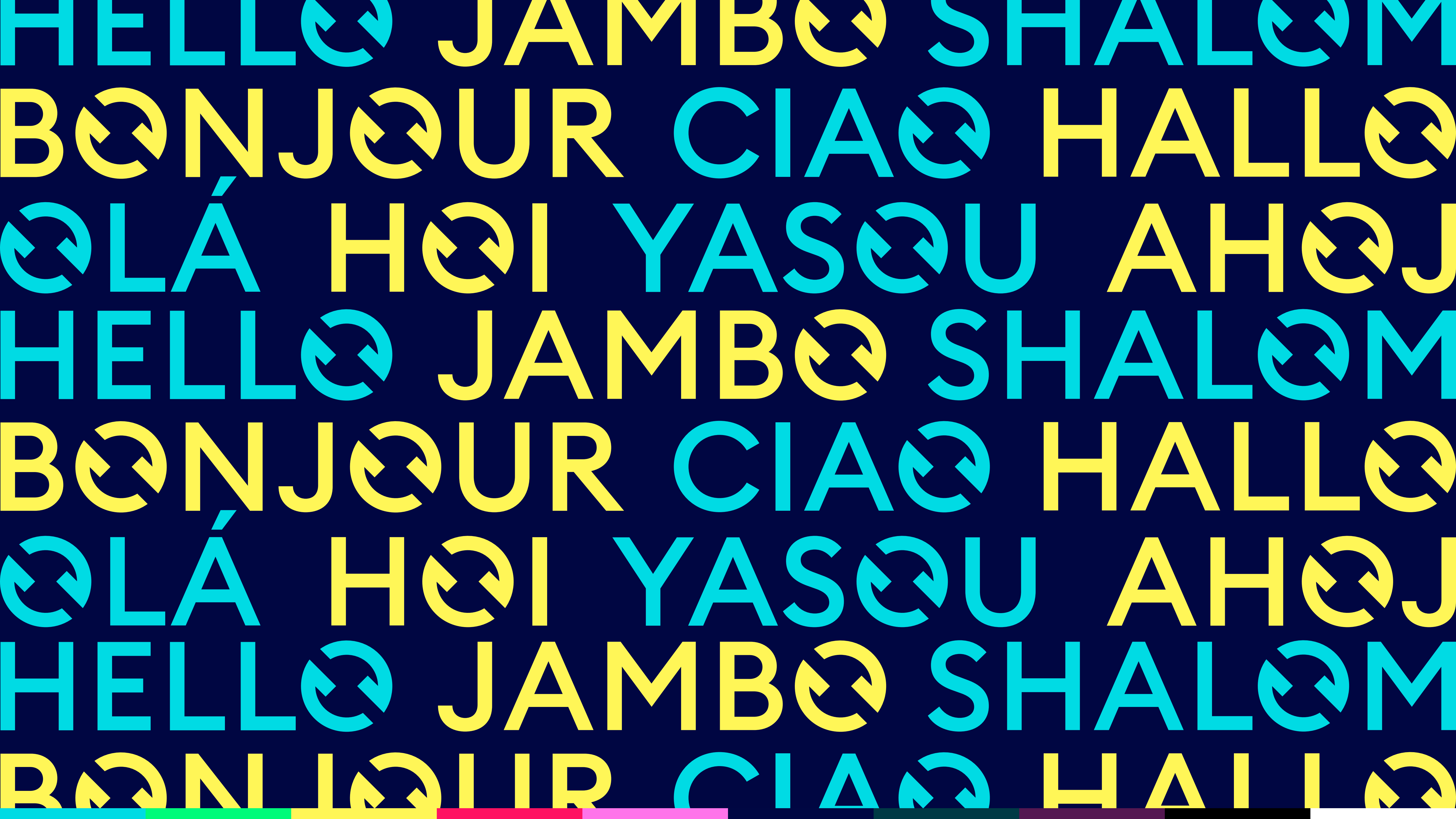


refreshing work

hexby<sup>®</sup> communications





# Refreshing work

We are Hoxby, a professional and creative services company that is far from ordinary in terms of methods, attitude and culture. We are refreshing: no bureaucracy, hierarchy or jargon, just brilliant, diverse brains working together to deliver work for our clients that is out of the ordinary too; refreshing work.

