk

SERVICE
New Business

SALESSOURCE



SalesSource partners with B2B companies to create a consistent and scalable flow of new business. We focus on high value interactions and great content – allowing you to reach the right people and engage them effectively.

We are growth partners, working as an extension of your team to increase both the quantity and quality of leads at every stage of the sales funnel. Our value-driven approach ensures that leads move through your pipeline faster and more effectively, with every interaction building credibility and nurturing relationships.

From niche content that resonates with your target market to engagement strategies designed for meaningful connections, you stand out where it matters most. Specialising in podcast production and private events, SalesSource helps position your company as an industry leader, and leverages this to drive growth.

Powered by five key pillars:

- **Business Strategy** – Developing or refining a strategy that supports your revenue goals.
- **Systems & Processes** – Implementing the right tools and workflows to help you scale efficiently.
- **B2B content & engagement** – Powerful marketing through video content, podcasts, and private events.
- **Account based marketing** – Targeted approach to meaningful engagement and nurturing.
- **Sales Enablement** – Equipping your sales team with the resources and insights needed to improve conversions.

With the right strategy, systems and support, you can move faster, scale up and grow revenues. Let's talk about taking your sales to the next level.

[Salessource.ai](https://salessource.ai)

Justin@salessource.ai

SERVICE
PR Services

JOURNOLINK



PIMENTO MEMBERS OFFER:

Flexible packages are available to meet the needs of individual Pimento members.

JournoLink is a full-service digital PR platform built to help Agencies of all types, as well as helping PR Freelancers and PR Agencies to manage their clients' needs more efficiently and economically.

JournoLink already works with Digital, Social, Advertising and Content Agencies to extend their services in a simple hassle free way into the PR sector... doing more for clients at a surprisingly affordable cost.

The key value points are:

- Press Release Distribution - targeting relevant journalists
- Real-time Analytics Tracking
- Live Media Requests - from journalists looking for case studies, quotes and content
- Access to a Contact Database of 70,000 UK journalists
- Dynamic Calendar of upcoming news hooks
- Hosted customised Media Rooms for clients
- CRM function to help track client activity

Here's a [short taster video](#).

To learn more take a look at the [Pimento/JournoLink Partner Package](#).

Full details available from Peter Ibbetson
by email on peter.ibbetson@journalink.com,
or on 07903951152

SERVICE
Print

PRECISION PROCO



Precision Proco have never been afraid to think differently and print differently. It all comes down to understanding what our clients need from us to stand out in a crowd and drive real results.

We understand the customer journey and can help you deliver timely, relevant and personalised print that reaches the right people at the right time.

We tick all the obvious boxes: able to take on any size job; exceptional quality guaranteed however tight the deadlines; and brilliant service that makes it all seem effortless.

You need a partner who's always thinking ahead. For us, the future is already here. Everything we do is about connecting and collaborating. People and technology coming together, seamless integration of on and offline marketing channels, and the crossover of ecommerce and human support.

Data Driven Direct Mail – We're revolutionising the way our clients implement their DM campaigns, combining data, speed, relevance and automation to supercharge direct mail effectiveness.

POS & Large Format – With over 10 years' experience of creating "stop you in your tracks" POS and large format installations for some of the UK's leading brands, we've not only got the vision and creative flair but all the technology to make those ideas a reality.

Tech Workflow – Our workflow technology allows for the responsive, automated and personalised production of collateral, all at the touch of a button.

We're data experts who print - If you've got the data, we have the expertise and strategic thinking to supercharge your marketing strategy to deliver high levels of engagement and cut through.

Why not get in touch to learn more about how we can help you think different to print different:

www.precisionproco.co.uk hello@precisionproco.co.uk
0114 2728888

SERVICE

Promotional Compliance

PROMOVERITAS



PIMENTO MEMBER OFFER:

We are offering new clients 100% off their first set of prize promotion T&Cs and then 50% off the second set, just by being a member of Pimento!*



We help brands and agencies run prize promotions compliantly. Over 21 years, we have shaped more than 16,000 promotions and awarded prizes spanning over 90 countries. With our blend of digital, legal and operational expertise we ensure prize promotions are delivered successfully.

Prize promotions can significantly increase sales, build a database and enhance brand reputation. For anyone considering a prize promotion, PromoVeritas will ensure that it is run legally, fairly and under independent supervision.

Pimento members looking to run a promotion!

