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ADVERTISING  
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MEET UK ADVERTISING



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\_\_MADE\_\_  
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The UK Advertising Export Group (UKAEG) is delighted to share this portfolio of UK advertising and marketing services companies with interest in and/or experience of helping brands go global.

The UK has a long heritage as one of the world's leading hubs for advertising and marketing services, and as we adapt to the impact of Covid-19, UK advertising is very much open for business and continues to work with clients and partners all around the world.

Over the years Global clients have been drawn to the UK for many reasons including; The UK is the most awarded advertising hub per capita, That talent aspires to work in the UK bringing with them an excellent knowledge of international markets and making the UK a place to do business.

The UK is also the world's most advanced digital advertising economy, third only in size to the US and China, according to a recent report by Credos, UK advertising's thinktank.

The UK is home to some of the world's leading storytellers with a unique culture of delivering effectiveness through creativity.

All of this means we can provide international businesses with an unrivalled concentration of expertise, creativity and knowhow, to produce the world's most effective advertising work. UK advertising, with its brilliant combination of strategic, creative, technological and production capabilities, will play a crucial role in the recovery for the economy and for brands around the world.

We are delighted to invite you to meet with UKAEG companies at our virtual networking events at UK House.



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UKAEG MARKETING MANAGER  
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ACROSS THE POND

Across the Pond is a global, independent creative agency specialising in film for innovative brands. Their process is to make the complex simple through strategy, and the simple human through creativity.

They started life inside Google and continue to work with them and other innovative brands all around the world including YouTube, Xiaomi, X, Rosewood, Grab, Malala Fund and Project Everyone. They believe in the power of diversity and are one of the 0.1% of agencies founded by a woman and are two thirds women overall. They also believe in the importance of sustainability and have committed to being carbon negative by 2021.

[atp.tv](http://atp.tv)



ADAM&EVEDDB

adam&eveDDB, Cannes Lions European Agency of the Decade, is a communications agency dedicated to making creative work that works.

Employing 450+ people in London and New York, it is Campaign's UK Agency of the Decade (with five Agency of the Year titles including 2020) and the only agency to have won the IPA Effectiveness Grand Prix three times in a row.

Clients include: Aviva, Diageo, EA Sports, Google, H&M, Haig Club, Heineken, Jim Beam, John Lewis & Partners, Lloyd's Banking Group, Lucozade, Mars, PlayStation, Samsung, The National Lottery, UK Government, Volkswagen, Unilever, Virgin Media, Quorn and Waitrose & Partners.

adam&eveDDB is part of DDB Worldwide, a global network of 13k+ people across 200+ agencies in 90+ markets.

[adamandevddb.com](http://adamandevddb.com)



ATOMIC

Atomic is an independent creative agency driven by the philosophy of Never Quiet. We create ideas that work across the entire customer journey, making brands hard to ignore, difficult to forget and easily more effective. In just seven years we've grown to become one of the UK's leading independent agencies, proud of our reputation for innovative and highly effective work across both brand and activation channels, for some of the world's leading brands. Our relentless desire to create effective work is why we've helped brands like Homebase achieve an 18th month return to profit from a £100M+ deficit or a brand like The Royal Opera House triple their global awareness scores and improve their new visitor figures by 1200%, with just a sixth of their competitors ad spend.

We put a huge focus on merging talent from every discipline to work side by side, not just under one roof, encouraging every brand and individual that walks through our door to achieve something extraordinary. It is one of the reasons why we we're voted winners in Campaign's Best Places To Work 2020.

[atomic-london.co.uk](http://atomic-london.co.uk)



BRAND CULTURE

Brand Culture is an award-winning creative agency that harnesses the power of entertainment and lifestyle to light up the consumer journey. Since 2004, they have been leveraging the power of film, gaming, music, sport and travel to help brands drive consumer action and smash business targets.

From devising entertainment-led brand strategies and orchestrating global shopper campaigns, to negotiating powerful brand partnerships and creating content and experiences that audiences genuinely love, our specialist team thrives at helping solve marketing challenges.

Core services include strategy, entertainment partnerships, creative, shopper and promotional marketing, brand partnerships, international campaign activation and management, content creation, digital design and build, experiential.

