

BBDGo the distance to raise money and morale

Summary

This paper tells a story of how an advertising agency used a mass employee activation idea to reassert itself as a company who gives back and makes a difference to the world we live in, in the minds of its employees.

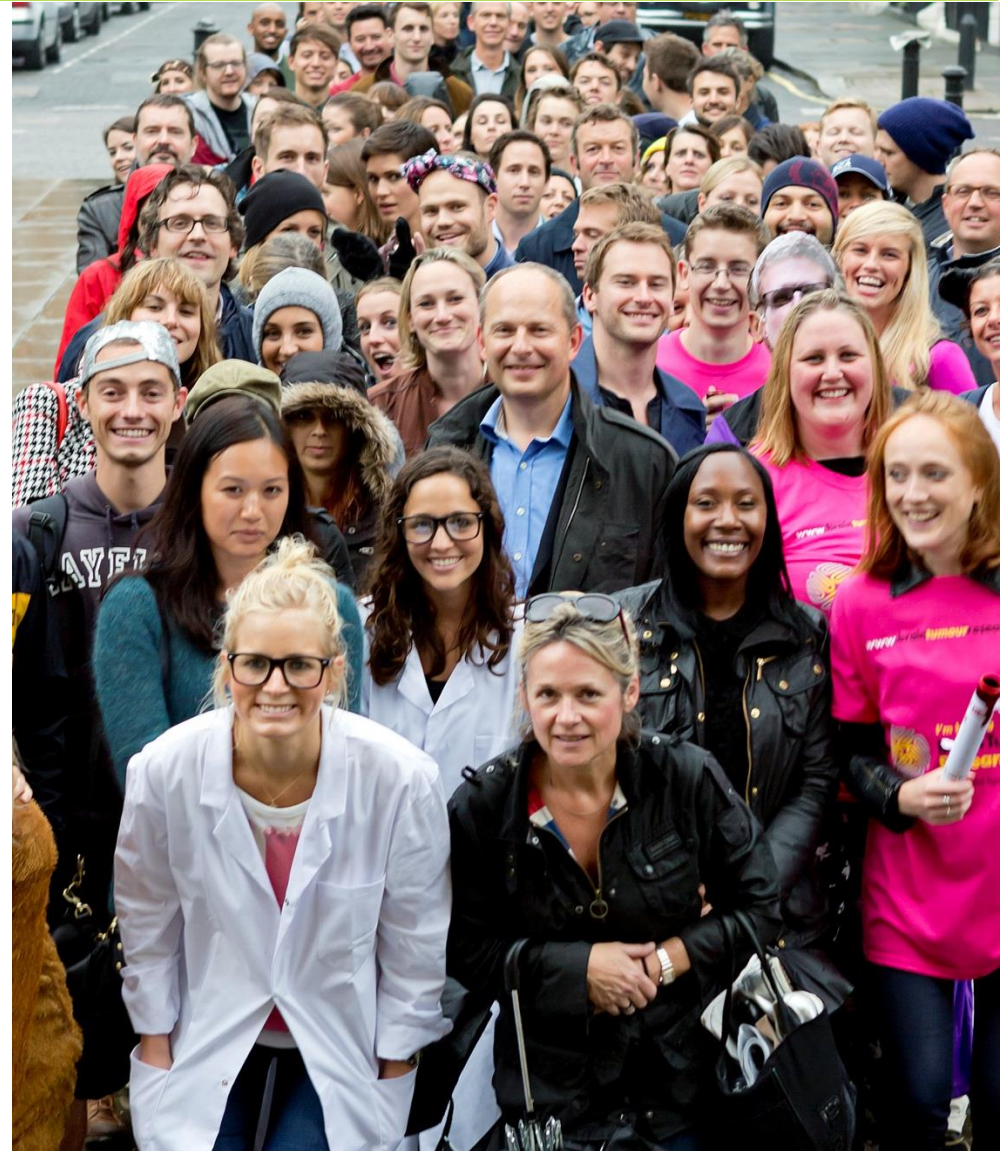
The activation idea was none other than a 25 leg, multi-discipline relay that went from John O' Groats to AMV (Marylebone, London). It took exactly 6 days to complete and everyone in the company took part.

