



Propaganda's Commitment

to Consulting Excellence

Consulting Excellence Declaration

Since being accepted into the MCA as the organisation's first brand consultancy, we have fully supported their values and policies. Propaganda is unreservedly dedicated to the MCA Consulting Excellence initiative. Having already found synergies between the initiative and our own standards, we are confident that we have full compliance with the initiative.

Our Comment

“Our MCA accreditation is vitally important to the work we do and helps prove our value to clients. When we joined, we were in the unique position of being the first creative consultancy to be granted membership. Our commitment to this is borne out by our record in the MCA Awards, which has seen us recognised for the fantastic results we deliver, year after year.

We see our accreditation as a badge of honour, and something that our clients truly value. By working with the MCA on initiatives such as Consulting Excellence, we're able to demonstrate that our work works for our clients, whilst helping to lead professionalism in the sector.”



Julian Horberry
Planning Director



Ethical Behaviour

Propaganda is committed to promoting ethical behaviour. We are strong believers in the importance of equality, diversity, morality and ethics in the work place. This is reflected in the way that we recruit our employees, communicate with clients and conduct ourselves as a business.

We pride ourselves in being unconventional, and so it is a deep part of our culture that we embrace and celebrate difference and individuality, rather than discriminate against it. What is more, we believe that by creating a diverse workforce, we have access to a range of different personalities, strengths and skills.

We operate under a range of ethical policies which promote:

- **Equal opportunities**
In line with the 2010 Equality Act, Propaganda is committed to providing equal opportunities and ensures that no employees, or prospective employees are discriminated against, whether direct, indirect or associatively.
- **Wellbeing**
We have policies in place covering work related stress, monitoring any wellbeing issues in our employees and offer any support and information we can in order to aid the health and emotions of our employees. We are committed to following the ACAS framework for positive mental health at work.

- **Confidentiality**
All employees are forbidden from sharing any confidential business information to third parties, any breach will result in disciplinary action. We have also embraced the General Data Protection Regulation (GDPR) and continue to ensure that all data, whether client, supplier or staff is protected in accordance with the updated regulations.
- **Security**
We support our employees in maintaining their personal security both on our premises and off. We have guidance on how our staff can keep themselves, their property and important documentation secure.
- **Environmental awareness**
Where possible, we use products from renewable, sustainable sources and try to avoid the use of environmentally damaging chemicals. We reuse and recycle as much as we can, and ensure that all our employees use energy efficiently.
- **Ethical practices**
Where possible, we use and promote fair trade products and ensure that our staff enjoy the protection of labour laws. We fully support the Universal Declaration of Human Rights and the UN Global Compact. We have made the decision not to work with any organisations which manufactures or transfers any items associated with the violation of human rights and have a strong stance against animal testing.

And reject:

- **Bullying and harassment in the workplace**
We consider harassment and bullying disciplinary offenses, in order to avoid turning the workplace into a negative environment.
- **Malpractice**
As a consultancy, we have a duty to our clients, we support acts and have policies in place which protects the privacy, reputation and wellbeing of those we work alongside.
- **Discrimination**
We have a no-tolerance stance on discrimination, and to prevent the victimisation of any of our employees or clients, we consider this kind of behaviour to be punishable offence, in order to maintain a positive and pleasant working environment.

We ensure that all of our employees are fully aware of the standards of behaviour, respect and responsibility that are expected of them, which also comply with the MCA's Consulting Excellence initiative.

Propaganda employs a HR Manager to ensure that we comply with current employment law and relevant policies and procedures, whilst also guaranteeing that the review process is maintained for all staff and that the aforementioned policies are adhered to.

Client Service and Value

At Propaganda, we operate under a unique and heavily client focussed process. We always put knowledge before assumption and ensure that at every stage of the consultancy process, in-depth research and industry insight takes place to make sure that all work is well informed and creates client value.

Before undertaking work with a client, we first carry out a Discovery™ on their business and market so that we fully understand their proposition, their competition and what their business needs, before we begin making recommendations. This means that each stage of planning, strategy and enforcement is well informed and executed.

Further to this, we know that brands require on-going direction and management. We use two tools to ensure the ongoing health and success of our clients' businesses: Brand Health and Brand Tracking. This allows us to assess the success of our recommendations, the wellbeing of the brand and to identify any other ways in which we could be benefitting our clients.

Through our extensive research, strategy and implementation work with our clients, we have totally transformed businesses:

Start Ups

We have launched globally successful brands such as Cloud Nine and cult make-up brand Illamasqua, which we created, built into a successful brand and sold to The Hut Group.

Growth

We've been integral to our client's growth, aiding industry leaders such as ReFood in doubling their turnover, helping The Car People to increase OP by 30%, and working with Gym King to boost revenue by 81% and increase web traffic by an impressive 83%.

Exit

We've built brands, such as ghd and Habitat to achieve exit deals worth millions of pounds.

Illamasqua serves as a prime example of our ability to successfully create, launch, develop, grow and exit brands. Borne out of a desire to challenge the big-name brands dominating the cosmetics industry and encourage self-expression and individuality, Illamasqua was created by our Chairman, Julian Kynaston.

Our strategic and creative teams were able to fully showcase their ability, taking the lead in the creation and development of the Illamasqua brand. After building the business for nine years, Illamasqua, then worth £25 million, was successfully sold to The Hut Group.

Professional Development

At Propaganda, we understand the importance of nurturing talent and helping our employees to progress professionally in any way that we can. From the very beginning of employment, we provide our staff with the information they need to know where and how their career can progress. This initially takes the form of a career progression document,

listing how duties and expectations change as they gain more responsibility, and providing them with a roadmap towards progression.

We provide our staff with areas of improvement and feedback so that they know where their strengths lie, and where they have potential for development. During our regular review process, we give our staff the opportunity to tell us what they want to achieve and where they want their career to go, and evaluate that against their current duties and performance so that we can work together to enable them to achieve their potential and reach their goals.

