

# BEST BEST BEST BEST THE BEST OF THE NETWORK

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# CONTENTS

Click on a Brand-Agency partnership to be taken directly to the project.

## BRAND, CREATIVE & DESIGN

- 8 - 9 Crown Paints + CreativeRace
- 10 - 13 Wakefield Grammar School Foundation + House Creative
- 14 - 15 Findel + 10 Associates
- 16 - 17 Fasthosts + BGN
- 18 - 19 Morris Homes + Big Partnership
- 20 - 21 Wallbox + Ice Blue Sky
- 22 - 24 Mutual Success: PDI + Team Eleven

## COMMS & PR

- 28 - 29 Superdry + Social Buff
- 30 - 31 Sofology + Blackbridge
- 32 - 33 Bradshaw Taylor + McCann
- 34 - 35 Stowe Family Law + Schwa\*

## DATA & RESEARCH

- 38 - 39 Warrantywise + The Behaviours Agency
- 40 - 41 Glean + Mimo Brands

## DEVELOPMENT

- 44 - 45 Slumberdown + BGN
- 46 - 47 Quill + Present Works
- 48 - 49 MGF Structural Support Solutions + Lesniak Swann
- 50 - 51 Floot + Calls9
- 52 - 53 The Internet Archive + BGN

## DIGITAL & PAID

- 56 - 57 The Rayware Group + CreativeRace
- 58 - 59 Seat Unique + Hitsearch
- 60 - 61 Bransby Wilson Parking Solutions + Novi Digital
- 62 -64 Mutual Success: RecOps + Pixel8
- 66 -67 Uberkinky + The Audit Lab
- 68 - 69 Love Energy Savings + Sputnik
- 70 - 71 More About GO!

# INTRODUCTION

Our goal in founding The GO! Network was to raise the bar of Brand - Agency relationships.

The past year has been anything but business as usual. Like any situation that is thrust upon us and out of our control, it has provided a unique opportunity for our industry to adapt and make improvements to ways of working that otherwise would have most likely stayed the same.

For too long, marketing agencies have predominantly been appointed based on their headline experience, their own physical proximity to your business or because they have come recommended by someone whose businesses challenges bear little to no resemblance to your own. It's resulted in Brand - Agency relationships that have felt merely transactional, and often fraught, rather than being based on mutual success and shared ambitions.

With 'The Best of the Network,' we wanted to showcase and celebrate client - agency partnerships done right. We want to demonstrate what can be achieved when the search and appointment journey is bespoke to your unique business needs, with the support of experts who can help to navigate the saturated agency market.

Regardless of the size of your budget or how pressing the timescales, giving the necessary consideration and credence to the briefing and assessment of agencies is the vital first step in achieving long term successful partnerships.

Over the following pages, we have showcased a small selection of the 100+ projects and partnerships The GO! Network has facilitated during the last 12 months, as well as interviews with those involved from both sides.

We've specifically selected these based not on their fame or the size of the budget, but on the strength of the relationship and the outcome achieved.

The projects highlighted here demonstrate how the bar can be raised when the right businesses are brought together, at the right time, to create brilliant work.

If you'd like to learn more about how we work, feel free to get in touch any time **here**.

Regards, and happy reading,

**RUSSELL OAKLEY**  
MD & Co-Founder  
The GO! Network



GO!



# PROJECTS



*The most crucial part of launching a creative project with an agency is collaboration. Before pen is put to paper on the first creative concept, before Photoshop or InDesign is opened, the time that agency and brand spend together (at all levels) learning about what makes the other tick and what values are held most dear is invaluable! This creates buy-in at all levels, fosters a collaborative atmosphere for the project and drastically increases the likelihood of expectations being exceeded by the finished article.*



**DOMINIC WREN**  
Head of Brand Partnerships

# BRAND, & CREATIVE DESIGN



## CLIENT REQUIREMENT

### Retail Experiential Activation

Crown Paints came to GO! with the ambition of finding an agency that understood their values, and could reinvigorate their existing retail strategy as they adapted their stores to be consumer-friendly, as well as for trade.

With a 'blank canvas' on the project, providing the opportunity for a strategic agency to drive their stores into the consumer world, Crown Paints were looking for a team that could drive a creative agenda on store layout, look and feel, POS, activation and CDC specific creative assets.

### FINDING AN AGENCY PARTNER

When it came to endorsing agencies for the pitch, CreativeRace came to mind straight away. As an independent Leeds-based agency with expertise in consumer behaviour, we believed they had something to offer that would resonate with the North-Western paint brand. Adding to our endorsement of them for pitching was their experience in the right space, as they currently support more than 2,500 retail outlets across a variety of sectors in the UK.

Despite some strong competition, CreativeRace's intelligent approach to creative store brands that drive consumer purchase – and some perfectly matched case studies – gave Crown Paints the confidence they needed to appoint them for the project.

### ROB SHAW CEO

"We look forward to leveraging CreativeRace's extensive experience in retail brand design and strategy to deliver some inspiring projects that will really captivate their audience."



### KATIE MCLEAN Marketing Director UK & IRE

"Having taken on the role of Marketing Director for UK & Ireland, GO! were my first call when I was looking to review our agency roster. They have a model powered by a true understanding of the challenges faced in managing pitch processes."





Wakefield Grammar School Foundation



House

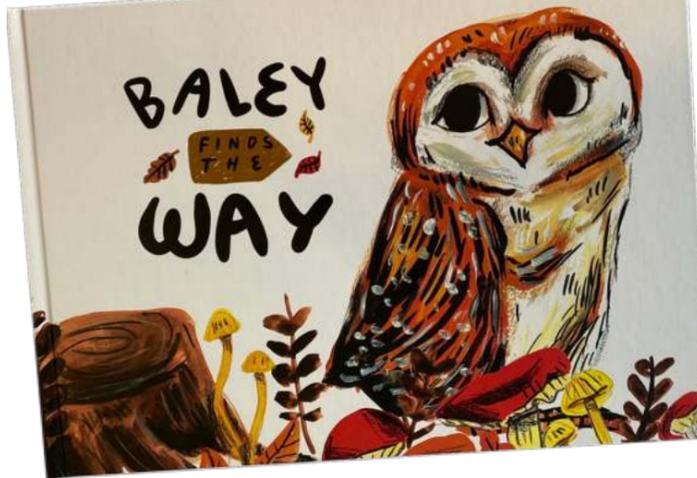
## CLIENT REQUIREMENT

### Brand Campaign Development

One of the country's leading families of independent day schools, Wakefield Grammar School Foundation, came to GO! looking for creative and media marketing support.

After a competitive pitch process, Wakefield Grammar School Foundation appointed GO! Network Member House Creative for creative and media marketing support.

The Macclesfield-based creative agency was appointed as an integrated partner that can help raise awareness of the foundation, covering creative direction via a multi-channel campaign.



Coming out of the pandemic, Niall Williams, Head of Marketing at Wakefield Grammar, was looking to bring more structure to the foundation's agency partnerships.

"When it came to selecting House Creative, the thing that really made them stand out against their competitors was the sheer quality of the ideas. They really went above and beyond the brief by creating a number of creative routes for us to choose from."





On the appointment, Managing Director of House Creative Christine Colbert said, "Our task was to create a positioning and visual execution that joined up the dots, yet allowed flexibility, as well as incorporating each school's individual brand assets and unique values. This new work informs key communications to raise awareness and recruit new students."

## NIALL WILLIAMS Head of Marketing

"Working with GO! has been a seamless experience from start to finish. Our Brand Partnership Manager, Darren, took the time to really get under the skin of our schools, and our needs from a marketing perspective. He also ensured that the agencies he put forward for further discussions were the 'right' fit in profile and capability to deliver against the brief.

There's a real need for stakeholders in my position to have a talent match service for selecting the right agency/agencies and GO! delivered that."



