

Smarts NEWS

PRWeek UK #8



Smarts continue to make waves in the industry as we move up to **#8** in this year's **PRWeek UK #Top150 Consumer Table**. Yep, it's a flex. This year, we've seen our team work on a record-breaking Super Bowl ad, gain a million new social followers for Zalando, deliver one of the UK government's most successful digital awareness campaigns and much more. Well done to everyone who's helped make this happen – we wouldn't have got there without the hard work of every single one of you. Just seven more spaces to go...

Proven TRRack record



Earlier this month, we received the latest round of 'The Referral Rating' or as most of you probably know it, the TRR scores, which collate all client responses on how well we as an agency are performing. Pippa announced that we've not only continued our great track record but we've beaten it, nudging our TRR score up from (an already impressive, and well above average) 9.2. to **9.3**. Again, well done to everyone, this is testament to all of the incredible work you do.

Neat work 🍷



Over the next few months, a joint team from our US and UK offices will be smashing out the brand positioning and comms strategy for one of Diageo's newest and most exciting acquisitions – Balcones. It falls into our extremely capable hands from the heart of Texas with accolades and a rich history that we'll (obvs) leverage to create one hell of a strategy.

Watch this space – as the cornerstone of Diageo North America's "Disruptive Whiskies" portfolio, Balcones could mean big things for Smart's growth in the U.S. 🇺🇸
!

A Cause(way) for celebration



"Bushmills team, take a bow for knocking it out of the park" Colum Egan, Master Distiller.

You know how we all love a good sprint? Well, the Bushmills guys might well have scored a PB. In just 8 weeks, the team organised an epic two-day launch unveiling the shiny-new Causeway Distillery. The extravaganza catered for 200 guests including Global Media and VIPs, offered bespoke gala and whiskey tours, and saw 30 performers play out four mesmerising acts that brought the distillery's story to life. The core team – Selina Wallace, Rachel Solon, Leona McCaugherty, Emma Sharkey, Adrienne Maginness and (adopted team member) Hannah Irwin – grafted, laughed and grafted some more through short weeks and long days to plan an event that truly wowed.

And, then there was everyone else; from design, film and copy to the event proper squad – our little army (many of whom hadn't worked together before), in typical

Smarts style, pulled together to make big things happen in little time. Cheers to you! Watch the sizzle [here](#).

Step up to the plate 🍷



A few months ago, Smarts were tasked with the challenge of creating a launch campaign for Zalando's new, inclusive shoe line. On the 8th of May they saw, what was once an idea in a brainstorm meeting, come to life at their 'Walk a Mile' exhibition. The campaign celebrated the positive impact inclusive shoes have on self-expression for those who haven't always had access to footwear in their size, including transgender women.

Our team pulled together photography, video, and moving poetry telling the intimate stories of those who've been affected by a lack of inclusive footwear. The client was over the moon with the outcome. Huge congrats to those who put their hearts and 'soles' into the project. It was a true spectacle.

Sláinte!



Think we're going to run out of glasses to raise at this rate...

Well done to all those that helped us officially secure Scotch Whisky Association (SWA) as a new client for the next three years! Responding to SWA's brief to develop a new responsible drinking campaign, this month our 'Made to be Measured' campaign went live across radio, digital and social channels. It aims to raise awareness of the recommended weekly guidelines (units), encouraging people across Scotland to savour their Scotch – and enjoy it responsibly.

Because you can never have too many whisky clients, right? But, you can certainly have too many whiskies – as our winning campaign message expertly delivered 🍷.

Mental Health Week 2023



you don't know what that is, we're in a race to hit 100k steps as an agency to plant 100 trees in return of your hard work! Anyone can take part.

Plus, to make the most of the sunny days and Connect with Others, make sure you take a lunch time stroll for some fresh air! And, finally, to promote Being Mindful we welcomed the lovely Erin McElvogue back to the Belfast office on Wednesday 17th May for a new MYND session. The interactive workshop focused on developing the mind-body connection, through the exploration of mobility and mindfulness.

Spotlight 🎤

Libby Stroud-Kroon
Comms Director, Devon (remote worker).





Typical day in Smarts

As a remote worker, I'm based out in the Devon countryside, so I begin my day with a coffee with the goats and chickens, or an early dog walk in the fields before I crack on with work. I work across our Diageo clients, (Captain Morgan, Johnnie Walker, Scotland Brand Homes, World Class, Ketel One) with a focus on strategic planning and, currently, with World Class happening in São Paulo in Sept', we are gearing up for our busy season over the next few months.

Smarts Highlight

Working with great people every day. I had previously sworn I wouldn't go back to agency life after leaving a global media agency in 2016, and when I was a client (at Diageo for Johnnie Walker), I corrected that statement to say the one exception I would make was Smarts, and the reason was the people. It's a joy working with such smart, brilliant and warm-hearted people. Best place I've ever worked.

You're stuck in a lift and can choose someone from Smarts to join you – who and why?

Firstly, I wouldn't wish being stuck in a lift on any of my colleagues, but if I had to be stuck in a lift with anyone, I'd choose the wonderful Emma Pollock. A fellow planner. I feel between us, we would either get ourselves out of the situation through a well-thought-out plan of attack (maybe a colour-coded spreadsheet or two), and that failing, we'd happily put the world to rights 'til we were let out.

Hey newbies 🙋

Say hello to our newest team members:



Jo Singleton, our new
Employee Engagement
Comms Director
based in London



Kieran Smyth, our new
Systems Administrator
based in Belfast



Fleur McCoy, our new Communications
Consultant
based in London



Terena Danner, our new
Communications Executive
based in London

Fleur McCoy, our new Communications
Consultant
based in London



Terena Danner, our new
Communications Executive
based in London



Blessing Tachie-Menson, our new
Communications Executive
based in London

Josefina Ballesta, our new Senior
Manager – Talent & Influencer
based in New York

People news

Congrats to Kathryn Mackey, who after a year and a half as the face of Smarts in the Chocolate Factory, will soon be joining the Booking.com team as a full-time Team Assistant!

Something for the weekend

Following the King's Coronation this month, it was only timely that the latest Bridgerton series was launched on Netflix (well played, well played). If you haven't already binged it, the series has been lauded by many critics (and fellow Smarts Bridgerton followers) as the best of the series yet.

