

FOUR AGENCY IS HERE!

24 April 2023

Welcome to Four Agency Worldwide

We wanted to let you know that Four Communications Group has changed its name to **Four Agency Worldwide** - a new name that better reflects who we are now. On a day-to-day basis we'll just be known as **Four**.

Set up more than over 20 years ago, we are now one of the leading independent media, marketing & communications agencies in the world with revenue of some £75 million annually. We are 350 strong across seven offices in the UK and MENA.

Group chief executive, Nan Williams explains the rationale for our rebrand:

"While we are very proud of our communications heritage, Four is now a totally different agency to the one we launched more than twenty years ago. We felt it was time for a new name, which reflects who we are and what we do now."

In 2022, half of Four's fee income came from owned and paid for clients and services, including media planning & buying, creative technology, web development, advertising, marketing and creative. The other half came from communications services across a range of sectors including health, property, retail, financial services, travel and culture.

Some £40 million of turnover comes from Four's 80-strong media planning and buying operations. In terms of fee income, 45% is now international, spanning work across the world. 67% derives from digital spend across paid, owned and earned.

Four is one of a handful of agencies to have a place on both the UK Government's Campaign Solutions and Media Services rosters. It also delivers government campaigns in Wales, Dubai and Abu Dhabi.

We have also recently implemented a restructure into three core business units: paid, owned and earned. Geographical brands Four MENA, Four North and Four Cymru will continue to operate in MENA, the north of England and Wales.

TOGETHER WE MAKE A DIFFERENCE

four

A new vision

Four has also launched a new vision and purpose – **together we make a difference**. It sets out the agency's approach to working together with clients to create excellent work and solve problems and our vision for creating rewarding careers, promoting equality and diversity and delivering a meaningful contribution to the community.

This balanced approach is highly influenced by the agency's **B Corp certification**, as a company demonstrating the highest social, ethical and environmental standards. In late 2022, Four was pleased to announce it had attained the certification as one of the first 1,000 companies in the UK and one of very few agencies of scale.

Four has been at the forefront of new working practices for many years. It has one of the most **flexible working policies** in the industry whereby staff can work wherever they want as long as they don't have face-to-face commitments.

Diversity has also been top of the agenda. In 2020, Four published its Race Equality Pledge setting out targets for ethnic diversity in the agency – one of very few to do so. The global figure for ethnically diverse staff in 2022 was 33.63% and 23.55% in the UK – achieving the target set. Work in 2023 will also focus on disability, socio economic and LGBT+ commitments.

Four recently published its 2022 **staff satisfaction survey** results which show that 93% of staff are happy with the agency's flexible working policy, 87% believe Four is dedicated to diversity and inclusion and 78% are happy with the culture of the agency as a whole.

Staying in touch

As a result of the name change our **website and email addresses have changed**.

Emails are now now **firstname.surname@four.agency** except in Wales where they continue to be **firstname.surname@four.cymru**

But don't worry if you forget, we will still receive all your emails if you use our fourcommunications.com and four.health email addresses.

Our web address has also changed to www.four.agency - we'd love it if you visited our new website to have a look at the new visual rebrand, which also launches today.

We are so excited to be working with you at such a momentous time for Four – with a new direction that reflects our breadth and scale and ambition for the future.

If you have any questions or would like to speak to us about anything, please contact groupmarketing@four.agency