## CHRISTINE COLBERT Managing Director

"As an agency owner I've spent and (wasted) many thousands of pounds on external people who 'promise' new business, leads and little black books, all of which had led to nothing in 10 years.

GO! is the complete exception to the rule, a real 'go getter!' They really got to know our agency and represent us to significant clients with live briefs"





**FINDEL**

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**10**<sup>TM</sup>

**CLIENT REQUIREMENT  
BRAND STRATEGY & POSITIONING**

Findel came to GO! in need of an agency that could develop and deliver a new brand strategy and messaging for Findel Education that clearly defined and articulate their purpose, values and mission.

As an educational resource supplier, it was crucial that their identity aligned to their industry and clients – as such, it had become a necessity for Findel to uplift brand awareness of their customer-facing brands.

**NATALIE WALKER  
Head of Brand Awareness**

“We wanted to work with an agency that specialised in brand strategy and creation, and weren’t sure where to start. We turned to the expertise of GO! to help find a partner that was right for us.

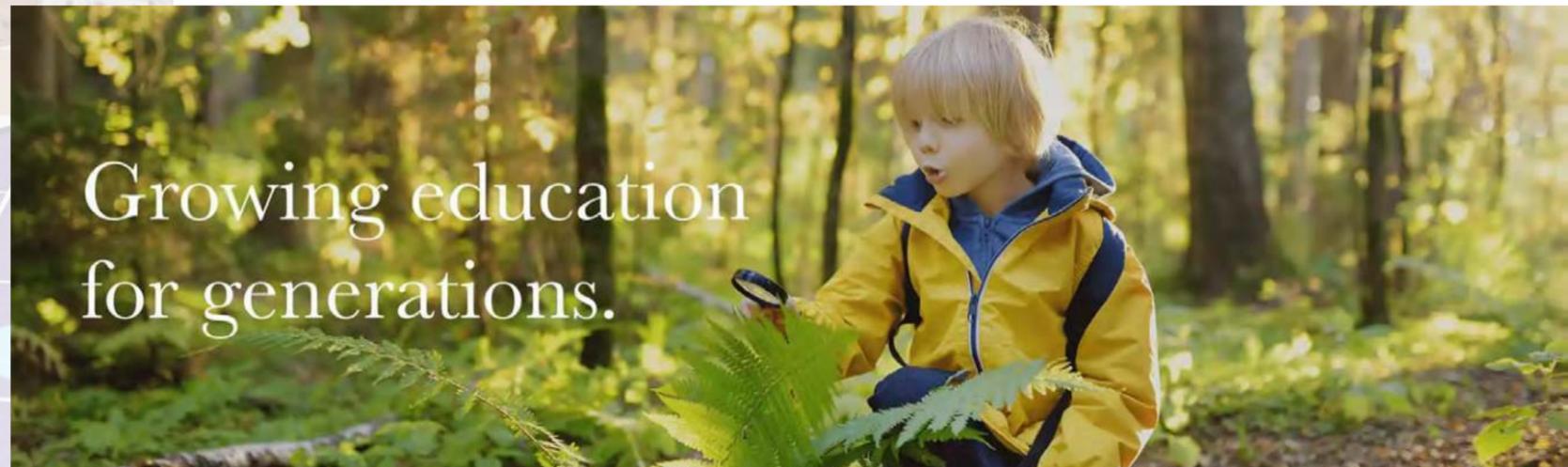
The whole process was so simple and hassle-free from start to finish. GO! do all the groundwork and really take on board what you are looking to achieve and tailor the whole process personally to you.

They take the pain away of going through the process of finding an agency to deliver your requirements.”



**FINDEL**

Old logo vs new logo as developed with 10 Associates.



Growing education  
for generations.



+

# BGN

## CLIENT REQUIREMENT

### OVERFLOW CREATIVE & GRAPHIC DESIGN

Having already used GO! to find and appoint an agency, Fasthosts came to the team with a challenge – after an uptick in work for their design team as the business grew, there was simply too much to do.

Fasthosts were looking for an agency that could come in and act as an extension of the graphic design team within the business, working closely with their in-house designer.



## EMILY VANDERVELL-THOMAS Head of Marketing & Brand

“Adam (Brand Partnership Manager) contacted us to explain the services that GO! offer – after meeting with him, it seemed like a great idea.

We’d never heard of an agency that found agencies before, but it’s such an amazing time saver to use GO!”



After a tight pitch process, Fasthosts chose to appoint BGN Agency on the quality of their pitch and culture fit for the business. They continue to support the team in overflow design and creative work that embodies the brand.



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## CLIENT REQUIREMENT

### LEAD CREATIVE

Morris Homes were looking for a lead creative agency that could balance the need for creative ideation alongside being an 'always on' design partner that could support the consistent work-flow of output that their market dictates.

Positive market conditions meant the need to find a trusted partner who could service their account became pressing, so they came to GO!.

After a competitive three-way pitch process, Network members Big Partnership were appointed based on their 20+ years of experience and performance at pitch.

### SARAH SCOTT Head of Marketing

"GO! took on my specific brief and shortlisted agencies that would be a perfect fit for the requirements.

It has been fantastic to work with GO! to find our new creative marketing agency – the process was seamless and took the stress out of having to find an agency ourselves."



# wallbox

+

# icebluesky.

## CLIENT REQUIREMENT

### B2B CONTENT STRATEGY

With Wallbox growing at a rapid rate, winning awards and expanding into new markets, the business needed to start having their voice heard by the right audiences.

They came to GO! looking for an agency that could create awareness and buzz, generate leads, and set Wallbox apart – particularly with their B2B target audiences.

## VANESSA CLEMENTS

### Content Manager

“Using GO! gave me back precious time to take care of other areas of my job role. I knew from reputation they were reliable and trustworthy, so I felt confident they could find the right agency for us.

The main thing I was looking for from the agencies GO! shortlisted – and ultimately what made one more successful than the rest – was experience. I needed an agency who had plenty of B2B writing experience and knew how to handle demanding corporates!

There was a mix of agencies put forward, so it was interesting to see the variety of agencies and choose the right one.

Overall, my experience working with GO! was really great. The team understood what we were looking for and found us a good mix of agencies to choose from. The process from start to finish was quick, professional and painless!”



# wallbox

## CHARLOTTE GRAHAM-CUMMING

### CEO

“With Wallbox Chargers, the solid matching at the start of the process helped us to ensure that the opportunity with the client was more qualified. The thorough briefing process provided a comprehensive overview of the project and allowed us to perform to our best at pitch.”

# icebluesky.



# MUTUAL SUCCESS:

THE BEST OF BRAND - AGENCY RELATIONSHIPS.



## CLIENT REQUIREMENT BRAND COLLATERAL REDEVELOPMENT

As part of our 'mutual success' series, GO! Network member Team Eleven, a specialist business growth agency, sat down with their client PDI International, to discuss the key to mutual success and reflect on their brand-agency relationship so far.

This interview includes answers from Nina Smith, Marketing Manager at PDI International, and Sophie Gibson, Founder and Client Partner at Team Eleven.

PDI International came to GO! looking for an agency that could redevelop their tool-kits, had relevant experience, and were going to act as a trusted partner going forward. This week, we spoke to Nina and Sophie of PDI and Team Eleven respectively about their requirements, fulfilling the brief, and what made their partnership the right choice.

### WHAT KICKED OFF THE REQUIREMENTS FOR AN AGENCY?

**Nina, PDI International:** As the business went through a rebrand (corporate and product), we needed an agency who could develop a brand new sales tool-kit which represented our new brand.

Whilst I have worked with several agencies in the past, I wanted to go through this process to ensure that we chose an agency which was suitable for this specific project. In addition, I wanted to involve the key stakeholders as part of this process as it was important given that they would also be working closely with the agency and so it was important that they offered their opinions and could influence the decision too instead of imposing an agency onto them.

