

The logo for 'group' is written in a white, lowercase, sans-serif font. The letter 'g' is stylized with a small hook that extends downwards and to the left. A small trademark symbol (TM) is located at the top right of the letter 'p'.

group™

MORE POLISH, LESS PAIN

A BETTER WAY
TO PITCH FOR
NEW BUSINESS



Finding better ways of doing things, that are right for clients and staff.



That's what's helped to build the reputation of the UK's fastest-growing media agency. And one of the better ways they've found is groep. An online new business and presentational tool. A more efficient means of account management. And a way to build stronger and more effective client / agency relationships

- Standing out in a competitive arena
- Bridging the gap between over-investing and under-delivering
- Saving 20-25 hours per month on account admin.



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Michael commented : @Maddy sure, problem. I'll share the presentation. 3 Hours ago



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MEDIA PEOPLE, BUT NOT LIKE THE REST

Republic of Media (RoM) have offices in Manchester and Edinburgh, and ambition in spades. They're independent, free-thinking and agile, and they aim to produce work that's innovative, inventive and effective. Which makes the group presentation and collaboration platform their perfect match. Like most growing agencies, RoM have a list of loyal clients who need looking after, a need to win new business, and limited time and resources to do both. Unlike most agencies, RoM looked for a new and better way of doing things. A way to help attract more new business. Streamline management of existing accounts. And enable staff to be more efficient, more effective, and happier.

“Create noise. And images. And words”

Director of Client Services at RoM, Leigh Herbert, sees the new business space becoming

“more competitive, more aggressive, with fewer opportunities. So we need to stand out and create noise.”

Firing off a speculative email won't win anyone's attention. But creating a glossy 24-page brochure just for a pitch is simply not viable.





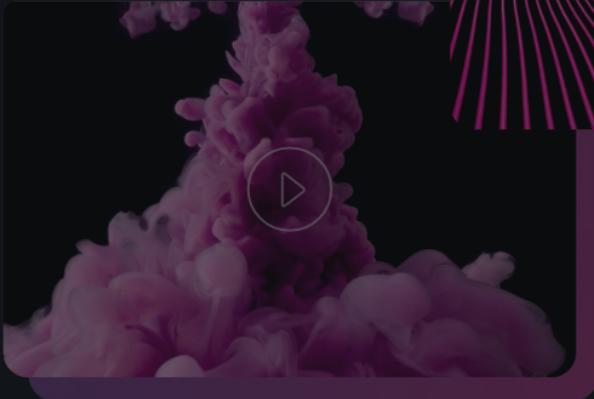
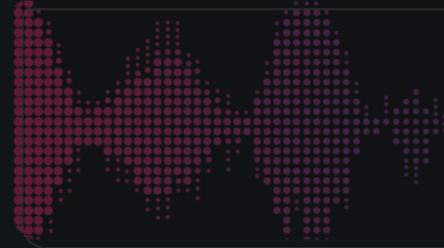
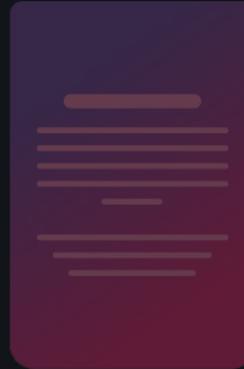
groep bridges the gap

Leigh Herbert





Michael commented @Maddy sure, no problem. I'll share the presentation.
3 Hours ago



Maddy commented : @Zhane Great shot! What does everyone think about this placement for the campaign?
3 Hours ago

As a single shared space for content creation in any format – from Word documents to videos, and spreadsheets to images and animation – group is the ideal multimedia online presentational tool.

“The software makes us look like a top agency,” says Leigh. “The link to the hub means the client can immediately access a bespoke presentation. And we can immediately see who is engaging with it. Compare that with a potentially awkward follow-up call to a speculative email that might not even have been read. It’s an incredible insight.”

“group is our primary means of communicating with new business prospects”

Leigh Herbert

Save time you didn't know you were wasting
New ways of working and interacting with clients and colleagues are here to stay. The frequency of online communications will only increase. Communication needs to be closer to conversation. group enables sharing, collaboration and messaging in real time. With information that's all in one place and easily accessible, at any time.

According to Leigh, “compared with creating a document, writing an executive summary, writing a covering email, sending the email, chasing the email, and re-sending a lost file days later”, group saves 20-25 hours a month per client.

And when you're out to win as many new clients as Republic of Media, those hours will soon mount up.