

JAYWING



Rob Shaw
CEO
Jaywing PLC

JWNG



- **Who we are**
- **What we do**
- **Our Market**
- **Our Strategy**

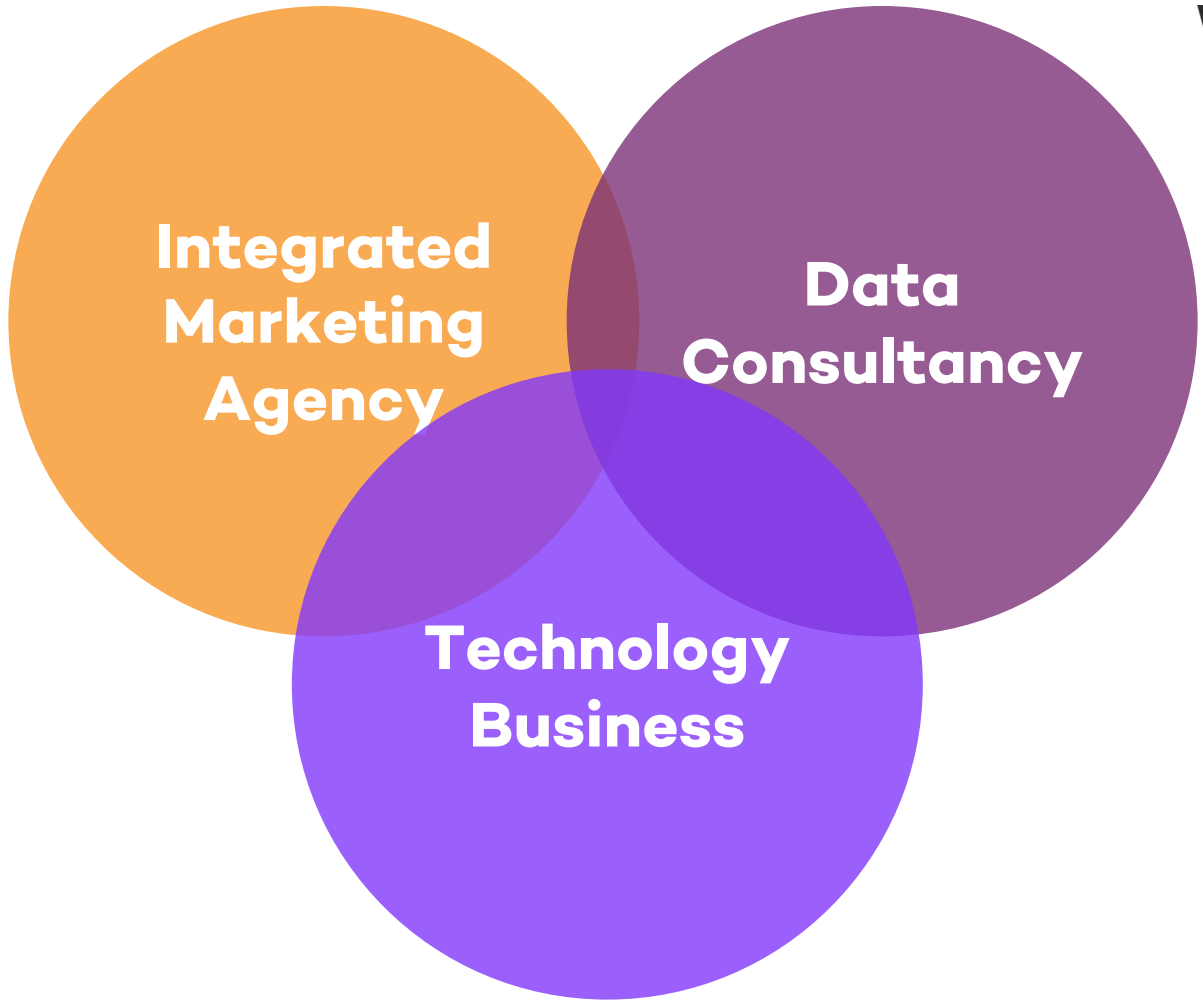


Using VR to understand your Data

Demo - Stand 7



Who we are...