We are offering new clients 100% off their first set of prize promotion T&Cs and then 50% off the second set, just by being a member of Pimento!*

*The small print

- Only valid to members who have not sent a brief to PromoVeritas in the last 12 months (from date of brief received)
- 100% off first set, 50% off second set
- Offer applies to T&C's only; all other services are charged for at full price based on the services required from the brief received.
- UK promotion only; international available charged at standard rate.
- The cost of the T&C's is based on the number of days turnaround/complexity required and are based on PromoVeritas' standard costs.
- The offer applies to either PromoVeritas drafting the T&C's or reviewing client drafted T&Cs
- Offer expires 31st August 2023.

Get in touch to discuss your next prize promotion!

info@promoveritas.com

+44 (0)203 325 6000

Quoting "Pimento Offer"

SERVICE
Recruitment

FUTURE WORK



FW

The role of work has changed beyond recognition. Nothing is fixed anymore. Location, hours, contract type – they have all become fluid and will continue to change as we progress into the 21st century.

That's why we set up Future Work – a bold new initiative to help employers navigate the choppy waters of the new world of work.

Future Work is the result of a merger between Pimento People and Premier Consultants that brings together two established recruitment firms specialising in the marketing and digital sectors. We offer a full range of recruitment services from interim placements through to full-time positions.

We also offer bespoke consultancy, counselling and outplacement services, and advise on recruitment best practice.

Our expertise across both the agency and client side means we can swiftly and discreetly identify applicants who match the requirements for roles.

We offer Pimento Members a discount on any opportunities we are briefed on from within the network and we have a revenue sharing policy where introductions to Members' clients are made.

To find out more about how Future Work could help your business, contact Russell White - russell.white@future-work.co.uk

SERVICE
Research

BOLTCHATAI



★ 4.6



AI-Moderated Qual at Scale

“We saved 21 days and 87% in cost - on agency communication around project setup, execution and reporting.”

Jiwon Kang, Head of APAC Digital Analytics, Haleon

Visit our Website
www.boltinsight.com

1 Discussion Guide

Our AI Moderator rapidly generates interview questions based on your research objectives.

2 Participant Recruitment

BoltChatAI handles all participant recruitment and screening, using our global panel partners.

3 Interview

Our AI Moderator conducts one-on-one interviews with up to 100 participants per project, in multiple countries and local languages.

4 Report

BoltChatAI then analyses and generates your bespoke report.

BoltChatAI – AI-Moderated Qual at Scale

At BoltChatAI, we redefine qualitative research by seamlessly blending AI-driven automation with human expertise. Our AI moderator engages in real conversations, uncovering richer, more actionable insights that go beyond surface-level responses. By combining the depth of qualitative research with the scale of quantitative studies, we deliver high-quality, scalable insights faster than ever before.

With over 5 million consumers interviewed across industries, BoltChatAI enables businesses to understand behaviours, tell consumer stories and uncover the 'why' behind the 'what'.

Why Choose BoltChatAI?

- **Automated Chat Guide Generation:** Our AI Moderator rapidly generates interview questions based on your research objectives.
- **Participant Recruitment:** BoltChatAI handles all participant recruitment and screening, using our global panel partners
- **AI-Moderated, Human-Like Conversations:** Engaging respondents in their local language with smart probing for deeper, more authentic insights.
- **Full Research Reports in Just 24 Hours:** Receive a detailed summary, key insights and real consumer quotes – ready for immediate decision-making.
- **Next-Generation Interactive Analytics:** Chat with your AI report, request meta-analysis, build consumer personas, upload stimuli and explore audio, video, image or text responses for a truly immersive research experience.
- **Research Excellence:** Our team is built from industry leaders at Ipsos, Nielsen and Kantar, who combine deep research expertise with the agility of advanced AI-driven software.
- **End-to-End Data Security:** Developed and owned by Bolt Insight, our secure platform ensures data safety.

BoltChatAI is revolutionising qualitative research – making it faster, smarter and more scalable. Ready to unlock deeper insights at scale? Contact John Neilson, Client Development Director - john.neilson@boltinsight.com.

SERVICE
Research

QUESTION & RETAIN



Question & Retain (Q&R) helps you to listen better to your clients, employees, members and/or stakeholders in order to improve retention and drive growth.

Q&R measures and manages client satisfaction, employee experience and stakeholder sentiment. We take the Pulse.

