

PIMENTO.

PIMENTO AGENCY SUPPORT SERVICES.

2026



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

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: Meeka.Walwyn-Lewis@bpif.org.uk

www.britishprint.com

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
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
- Design & staging
- Budget & Strategy
- Marketing & Sales
- Venue & Entertainment
- 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
Awards

PURE AWARDS



Your Success.
Written with Passion



PIMENTO MEMBER OFFER:

Pimento agencies receive 10% off Pure Awards award writing packages, and a free review of an award submitted that didn't get shortlisted or win, giving you access to specialist award expertise while freeing your team to concentrate on delivering great work for your clients.



Pure Awards is a leading award writing and strategy agency, helping businesses turn their achievements, client results and brilliant work into compelling award entries that get noticed by judges.

Founded by Lucinda White in 2005, Pure Awards works with founders and companies across the UK, including marketing, digital and creative agencies, supporting everything from individual award entries to complete annual award plans.

For agencies, awards can provide far more than another trophy for the cabinet. The right recognition can strengthen your credentials, showcase the impact of your client work, build team morale, create valuable PR and content, and give prospective clients another reason to choose you.

Pure Awards takes the time-consuming work out of entering. We identify the right awards and categories, interview the people behind the work, uncover the strongest evidence, results and stories, and transform them into entries designed around exactly what the judges are looking for. We can also manage the entire process, from strategic planning and deadlines through to supporting evidence and submission.

Our clients have achieved success across major national and industry awards, including The Drum, Performance Marketing Awards, UK Social Media Awards, Growing Business Awards and Great British Entrepreneur Awards. We have also written multiple winning King's Awards for Enterprise entries, including three successful clients in 2026.

Your success. Written with passion.

Lucinda White, Director, Pure Awards
lucinda@pureawards.co.uk 07900 571189
www.pureawards.co.uk

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 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.

SYNERGIST



PIMENTO MEMBER OFFER:

Pimento members can enjoy their first 2 months of Synergist for free. This exclusive offer is available for new client subscriptions.



Running an agency means juggling projects, resources, financials and reporting, often across separate tools that don't talk to each other. Synergist brings it all together in one place.

Built specifically for creative and professional services agencies that want to grow profitably, Synergist gives you a live view from pipeline through to profit. You see where time and margin are being lost. You plan resource with confidence instead of guesswork. You invoice faster, with fewer errors, because the numbers are already connected.

No more chasing spreadsheets for a straight answer. No more discovering a project has gone over budget after the fact. No more disconnected systems creating extra admin for your team.

Agencies choose Synergist for three reasons: it's built for how agencies actually work, it's led by a team who've spent over 25 years in and with agencies, and it pays for itself through better visibility and fewer wasted hours. Agencies using Synergist report a 25% increase in gross profit within a year.

You work with consultants who don't just set up software. They help you run a better agency. Add UK-based support and a client success team who know your world inside-out, and you'll always have someone in your corner.

Clarity is the flex. Because you can't manage what you can't see.

Find out more > synergist.co.uk

SERVICE
Coaching

EOS WORLDWIDE



VISION | TRACTION | HEALTHY

PIMENTO MEMBER OFFER:

Free 90-Minute Agency Scaling Blueprint Session for Pimento Members

About me

As a Professional EOS Implementer, I serve as a teacher, coach and facilitator, helping business leaders strengthen their companies and improve their lives. My focus is always on delivering far more value than cost and empowering people to succeed.

I have hands-on experience founding, scaling and exiting a business, and I now use that practical background to help teams simplify, gain traction and achieve healthy, sustainable growth, especially in the agency space.

About EOS

The Entrepreneurial Operating System® (EOS®) is a comprehensive business operating system that aligns and synchronises all of the parts of the business. Using a proven process that has been implemented in tens of thousands of companies around the world, I help leadership teams crystallise their vision, gain traction by instilling discipline and accountability, and function as a healthier and more cohesive team.