**Integrated
Marketing
Agency**

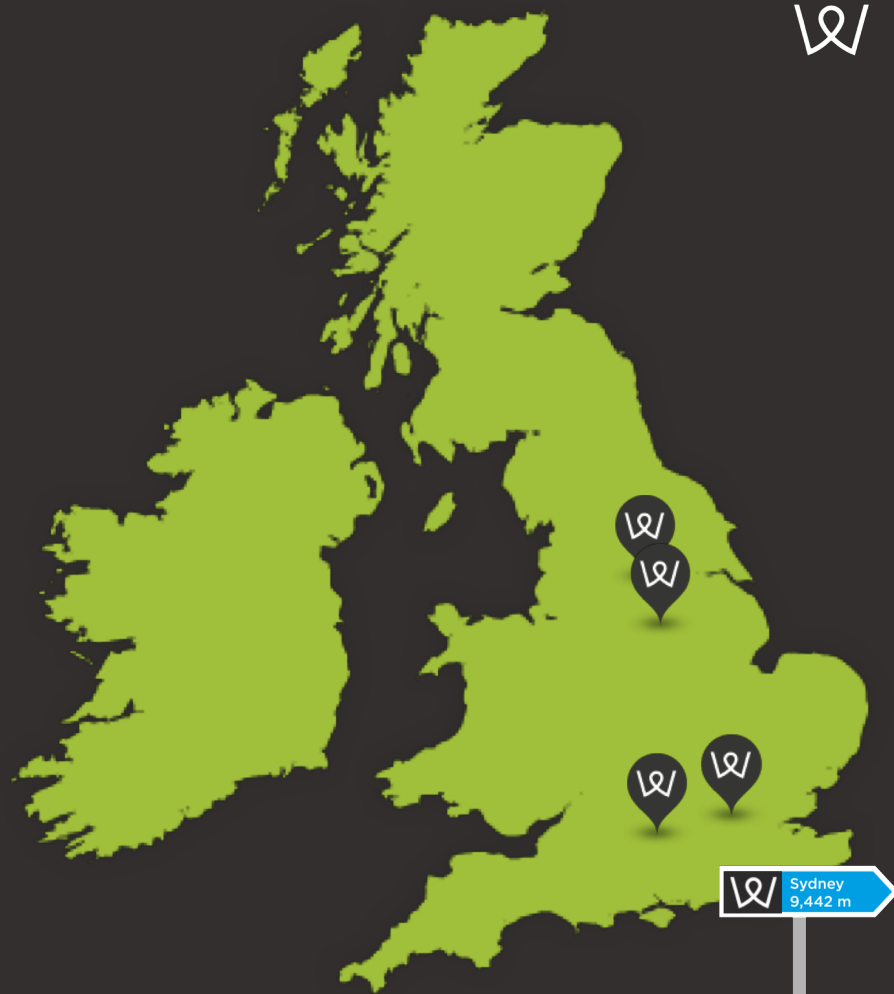
**Data
Consultancy**

**Technology
Business**



One Jaywing

Our locations



sky



itv



first direct



Castrol



berghaus



PANDORA

Ann Summers



pepsi



HULL 2017
UK City
of Culture



irwinmitchellTM
solutions



Keepmoat



e-on



Financial Summary

**Turnover
£48m**

**EBITDA
Margin
12%**

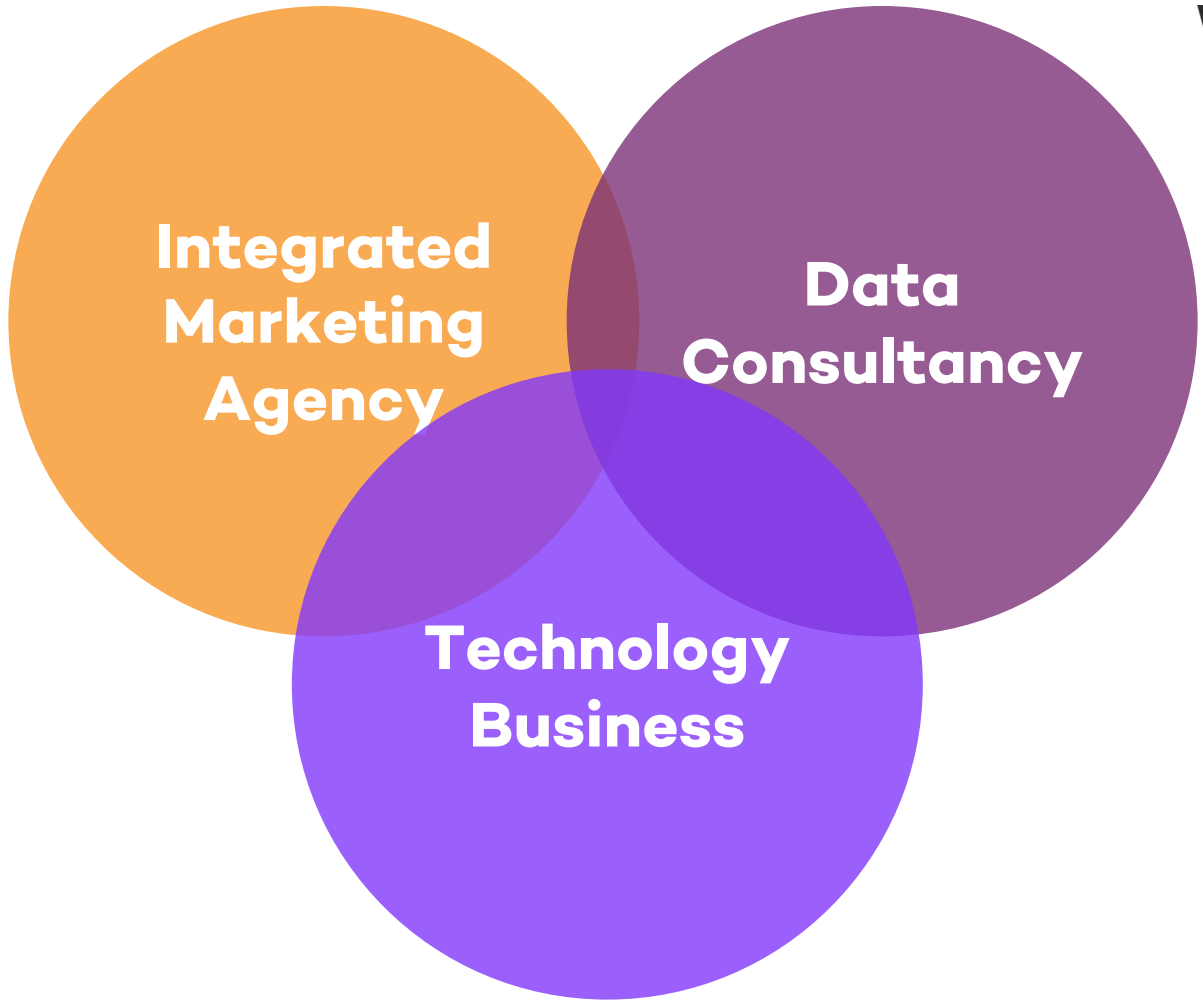
**Clients
taking
multiple
services
50%**

