

Agency of the Year

SLG set out to achieve profitable growth by increasing the value of its expertise rather than expanding headcount proportionally. Turnover grew by 64% and finished 26% above target, while consultancy reached a record share of revenue. Seven new clients joined, established relationships continued to generate the majority of income and every continuing retained client stayed with the Agency.

Growth was matched by wider impact. Client work delivered substantial commercial and social value, SLG invested around £25,000 in free industry research and reached number one in the CMA Agency League. Staff retention and satisfaction remained at 100%, showing that rapid growth had not come at the expense of culture or delivery.

64%

Turnover growth,
finishing 26%
above target

46%

Record share of
revenue generated
by consultancy

#1

Position in the CMA
Agency League

100%

Staff retention
and satisfaction