[brandculture.london](http://brandculture.london)



BRANDFUEL

For over 15 years, Brandfuel has established partnerships with some of the world's most revolutionary businesses; creating impactful experiences for their most valuable audiences, at their most seminal moments.

As an award-winning creative agency, they specialise in the design, planning and delivery of brand identities, conferences, events, exhibitions, product showcases and web projects. No matter the size or scale, Brandfuel helps brands to break through by creating enriching experiences for everyone.

Brandfuel are helping to shape the organisations that are reshaping the world. And their clients are the change-makers, challenging the way things are and reimagining how they could be, to make things better for all of us.

[brandfuel.co.uk](http://brandfuel.co.uk)



CHROME

Chrome is a full service, award winning, boutique production company specialising in online digital content for the world's leading brands.

Their body of work and client pool demonstrates diversity but with a singular thread throughout: cinematic, emotional storytelling. With an output tending to fall towards the categories of luxury, lifestyle, sport and automotive our passion for filmmaking and attention to detail is at the heart of everything they do.

Chrome has long standing relationships with brands such as Ford, Sotheby's and TUI with whom our work has won multiple global awards, including a Webby, 3 Lovies and an AutoVision award.

[chromeproductions.com](http://chromeproductions.com)



CREAM

Cream is a business established to better understand and more effectively communicate with audiences of the highest value. Over 17 years they have developed deep expertise in analysing more affluent audiences, what motivates them, and how to influence them and this has led us to work with some of the most pioneering premium and luxury brands in the world.

Cream Consulting helps brands with marketing & econometric modelling, trend & insight reports, audience prioritisation, and consumer-centric marketing strategy formulation from brand & creative identity, to marketing and media planning.

Cream Communications delivers resonant messages to consumers via the most effective communication channel. Cream Communications helps business grow through global media planning & buying, brand & ambassador partnerships, and content & creative delivery.

[creamuk.com](http://creamuk.com)



CROUD

Croud is a global, full-service, digital marketing agency that works with some of the world's leading brands. Through the seamless connection of data, technology and creativity, Croud develops strategies for sustainable growth that drive immediate business impact. Croud builds deep partnerships with clients thanks to its unique model, using its 'Croud Control' platform to harness a global network of 2,400 digital experts, delivering holding company scale with the precision of a specialist. We're experts in delivering international growth for clients – whether you're just getting started with expanding overseas, or already have a large global footprint. Our unique business model provides unparalleled access to in-market experts in every sector and digital discipline, offering global scale and local expertise to help you grow internationally, whilst maintaining a consistent centralised strategy.

Croud is proud to partner with clients such as Vans, IWG, AXA IM, and The North Face - leading media strategy, performance marketing and digital experiences.

[croud.com](http://croud.com)



CROWD

Crowd is a global creative agency that specialises in amplifying demand for brands around the world.

To do this, our dynamic, multi-national team fuses rich data, digital innovation, and creativity to consistently exceed expectations. Our holistic approach means your message hits harder, budgets go further, and sales reach higher.

Crowd's unique service combines localised knowledge with the support and reach of a worldwide network, allowing your brand to succeed both at home and internationally.

As well as understanding the world, we're also dedicated to protecting it. Our 2021 mission is to gain B-Corp certification and prove our commitment to both the environment, and the wellbeing of our team. We're also proud to have some of the world's most cutting edge sustainability brands in our portfolio, and work tirelessly to amplify the good that they do.

From San Francisco to Sydney, Crowd is already helping clients amplify demand – so why not join them?

[thisiscrowd.com](http://thisiscrowd.com)

## DigitalDetox

DIGITAL DETOX

Digital Detox is a humanity-led digital product agency focused on building core technology to deliver digital empowerment. With over 15 years of experience, their sweet spot is in creating future-proofed products in the most digitally sustainable way, simplifying processes to build a world where technology and humanity work in perfect harmony. Their most recent product – The Green Report – enables organisations to spot and prevent their digital pollution, with its first partnership reporting a saving of 79 tonnes of carbon, and ~\$1million.

[digital-detox.co.uk](https://digital-detox.co.uk)



EXPERIENCE12

Experience12 is an independent, award-winning pop culture marketing agency specialising in experiential marketing and events. They help entertainment brands and pop culture properties engage existing fan bases and acquire new audiences through immersive brand experiences.