Free 90-Minute Agency Scaling Blueprint Session for Pimento Members

Running your agency at full capacity and feeling like doubling or 5x growth is impossible? It doesn't have to be. In this 90-minute session, I will share with you the EOS tools to help you get clear on your vision, stay accountable on achieving it, and create a healthy, high-functioning team, able to execute that vision. By the end, you'll start to see how your agency can scale more smoothly while still maintaining balance and control in your business and personal life.

Email me at james.carson@eosworldwide.com to book your session.

SERVICE
Data & Intelligence

ATLAS MAPPING



ATLAS
MAPPING.



VISION®

PIMENTO MEMBER OFFER:

Free demographic customer profile. Just provide us with a list of anonymised customer Postcodes. [Check out an example here.](#)



We use geo-data to refine and turn your market strategy into measurable growth.

Our software, Vision, brings together hundreds of data points on your potential customers showing you where they are in the country. Vision neatly summarises anywhere you click into a single revenue potential figure so you can measure the total addressable market.

For marketers, this unlocks a new dimension to all of your targeting, some of which you might not have considered before.

Here's how it works in 5 steps:

1. Use Vision to build out the area you are targeting.
2. View detailed data on the market profile across consumer demographics and business firmographics. Put a value on the potential.
3. Implement your campaign with precise data driven targeting and improved chance of hitting those KPIs.
4. Feed in enquiry and customer data into Vision and literally see on a map whether you're getting traction from your campaign where you wanted to.
5. Review the results and quickly find the next opportunity in Vision to repeat success.

Why bother with all of this?

Because having the right targeting data at the beginning of your campaign significantly improves your success rate. Without Vision, you or your customers are also likely missing out on assessing the connected results of your efforts.

Explore market opportunities and give your campaigns the competitive edge.

Anyone can get started with Vision [for free here](#)

Or reach out to us info@atlas-mapping.com
or 01733 314245.

SERVICE

Data & Intelligence

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 and phone
- 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
Data & Intelligence

INFYND





InFynd is the UK's data intelligence leader, powering smarter B2B connections through a perfect blend of human expertise and advanced AI technology.

InFynd is your dedicated partner for scalable growth, delivering powerful segmentation, compliance assurance and impactful insights that fuel your sales and marketing success.

Our mission is simple - Enable ambitious companies to find, reach and win their ideal customers at scale.

Achieve Unmatched Data Quality & Coverage

InFynd sets the standard for reach and reliability with real-time, custom-built data based on your ICP and advanced catch-all / risky email validation technology, the only solution of its kind globally.

Ready to grow with the UK's #1 data company?

- Real-Time, ICP-Custom Data
- Human Verification + Technology
- Human + AI Integration
- Results-First Mindset

Our Services

- B2BData Solutions
- Marketing Solutions
- AI MarTech Solutions

Our Global Market

- 2xMonthlyActiveUsers
- 98.6% email deliverability rate
- 3x higher engagement rates

Get Started with InFynd

Transform your go-to-market strategy. Let data drive your growth. Contact Us - www.infynd.com

SERVICE
Digital Marketing Solutions

DIGINIUS





Diginius is a software company shaping digital marketing and sales worldwide.

Their Diginius Insight software provides cutting-edge lead generation and contact enrichment for sales teams, while simultaneously monitoring, measuring and reporting marketing data across platforms.

As Microsoft Advertising's largest channel partner globally and one of TikTok's inaugural channel sales partners, they help 1200+ digital marketing agencies in 60+ countries grow through their software solutions and unmatched industry expertise.

Join Diginius's free PPC agency partner program today to get:

- A dedicated, certified account manager on TikTok and Microsoft Advertising
- Client pitch and strategy support
- Technical support and priority ticket escalation
- Marketing support payments, account activation vouchers, and ad credits
- & more!

Check out our Diginius Insight software to:

- Identify B2B prospects actively looking for your services
- Manage and optimise your PPC campaigns
- Boost SEO and web presence
- Launch custom audiences to decrease wasted marketing budget
- & more!

For more information, contact Jordan Maxwell
+44 (0) 207 267 9322
jordan.maxwell@diginius.com

SERVICE
Events

SYMBIOSIS



Great events start with great spaces.

Symbiosis is an award-winning event production agency with over 23 years' experience creating standout exhibition stands, brand experiences, conferences and live events across the UK and worldwide.