In total the relay raised over £32,000 for a charity that was close to us all, one who had supported a fellow AMVer through an incredibly difficult period in their life. This not only smashed our own internal targets but our Just Giving page was ranked in the top 5% in terms of donations in 2013.

As a result of the relay, employee satisfaction increased. The relationship between employee satisfaction and customer satisfaction is set out in the Service Profit Chain and is lived out in the case of BBDGo, where we saw an uplift of 23% in our client satisfaction score in the period after the relay took place.

AMV employee engagement: our philosophy

Throughout our 35 year history, AMV has always believed that the people who work here are our most important assets.



So it was with great pride that we were ranked as the best advertising agency and the 17th best company to work for in the country by the Sunday Times in 2012.

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Sunday Times ranks AMV BBDO the best agency to work for

By Arif Durrani, campaignlive.co.uk, Friday, 02 March 2012 12:35PM | Be the first to comment

Abbott Mead Vickers BBDO is set to be unveiled as the best media or advertising company to work for in this weekend's Sunday Times, and has been ranked the 17th best place to work for of all UK businesses.

Retention M
Stopgap £4

Digital Bus
Telegraph M
excellent b

Marketing
Perm
Stopgap £5
London

Retention M
Stopgap £3
England

Account Di
London Ag
Fill Recruit
benefits, W

MORE JO

AMV's Fearman: The culture created by everyone who works at the agency has been key'

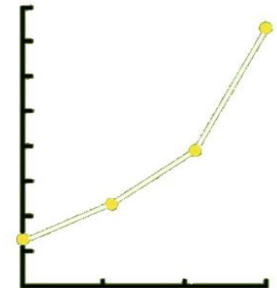
The relationship between employee satisfaction, customer loyalty and profitability has been set out in the service-profit chain. According to the Harvard Business School this is simply good business.

High employee satisfaction

More effective work

Happier, more loyal clients

Business & profit growth



We have used this insight to deliver a consistently high level of service to our clients, creating high satisfaction.



**AMV scores 24% higher than the average client satisfaction across all agencies" TCRC – The Client Relationship Consultancy, fieldwork conducted 14th – 29th Oct 2013

**But we were operating
in one of the most
intensely competitive
markets in the world.
We needed to innovate
to stay ahead.**

Taking a critical eye on the Sunday Times Survey results we noticed there was room for improvement, with regard to whether the agency was perceived to 'give back'.

'Giving Something Back' Question	Rating out of 7. (7 being the best and 1 being the worst).	Ranking (Out of 60 questions asked; 1st is best)
My organisation makes a positive difference to the world we live in	4.93	50 th

As an agency we have always done a lot of charity work and are a patron of a London-based charity called Kids Company.

Our Group Chairman is on the fundraising board of Comic Relief and our CEO is the chairman of NABS*.

So why was there a disconnect between what we did and how our people felt?



Reviewing our legacy of giving back, perhaps it was just a legacy.

Had we really done anything current to inspire AMVers that we are an organisation that seeks to make a difference to the world we live in?



We needed to ensure our agency philosophy was not just delivered at an agency corporate level.

To get the maximum benefit from the good work we tried to do, we needed to make sure that everyone felt that they had personally contributed.



