

gyro: ATKINS

CATEGORY 10: BEST BRANDING AND POSITIONING

Atkins asked us to help them define, interpret and lead world thinking on intelligent mobility. We created 'iM' - a thought-leadership platform via which Atkins can demonstrate how its application of the latest technology, engineering expertise and deep industry knowledge puts them in a unique position to lead the intelligent mobility revolution.

RESULTS:

Delivered transformational revenue growth of 3m+ in its first year, recouping its initial investment of 1.3m while building a pipeline set to more than double in FY18. It also helped grow Atkins' Intelligent Mobility team from 2 to 15 in just 10 months.