### WHAT WAS THE BRIEF, AND WHAT WERE YOUR FIRST THOUGHTS ABOUT THE REQUIREMENT?

**Nina, PDI International:** Develop a brand-new sales and marketing tool-kit for the Healthcare division of our business.



*Right from the get go, PDI felt like the perfect client for us as an agency. Collaborative, friendly, open for discussion / challenge, we knew immediately that they were looking for a long-term partner to their business and an agency they could trust to deliver. We've all collectively really enjoyed working with them thus far. They're also a lovely bunch of people, which helps enormously!*



**Sophie Gibson,  
Founder/Client Partner - Team Eleven**

### WHAT WAS IMPORTANT ABOUT WINNING THIS PROJECT?

**Nina, PDI International:** They listened to our requirements to the extent that they went the extra mile and carried out some initial market research for us which showed they were invested in us from the outset.

They also brought the account manager who would be looking after us into one of the later calls, which gave us further reassurance that they would deliver on their promise and also gave us the opportunity to see if would connect (which we did!). They were very professional throughout and had planned very well the structure of each call.

**Sophie, Team Eleven:** Communication and proactivity. Despite the fact that this was a project based brief, the investment in time, effort and quality has never been compromised and we've treated PDI exactly the same way we would a £500k+ retained piece of business.

The fact that two of the three partners were involved from the get go, and we introduced them early on to their day to day AM, has meant that they've trusted us throughout the journey. We aren't a faceless agency and we're invested in their business and doing the right thing by it.

**WHAT HAVE BEEN SOME OF THE KEY CHALLENGES YOU HAVE FACED TOGETHER, AND HOW DID YOU OVERCOME THEM?**

**Nina, PDI International:** There have been a couple of incidents where T11 didn't quite hit the mark first time round.

This was overcome by being honest and arranging an online call to go through our brief in better detail, as sometimes we can assume that they know exactly what we are after but we have to remember this relationship is still very new, we are getting used to each other, the company, its products and positioning which ordinarily would take months.

In our case, T11 have had to develop a complete tool-kit in 8 weeks so it is completely understandable that they were not going to get our requests right 100% all of the time!

**Sophie, Team Eleven:** As Nina mentioned, just some clarification needed during the briefing process, but this was addressed quite easily by having discussions with the right members of the team at the right time.

And we're also very happy to be challenged in our proposals, or indeed to get feedback on amends. The reality is that this is a new client which we are learning the inner workings of, so as far as teething problems go, they were very minimal indeed.



**WHAT DO YOU LIKE MOST ABOUT WORKING WITH THIS AGENCY?**

**Nina, PDI International:** The relationship we have established and delivering on promise in terms of quality of work, meeting deadlines and within budget). They are like an extension of our family!

**GO!: WHAT'S THE MOST VALUABLE PART OF WORKING ON THIS PROJECT WITH THE BRAND?**

**Sophie, Team Eleven:** As an initial project, it's been incredibly informative about their business, its offering and its point of difference. We couldn't have started in a better place really.

**START WITH THE CHALLENGE!**

**GET IN TOUCH TO GET STARTED WITH GO!**

[www.thegonetwork.com/get-in-touch](http://www.thegonetwork.com/get-in-touch)



# PROJECTS

# COMMS & PR

*Communication and PR by its nature is less measurable, and somewhat less quantifiable as other more digital elements of marketing such as paid search where the inputs can be more clearly aligned to the ROI. I think for this reason, there is a natural anxiety held by brands around not just around the expected results but also the methodology of the 'How'.*

*A key part of a successful relationship within this area, therefore, is transparency from agency to brand of what you are doing, when, how and equally 'what hasn't worked'.*

*More often than not, a brand is instructing an agency because they don't have enough knowledge in this area; educating them whilst achieving results will mean a long term happy partner.*

**SAM JOHNSON**  
Brand Partnership Manager



極度乾燥(しなさい)  
**Superdry.**

+

**socialbuff**

## CLIENT REQUIREMENT

### INFLUENCER MARKETING

Superdry were looking to evolve and reposition themselves, their brand and identity within the retail marketing using sub-brands and sports focussed collections.

The brand came to GO! looking for a social agency that understood sports and athletic wear communities to drive an audience through influencer marketing and social for their new sub-brand.



## NICK ORAM Brand Manager

"We were looking for an agency that could undertake the developments of a community-led sport project based around lifestyle and culture within sport.

GO! made the agency procurement experience so much more straightforward and managed the whole of the agency search really well for us.

Choosing GO! to help us find our perfect agency partner was a no-brainer.

I am confident that the agency we have chosen can deliver exactly what we need, which we may not have found without GO!"

極度乾燥(しなさい)  
**Superdry.**





## CLIENT REQUIREMENT

### FUTURE EMPLOYEE ENGAGEMENT & TALENT

Sofology were looking to develop the articulation of their values as an employer brand to increase awareness & attraction for future employees.

They approached GO! in search of an agency that could assist in highlighting initiatives that helped them build a reputation as a desirable employer using an effective content strategy.

After a highly competitive search, pitch and appointment process, Sofology appointed Blackbridge Communications based on their unique service offering – and chemistry during their communications.

### **KAREN GRINDROD** Editorial and Communications Manager

“My experience of working with The GO! Network has been very simple and straightforward.

All agencies that GO! endorsed fulfilled the brief we provided in terms of relevant experience.”



### **BLACKBRIDGE COMMUNICATIONS**

“Working in partnership with our clients is at the core of what we do at Blackbridge.

When we start a project with a new client, it’s fantastic to see how we align and how we can make an impact through our work. We’re excited to be working on this project with Sofology together.”



BRADSHAW TAYLOR

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McCANN

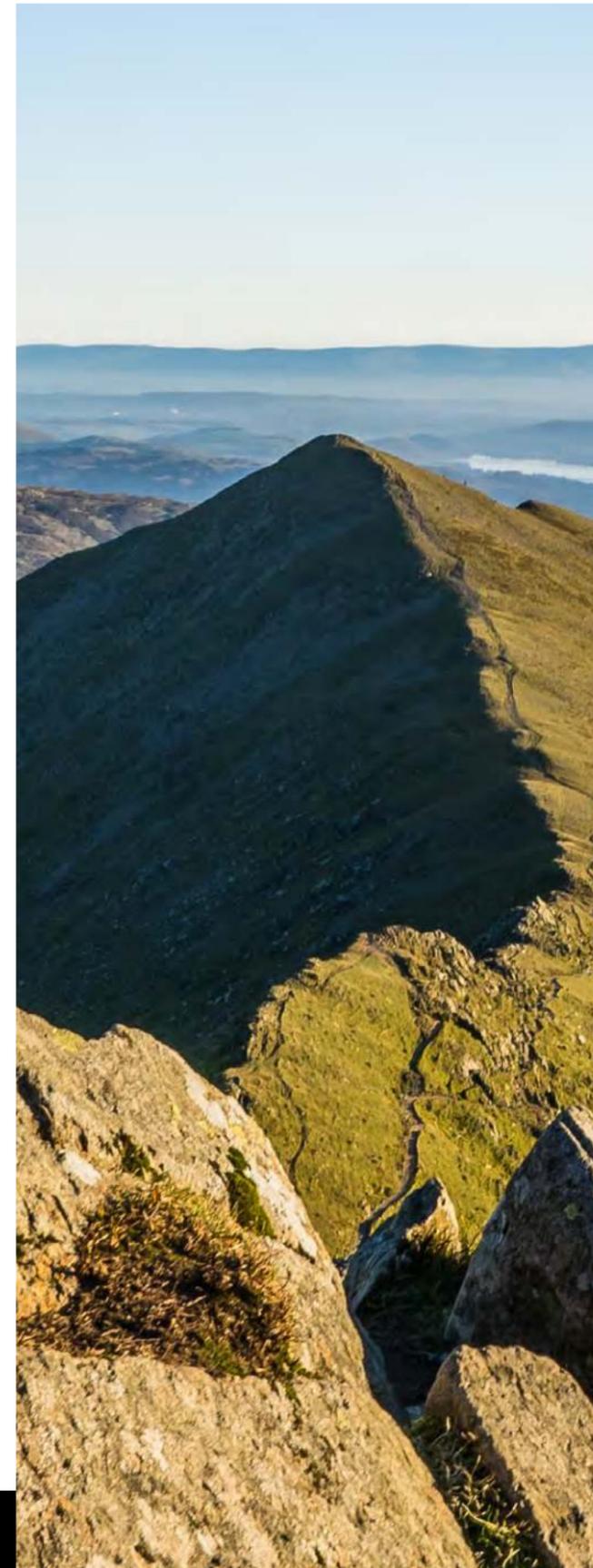


## CLIENT REQUIREMENT

### BRAND DEVELOPMENT & PR FOR LAUNCH INTO EUROPE

Bradshaw Taylor came to GO! looking for an established agency that could amplify the re-launch of their brand in Europe – though it was already making ground, the pace needed picking up to hit target.