We're people who work on our own terms but deliver together. No office, no nine-to-five, no presenteeism.

We're made up of strategists, creatives, tech-heads. Writing people, numbers people, people people. Diverse thinkers, do-ers, disruptors. By removing all forms of bias, we have assembled a globally diverse community of people and expertise beyond comparison. Our cognitive diversity elevates our collective intelligence to profound levels to make sure we always deliver refreshing work to our clients. This is the Hoxby way. Refreshing work.



# Who we are

We are a community of hundreds of handpicked, diverse and talented freelancers, who work remotely across the world. Since inception, more than 20,000 people have applied to join us – such is the demand for our way of working.

Our diverse teams collaborate across time zones using cloud-based systems, working as seamlessly as if they were in the same room. We're lean, fast and flexible in delivering refreshing new answers to our clients.

We have pioneered a rigorous selection process to accept only the most motivated people into the community, plus a proprietary project curation processes to match the right people to the right projects at the right time.



# What you get

## Unparalleled knowledge

The limitless diversity of talent in our community enables us to offer unrivalled matching of collective intelligence and quality expertise to each unique project. We combine the skills, passions and experiences of each member to create the most skillful and dedicated team anywhere in the world.

## Extraordinary passion

As individuals, we choose the projects we work on – we work with you because we love your challenge, your business and you. That way, you always know we're going to be totally invested in the outcome and give more than just our time to ensure we succeed. Together.

## Seamless integration

There's no hidden cost, no swanky office or other overheads – every penny is invested into people working for you and your business. Connected to you via the cloud and in person, we work with transparency and flexibility to integrate seamlessly with your own teams.



# Our clients include



# Reputation, reputation, reputation

We believe reputation is the lifeblood of any business, so we put protecting and enhancing it at the heart of everything we do. Our work is fuelled by a passionate desire to make a positive difference to the reputation – and thereby business results – of our clients and their brands.

Our collective expertise is incomparable. We operate on a global stage, across every communications and PR discipline and in a range of sectors. We run campaigns for people, products and brands with unrivalled expertise and results.

Our offer is versatile and scalable – the antithesis of a traditional PR agency.

Working with Hoxby Communications gives you the benefit of communications and PR consultancy and campaigns delivered by the most talented, flexible and passionate communication experts in the world.

## What we do

- Strategic communications.
- Media relations campaigns.
- Creative PR stunts.
- Photocalls and news generation.
- Tone of voice and messaging.
- Stakeholder relations.
- Corporate communications.
- Trade events and B2B comms.
- Reputation management and crisis communications.
- Digital and social media outreach.
- Internal and change communications.
- Press office.



# Your Communications and PR Partner Integrated. Flexible. Scalable.

Hoxby Communications operates as an outsourced 'in-house' communications and PR agency – one that brings together a range of expertise across all communications disciplines, from all corners of the globe.

It is a uniquely flexible model that allows us to deliver best-in-class outputs quickly and efficiently.

Working with the communications team at Hoxby enables you to...