Founded in 2012, Experience12 has grown consistently year-on-year, establishing itself as a trusted advisor and delivery partner to the Film, TV and Gaming sectors, with unique research and insight in the fan marketplace. Their core services include global creative consulting, experiential events, exhibitions, PR stunts and national and worldwide tours.

[experience12.com](https://experience12.com)



FOUR COMMUNICATIONS

Four Communications Group is one of the leading independent integrated marketing & communications agencies in the UK and MENA. We offer an integrated approach based on our philosophy of the power of together, with services spanning insights & planning, digital, social, media planning & buying, marketing, advertising, PR, public affairs, events, and sponsorship.

Four Communications delivers award-winning campaigns for clients including Infiniti, The Booker Prize, UK Government, Merck, Johnson & Johnson, Grosvenor Group, St George, Equifax and American Express.

We have seven core business units, covering our sector expertise in health, real estate, lifestyle, social purpose and corporate & financial, as well as our PACE team (covering performance, activation, creative and engagement) and our MENA operation.

The company employs more than 370 staff in London, Abu Dhabi, Dubai, Riyadh, Cardiff and Aberystwyth.

[fourcommunications.com](https://fourcommunications.com)



FX DIGITAL

FX Digital is a London-based Connected TV-first and OTT app technology company, helping your brand reach millions of new customers by building and launching premium quality CTV applications across Smart TVs, Set-Top-Boxes, gaming consoles, web and mobile devices.

Our experienced team of developers, designers, UX/UI specialists, quality assurers and strategists provide the knowledge and expertise you need to create high-performance applications that are ready to launch across the device landscape, helping you to reach new audiences quickly and efficiently.

We have helped brands like Discovery Inc. and Eurosport reach huge audiences by deploying applications across the CTV device landscape.

[fxdigital.uk](http://fxdigital.uk)



HAPPY FINISH

Happy Finish is a creative production company. With 16 years of heritage working at the forefront of creative excellence.

Happy Finish began focused on cover story fashion imagery post-production, developed through the adoption and innovative application of world-class computer-generated imagery and animations to now working with the newest creative technologies and employing machine learning and AI solutions for some of the worlds largest brands and companies.

Happy Finish works closely in strategic partnership with clients to offer technology underpinned content solutions that are creatively groundbreaking, efficient, intelligent and relevant.

[happyfinish.com](http://happyfinish.com)



HEY HUMAN

Hey Human is the transformative communications agency, focused on brand communications, social, experiential and neuromarketing. They create Unusual Everyday™ ideas that connect with people and change behaviours to kickstart brand and business growth. They help brands grow by thinking differently about people, brands and marketing. Through their Mindkind™ approach Hey Human connects people and brands and use neuroscience to develop ideas and content.

Hey Human does this for clients who have a common goal, growing their business and their brand. Clients include Guinness, Baileys, SlimFast, beVita, Green & Black's, SEA LIFE, Gordon's, Typhoo, The London Dungeon, Affinity, True Instinct, Smirnoff and the Independent.

[heyhuman.com](http://heyhuman.com)

**'icp'**

IPC

ICP is a uniquely-positioned, independent and global business building partnerships with brand owners. We help clients maximize the efficiency of their creative operations and marketing technology with 30 years' experience in both strategy development and operational execution. We work directly with brand and marketing teams as well as with our clients' agency partners to deliver the most effective marketing and advertising content creation, reuse and delivery, across all channels.

Our clients include global companies and brands from many market sectors like Diageo, NBC Universal, Unilever, Coca-Cola, Takeda, Warner Bros., Tiffany & Co, Estée Lauder, Avon, Mars, Coty and BioMarin.

[icpnet.com](http://icpnet.com)

**Ignis**

IGNIS

Ignis is an award winning brand experience agency with over 30 years expertise in integrated comms. From experiential to content, shopper to social, right the way through to innovation and branding, ignis keeps creative, human and social experiences at the core of everything they do.

Based in London with clients all over the world, ignis' work has truly global reach. As a winner of The Sunday Times SME Export Track 100 they have worked with major FMCG, sports, travel and leisure brands in markets as diverse as Indonesia, North America and UAE.

As an SME ignis has spent more than three decades punching above its weight – delivering challenger thinking for challenging times.