Our online tool, Pulse Check, helps you to understand what any audience is thinking and feeling about any topic, at any time. We provide consultancy on what questions to ask and what to do with the data.

Since 2012, we have been helping agencies, membership organisations and blue-chip corporates to become more rigorous in how they measure sentiment.

If you are interested in growing your business and retaining your best people through taking the Pulse, then please get in touch to talk about how we can help.

Annabel Dunstan, CEO and Founder on 07790 216 441
For more details see www.questionandretain.co.uk

SERVICE

Training & Development

ASHLEY BORODA



PIMENTO MEMBERS OFFER:

10% discount for Pimento Members.



Ashley Boroda is an ILM 7 qualified coach who specialises in communication. He has been coaching in this field for nearly 20 years.

Ashley has coached business owners and executives to subtly improve their individual performances whilst also helping them increase profitability, by coaching them to generate new ideas, see new opportunities and spot efficiencies.

Ashley is a certified practitioner of iMA, a communication tool which identifies the four different styles people hold. He adapts his coaching style to match the style of the person he is coaching.

About iMA

iMA is an exciting universal language, designed to maximise connectivity i.e. mutual liking, trust, understanding and respect. Everyone in the world speaks one of four iMA dialects, putting her/him on the same wavelength as 25% of the World's population.

The universal language of iMA is a simple way of observing and understanding the differences in people, then connecting with them on their wavelength. When this happens communication, trust, understanding, co-operation and sales go up, and stress and tension go down.

Job iMA styles can be matched to a person of the same iMA style, meaning you have an employee who loves the job you need them to do. People thrive in jobs that they love and they love those jobs because they are good at them, the reason they are good at the job is simply because they are a perfect match.

If you need talent advice to ensure all the right people fit, you need your team to be fully productive while continually bettering your relationships with clients, or you need a qualified coach with a media background, please give me a call.

ashley@ashleyboroda.com
www.ashleyboroda.com
07973 600 761

SERVICE

Training & Development

CLIENT SUCCESS MATTERS



**WHEN YOUR CLIENTS
THRIVE, YOUR
AGENCY THRIVES**



Client Success Matters: Tailored Strategies for Agency Growth

Client Success Matters isn't just our name – it's our philosophy.

We are founded on the belief that the true measure of an agency's success is directly linked to the success of its clients. This principle guides every strategy we develop and every solution we implement.

With over 20 years of agency/client experience, we understand that when your clients thrive, so does your agency. This is why we dedicate ourselves to not just driving agency revenue, but to creating substantial value for your clients through strategic partnerships and tailored solutions.

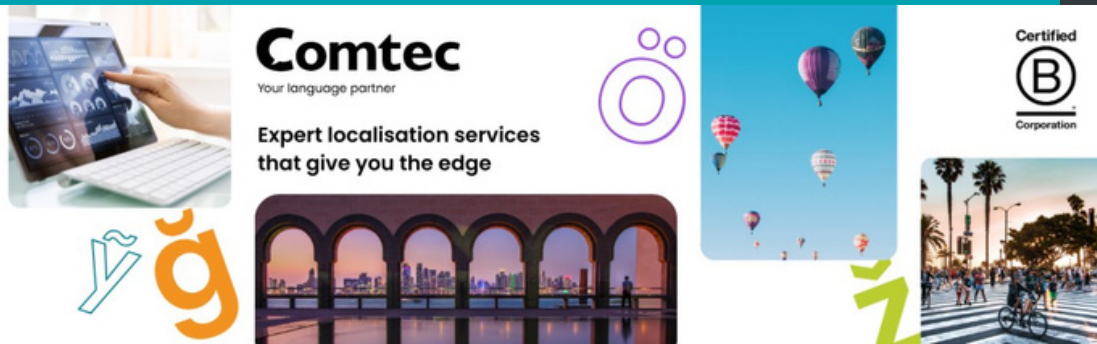
We offer a suite of services designed to transform client servicing from a functional necessity to a strategic asset. From Client Success Audits to bespoke training and insightful listening exercises, we help agencies streamline processes, enhance client relationships and uphold accountability within teams. Our approach ensures that by making your clients' success your primary objective, you naturally cultivate stronger relationships, increase loyalty and secure your agency's long-term growth.

If you're ready to shift your focus from short-term gains to sustainable growth through client success, let's connect. Visit www.clientsuccessmatters.co.uk to learn more about how we can help your agency thrive in a competitive market, or reach out directly to explore tailored solutions for your unique challenges.