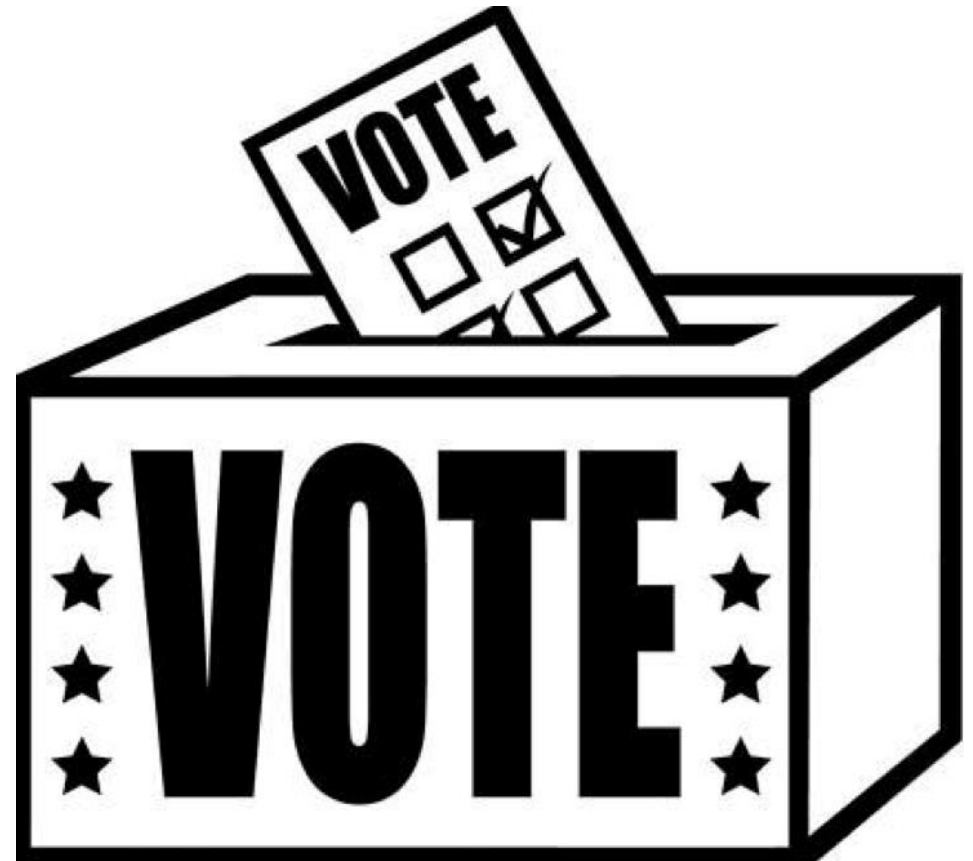
Involving everyone was critical - as the service profit chain prescribes, delivering exemplary service relies on each and every employee being motivated to work.

“The service-profit chain is defined by a special kind of leadership. CEOs of exemplary service companies emphasize the importance of each employee.”

So we created a brand to symbolise our intent. We called it AMV Bud, to represent how we can make a difference to the world we live in, by realising potential.



We then asked AMVers to nominate and vote on which charity Bud should raise money for. This gave everyone a stake in where the benefit should go.



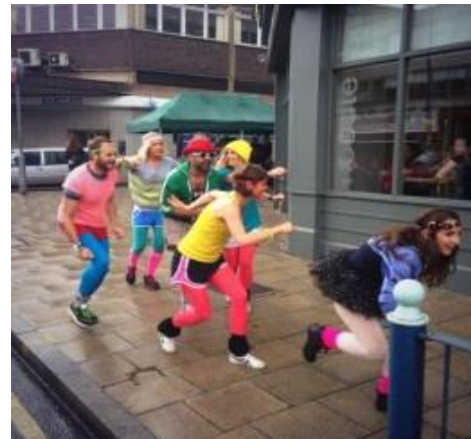
Together, we chose Brain Tumour Research. A charity that had supported a close colleague of ours, Tom, through his successful struggle with a brain tumour in 2012.



**Brain Tumour
Research**

Funding the fight

We then created an event where everyone could get involved – a relay from John O’Groats to AMV. The relay format meant we could do something different for each leg, playing to people’s different talents. We also planned a final leg that would involve every single person in the agency.