[ignis.co.uk](http://ignis.co.uk)

**KO>E**

KODE

Kode was formed In London during the Olympic summer of 2012, by five best friends.

Inspired by others but not wanting to follow decades of trends, they set up the company straight out of University with a view to offer the industry something different.

In 2014 they launched their creative studio, Kode Red. Having the studio has enabled them to work traditionally and non-traditionally with agencies, record labels and direct-to-client simultaneously. Kode takes time to develop and support their diverse group of talent and find great pleasure in bringing them together with like-minded creatives.

The team says that: "Growing up together, the five of us have always been a family. From the days of student projects and the corrupt hard drives, through to the global successes of 2019, we've failed and succeeded together. We will continue to take risks, learn and strive to make the best work."

[kodemedia.com](http://kodemedia.com)



LOCATE PRODUCTIONS

Locate Productions is a full-service print and digital production company. We provide print, social and digital content for brands, advertising agencies and photographers globally.

The company builds teams and crews to facilitate productions in the UK, Europe and worldwide and combines a network of highly skilled producers, location managers, photographic and film crews, with ongoing innovative approaches to production.

The company offers a truly tailored and layered service, from location sourcing to location management as well as full production and team building. Free to align itself with directors and photographers both independent and represented, as well as working with companies directly, Locate has built a strong sense of how to work locally and think globally. With a strong staffing and skills base, and reputation for achieving high quality productions, Locate is perfectly placed to service international projects whether in the UK or overseas.

[locateproductions.com](http://locateproductions.com)



LONDON

LONDON is a global advertising agency based in London and built for today. We create One Brilliant Idea that works in any media, any language and any market that is proven to deliver the highest ROI for our clients in their sector.

We have been voted agency of the year for six out of the last seven years.

We offer research, strategy, insight, advertising, content, design, digital, social, experiential and production.

[londonadvertising.com](http://londonadvertising.com)



LS PRODUCTIONS

LS PRODUCTIONS is the UK's largest Production Service Company, providing expert local knowledge on commercials, film and TV, music promos and fashion advertising from its offices in Manchester, Edinburgh and London. Global clients come to LS Productions when they want assurance that the shoot will go smoothly. The business was started in 2006 by Edinburgh-based CEO, Marie Owen, and has since pulled off a 2018 BRIT Award Winning video – Harry Styles' 'Sign of the Times' – and expertly serviced the UK portion of Steven Soderbergh's Let Them All Talk and The Laundromat.

LS Productions is the only UK production service company with a supportive internal locations department and location database of over 7,000 locations. The company connects clients with its vast network of freelancers, kit suppliers and location owners, providing access to high-level crew and budget-friendly support on every size of project. A sustainable agenda is a key company priority in an advertising production industry famous for its waste. On location and across its three offices, LS Productions encourages green practices, and the company is currently in the process of logging its carbon footprint as a proud member of AdGreen. LS Productions has seen steady growth over the years, supporting large jobs with celebrities, Premier League footballers and major car brands, as well as providing local service to American TV series and feature films.

<https://lsproductions.com/>



MADAM FILMS

Madam Films offers a personal, tailored & hands-on approach to UK production service built on a foundation of unparalleled production industry experience. All projects are passionately & attentively looked after from brief to delivery, meaning that client service & production expertise are continually cared for and at the top of our agenda from start to finish.

Our founding partners have a deep understanding of the complexities of production having run their own successful UK commercial production companies over two decades. This experience of managing in-house directors, agency partners and clients means that our knowledge of the production industry and its processes is vast.

We have effectively produced and executive produced Television Commercials, Branded Content, Broadcast, Feature Documentaries, Show Trailers, Short Films, Music Videos & Live Events across a multitude of disciplines - Animation, SFX, Live Action, Food, Car, Beauty, Documentary and Corporate with work awarded at the prestigious D&AD & BTAs (British Arrows).

Based in London, our reach extends across all corners of Great Britain – England, Scotland, Wales, Northern Ireland & Ireland, including production hubs of Manchester and Liverpool. We support the sustainability agenda, are the UK country partner for PSN the global Production Service Network and longstanding APA member.

[www.madebymadam.com](http://www.madebymadam.com)



MBASTACK

MBASStack exists to drive growth and call themselves The Acceleration Agents.