Bradshaw Taylor required an agency that could reset their current approach, consider the audience through refreshed analysis, and raise awareness of the brand across Europe without a massive physical presence being established.



### ANDY MCCALLUM Chief Marketing Officer

“The quality of the agencies provided was very high – best in class – but ultimately our decision to appoint McCann Central came from their demonstrating a great understanding of the brief, creative innovation in their pitch, and a cultural alignment to our own.”

BRADSHAW TAYLOR



**S** STOWE FAMILY LAW

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**Schwa\***

### CLIENT REQUIREMENT

#### INTERNAL COMMUNICATIONS & TONE OF VOICE

Stowe Family Law came to us with the start of an idea. The idea was to digitise an otherwise analogue process through the design and build of an online, customer facing portal for one of Stowe's core propositions.

Having used GO! a few times for agency search & appointments across the quickly growing firm, Stowe Family Law came to the team with a requirement for an agency that could revisit and evolve how the firm articulated their purpose and values to their internal staff.

The pitch process contained 4 agencies from the GO! Network, with Schwa\* ultimately being chosen for the final appointment based on their culture fit and nailing of the pitch.

#### **MORNA BUNCE** Director of HR

"Schwa\* were really well aligned with what we were trying to achieve, nailed the brief, and we felt like they would work well with our internal stakeholders. GO! provided a quick turnaround from briefing to appointment which meant we could get started with the project promptly."

**S** STOWE FAMILY LAW



#### **NICK PADMORE** Creative Director

"We can write a good proposal. It's our job, after all. But we can only do that if we know enough about the potential client to say something genuinely insightful. GO! give us that leg-up."

**Schwa\***

# PROJECTS

# DATA & RESEARCH



*Data & Research is such a crucial part of understanding your customer, but it's often overlooked or half-done.*

*It can be so transformative to your business to get an outsider that can take a real, objective look at the quality of your consumer insights or datasets - even the slightest gains make all the difference.*



**CHARLOTTE BOERESCU-KELLY**  
Head of Marketing



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## THE BEHAVIOURS AGENCY

### CLIENT REQUIREMENT

#### PRODUCT LAUNCH & CAMPAIGN

Warrantywise came to GO! as they looked to overhaul their marketing strategy, delivery and positioning.

Preparing for the launch of a new product for caravan and motorhome warranty plans, the Warrantywise team needed an agency that could provide expert insight and market knowledge, but also bring a creative flair that brought the offering to life with a new campaign.

### KAREN SHACKLETON Marketing Director

"My experience of working with the GO! Network was outstanding.

As someone new to the warranty and automotive industry, it was a daunting prospect to find an agency with market knowledge and experience and would work collaboratively with existing suppliers.

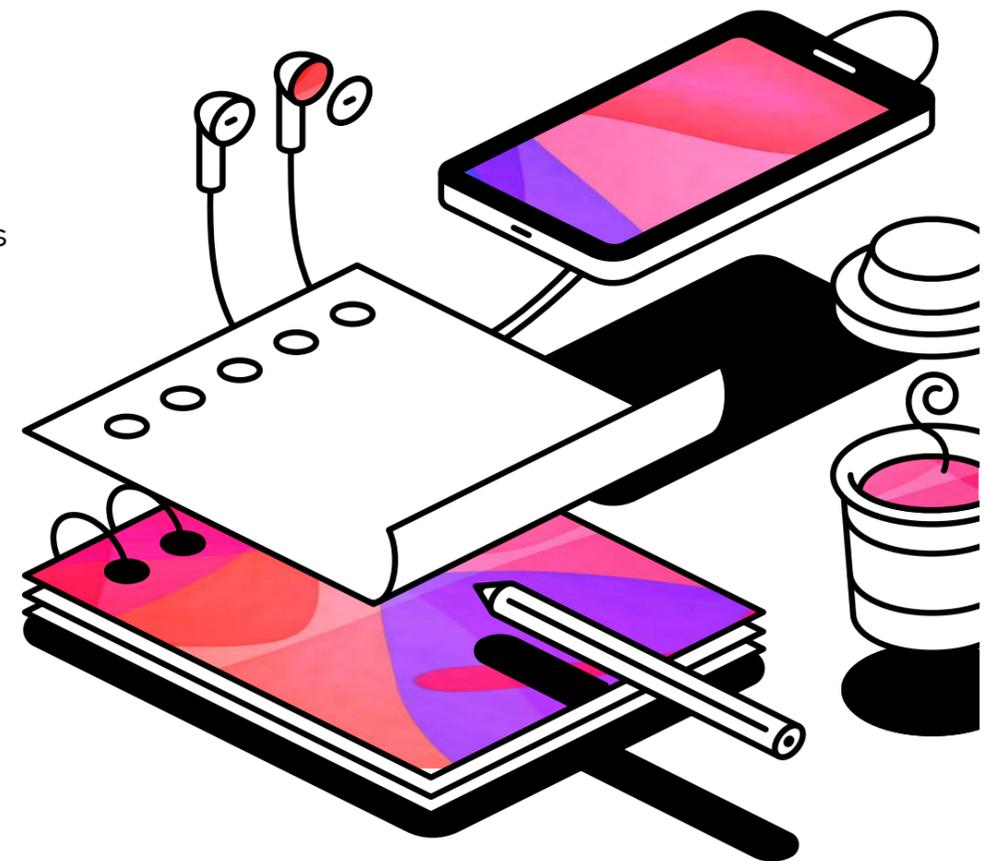
Going through the process from initial conversation with Dom to final appointment was stress-free and flawless.

With the Behaviours Agency, I felt they really got under the skin of the business and the challenges we faced. Their unique combination of insights and behaviour driven approach together with a keen creative eye got to the heart of what we are trying to achieve. I also thought they were a team you could go to the pub with!"





Due to the nature of the challenge, Glean needed to move quickly to find an agency that would fit their needs. With GO!'s understanding of the market and agency requirements, Mimo Brands were introduced and appointed to deliver the brief.



## CLIENT REQUIREMENT

### BRAND REPOSITIONING & RESEARCH

Glean (formerly Sonocent) came to GO! with a challenge – to reposition the brand as they moved into new markets. This would incorporate internal stakeholder engagement, as well as customer group analysis focused on their target audiences in the US.

**NICOLETTE ROBINSON**  
Strategy Director

“GO! assessed the fit beforehand and the match worked first time – from identifying an opportunity to initial chemistry, we just clicked with the Glean team straight away.”