Contact: Jo Rogers
Email: Jo@clientsuccessmatters.co.uk
Phone: 07980707771
www.clientsuccessmatters.co.uk

SERVICE
Translation Services

COMTEC TRANSLATIONS





We're proud to be the Association of Translation Companies' Company of the Year 2022 – a recognition of our commitment to high-quality translation and localisation.

For over 40 years, Comtec has helped international brands and agencies communicate effectively across languages and cultures. Whether it's training in Turkish, newsletters in Norwegian, videos in Vietnamese, or manuals in Malay, we ensure your message resonates with your audience – wherever they are.

As a trusted translation partner, we go beyond words. Our approach considers syntax, flow, tone of voice and cultural nuance, ensuring your content engages and inspires. From boardroom presentations to billboard campaigns, we help you get noticed for the right reasons.

Quality is at the heart of everything we do, backed by our ISO 9001 and ISO 17100 certifications. As a B Corp-certified business, we also uphold the highest standards of social and environmental responsibility.

With native-speaking translators covering 200+ languages, our team supports eLearning providers, creative agencies, HR teams and marketing departments in delivering impactful multilingual communications.

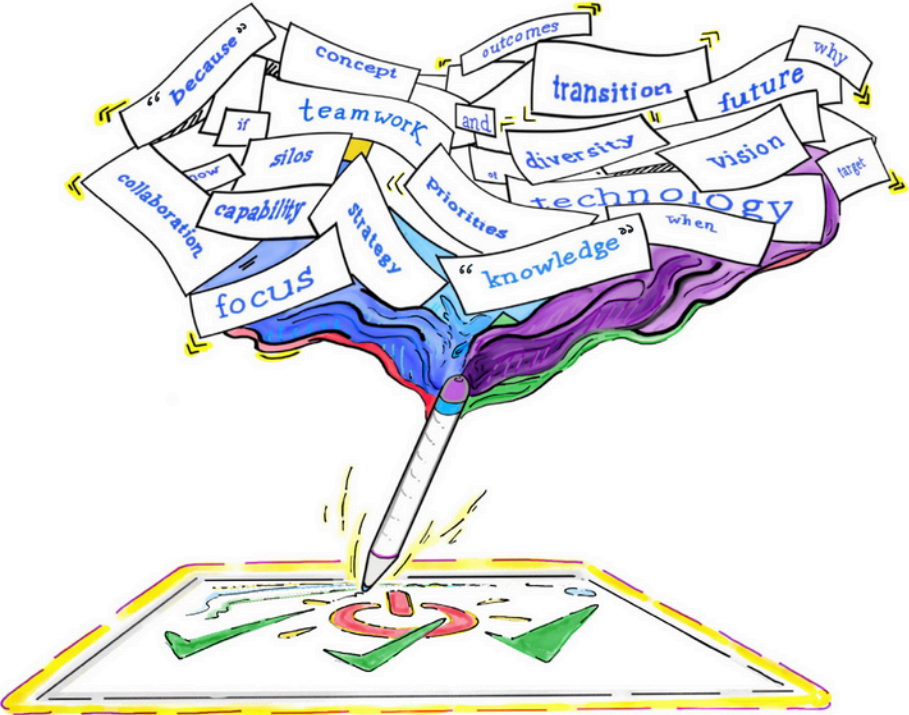
Going global? If you have any upcoming projects for you or your clients, then please get in touch.

We'd be delighted to help!

www.comtectranslations.co.uk
Email: ebrittain@comtectranslations.com
Tel: +44 (0) 1926 335 681 (ext. 320)
LinkedIn: [Connect with me](#)

SERVICE
Visual Solutions

PURPLE HERON



Purple Heron is a visual content specialist.

We provide dynamic and engaging illustrations bringing colour to your communications. Our vibrant images capture the essence of your (remote) meetings, Grabbing the attention and engagement of bigger audiences. We help make your event unique and memorable, bringing words to life. Getting your content read, maintaining brand engagement, sparking discussion.

Digital Graphic Recording

More than just a (video) conference: we harvest the core energy and insights of your event. Capturing key headlines and the content of your session in a real-time graphic summary; Image/s can be projected in your meeting, or into the gallery view of your virtual calls. Participants see a live summary of the session, shareable in-house and online post-event. Creative engagement for Webinars / Calls / Meetings / Conferences / Training / Pitches. Refreshing memory, bringing impact revival, motivating learning so your ideas live on.