**GP from
Australia
10%**

- Turnover for 2017/18
- EBITDA Margin averaged over last 4 years
- 50% of Top 50 Clients taking multiple services in 2018/19
- GP from Australia for 2018/19



What we do...



**Integrated
Marketing
Agency**

**Data
Consultancy**

**Technology
Business**



PANDÖRA



first direct bank

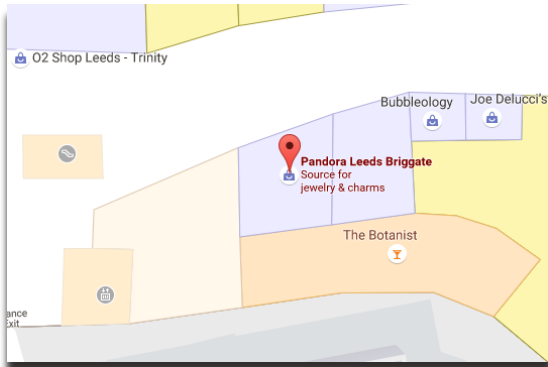
PRETTYLITTLETHING

**Integrated
Marketing
Agency**

In-store tracking

Background

To better attribute the value of PPC traffic we worked closely with Google to implement the first UK-wide beacons tracking within Pandora's stores



**Data
Consultancy**

W

LLOYDS BANK 

T S B

Jet2.com

swinton
insurance

 **Nationwide**

Customer CRM & Personalisation

Background

Using customer data to design tailored communications to increase conversion and spend when booking holidays.



Do you miss
Tenerife?

YOU
WERE
HERE

Take
me back



It's time to book again with **Jet2holidays!**

BOOK AGAIN!
Revisit and create
new memories

**TRY SOMETHING
NEW!**

Have you thought about...

Puerto Pollensa -
Majorca

Book today for just

£60

Let's

W

**Technology
Business**





Using Whisper to Identify a Target Audience

Background

We used Whisper to listen to the Premier League conversation on Twitter, analysing more than 80 million tweets over a two-month period.







Using VR to understand your Data

Demo - Stand 7



Generating Revenue at all Levels

Brand Marketing

Performance Marketing

Technology & AI

Data Consulting



Generating Revenue at all Levels

←JAY&ING→

Brand Marketing

Projects from Framework Agreements

Performance Marketing

Mthly Management fees
12-18mth contracts

Technology & AI

Software Licenses &
Implementation fees

Data Consulting

Long term projects from
Framework Agreements

2017 & 2018 Best Large Integrated Agency

Prolific North Awards



Our Market...



Our Market

- **Agency Group Consolidation**
- **Recognition of the power of Data**
- **Continued growth of online advertising**
- **Management consultancies acquiring marketing agencies**
- **Adoption of AI based technology and marketing growing**

Our Strategy...



Our Strategy

- **Capitalise on our ‘One Jaywing’ model**
- **Grow our international operations**
- **Invest in Strategic Consulting**
- **Generate new revenues from licenced technology & AI**
- **Tight focus on costs and core services**

JAYWING

Thank You
Demo - Stand 7