# PROJECTS

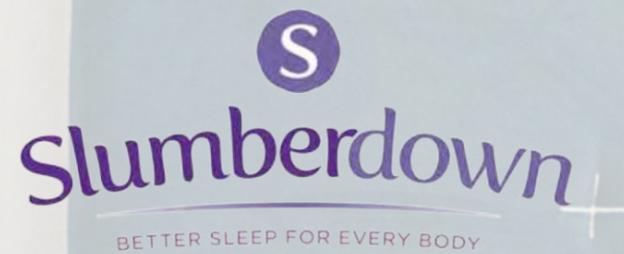
# DEVELOPMENT



*Development projects require a particularly tight process. Whether it's a new web build or app development, you'll find the most success in working with a team that can demonstrate a clear ability to deliver to deadlines, keep an open line of communication, and can hold you to the same schedule. All too often, development projects slip and drift, so make sure that both you and the agency are onboard with a realistic timeframe, and that you've got the time to dedicate!*



**ADAM WALKER**  
Brand Partnership Manager



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# BGN

## CLIENT REQUIREMENT

### WEBSITE RELAUNCH

After an incredibly successful 2020, The marketing communications team at John Cotton Group came to the realisation that their current Slumberland website was no longer fit for purpose, and not making the most of their brand essence, look and feel.

They came to GO! looking for an independent agency that could turn their website into one that felt more like a lifestyle brand, evoking feelings of similar brands in their space.

## ANJA MISTRY Senior Marketing Manager

"I was presented with a good mix of agencies that were capable of delivering against the brief. Chemistry was really important to us, so GO!'s chemistry calls ahead of pitches allowed us not to waste agency or company time.

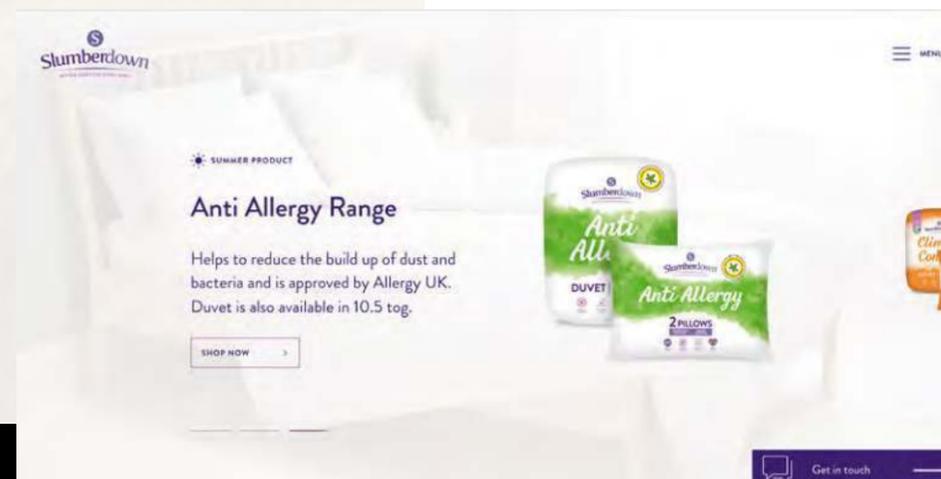
BGN understood the brief and brand ambition, clearly articulated where they could add value creatively, and were transparent about their cost and resource"



## ANTONIO GIANSANTE Head of Marketing

"I think ultimately we were able to demonstrate that we were passionate about the project, the brand and that we had plenty of experience to back it up. I think the fact that GO! put good agencies forward means that a client is always confident that they are picking from the best - rather than thinking about what else could be out there."

# BGN

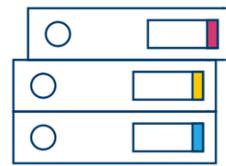




# QUILL



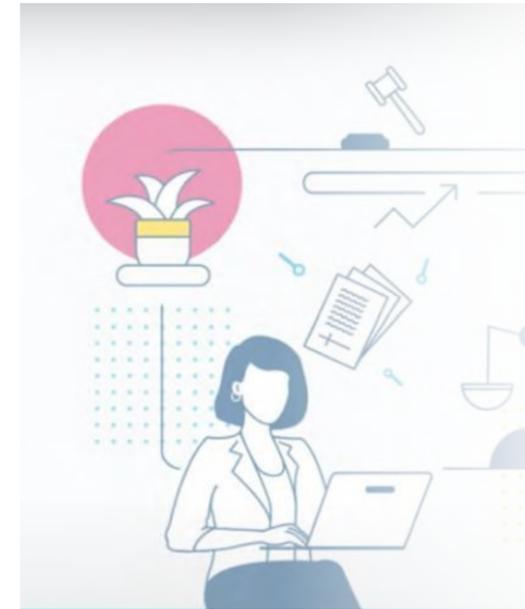
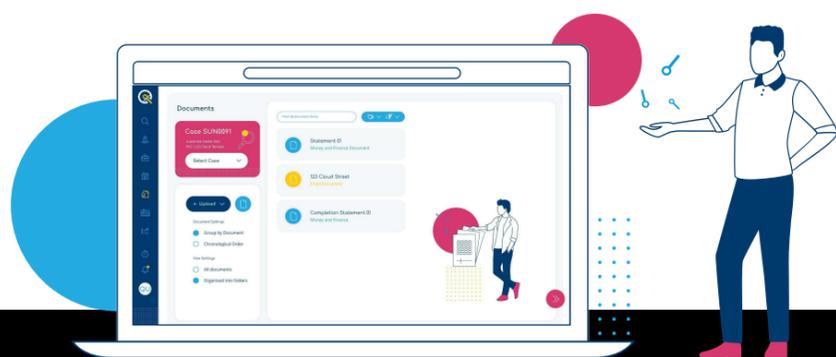
## PRESENT WORKS



### CLIENT REQUIREMENT

#### WEBSITE BUILD

Cloud based SaaS business Quill provide leading software and service solutions for the legal sector including legal accounts, practice and case management software. GO! endorsed Present Works to build a new, modern customer facing website with the aim of generating leads.



Adopting our proven methodology, we built and launched Quill’s new website in late 2020 and since then, have driven an ABM strategy to capitalise on the new opportunities opened up by the reworking of the website and platform. We have provided support across the digital marketing, helping Quill set up certain activities from scratch and continue to deliver support across:

- SEO
- PPC
- Website updates & upgrades
- LinkedIn Ads
- Content strategy
- Campaign planning
- Email marketing
- Creative animations

**NILOFER KHALIFA**  
Marketing Director

“We engaged with Present Works to support our brand refresh and it’s been a dream partnership.

Our team there is responsive, knowledgeable, and confident in bringing creative solutions to our marketing needs. We’ve seen a significant increase in not just sales won, but also new leads generated, website visits and Google rankings.

In addition, their team members have been with us from the start and now act as our brand champions and are very knowledgeable about our industry.

Present Works have worked with Quill on everything from brand refresh, new website, design, video, Google PPC, SEO, copy, online advertising and events.

Project deliveries are always approached with enthusiasm, care and a focus to deliver on-time and within the agreed budget. Nevertheless, they always go above and beyond to ensure we see value-add with every deliverable.”



### CLIENT REQUIREMENT DIGITAL UX AND WEB BUILD

The nature of MGF’s business – structural support for construction products – meant that they need to interact with and provide information to a number of different influencers across the purchase process.

MGF’s UX design and the layout of their website wasn’t effective in supporting visitors, with no clear idea of target user journeys and how they should be guided through the site. A ground-up approach was needed to establish who MGF’s key users were, basing decisions on how to optimise the site focussed on their requirements.

### STEPHEN BALDWIN Marketing Manager

“GO! took the time to understand my needs and alleviate my concerns as this recruitment like relationship was something different I had not experienced before.”



After a competitive pitch process, Lesniak Swann’s ability to work with senior directors and board members along with their honesty about what to expect in the process won them the project.