They are an independent creative agency based in London with expertise at driving powerful results for many leading global brands across the world, such as Cambridge University, Royal Mail Group, Wall Street English, accountancy giant RSM, leading child car seat brand Britax, tech infrastructure leader Vertiv and Embraer Executive Jets.

They aim to optimise the entire buying ecosystem, working as business partners with their clients to help them navigate today's ever complex marketing landscape and create powerful multi-channel experiences that lead to a step-change in business performance.

MBASStack is very proud to have won the coveted IPA CPD Platinum award for its talent management and development for five consecutive years.

[mba.co.uk](http://mba.co.uk)



MULLENLOWE GROUP

MullenLowe Group is a creatively driven integrated marketing communications network with a strong entrepreneurial heritage and challenger mentality. They are a global creative boutique of distinctive diverse agencies, rich in local culture with both intimacy and scale, present in more than 65 markets with over 90 agencies. With a hyperbundled operating model, global specialisms include expertise in brand strategy, and through the line advertising with MullenLowe; experience-led digital transformation with MullenLowe Profero; media and communications planning and buying with MullenLowe Mediahub; CX activation with MullenLowe Open; and consumer and corporate PR with MullenLowe PR and MullenLowe salt. They are focused on delivering an Unfair Share of Attention for clients' brands and are consistently ranked among the most awarded creative and effective agency networks in the world. For eight consecutive years, MullenLowe Group has topped the Effie Index as the most effective global network in terms of points per dollar revenue, in 2018 was named to the Ad Age Agency A-List and in 2019 was ranked in the top ten 'Top Agency Networks for Creativity' in the WARC Creative 100.

[mullenlowegroupuk.com](http://mullenlowegroupuk.com)



NEXUS STUDIOS

Nexus Studios is a world-leading, independent film and interactive studio with animation and storytelling at its core. With studios in London, LA and Sydney, they partner with like-minded advertisers, brands and broadcasters from concept to delivery, crafting culturally relevant work that gets people talking. With a highly diverse roster of directing voices and an agile team of animators, creatives, coders and producers, they are able to move seamlessly between the worlds of advertising, entertainment and technology.

Their work includes Oscar-nominated and BAFTA winning films, Cannes Grand Prix commercials, Grammy nominated music promos, Annie award winning animation and Webby winning experiences and apps.

[nexusstudios.com](http://nexusstudios.com)



PINGPONG DIGITAL

Our expertise has launched websites for top brands, ran social media marketing campaigns that have reached hundreds of MILLIONS, identified Chinese online influencers to capture the attention of Chinese netizens and developed sophisticated mobile experiences.

We talk to more young wealthy Chinese consumers on a daily basis than any other European agency. We are #1 in Education in Europe and North America and have extensive experience in Fashion, Luxury, FMCG, Beauty, Sport, Leisure and Tourism amongst others.

[pingpongdigital.com](http://pingpongdigital.com)



PROCURE WORLDWIDE

Procure Worldwide are experienced A-list Celebrity Talent procurement consultants, specialising in brokering Celebrity Talent, Expert and Influencer deals and building bespoke in-depth Talent strategies for marketing and commercial activations on a global scale, managed from concept through to completion.

With international buying power, and a global network of contacts, Procure Worldwide secure optimum deals for clients, saving valuable time and resource as well as avoiding unnecessary delays and costs. With an expert team drawn from backgrounds as talent agents, producers, in-house at brands, creative agencies and influencer marketing they have unique insight into how to secure the most for their clients.

Procure Worldwide's in-house data team provides market analysis, data audits, talent and cost discovery as well as consultation on union contributions. They ensure that they present viable and on-equity talent suggestions, validating selection prior to formal offers being made. Expertise ranges from negotiating large scale global endorsements, equity share, merchandising, brand to brand partnerships, licensing and sponsorship deals, to devising and securing the right partners for talented digital strategies and initiatives, speaking engagements, expert panels, event appearances, voiceovers and more.

Procure Worldwide believes that powerful storytelling and authenticity should be placed firmly at the heart of all Talent procurement, building real partnerships with shared purpose at the core. [procureworldwide.com](https://procureworldwide.com)



QUMIN

Qumin is a people and experience company. They specialise in Chinese culture and their work transforms human experience for brands.