The idea

AMV **BBD**GO

A 25-leg multi-disciplinary relay from John O' Groats to AMV. Taking place over 6 days in September, involving everyone at the agency.



How we engaged AMVers: pre the event



The event was launched by the CEO at our bi-monthly all agency bar meeting - using a promotional video, as well as posters that went up around the agency.

	Saji Horvath Saji's Horse Riding Challenge	5 donations 100%	£100.04	Donate
	Bridget Thurston Bridget's BBDGO	2 donations 0%	£120.00	Donate
	Cilla Snowball Cilla's After BBDGO Dinner Dance	25 donations 33%	£1,127.94	Donate

We got people to set up their own Just Giving pages on the BBDGO site and encouraged teams to run their own fundraisers every Friday in the run up to the event.



The fundraisers included cake sales, a race night, a cinema trip, a BBDGO burger being sold at a local pub, the services of a copy writer (he'd write to any brief!), and, of course, the obligatory charity box.

I will write anything you want for a fiver.

Giddy up and get on down to the BBDGO Race Night this Thursday



We appealed for 25 team leaders. The team leaders were effectively our brand influencers; they recruited and got people excited at a ground level.

We then opened up the relay to entrants – over 212 people applied; and over 200 agreed to take part in the final leg.

We let AMVers vote on which fancy dress the CEO, Head of Project Management and our Board Planner should wear on their hitchhike leg. Would it be Papa Dolmio, a life-size Blackberry or drag. ...



For 6 of the legs we gave team leaders a distance they had to cover and a time they had to do it in and then let them do what they wanted....cue the skateboarding, dancing, pram dash, trolley dash and pedi-bus legs.

We asked AMVers to elect and vote on the charity they wanted to raise money for.

We created a sponsor video that AMVers could send out to friends and family to encourage donations.



How we engaged AMVers: during the event

AMVers could go onto storify to get live updates and to post messages of support.

<http://storify.com/AMVBud/bbdgo>

AMV Bud: BBDGO Relay

AMV Bud is this year again organising an incredible challenge, this time for Brain Tumour Research. A gigantic 842 miles relay made of 25 legs between John o' Groats and AMV BBDO office in London and involving 450 people from the agency.



Reiko Bridge @Reikesbakescakes
@AMVBud @braintumoursch The final handover! The baton comes home #bbdgo #itsallover #soproud



Li Wicks @LiWicks
Teddy & Ledley joining the skateboard leg. #standard #bbdgo @AMVBud
12:02 PM - 13 Sep 2013

Brain Tumour Research @braintumoursch
Incredible relay race on now #fundraising for #BrainTumourRsch all week 450 people on 25 legs fm John O' Groats to Marylebone go team #bbdgo
7:04 PM - 9 Sep 2013
3 RETWEETS



Charlie Thompson @OneChar1T
@AMVBud ...and so it begins. 690 miles. Bring it on! #bbdgo
8:51 AM - 8 Sep 2013
1 RETWEET



Li Wicks @LiWicks
Our 1st leg of the day: Papa Dolmio and his women hitching a ride.. Mama Dolmio won't be happy. #bbdgo @AMVBud
12:51 PM - 13 Sep 2013
1 RETWEET



AMVBBDO Bud @AMVBud
@philipbrook @r_gutz @neelgateson the half way point in just over 40 minutes #bbdgo
4:18 PM - 13 Sep 2013 from Allerdale, Cumbria, United Kingdom
1 RETWEET



Katie Sharkey @katie-sharkey78
#bbdgo supermen. And women
4:51 PM - 11 Sep 2013



Francesca Warner @francescawarner
Chilling out after our 60 miler. Well deserved pint. #bbdgo
3:57 PM - 10 Sep 2013



Liam Donnelly @liamdonnelly
Coffee break: en route. no hipster baristas though. #bbdgo
4:22 PM - 10 Sep 2013

Each leg was tracked with GPS connected devices so we knew exactly how many miles we had done...and how far we had to go...