We bring creative design, expert production and seamless delivery together under one roof. From our central London HQ and extensive in-house production facility in Hampshire, our team manages everything – concept and 3D design, production and graphics, logistics, installation and on-site support.

The result? Memorable spaces that don't just look great – they attract attention, engage audiences and work hard for your brand.

We believe the best results come from collaboration. By understanding your objectives, audience and budget from the outset, we create smart, impactful solutions designed to maximise your investment and make every event count.

Sustainability is built into the way we work. Reusable modular structures, recyclable and responsibly sourced materials, graphics reuse and waste reduction enable us to deliver exceptional spaces with a lighter environmental footprint. We're also proud supporters of the Better Stands initiative.

And if you're a creative or event agency looking for a trusted production partner, our discreet white-label service gives you the expertise and resources of our team while you retain complete ownership of your client relationship.

Got an event in the pipeline? Let's make it stand out.
Talk to Emma about your next project:
emma@sysmbiosis.co.uk | 0207 039 0105

SERVICE
Fractional CFO

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
GEO & AI Visibility

ZEBORA

Zebora
Go 100x Deeper

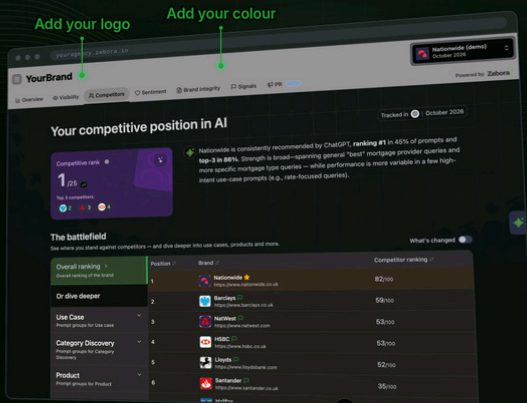
CONSULTANCY + PLATFORM

Your specialist GEO partner.

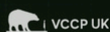
With a proprietary platform
you can put your name on.

MEASUREMENT | DIAGNOSIS | STRATEGY

Best mortgage provider for a first time buyer?



WORKING WITH AGENCIES INCLUDING



Smithfield

OPTIMISING BRANDS ACROSS LEADING AI MODELS



PIMENTO MEMBER OFFER:

A free 50-prompt AI visibility audit for one client.
Plus support on pitches where GEO is part of the brief.

Add AI visibility and GEO to your agency offering

The opportunity

Zebora is a specialist AI visibility consultancy and platform. We help brands understand how they're represented and recommended by ChatGPT, Claude, Google etc. For agencies, we provide a ready-made capability to meet demand, differentiate your GEO offering and generate revenue.

How we partner

We work through you. You own the client relationship and we're introduced as your specialist GEO partner. We provide an agency-branded version of our platform, with discounted partner rates giving you room to add margin.

What we provide

- i. **Measurement:** A bespoke prompt taxonomy and framework based on your clients business and commercial priorities.
- ii. **Platform:** Access to our reporting platform, making AI visibility clear and actionable. The CEO of Sykes Cottages called it "the best platform I've ever seen."
- iii. **Diagnosis & Strategy:** We identify where clients are winning, where competitors are beating them and why. We then recommend what needs to change. Execution stays with you.

Why Zebora is different

Our approach goes deeper than standard GEO reporting, combining research-grade prompt taxonomies and specialist LLM expertise with a powerful, intuitive platform that delivers deep insight and clear recommendations.

Trusted by

We've worked with agencies including VCCP, Frank, Kindred and Mesh, plus brands including JLR, Haleon, Gatsby Foundation and Sykes Cottages.