### ALEX SWANN Founder

“From GO!, you get the inside track – as the client tells GO! what they are looking for they are able to tell you and you can bring out that side of your offer. Simply put, you can emphasise the part of your service the client is interested in buying.”



floot

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calls9

## CLIENT REQUIREMENT

### MOBILE APP DEVELOPMENT

Floot is a new mobile app exclusively for independent venues in the hospitality industry, allowing them to run unique offers and deals and allowing audiences to support independent bars and restaurants without getting lost in the mix.

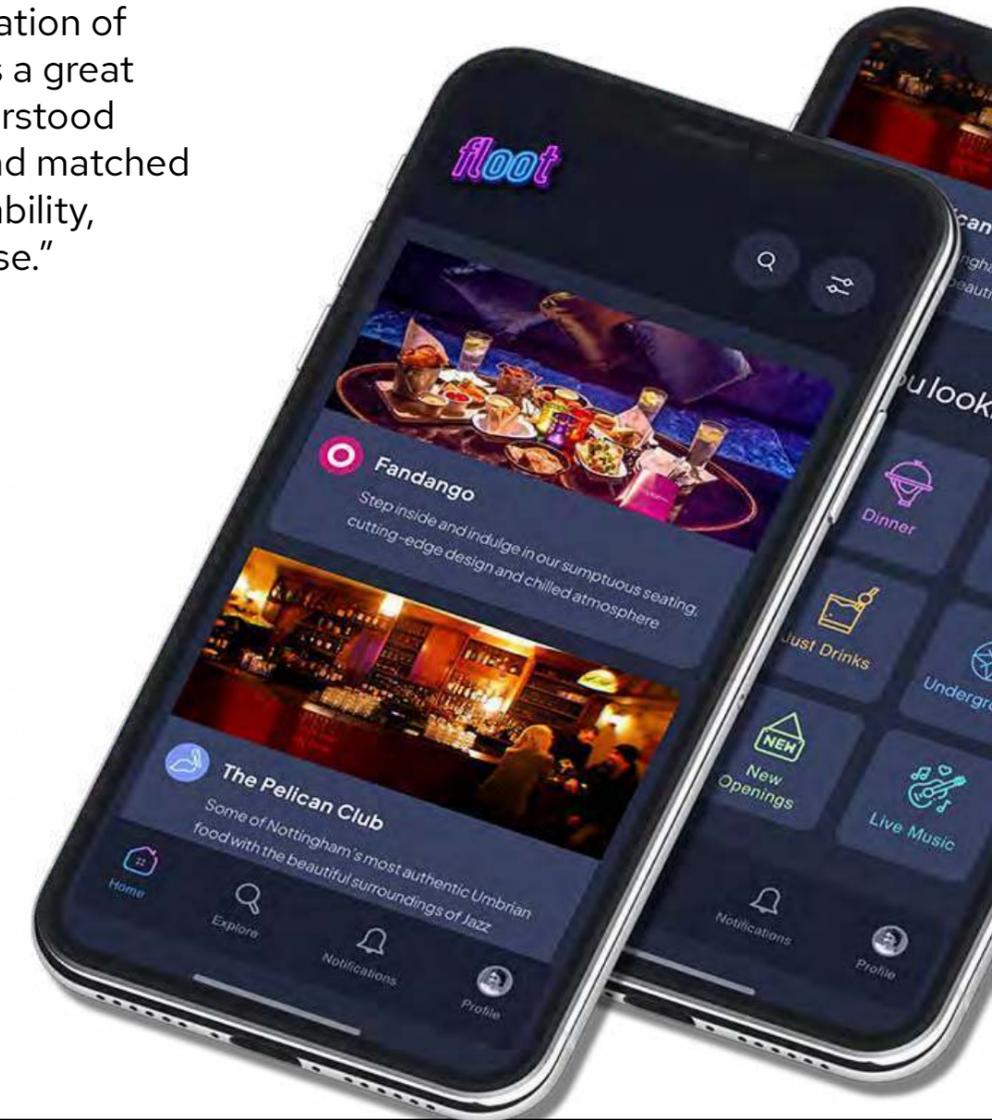
With a target launch in Nottingham as the next stage in their process, the founder came to GO! looking for a long-term agency partner to develop the first MVP for the project.

Ultimately, GO! Network members Calls9 won the pitch after giving Floot confidence in their process and ability to deliver to their planned timeline.

## CHARA KALEMAKI Marketing Co-Ordinator

"We think our ability to understand the vision of the client and our expertise to bring it to life helped us join forces with Floot to help them build the first iteration of their mobile app. GO! is a great matchmaker, they understood Floot's requirements and matched them with Calls9's capability, experience and expertise."

calls9





wayforwardmachine

INTERNET ARCHIVE



Search forward in time...



https://www.bgn.agency

Go Forward

BGN

## CLIENT REQUIREMENT

### WEBSITE BUILD

The Internet Archive came to GO! looking for an agency that could work quickly to develop and build on a creative concept to commemorate the 25-year anniversary of the archive's creation.



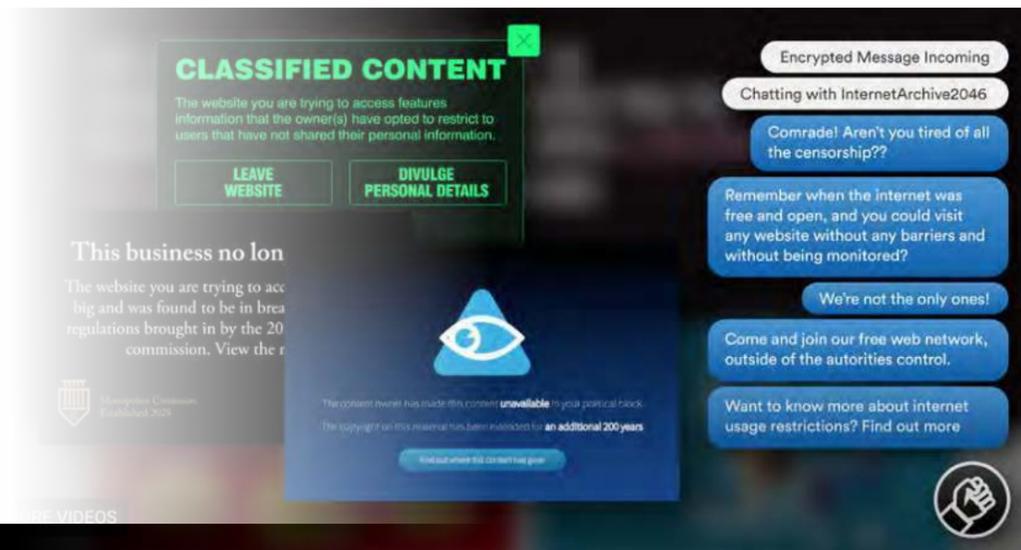
US-based not-for-profit Internet Archive have launched their 25 year anniversary campaign with support from GO! Network members BGN. The organisation, well known for their WayBack machine, have released a 'Wayforward Machine,' designed to look into the future of the internet.

On searching for any site 'in the year 2046', the site is covered with pop-ups that make fun of various bizarre restrictions on content, ultimately re-directing to the Archive's campaign page. The campaign has received widespread interest, raising awareness and support for the Archive in both the US and internationally.

BGN were appointed for the creation of the Wayforward Machine after a competitive process via the GO! Network.

## WENDY HANAMURA Director of Partnerships

"I love how BGN Agency took our ideas and ran with them. They literally made them materialise before our eyes. If you read the fine print, the pop-ups are quite witty. But the message is dead serious: if you value your access to information, you have to protect it."



# PROJECTS

# & DIGITAL PAID

*Digital performance & paid is more of a science than an art - but it should never be underestimated. The saturation of the market when it comes to SEO and PPC services means it's more important than ever to make sure you're getting quality support - both for your own wellbeing and your bottom line!*

*Bespoke agency support can help you to not only hit your business targets, but to also understand if your goals are actually going to be beneficial in the long run - in disciplines where it's easy to invest a huge amount, ensure you're working with a team of real experts.*

**CHLOE HOOLEY**  
GO! Network Manager - Digital



**The Rayware Group**



**CreativeRace®**

### CLIENT REQUIREMENT

**TECHNICAL SEO, PAID MEDIA AND ORGANIC SOCIAL**

Rayware were looking to capitalise on a successful period of trading by executing a strategy to drive quality traffic and ultimately maximise ROI.