Content Visualisation

We create eye-catching digital illustrations that put your information: in formation. Opening your audience's minds and sparking their imaginations through bespoke images. ARTiculating your brand and values. SEEing Vision/Strategy/ Culture/Internal Disputes/Operational Breakdowns/Leadership. DRAWing attention to your story: Rich Pictures, Visual Identity, Graphics for Social Media.

Since 2011, we have been helping businesses and organisations turn words into pictures. Working virtually and face-to-face our digital packages can be tailored to your needs. **Like the bird, Purple Heron is a rare breed. We are poised to help you catch the big fish.**

Ralph Mann
Linked In: [ralphmann1/](https://www.linkedin.com/company/ralphmann1/)
07766 814056, ralph_drawing@purpleheron.co.uk
www.purpleheron.co.uk

SERVICE
Wealth Management

WILCOX DAY WEALTH MANAGEMENT



PIMENTO MEMBERS OFFER:

*Members can receive the business benchmark
with no cost and no obligation.

At Wilcox Day, we help business owners and individuals make better choices with their money.

Owners: we can help you:

- Benchmark your business* versus your peers
- Extract profits
- Provide employee benefits and financial education
- Protect and control your business against unforeseen events

Individuals: we work together to identify your goals and align your finances by creating a plan that has real meaning to you.

We offer a wide range of services, including:

- Business Owner advice (Profit Extraction, Employee Benefits, Shareholder Protection, Loan Protection, etc.)
- Pension & Retirement Planning
- Investment Planning
- Mortgage advice
- Protecting what is important to you
- Inheritance tax planning
- Workplace Financial Education and Wellbeing

Your home may be repossessed if you do not keep up repayments on your mortgage

Wilcox Day Wealth Management Ltd is an Appointed Representative of and represents only St. James's Place Wealth Management plc (which is authorised and regulated by the Financial Conduct Authority) for the purpose of advising solely on the Group's wealth management products and services, more details of which are set out on the Group's website www.sjp.co.uk/products

Geoff Day, Owner
Tel: 07940717725, Email: Geoff.day@sjpp.co.uk
Website: www.wilcoxday.co.uk
Meeting Booker: www.calendly.com/geoff-day

SERVICE

Web & Digital Project Delivery

BLUTUI

MAKE YOUR
AGENCY
400%
MORE
PRODUCTIVE

Improve Digital Project Capacity, Delivery,
Margin and Studio Happiness by 400% with our
Blutui Platform

PIMENTO MEMBER OFFER:

Limited time Blutui x Pimento Offer

Pimento member agencies are eligible for a 20% discount off the 2025 Blutui Enterprise Pricing Guide. Offer expires 31 Oct, 2025.



Blutui® has been described as a “Time Machine for Agencies” by Sydney based agency COO Rakz Mathur, and R/GA Singapore has this to say “Blutui ‘Saved Our Bacon’ on the Chicken Account”.

Blutui has developed a universal platform approach to building and deploying projects, everything from microsites to campaign sites to web and mobile applications, at pace and scale.

Built by agency insiders to solve industry-wide issues, Blutui offers automation, AI enhanced workflows and front-end dev focussed tools to improve productivity by 400% and optimise talent by a 66%. “The result is **lower overheads, improved delivery cadence, capacity and scalability**, resulting in **more available margin**”, says Amir Mireskandari, ex digital delivery chief for Ogilvy SG, now CEO of Method+Motion.

“The team at Blutui solved their own agency issues with Blutui and now focus entirely on putting their platform to work for agencies around the world”, says Amir.

Blutui is also agency white label, with individual client projects delivered in their own branded back end. This is designed to improve the perceived value of each project. We call this Chameleon which clients and their content management teams love.

Our ‘bottomless cup’ approach to features means you’ll enjoy every new feature as they are rolled out, now and forever.

Stop missing out on available margin, richer relationships, efficiency and control, talk to one of our super friendly Blutui Agency team today.

Contact Graeme Blake on graeme@blutui.com
or WhatsApp +6421728092
blutui.com

For more information about each of the members featured in this brochure, search on the Pimento Portal portal.pimento.co.uk

If you need any help with the Portal or with your membership, email support@pimento.co.uk or contact your Partner Director.

Pimento.co.uk