To arrange an audit or discuss partnership, contact Liam at liam@zebora.io

www.zebora.io

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

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
Loyalty

PROPELLO CLOUD

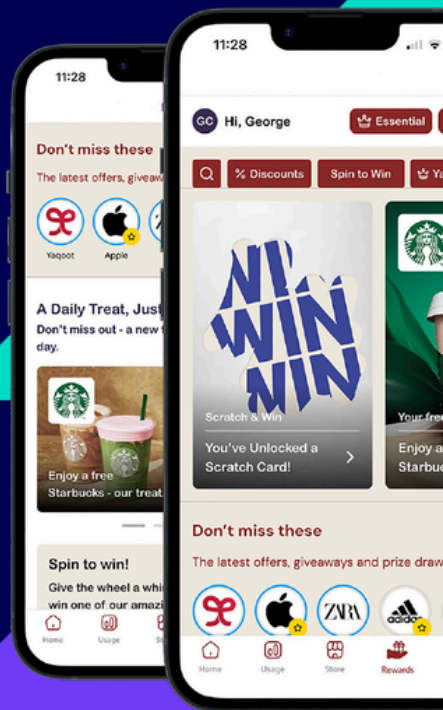
Add a Loyalty Retainer to Your Agency Offering.

Launch and manage loyalty programmes for your clients, powered by Propello Cloud's white label platform.

More client stickiness.

More ongoing work.

More recurring revenue.





Propello Cloud is a UK-based, white-label customer loyalty platform built for mid-market and enterprise brands. Its clients include Lebara, JD Group, HelloFresh and Lyca Mobile.

It combines three things in a single solution: a no-code platform for launching and managing a branded loyalty programme, a curated network of 1,000+ partner brands offering ready-to-deploy rewards, and an in-house team that manages the programme on the client's behalf on an ongoing basis.

The Propello Cloud loyalty platform is an event and rules-based loyalty engine that drives and motivates customer actions, and is key to generating first party data through behavioural insights.

Brands use Propello Cloud to launch loyalty programmes in weeks or months, not years, without needing developers, partner managers or a dedicated loyalty team. The platform scales from 1,000 to 10,000,000+ members, and supports earn-and-burn points, tiered loyalty, perk-and-reward, referrals, hybrid programmes, gamification and premium / VIP.

We're continuing to invest in our product roadmap, including AI-driven capabilities to improve personalisation, offer relevance and programme performance.

How We Help Agencies

Propello Cloud gives agencies the technology and tools to deliver loyalty programmes for their clients under their own brand, creating a service line they can retain, renew and expand. We deliver specialist platform capability, expertise and ongoing optimisation – everything needed to run loyalty at scale – so agencies can retain clients longer, generate more ongoing work, and turn one-off projects into predictable monthly revenue.

[Book a discovery call](#) with us
to find out more.

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 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

Marketing Strategy

OPEN VELOCITY



Expert-led
marketing
strategy

PIMENTO MEMBER OFFER:

15% discount on our [Strategy Catalyst Training](#) for all member agencies. Training that helps your team to think, talk and act more strategically.

We are an expert-led marketing strategy consultancy. We connect commercial goals with marketing action, turning complexity and ambiguity into confident strategy, whether you're focused on client acquisition and retention, resetting direction or simply evolving.

What we do

- Marketing that's transformational for your business needs a clear roadmap. Our experienced consultants work with you to build a marketing strategy in tune with your business revenue, goals and capabilities.
- After establishing a clear direction, we build a prioritised action plan and support you in finding the best solution to execute it.
- Alongside building strategies, we also train marketers to be better strategists.

Our services

Consultancy

- **Marketing Strategy:** We partner with clients and agencies to solve their most pressing strategic marketing challenges. From building go-to-market strategies, clarifying purpose, audience and unique value with clear competitive positioning, to getting propositions fit for purpose, we help unlock sustainable growth.
- **Marketing Advisory:** From guidance on AI, to coaching and mentoring and expert fractional CMO leadership, our services will equip your business with strategic clarity and practical support for sustainable, high-impact growth.
- **Audits & Benchmarking:** A marketing audit identifies growth drivers, builds confidence to invest wisely and delivers a prioritised action plan, ensuring your marketing stays aligned with business goals.

Agency Training

Our expert-led course is a deep-dive into strategic marketing for agency professionals, taught by our team of former CMOs who've sat on your client's side of the table. We teach your teams how to understand client thinking, shape strategic recommendations and have conversations that unlock bigger budgets.