They enlisted GO! to carry out the search for an agency that could advise, guide and execute Rayware’s strategy focusing on Technical SEO, Paid media, and Organic Social media.

The Leeds agency were chosen to help Rayware set up as an organic channel to market and drive traffic to the e-commerce site.



**NEIL WESELBY**

**Head of Ecommerce and Digital**

“From the outset, I was highly confident that GO! would find us an agency that would be a great fit, working closely with our in-house team. I am delighted with the calibre of agency we’ve been able to partner with, and am excited about what this relationship will deliver.

It would have taken me a considerable amount of time (which I don’t have!) to have found our ideal partner, but GO!’s network has achieved this in a matter of weeks.

The final decision was incredibly tough, which was down to the high quality of the agencies we spoke to. Both were a great potential fit and exactly met the requirements of our brief.”

**The Rayware Group**

**ROB SHAW**  
**CEO**

“Rayware has such an impressive range of household brands within their portfolio, and we are delighted to be helping them in their ambition to target direct consumers in addition to their strong retail partnerships.”

**CreativeRace®**



**SEAT UNIQUE**  
The Premium Ticketing Marketplace



 **hitsearch**

## CLIENT REQUIREMENT SEO AUDIT

Seat Unique - the VIP ticketing online marketplace - came to GO! looking for an agency that could run an audit of their existing SEO performance.

As a fast-growing online marketplace, the team required an agency that could provide objective consultancy and feedback to allow them to make marginal gains and grow their online presence through organic search.

Coldplay at Wembley Stadium

## Official VIP Tickets & Hospitality for Major Live Events

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### PHILLIPA HICKS Head of Product & Co-Founder

"Hitsearch were full-stack with a unique approach - as well as this, their speed, timings and budget were exactly what we were looking for."

**SEAT UNIQUE**  
The Premium Ticketing Marketplace

After a straightforward two-way pitch process, Seat Unique chose to move forward with HitSearch for the one-off project, confident that they could move quickly to get this off the ground.

### ANDY DONALDSON Director

"The GO! team were professional and attentive, and our pairing with Seat Unique was a great match to what we do best."

MUSIC

 **hitsearch**



## CLIENT REQUIREMENT

### SEO & PPC DIGITAL SUPPORT

Bransby Wilson approached GO! looking for a digital agency that could support their newly built website with SEO & PPC services – particular targeting their B2B audience.

Bransby Wilson Parking Solutions is a national car park and space management solution provider. Established in 1991, they have over 25 years of parking management experience throughout the UK, generating income from under-utilised space.

After a streamlined process, Bransby Wilson appointed digital agency specialists, Novi Digital for the project – the full search and appointment taking place within a month of the initial brief.

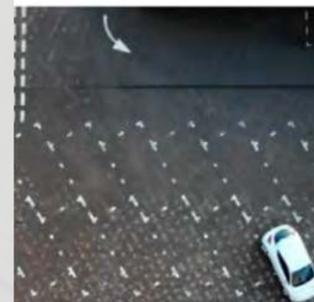


### OLIVER PLASKITT Sales Manager

“I needed advice on SEO and PPC after recently redeveloping Bransby Wilson’s website - GO! responded and quickly organized a call to discuss my needs and gave me the guidance I needed on the subject.

I have been very pleased with the experience of using GO! - from start to finish the process has been seamless.

They listened to what my requirements were and gave me confidence that I could trust them to help me find the best agency for the company.”



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# MUTUAL SUCCESS:

THE BEST OF BRAND - AGENCY RELATIONSHIPS.

RECOPS

+

PIXEL8

## CLIENT REQUIREMENT SEO & COPY WRITING

RecOps came to GO! after the strategic direction of the business completely changed, influenced by market forces. RecOps developed a brand new product to penetrate an existing niche market and needed guidance on how to achieve new business goals.

We caught up with Will Bahra, Director at RecOps, and Sarah Lowry, Senior Digital Marketing Manager at Pixel8, to discuss the project requirements, the key to a successful relationship and any challenges they may have come across so far.

### WHAT KICKED OFF THE REQUIREMENTS FOR AN AGENCY?

**Will, RecOps:** The strategic direction of the business completely changed, influenced by market forces. We developed a brand new product to penetrate an existing niche market and needed guidance on how to achieve new business goals.

### WHAT WAS YOUR FIRST IMPRESSIONS OF THE BRAND AND THEIR REQUIREMENTS?

**Sarah, Pixel8:** Our first impressions were that this is an ambitious client who knows what they are doing. Will came to us knowing the audience he wants to target, where they are, who they are and what they want. Most importantly, he knew exactly how his product provides a solution for his audience.

## A TALENT PARTNER NOT RECRUITMENT AGENCY

We help ambitious companies scale up by providing a bespoke embedded recruitment service.

GET IN TOUCH

### WHAT WAS THE BRIEF YOU WENT OUT TO MARKET WITH?

**Will, RecOps:** The requirements for this project were to find someone who is reliable and honest. The agency would also need to have knowledge of B2B marketing, in particular developing LinkedIn strategies.

## WHY DID YOUR CURRENT AGENCY PARTNER WIN THE BRIEF?

**Will, RecOps:** We had a very honest and transparent conversation. They told me that it's going to be a long process to penetrate a brand new market and I was pleasantly surprised that they hadn't tried to mislead me with big figures and numbers.

## WHAT DO YOU THINK WAS MOST IMPORTANT TO WINNING THIS PROJECT?

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*Showing how our relationship with our clients can really help the entire process and alleviate any concerns. It was also important to demonstrate our entire strategic process for building a research driven customer journey that will deliver results. We find that showing upfront a 6 month plan with key dates, reporting and optimisation touch points really helps our clients work with us as a partnership.*

//

**Sarah Lowry,**  
Senior Digital Marketing Manager - Pixel8

## WHAT DO YOU THINK IS THE KEY TO SUCCESS IN THE RELATIONSHIP?

**Will, RecOps:** Singing from the same hymn sheet first and foremost as well as having regular contact and communication centered around an open conversation.

**Sarah, Pixel8:** Outlining clear objectives so that each side knows where they are up to and what they have to deliver.

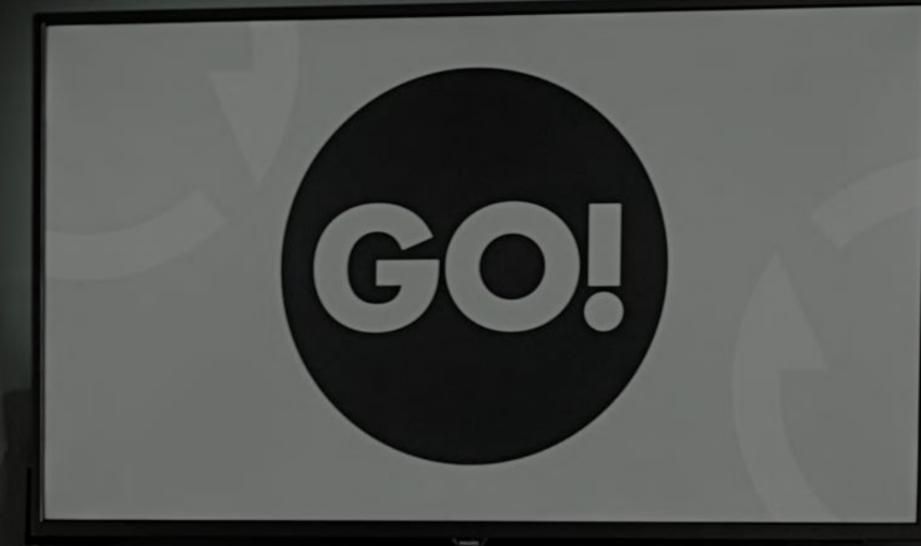
## HAVE YOU ENCOUNTERED ANY CHALLENGES ON THE PROJECT SO FAR? HOW DID YOU OVERCOME THEM?