GPS tracks 100s of comms agency staff in sponsored relay race

18 Sep 2013 14:27 Howard Lake Comments: 0 Tags: Corporate, Events



Momentum built throughout the week as our first relay participants returned home to tell of their triumphs; and new fresh legged participants nervously left to embark on their own challenges.



Charlie Thompson @OneCharlieT @AMVBud Swim team arrives at penrith! #bbdgo 8:17 PM - 9 Sep 2013

richard arscott @richarscott128 Follow

Done. 134 miles in 8 and a half hours. Dragged round by better men. #BBDGO @AMVBud.

7:16 PM - 8 Sep 2013

1 RETWEET 1 FAVORITE

craig mawdsley @mawdsleycraig Follow

On the way to our 20 mile run tomorrow. #bbdgo Weather forecast for Lancashire: wet.

8:47 PM - 10 Sep 2013



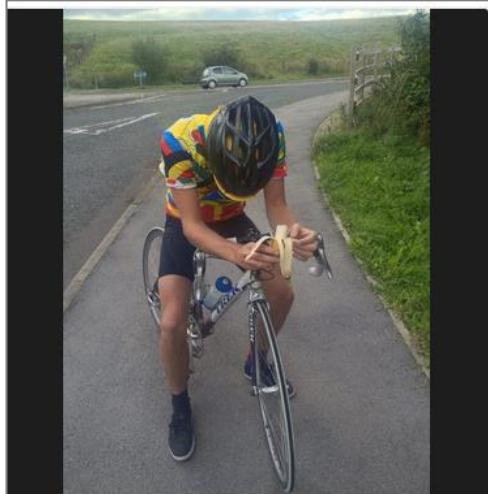
Francesca Warner @oheekwarner @AMVBud cycling team just arrived in Carlisle on the way to Annan. It is raining. #bbdgo 4:11 PM - 9 Sep 2013



AMVBDDO Bud @AMVBud 58 miles, 5 and a half hours and several unexpected inclines later... #bbdgo 4:11 PM - 10 Sep 2013 from Allerdale, Cumbria, United Kingdom



Reiko Bridge @Rakesbakescakes @AMVBud Been down for a recce. Looks choppy but beautiful. Terrified. But the AMV Swim Team will prevail #bbdgo 10:51 AM - 10 Sep 2013



Liv Wicks @LivWicks Matt 'my balls hurt' Turnbull. #halfway @AMVBud #bbdgo 5:12 PM - 10 Sep 2013



AMVBDDO Bud @AMVBud 26 miles and 9 hours later, BBDGO reward themselves with a well-deserved pint from The Bluebird #bbdgo 8:42 PM - 9 Sep 2013 from Dumfries and Galloway, United Kingdom

By day 3, it had really taken off.



Tim Riley @RileyTim

Highlight of today's run? The bemused faces of the schoolchildren as a rain-sodden Russell Deamer ran past them dressed as The Flash #BBDGo

4:53 PM - 11 Sep 2013

1 RETWEET

AMVBDDO Bud @AMVBud

Baton handover complete. Let's dance! #bbdgo

17:14 PM - 13 Sep 2013 from Wandsworth, London · 1 friend · 1 friend @Ginotom



Liv Wicks @LivWicks

Great bloody work kayak team! #absolutelysoakingwet @AMVBud #bbdgo

11:12 AM - 11 Sep 2013

There were nearly 400 tweets around the event, reaching over 50,000 people. As well as local media coverage.