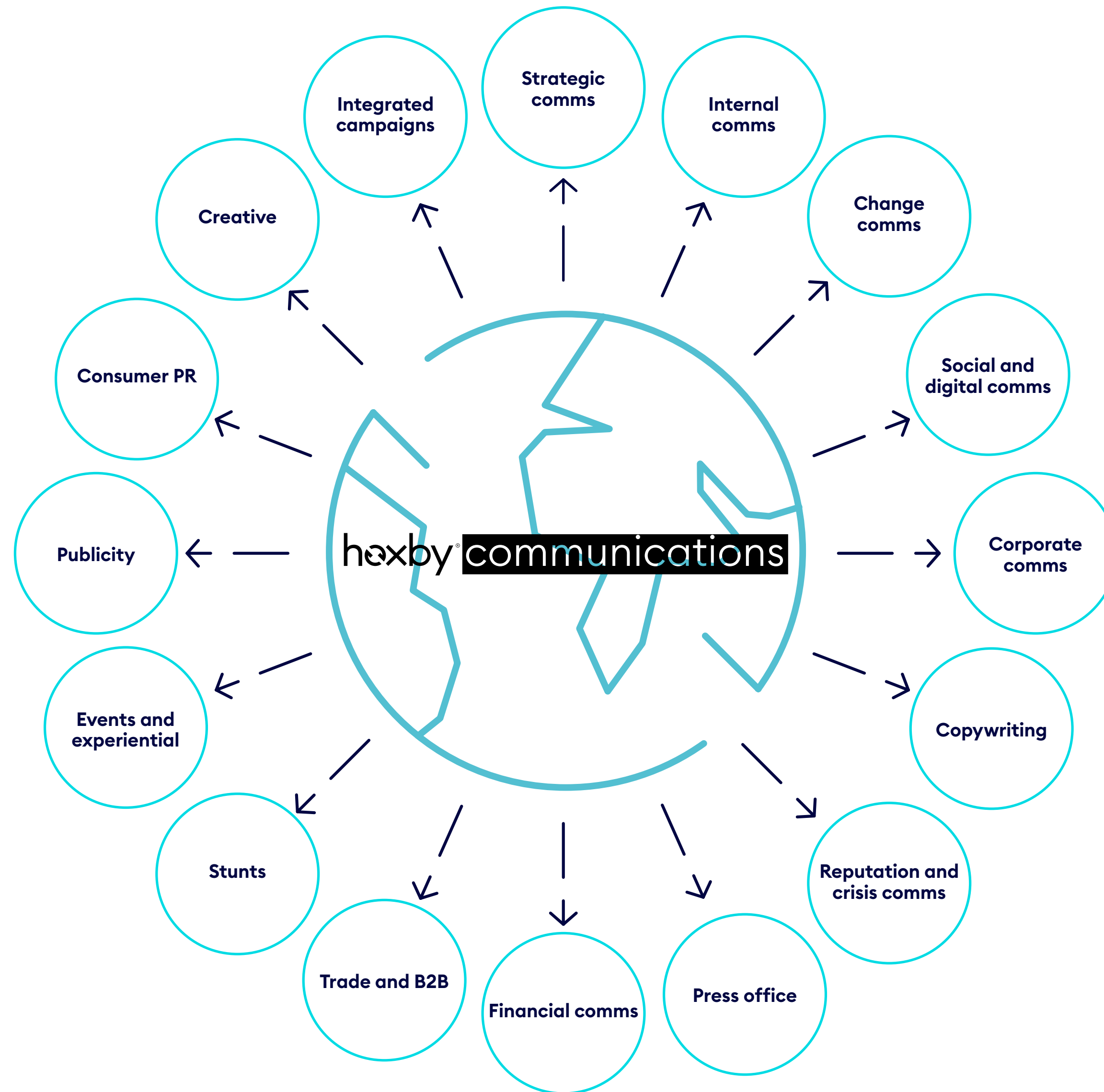
- engage with a team of communications experts that understand your brand and your purpose
- inject fresh strategic and creative thinking across a variety of sectors and global markets
- benefit from senior-level counsel in an immediate, always-on model
- gain access to the right talent and skills at the right level – all working on specific briefs – to achieve high quality, cost-effective results
- move at speed, responding and executing at pace.





# A world of experience

We create blended teams with diverse skill sets from around the globe.



# A selection of our people



**Anna Hollaway**  
Managing director  
communications

Anna has two decades of experience delivering global communications and PR strategies and promoting high-profile brands, people and products on an international stage. She spent ten years at the BBC's commercial arm, BBC Worldwide, where her roles included Head of Communications, Global Markets. Before joining the BBC, Anna worked for ten years at some of the UK's leading PR agencies on consumer PR accounts including Disney, Morgan Stanley and Sky.



**Gabbi Naylor**  
Business director

Gabbi is a senior consumer PR operator with an acute understanding of what lands – and a track record of masterminding and delivering integrated comms campaigns that cut through and deliver results. She was board level at a top consumer agency, where she worked for almost 15 years.



**James Stibbs**  
Communications strategist

James has worked in the world of sports communications for 15 years, both agency and in-house. He is chair of the Sports Group of the PRCA – the UK association for communications professionals – and a member of its PR council. During his career, he has written speeches for the British royal family, developed Pele's social media voice, secured front-page national newspaper coverage and organised Twitter's first live video Q&A (on mental health in sport).



**Paula Joof**  
Consumer PR expert

Paula is an experienced PR consultant with a strong creative and strategic outlook as well as excellent media contacts. Her wide experience includes working across a range of sports, consumer and lifestyle brands.