A conversation costs nothing - why not see where it takes you? Get in touch with us today. Email [Bethan Vincent](mailto:Bethan.Vincent@openvelocity.co.uk) to see how we can help your agency grow. Or visit www.openvelocity.co.uk

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 overlay.

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

The logo for Collaboration Junkie is a red circular emblem. It features two hands shaking in the center, with the words "COLLABORATION" at the top and "JUNKIE" at the bottom. The background of the entire page is dark blue with a red vertical stripe on the right side.

Nearbound strategies
that rely on nurture not
nature.

PIMENTO MEMBER OFFER:

Free online masterclass - www.collaborationjunkie.com/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



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

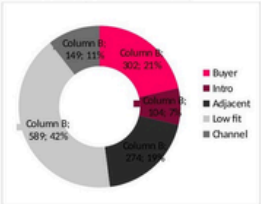
ORBIT

ORBIT MAP

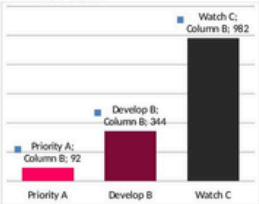
Your LinkedIn network, scored for commercial signal. Sample build, anonymised data.



NETWORK BY RELATIONSHIP



PRIORITY TIERS



ORBIT TRACKER

Your priority contacts, each with a first, second and third message ready to send. Snapshot at 6 July 2026. Sample build, anonymised data.



PIPELINE AT A GLANCE

#	Name	Company	Sector	Relationship	Score	Last touch	Status	Next action	Date
1	Clara Sorensen	Skyline Retail	Retail	Buyer	98	Stage 3	Call booked	Prep for the call	9 Jul 2026
2	Emma Sharpe	Halcyon Health	Consumer Health	Buyer	92	Stage 2	Replied, warm	Send two or three call times	8 Jul 2026
3	Adam Thompson	Crossbourne Hospitality	Hospitality & Loyalty	Buyer	92	Stage 2	Awaiting reply	Send Stage 3 if no reply	11 Jul 2026

"What a phenomenal tool. It's opened my eyes to the fact I've been sitting on a goldmine of contacts for months and not activated it at all."
Global FMCG CMO



Turns your LinkedIn connections into a scored, ready-to-work pipeline. Built for agencies, consultants and firms who want to stop guessing who's worth a message.

A while back, we got frustrated watching brilliant agency people sit on networks of thousands of LinkedIn connections with no way to tell which ones were actually customers. So we built something to fix it inside Initials CX. Built on ten years of hands-on outreach experience, honed running new business for agencies and consultants.

£900k pipeline built in twelve weeks, from a network one team already had. 100,000+ connections scored through Orbit so far, and the model gets sharper with every one. 24 to 48 hours from data handed over to the report landing in your inbox.

Orbit takes a client's LinkedIn connections export and scores every contact against a bespoke ideal customer profile: fit for the job, seniority, company substance. What comes back is a full diagnostic map of who in that network is worth talking to and why, a ready to work pipeline tracker with outreach messages already drafted, and a playbook for running it.

We used it ourselves first. Then our team wanted it. Then clients started asking for their own version, so we spun it out as its own company, **Orbit Network Intelligence**, and now run it for founders, consultants and firms across law, accountancy and beyond.

The bigger opportunity is a whole team. Run it across a team of up to six and the same scoring reveals patterns no individual network shows alone: who your best connected people already know, where coverage overlaps, and where the real gaps sit, with a team playbook built for coordinated outreach.

Raw data is deleted the moment we are done, everything is UK hosted and it is a one-off report.

For a free sample Orbit Map, contact:
Jamie Matthews, Founder
support@orbitconnect.co www.orbitconnect.co

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

SUPER BENJI

**“This is
outstandingly
good”**

Rory Sutherland, Ogilvy



Email & LinkedIn marketing,
designed for agencies



PIMENTO MEMBER OFFER:

Secure a free 30 min consultation with our founder to explore ways you could optimise outbound marketing for your agency.
Email Jeremy directly: jeremy@superbenji.ai



NEW BUSINESS, WITHOUT WORKING LIKE A DOG

Growth in today's market is tough, particularly if you still depend on the founder's black book.