**Will, RecOps:** Not so far - it's been relatively straightforward. There has been a challenge in understanding the market because it's so niche and has been demanding work.

**Sarah, Pixel8:** It has been challenging to build a value proposition to take to a new market as you have no past data to work from. This is why we have included reporting touch points in our strategic plan so that we can regroup and optimise in order to use the budget as efficiently as possible.

## WHAT'S THE MOST VALUABLE PART OF WORKING ON THIS PROJECT WITH THE BRAND?

**Sarah, Pixel8:** We are launching RecOps in a brand new market so seeing that first spike of interest in a brand we've helped build is truly rewarding.



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- Get regular news and insights from our Network of agencies and brands.
- Never miss a report or resource release.

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## The Audit Lab

### CLIENT REQUIREMENT

#### SEO STRATEGY & SUPPORT

Uberkinky reached out to GO! in need of an agency that can prove increased ROI and decreased CPA for their specialist e-commerce site built on Magento 2.

They wanted an agency who could deliver a 12 month SEO strategy and technical SEO support for their internal development team. They trusted GO! to find their perfect SEO partner.



### LUKE SHERWOOD Digital Marketing Manager

"GO! is a free service that took the stress out of finding an agency from scratch.

Working with GO! meant they could find the best suited partner for us whilst we could focus on our other projects.

I cannot fault the service. Everything was made so simple, from reviewing initial decks, to chemistry calls and pitches. They even managed the second round of calls, all we had to do was turn up."



### CLAIRE CROMPTON Commercial Director

"The brief from Uberkinky came through and it was our perfect client/opportunity/challenge.

We had done it before and proven ourselves to other clients in similar situations. GO! ensured that the client we were pitching understood this level of experience through multiple rounds of briefing/pitching.

Chloe, our account manager, was really helpful and gave us great feedback throughout the process."

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The Audit Lab



**LOVE**  
ENERGY SAVINGS

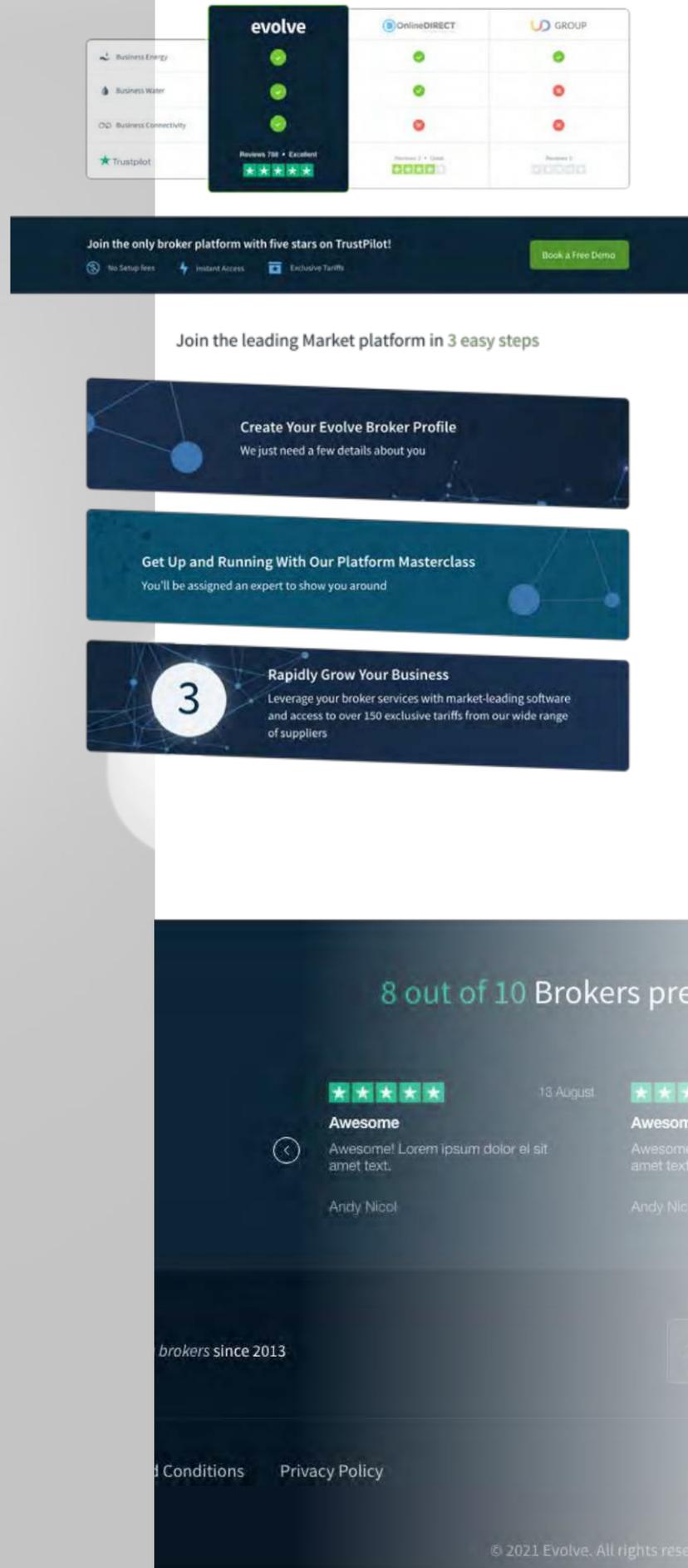
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**SPUTNIK**  
PRECISION DIGITAL ENGINEERING

## CLIENT REQUIREMENT

### WEBSITE BUILD & TECHNICAL SUPPORT

Evolve, the brokerage division of Love Energy Savings, had identified the need to improve the conversion through the landing page used as part of their paid search strategy.



## OUTCOMES

Sputnik designed and built a highly optimised page, with multiple calls to action to serve a range of customer motivations. We augmented the landing page with multi-step contact forms to simplify the user experience and increase conversion.

### ANDY NICOL Director

“Love Energy Saving's highest of standards across both UX and technical implementation meant we spoke the same language from day one.

Bringing our experience of the utilities sector, and combining it with expertise in developing frictionless sign up journeys gained in financial services has resulted in the exceptional, high performing landing page required by the business.”

# MORE ABOUT

The purpose of the GO! Network is simple – to raise the bar of brand-agency relationships.

As a **free-to-use marketing intermediary**, we find the best marketing agencies for your needs, running the search and selection process from end-to-end so **you have a better chance of success** in the long run.

## WHAT WE DO

### MARKETING AGENCY SEARCH & PITCH MANAGEMENT

You can run an agency search yourself, but we don't know why you would. From developing the brief to the final appointment, GO! work with brands to find the best marketing specialists for your needs. We cover all specialisms, from data and research to full-service – just let us know what's needed.

We already work closely with, and understand, the marketing agency landscape – so whether you're on a short or long timeframe, as soon as we understand your needs, we can get started.

# GO!

### BENCHMARKING PERFORMANCE & INDUSTRY KNOWLEDGE

The GO! team's understanding of the market has been built through years of speaking with marketing agency leaders, managing pitch process for brands across all marketing disciplines and all industries.

This allows us to advise on all aspects of your marketing agency relationships, from budget to performance. We're always available to share best in-class examples, give you industry benchmarks, or get you in the room with your peers to exchange ideas.

### WORK WITH GO!

If you're looking to appoint an agency for your next project, overflow support, or just want to get an unbiased view of existing performance, our team of senior industry specialists are here to help.

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