**Miyuki Washino**  
Media relations specialist

Based in Japan, Miyuki has 20 years of PR experience working with global and Japanese companies, and with a focus on technology.



# A selection of our people



**Kelly Reed**  
PR and comms expert

Based in Spain and originally from the US, Kelly is a PR and comms expert in sport, entertainment and lifestyle. She has worked with brands including Mycujoo, Fun With Balls, Pepsi, Rapha and PowerBar. Kelly has also been a director of marketing and communications at a professional cycling team.



**Eddie May**  
Business director

Eddie has more than 20 years' experience in sports marketing and PR, working on high-profile campaigns for brands including the EFL, EA Sports, Catapult Sports, the NFL, the ATP Tour and the ECB. He is a former marketing manager for Umbro, where he helped to activate partnerships with England, Chelsea, Manchester United, Celtic and other leading clubs.



**Philip Dorward**  
Ex-sports journalist and crisis communications expert

In his 20-plus-year career, Philip has worked for some of the world's biggest sporting businesses including the Premier League, Tottenham Hotspur, BBC Sport and the England and Wales Cricket Board. He spent eight years as Head of PR for the Premier League, where he developed, managed and executed domestic campaigns and global events. A former journalist, he has extensive experience of implementing award-winning, story-led campaigns for sport, tech and FMCG clients that significantly increase coverage.



**Fergus Esack**  
Publicist

Fergus has more than 15 years' experience as a publicist working with celebrities and entertainment brands. Career highlights include launching Will.i.am's shoe brand, breaking a world record for 24 gigs in 24 hours with Leo Ihenacho (The Streets), walking a fire-breathing robot through central London and making sure Calum Best showed up to court on time during the Leveson Inquiry. She has worked with Snoop Dogg, the Churchill Dog and, recently, with Hannah from S Club 7 and some zombie dogs. Fergus often finds national showbiz journalists drinking prosecco in her kitchen.

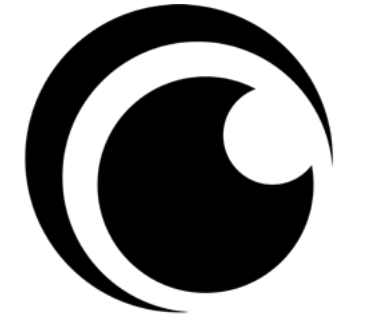


# Case studies



# Case study: crunchyroll





crunchyroll®

## Sending Crunchyroll's brand awareness sky high

Crunchyroll, part of Warner Media, is the streaming giant of animé and manga, boasting a global community of more than 70 million registered users and over 3 million subscribers. Crunchyroll came to Hoxby to help grow its fanbase in the UK and Japan. And we exceeded all expectations through a winning combination of proactive media relations, engaging storytelling, B2C and a B2B activation plans.

Tapping into our globally diverse community of people and expertise, we were able to swiftly enroll the right experts in the right markets. We enlisted a team of communications specialists, high-level strategic thinkers and media relations stars, within the UK and Japan, who addressed the challenge head-on. We focused on tackling Crunchyroll's brand awareness and growth, by supercharging its share of voice in every B2B and B2C aspect. We capitalised on topical events with a drumbeat of stories to drive regular coverage in key titles. We developed and nurtured strong relationships with key media and influencers, ensuring we generated stories that kept Crunchyroll top of mind with its fans and build its position as an industry leader. Bringing Crunchyroll to MCM Comic Con London generated 20 stories across consumer, news and specialist websites – three in the MailOnline, the world's biggest newspaper website. That was just the beginning of our 18-months-and-going-strong relationship.

We continue to help Crunchyroll build active connections with their fans, not only in the UK and Japan but now in France and Germany, too.

### 700+

media stories secured  
in the UK & Japan

### 416%

reach increase in the UK

### 145%

reach increase in Japan

\* All achieved during our initial 6-month campaign in 2019.





Sending  
Crunchyroll's  
brand awareness  
sky high



# Case study: MyCujuu







# Building the MyCujoo brand across a global sports market

MyCujoo, a unique football content and streaming platform, approached Hoxby to help build their brand across the sports industry, using publications and key consumer sports media. Their challenging PR vision required flexibility and scalability, something we're well versed in.

