



**CIB is a specialist construction PR agency, employing five teams headed by two group account directors, supported by a videographer, digital analyst and digital analyst apprentice. The senior team have all been with the agency for at least ten years. This stability, experience and in-depth knowledge of the industry is what sets CIB apart from its competitors.**

CIB rarely pitches and instead wins most clients through contacts moving companies or via recommendation.

CIB offers clients a broad range of services including PR, social media management and advertising, event management, blog writing and video production.

Our key measure of our success however is how well we integrate into our clients' teams, which we hope the strength of our client testimonials demonstrate.

**Results**

2015/2016 has seen a 17% increase in sales on the PR side of the business and a 12.5% increase in gross profit.

20 new PR client wins were recorded in the qualifying period.

**Testimonials**

"CIB has played a key role in developing our brand story and visibility, not only within the UK market but also across Europe. We're not the easiest of clients to work with, but CIB makes us challenge the status quo, bringing new thinking to our meetings and developing concepts beyond our traditional comfort zone. Our working relationship is superb; CIB has stayed sharp for the last 10 years of collaboration and our return on marketing investment continues to increase."

- Mike Murphy, Sales & Marketing Director, Catnic

"Using the CIB team to extend our small marketing team enables us to successfully achieve so many more of our marketing and business objectives than we could without them. CIB contribute constructive ideas that add value to our campaigns. The understanding and empathy with the construction and associated industries that the CIB team have enables them to understand our business. They are easy to work with and professionally represent our business with our customers and the press."

- Marian Thomasson, Marketing Manager, Tekla




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Category:	<b>18. PR Agency of the Year</b>
Description:	<b>PR Agency of the Year</b>
Agency:	<b>CIB</b>

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