Papa News @PapaNews

@AMVBud Rob R's post on mile blister- yum. #bbdgo

3:28 PM - 11 Sep 2013

Liv Wicks @LivWicks

A couple of action shots from the ladies from earlier #amazingladies #bbdgo @AMVBud

Ros @Ros

@AMVBud Less we forget our formidable Smart Car team... #bbdgo

1:42 PM - 12 Sep 2013

Ros @Ros

@AMVBud Less we forget our formidable Smart Car team... #bbdgo

1:42 PM - 12 Sep 2013

AMVBDDO Bud @AMVBud

50 mile cyclists looking fresh #bbdgo

12:18 PM - 12 Sep 2013 from County of Herefordshire, United Kingdom

AMVBDDO Bud @AMVBud

We are only £3k shy of our £25k target for @braintumoursch. Please keep donating #bbdgo justgiving.com/teams/anvbbdgo

Hereford Times

NEWS

Going the distance for brain tumour research

By Ian Price

A RELAY race organised by a national communications company completed its fourth leg of a journey last week - on footpaths from Ludlow to Hereford.

More than 400 employees from AMV BBD0 have been setting trails for Brain Tumour Research this month, completing a relay race from John O'Connell to the West of London office.

Richard Peres @RichardPeres

So yeah #bbdgo

Colin Fleming @flemingcolin

Ah yes I can stop looking at the back of chris' head now #bbdgo

4:05 PM - 11 Sep 2013

Liv Wicks @LivWicks

Pub crawling #thelambandflag #bbdgo @AMVBud

8:18 PM - 12 Sep 2013

Daniel Vignam @Vignam

Back to base with some Prosecco. Forget about it. #bbdgo

8:23 PM - 11 Sep 2013

AMV BBD0 staff raise over £27,000 for Brain Tumour Research

September 20, 2013 by Ian Price

Hundreds of staff from the UK's biggest communications agency based in Marylebone go all out in the largest relay race this year to raise money for Brain Tumour Research.

Over 400 employees at AMV BBD0 have raised over £27,000 for Brain Tumour Research this September. Staff took on the selection of the charity inspired by their colleague Tim Thake, an Account Manager who is recovering from the surgery and treatment for a brain tumour.

Raj Samant @RajSamant

Oh dear #bbdgo

12:02 PM - 13 Sep 2013

*Data from conversocial, using #bbdgo

And for 'our finale' on day 6 (leg 25) everyone got involved by walking from Hyde Park back to AMV for the final baton handover.



Daniel Deutsch @Daniel_Deutsch_ Almost there #bbdgo 4:54 PM - 13 Sep 2013



Reiko Bridge @Rakesbakescakes Bringing the baton home to AMV #bbdgo 4:22 PM - 13 Sep 2013



Max Proctor @chirps_merchant Bring it home #bbdgo 12:52 PM - 16 Sep 2013



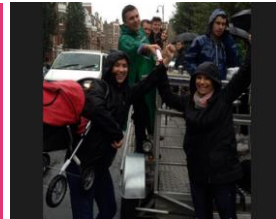
Liv Wicks @LivWicks We made it to 151. What a week, what an agency. Tired. #bbdgo @AMVBud 7:27 PM - 13 Sep 2013 from Islington, London, United Kingdom



Reiko Bridge @Rakesbakescakes @AMVBud @braintumourrsch The final handover! The baton comes home #bbdgo #itsallover #soproud

1 RETWEET

How we did



412 people covered 842 miles, 25 different ways over 6 days


We reached our fundraising targets.



£2,700 in donations direct
to Brain Tumour
Research



And created an experience that we will all remember together for a long time to come.

 **Liv Wicks**
@LivWicks Follow

We made it to 151. What a week, what an agency. Tired.
#bbdgo @AMVBud


7:27 PM - 13 Sep 2013 from Islington, London, United Kingdom




Retweeted by AMVBDDO Bud

 **Liv Wicks** @LivWicks - Sep 12
THEY MADE IT! Horrendous 50 plus miles, up many a hill. These lot are absolute legends #bbdgo @AMVBud pic.twitter.com/imjB4Q6S9





 **AMVBDDO Bud** @AMVBud - Sep 11
Inspiring stuff @AMV_BBDO. Just over 200 miles to go. In awe of the guts and determination of all at 151. #bbdgo pic.twitter.com/v6TKnYDaW3

 **richard arscott**
@richarscott128 Follow


Done. 134 miles in 8 and a half hours. Dragged round by better men. #BBDGO @AMVBud.

