

2020 Wrap

BROUGHT TO YOU BY YONDER MEDIA

Oh 2020. You've been unexpected to say the least. But alongside plenty of challenges, we're thankful to have many things to celebrate. We've doubled the size of the team; onboarded some brilliant talent; received our best ever client satisfaction scores with a Net Promoter Score of 50; and with a new business conversion rate of 80%, we've racked up a Santa's sackful of fabulous new clients along the way – proving it is possible to build great relationships through a laptop screen.

We've been busier than ever with campaign work, launching cheese like it's a new iPhone; content marketing the content of coconuts; galvanising support for new policies on social housing; and introducing the world to the *Tiger Pig*. More to follow on these campaigns below.

In between, we've looked into the soul of the nation with our *Audience Shots* series of bite-sized people observations;

shared our views on major industry developments from the *death of the cookie* to the *HFSS advertising ban*; and called on the industry to *value the role of the strategist* more highly.

The pandemic has spurred us on to be more agile, more creative and more inventive than ever before. Like many agencies we have had to 'change the tyres mid-race' for many of our clients' businesses, requiring tremendous agility from our teams, our clients, and our media partners alike, to whom we are very grateful for their flexibility and support.

In all, 2020 has been a year of learning that puts us in a great position for next year. It's taught us to trust our instincts better, to rethink old problems from a new perspective, and to remember that being human is often as important as being right. So, roll on 2021, we are ready for you.



Welcoming our new clients

They say you are defined by the company you keep and we are chuffed to have started working with all these entrepreneurial and ambitious brands this year. Welcome aboard!



Celebrating our clients' success

We are honoured to have partnered with our clients to deliver their success stories. Here are a few of our personal favourites from this year.

Building for the Future

Shelter
Shelter's summer campaign was aimed at galvanising public support around the need for more public housing. We used media to create the impression of scale, urgency and energy; surrounding the news agenda with relevant messaging and using 'public media' to create a sense of collective resonance. We also deployed an innovative Facebook Messenger Bot to make the petition sign-up completely frictionless, improving conversion rate by 70%.



[See case study](#)

A Mega launch for Pilgrims Choice



Pilgrims Choice
With a product launch to rival the technology releases of Silicon Valley, we are proud to have launched the Megablock for Pilgrims Choice. We aped the launch techniques of the big tech players: Teaser formats; Announce with TV / big outdoor / press / digital takeovers; with shopper marketing to seal the deal in store. 40% less plastic for the same size cheese, in a shape that's easier to cut, slice and grate. As the saying goes – "Less plastic. More fantastic."

[Learn More](#)

The Tiger Pig is born

Subway
Nothing about 2020 has been exactly normal, so we thought we would stay on trend and close out the year with a festive treat with a twist from Subway. Introducing Tiger Pig Sub: a giant pig in blanket served in Subway's delicious new Tiger Bread. Naturally, a surprising product calls for surprising advertising – so in the run up to Christmas, we're hijacking traditional festive conversations to bring a taste of the unexpected to social feeds.



[Discover the Tiger Pig](#)

Popcorn Done Properly



Propercorn
In one of our many Covid-pivoted campaigns, we took popcorn pioneers Propercorn onto TV for the first time. As purchase habits – and media consumption – shifted dramatically during lockdown, we rolled out a completely new comms strategy focussed around "moments of togetherness" to drive purchase of sharing bags and help people through the marathon TV viewing that came to dominate our social lives in the spring.

[Learn more](#)

Nuts about Vita Coco

Vita Coco
Coconut water is well known as a great pick me up and thirst-quencher (and, ahem, hangover cure) but less well known is it's also packed with Vitamin C. To appeal to a wider, more health conscious audience, we chose a content-based route, working with Hearst Magazines and Acast to decode complex messaging around the product's health benefits in an engaging and impactful way.



[Learn more](#)

Other News

Black lives matter



As the struggle for racial equality continues, The Beyond Collective (our agency group) was examined by Campaign as part of an audit into Adland's response to the Black Lives Matter movement. The ultimate aim, as we see it, is for the advertising industry to accurately reflect the demographic make-up of the UK. We aim to lead by example with our D&I policies and initiatives and use our platform and creative output to advocate for diversity and inclusion. One such initiative is the formation of an internal equality group, "Group for Inspiring Voices", which has a remit to ensure that every member of the agency is informed about the BLM movement, educated about the wider issues of diversity and inclusion, and armed with all the resources they need to make decisions, take opportunities, be creative, thrive and advance in the workplace.

[Read article](#)

The Government's proposed HFSS online ad ban

In response to the UK government's consultation on a total online advertising ban for HFSS (high in fat, salt and sugar) food and drink, our Founder Ed Cox shared his view with Campaign. "The blanket ban, as opposed to a watershed approach to protect children, is disappointing and represents a vote of no confidence in the advertising and food industries in a number of ways." In his article, Ed details these issues, and shares what he sees as a more positive and productive route forward.



[Read article](#)

Giving Back



One societal trend from the pandemic which we all hope will continue is a rise in altruism, from Captain Tom Moore and Marcus Rashford to the small businesses and individuals helping their vulnerable neighbours and communities. Despite this, many charities are under huge financial pressure as their usual sources of income have dropped right away due to quiet high streets and cancelled marathons.

This year we are proud to have supported a number of charities whilst also providing ways for our teams to stay active (The Big Half / The Big Walk) and entertained (Movember). If you missed Jamie and Ed's mo's then lucky you; and if you want to make a donation then please consider Shelter, and give hope to people facing homelessness this Christmas.

[Donate now](#)

Thank you to all our clients, colleagues and partners. Wishing you all a very Merry Christmas and a Happy New Year.



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If you're talented, entrepreneurial (and nice with it), let's chat: careers@yondermedia.agency. Want to talk about new business? Oh, go on then: pigmah@yondermedia.agency. Call: +44 (0) 202 3929 2023

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