Super Benji was born inside an agency that needed to scale from founder-led to team-led growth, with a team that really hated sending cold outreach.

If you want email and LinkedIn outreach that is not just personalised but personable, values relationships over transactions, and was built by agency leaders for agencies, Benji is for you.

Benji, our AI super-pup, gets to know your agency, finds the right prospects, conducts deep research into each person and crafts personable email and LinkedIn outreach based on a credible reason to start a conversation. You approve the prospects and messaging approach. Benji handles the preparation, follow-up and persistence. When someone replies, your team takes over the human relationship.

Today, Benji supports agencies of all sizes, providing a repeatable way to win new business without turning their people into full-time prospectors or their brand into another source of inbox spam.

The result is a healthier pipeline built on relevance, not volume.

Bottle PR achieved a 26% reply rate and 32 calls in one month. At Co:cubed, Benji saves the team hours every week generating high-quality leads and helped them deliver 35% growth year-on-year.

Ready to fetch your agency's next client, without working like a dog?

Get started at superbenji.ai.

Plans start from £99 per month.

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](#).

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





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.

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 & Insight

AGENCY BY AGENCY

"The Atlas is the most comprehensive attempt I'm aware of to map the nation's agency topography. There are loads of people out there who do a good job of mapping parts of it, but it's only Agency by Agency who are trying to see the whole thing."

Sam Anderson, Intelligence Editor, The Drum



Intelligence for the UK agency sector, as seen in...

 **The Drum.**

 **The Media Leader.**

 **Little Black Book**
Celebrating Creativity

 **campaign**

 **NewDigitalAge**

 **PwC**
Performance
Measuring World

 **Agency
by Agency**

PIMENTO MEMBER OFFER:

Pimento members get 10% off Agency by Agency's other consulting and data services. Email Tom@AgencybyAgency.com to arrange a call.

Know where you stand in the UK agency market.

We are the first to have mapped the UK agency in its entirety, tracking nearly 25,000 agencies across 29 specialisms while maintaining a dataset for each with more than a hundred metrics. This is the only complete map of the sector, and it lets you know exactly where you stand.

The **Agency by Agency Benchmark**, currently exclusive to Pimento members, is a way to compare your agency with agencies similar to yours and the wider sector as a whole. Tell us the size of your agency and the specialism that best describes what you do, and we'll send you exclusive analysis on how agencies like you compare to the sector and benchmarking data including:

- Number of agencies in your size and specialism cohort
- Average turnover of these agencies
- Turnover per head
- Average growth rates
- Top five specialisms these agencies also offer
- Where these agencies are located
- Agency founding years
- Gender and leadership
- Know exactly where your agency stands against the agencies that look most like yours.

The Agency by Agency Benchmark has been designed to flag opportunities and give agency leaders access to previously unavailable data to better inform your decision-making.

Order yours at agencybyagency.com/benchmark

Read the Agency by Agency Atlas 2026, free, at agencybyagency.com/atlas

AgencybyAgency.com
Linkedin.com/company/Agency-by-Agency

SERVICE

Research & Insight

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
Research & Insight

THE DIVERSITY STANDARDS COLLECTIVE





The Diversity Standards Collective (DSC) was founded in 2020 to provide cultural and community insights.

We bring real lived experience into your decision-making, beyond your internal perspective, so that campaigns are inclusive by design and can resonate with more audiences.

We are now the leader in cultural guidance and testing across the UK and are just getting started.

Our Philosophy Is Simple.

- Connect brands with real people and communities
- Bring lived experience into campaign development
- Help creatives move from assumption to insight

We've built a first-party lived experience network of diverse Professionals and Consumers.

We've reviewed hundreds of campaigns, and answered thousands of questions about culture, community and relevance.

We've supported some of the biggest brands globally, supporting them to be culturally confident, creatively ambitious and award-winning.

Unlike other research companies, our Targeted Community Research enables you to engage respondents based on their protected characteristics including (but not limited to) ethnicity, sexual and gender identity, and disability.