7:16 PM - 8 Sep 2013

 **Tom**
@tommyjohnstone Follow

Tired. Wet. Unshowered. But smiled all the way. Well done to a great team. 20 miles up. @amvbud #bbdgo

9:35 PM - 11 Sep 2013

 **Tom Thake**
@thake24 Follow

@AMVBud a year ago today I was on the operating table. your efforts are helping fund the search for a cure. go team! #bbdgo

8:51 AM - 10 Sep 2013

 **craig mawdsley**
@mawdsleycraig Follow

20 mile run done. Returning from Lancaster. Team soggy, battered and bruised but triumphant. Heroes every one. #bbdgo #longrun

3:47 PM - 11 Sep 2013

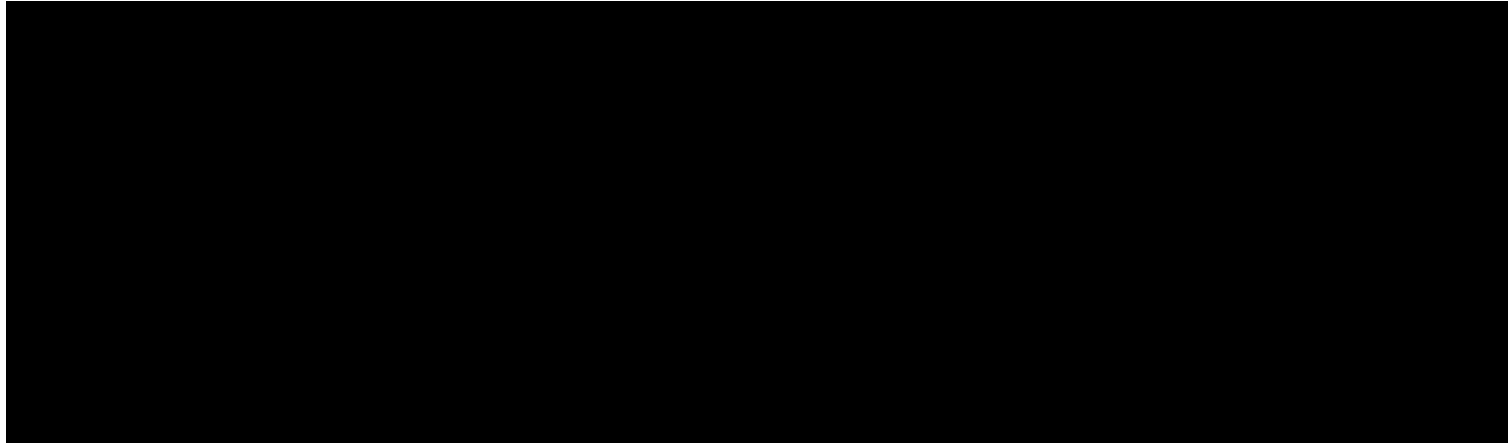


 **AMVBDDO Bud** @AMVBud - Sep 11
@KatieStanley39: Superman and superwoman - Ros just completed 35 miles #bbdgo pic.twitter.com/71GpL2YYqk" Inspired