From our diverse community, we built a core team of sports communication experts. Tapping into our talent for multi-market communications, our curated crew pitched stories to media across global sports markets, including India, Australia, Brazil and USA. We created a press office to provide a foundation for strong media relations, alongside a nimble newsroom to take the MyCujoo message to the sporting crowd. Drawing on sector expertise, we also crafted messages to adapt to the brand's shift in strategy.

Our impressive results meant MyCujoo extended our remit to include crisis communications and media training.

**41**

pieces of coverage in target global media

**22**

announcements and pitches

**8**

different markets activation plan created

[Hoxby's] approach has been nimble and flexible, reacting quickly when our messaging needed to change and drawing on the strong sports' experience within their network.

Raphael Morgulis, ex Head communications MyCujoo



‘Our aim is to establish and build our brand in key markets right across the world. Hoxby is helping us by operating a core team that focuses on our key sport audiences, supported by market expertise in priority countries.’

‘Hoxby’s approach has been nimble and flexible, reacting quickly when our messaging needed to change and drawing on the strong sports experience within their network.’

Raphael Morgulis  
Head of Communications, MyCujoo



# Case study: Bristol Distilling Co



# BRISTOL DISTILLING CO

## Elevating Bristol Distilling Co to a top-tier gin

With two new liqueurs ready to take the gin market by storm and an exclusive deal with Tesco already in place, craft spirit brand Bristol Distilling Co needed a dynamic partner to help with their impending Mother's Day launch. They turned to Hoxby, knowing that with our diverse and agile skills, we were the perfect partner. The tonic to their gin, if you like.

We quickly swung into action and instantly understood the complex nature of the campaign, assembling a diverse team of communications specialists, PR experts and media relations professionals, all highly experienced in the alcohol industry. Our media-pitching powerhouse team was up to speed in a flash. With a focus on botanicals, we created a six-week 'product plus' campaign, to include striking imagery, engaging messages and newsworthy content that would ensure Bristol Distilling Co became the talk of every gin aficionado.

The coverage that we curated, which included leading publications like The Guardian, helped gain a weekly uplift in sales that led to break sales records – all in time for Mother's Day.

**17**

Pieces of top-tier media stores

**165**

Million combined media opportunities to see

**£££**

Record sales leading up to Mother's Day

[Hoxby's] unique business model combines high-grade talent with slick central infrastructure and strong leadership to deliver a compelling alternative to the traditional agency PR model for brand owners.

Guy Dodwell, Sales and marketing director, Bristol Distilling Co.



‘Bristol Distilling Co is a fast-moving, high-growth spirits business with a product development cycle optimised to reflect the latest consumer trends.

‘We seek out only the most flexible, agile, results-focused business partners – and Hoxby PR is a shining example in the area of brand communications.

‘Their unique business model combines high-grade talent acquisition with slick central infrastructure and strong leadership to deliver a compelling alternative to the traditional agency PR model for brand owners.’

Guy Dodwell

Sales and Marketing Director, Bristol Distilling Co





# Our professional and creative services

We provide professional and creative services for clients including Unilever, Merck, AIA and Crunchyroll to name but a few.

Whether you are looking to outsource for a single project or something much bigger, our global community can provide the absolute best team to meet the unique needs of your business. And if we don't have exactly the right hoxby experts to deliver, then we'll always be upfront and say so.

Our diverse global talent pool boasts a wide range of talent and experience across a breadth of skill sets. The Hoxby community includes senior marketers alongside journalists, researchers, digital and SEO specialists and more.

A go-to team available to deliver your brief across multiple time zones with quick turnarounds.

hoxby® communications

hoxby® futureproofing

hoxby® operations

hoxby® innovation

hoxby® marketing

hoxby® creative

hoxby® hr



# We have been featured in

The Telegraph

theguardian

FT  
FINANCIAL  
TIMES

The Mail  
ON SUNDAY

RACONTEUR

THE TIMES

METRO

|TECHWIRE|  
ASIA

BBC

Forbes

TRTWORLD

MarketingWeek

campaign

The Drum™

COSMOPOLITAN

ipse

marie claire

PR  
WEEK

STYLIST

YAHOO!  
LIFESTYLE







REFRESHING  
WORK

hoxby® **communications**

refreshing work

# Thank you

hello@hoxby.com

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Certified



Corporation