Our closed, GDPR-compliant system connects you directly with diverse audiences around the world, enabling you to surface the most compelling cultural insights you can't find anywhere else. Because we know the profiles of the people we're talking to, we can ask questions directly, with no wastage, and receive in-depth answers quickly from the exact identities you want to hear from.

For more information, visit us at <https://thedsc.org.uk/>, or get in touch with Rich Miles at rich.miles@thedsc.org.uk.

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.

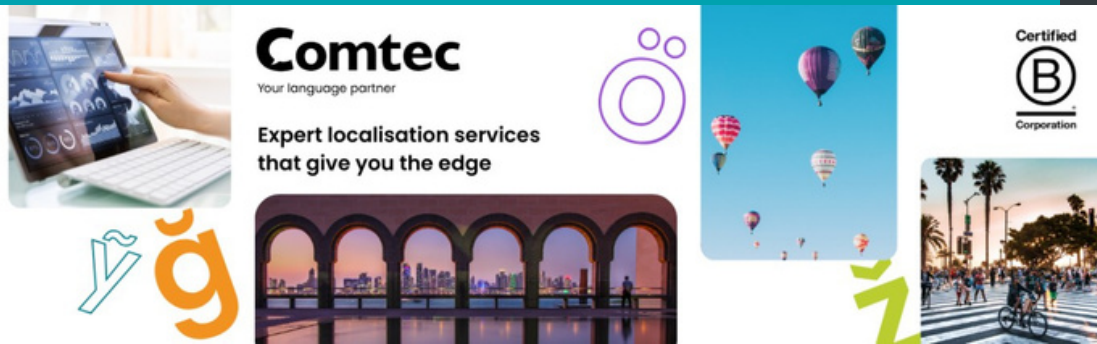
We offer a suite of services designed to transform client servicing from a functional necessity to a strategic asset. From Client Success Audits to bespoke training and insightful listening exercises, we help agencies streamline processes, enhance client relationships and uphold accountability within 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.

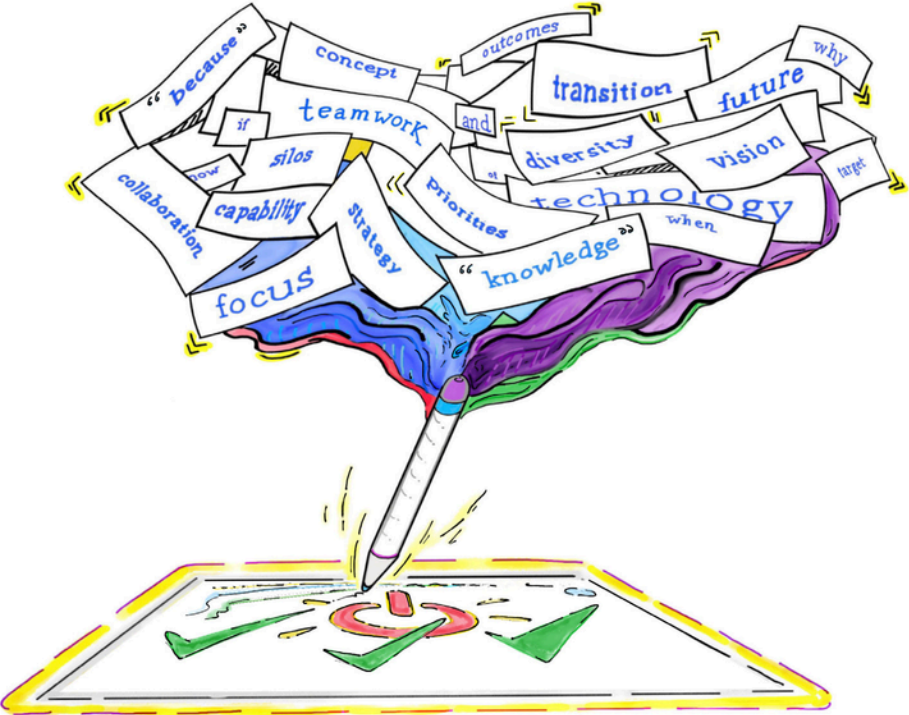
Going global? If you have any upcoming projects for you or your clients, then please get in touch.

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 and 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/](#)
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



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