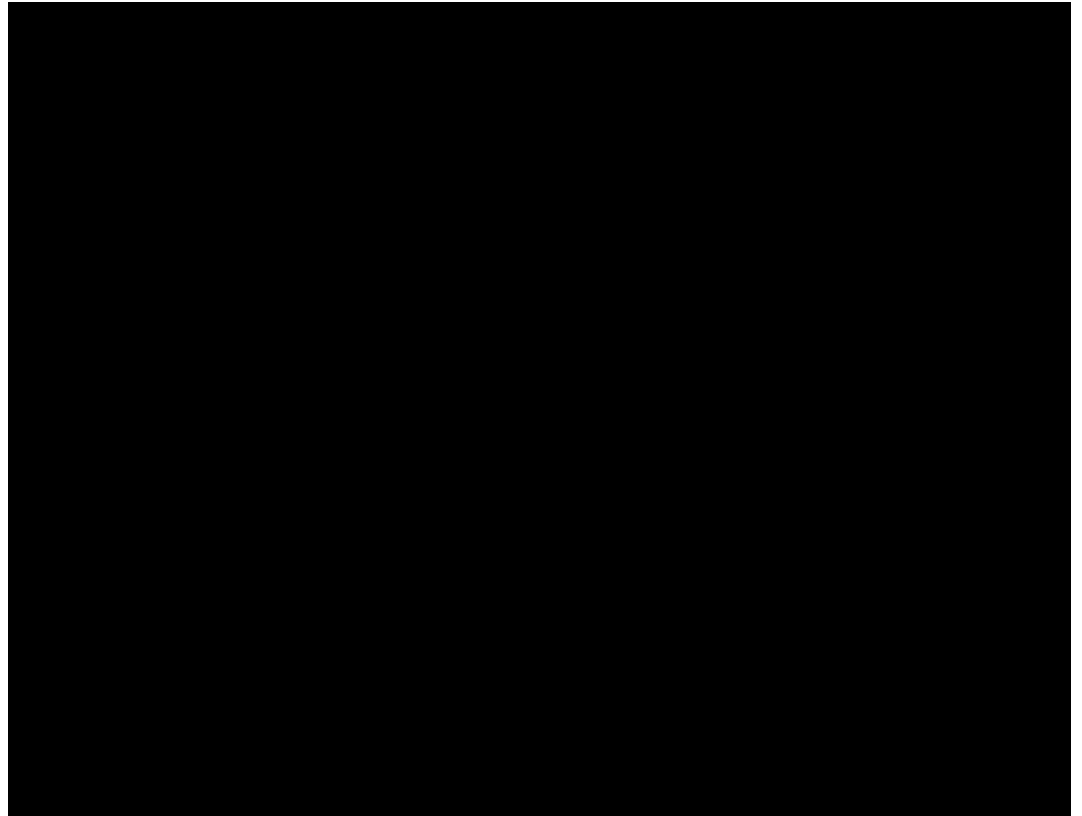



The results

Following the relay we asked AMVers the same 'giving back' question asked by the Sunday Times in 2012. The result was a [REDACTED] uplift.



Most importantly no one in the company disagreed with the statement 'My organisation makes a positive difference to the world we live in'.



And as the service profit chain prescribes this improved employee satisfaction correlated with a better service offering for our clients.



It also correlated with business growth in the months directly after the event.

Dixons Retail hires AMV BBDO

By Louise Ridley, campaignlive.co.uk, Monday, 13 January 2014 09:50AM [Be the first to comment](#)

Dixons Retail, the owner of Currys and PC World, has moved its £50 million UK advertising account into Abbott Mead Vickers BBDO from long-standing incumbent M&C Saatchi.



Dixons: has not reviewed its ad agency for more than 25 years

BBDO scoops Guinness in Africa from Saatchis

By Louise Ridley, campaignlive.co.uk, Monday, 21 October 2013 09:15AM [Be the first to comment](#)

Guinness has expanded its relationship with the BBDO to the key African market, moving the continent's creative account from the incumbent Saatchi & Saatchi South Africa.



Guinness: clock by AMV BBDO

So by applying the same level of creativity to engage our people, as we do to solve our clients' business problems, we raised the quality of our service offering even further and converted key new business pitches.

As a result of BBDGo we plan to go one step further every year by creating an amazing experience that everyone can get involved in to raise money for new causes.