They focus on the users behind the platforms, the subcultures behind the hashtags and the audiences behind the consumers. Qumin applies insights strategically to creativity, branding and operational improvements to help brands succeed in China.

Over the past several years, they have worked with, and continue to work with some of the most ambitious companies in the world including Sony, Kering, Manchester United, Net-A-Porter, General Mills, Unilever, British Library, Mars, Huawei, Eurostar and more.

[qumin.co.uk](https://qumin.co.uk)



ST LUKE'S

St Luke's is a top UK creative agency, wholly independent with a hands-on management team. They aim to create bold ideas that push life forwards. Their agenda setting ideas are ideas to live by, ideas that reshape businesses and ideas that impact on society.

Their culture is defined by three values: personal transformation, collective ambition and new adventures. Approaching work with this mindset inspires the kind of imaginative openness and excitement that allows St Luke's to take clients and their brands on big adventures of their own.

Among their key clients are Diageo; Tanqueray & Zacapa (Global), HEINEKEN; Old Mout (International), Goldman Sachs; Marcus, Very Group, KP Snacks; Popchips, KP Nuts, and Tyrrell's.

[stlukes.co.uk](http://stlukes.co.uk)



THE BEYOND COLLECTIVE

The Beyond Collective is an independent group of specialist companies, unified around the common goal of helping clients grow their brands in the age of the audience. They believe consumers have become audiences – shifting from passive, captive recipients of a brand's messages to empowered, disengaged, disparate groups. In response to this change, The Beyond Collective is purpose-built for this new world. Based in Bermondsey, London, they are home to creative entrepreneurs from the worlds of film, music, brand, media, PR, production and advertising, working collaboratively and independently on a diverse range of client business challenges.

The companies within The Beyond Collective include Top 50 creative agency, Above+Beyond, media planning and buying agency, Yonder, and brand strategy consultancy, Frontier.

The Beyond Collective's clients include Subway, Pilgrims Choice, Amazon, Walgreens Boots Alliance and Vita Coco.

[beyondcollective.com](http://beyondcollective.com)



THE MILL

The Mill is a global creative partner for agencies, production companies and brands, working across multiple media channels and platforms.

They are trusted specialists in visual effects, creative technologies and content production. Their projects include the creation of digital products and virtual experiences, as well as world class visual effects and video production.

The Mill is a vibrant network of talented artists, producers, directors and creative technologists from multinational backgrounds. They nurture innovation, flexibility and diverse ideas across studios in London, New York, Los Angeles, Chicago, Berlin and Bangalore. They are all united by one single ambition: To create extraordinary and memorable work that captivates and excites audiences.

[themill.com](http://themill.com)



UMBRELLA

Umbrella is a response-driven Risk Management agency for marketing. They leverage financial tools to enable marketing teams to create campaigns they didn't think were possible. The better the campaign... the higher the interaction by the consumer. Increased campaign responses equate to higher sales and ROI for brands.

Brands such as Unilever, Diageo and Coca-Cola have successfully utilised these products here in the UK for the past two decades. They amplify brands' incentives & offers by protecting the budget from the threat of too many responses... what a problem to have!

They win many awards for the role we play in improving sales-uplift and ROI for brands.

Core services include consultancy, forecasting consumer response, risk management, building robust prize structures, creating effective user journeys and minimising the risk around logistics.

[team-umbrella.co.uk](http://team-umbrella.co.uk)

VCCP LONDON

VCCP

VCCP was founded on January 24, 2002 by Charles (V), Rooney (C), Adrian (C) and Ian (P). They were united by their desire to challenge the bad habits of the big global agencies they had previously worked at. They were motivated by the belief that they could create a better type of agency – for the people who work there and the clients they serve. It's a motivation that remains to this day and is why VCCP describes itself as the challenger agency for challenger brands.

VCCP's challenger attitude transforms the fortunes of their clients. For example, they helped O2 become market leaders within three years of launching. And once they started working with easyJet, their share price flew up from £4 to £14. VCCP has a motto: 'It only works if it all works', which is why they involve themselves in far more than just advertising. With a thorough understanding of each client's business, VCCP can challenge what's around it, and then transform it.

[vccp.com](http://vccp.com)