

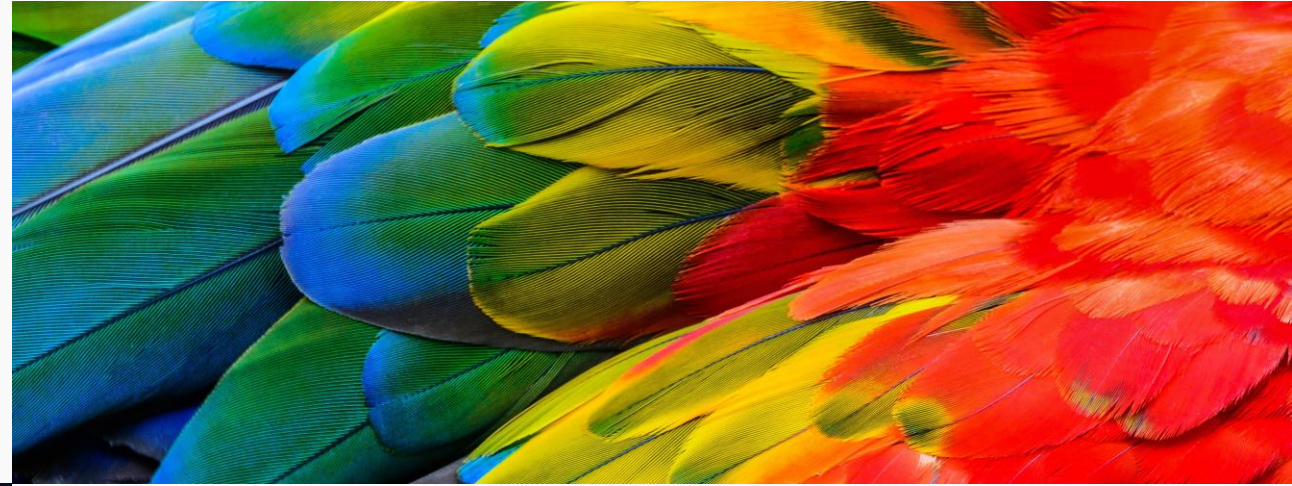


Impact Report

Financial Year 23/24

Who are The Nest?

The Nest Media is a **Full Service** paid media agency offering all the services you'd find at a big network agency, delivered with the **Love, Care and Attention** of a smaller, boutique agency.



We focus on delivering **High Quality** paid media campaigns that deliver **Business Results** in the short-term and have **Meaningful Impact** in the long term.

Meet the founders.

“ After years working for some of the media industry giants, we founded The Nest to do things our own way and create an agency model that clients of all shapes and sizes could enjoy.

We create partnerships for the long-term, prioritising quality delivery, focusing on the most meaningful performance metrics.

We're here to do right by our client partners, our team, our community and the planet. ”



Our **Mission.** is to help our clients businesses soar through Paid Media done the right way



Our **Values.** Are ones we live and breath and have a material impact on us every day

Nurture.

Bringing out the best in each other....

Initiative.

Finding better ways of doing things.
Always learning....

Collaboration.

Building strong relationships with our client, agency and media partners....

Craft.

Producing high quality, impactful work....

Effectiveness.

Delivering Paid Media plans that have a real-world impact....

The Right Way.

As well as doing paid media the right way for our client partners, we're committed to doing right by some equally important stake-holders...



Right by our team.

- Looking out for each other, having everyone's back
- Developing as individuals and as a team
- Sharing in our collective success
- Fostering a culture that is respectful, trusting, flexible and fun.



Right by our community.

- Giving back to important communities and charities identified by the team
- Developing a committed volunteer programme
- Making charitable donations inline with company growth
- Partnering with local suppliers where possible



Right by our planet.

- Identifying and offsetting estimated carbon output of all client media campaign activity
- Identifying opportunities to reduce carbon emissions through greener media choices
- Signatories of the IPA Media Climate Charter and currently awaiting B-Corp accreditation.

Governance.



Highlights from 23/24

- Developed bespoke training diaries for each team member that include social & environmental courses
- Put in place a formal stakeholder plan that monitors stakeholder engagement and addresses any concerns or opportunities
- Expanded company policies to include more robust governance guidelines around Whistleblowing & Ethics
- Implemented Quarterly Financial Health updates to the team

Plan for 24/25

- Set KPIs around Social & Environmental factors
- Conduct our first Ethics-focused risk assessment
- Move to monthly financial team updates

Workers.



B-Corp score.

34.3

Highlights from 23/24

- 100% of the team are paid at least the equivalent of a Living Wage for an individual and family
- 100% of the team received a Cost of Living wage increase ahead of the Consumer Price Inflation (CPIH) rate
- 100% of the team received a monetary bonus tied to both individual and business performance
- All team members are offered private health insurance and gym membership contribution

Plan for 24/25

- Improved approach to encourage internal promotions and hiring for advanced positions
- Improve team empowerment, inc. financial ownership and feedback/input into company policies

Community.



B-Corp score.

16.9

Highlights from 23/24

- Donated over £3k to Help Bristol Homeless charity
- 45 hours of volunteering at local community, city farm
- Developed a greater understanding of the make-up of the team to better inform DI&E approach
- Integrated DE&I thinking into our recruitment approach, now embedded within recruitment and onboarding process
- Moved banks to Starling Bank, a '100% Independently Owned' bank

Plan for 24/25

- Greater commitment to community service and volunteering
- Higher % of revenue donated to charities Year on Year
- Improved social & environmental screening procedure for suppliers

Environment.



Highlights from 23/24

- Signatures to the IPA Media Climate Charter, a leading industry steering group around improved environmental practices
- Carbon calculating all emissions from marketing campaign activity and offsetting entire estimated carbon output
- Improved policy and guidance around environmental impact for team members working in the office and remotely

Plan for 24/25

- Working closer with landlord to improve environmental impact and efficiencies
- Set reduction targets across Scopes 1, 2 & 3
- Improved understanding of greener media choices inc. lower emission channels and environmental production

Customers.



B-Corp score.

2.1

Highlights from 23/24

- Commitment to annual 360 partnership review, scored across core company value; Nurture, Initiative, Craft, Collaboration & Effectiveness
- 90%+ average score across customer feedback surveys
- Improved internal process to ensure quality delivery across campaign planning, delivery and effectiveness
- Became Google Partner & Meta Partner Badge ratifying commitment to quality output

Plan for 24/25

- Improved process around identifying areas of service & delivery improvement
- Add more third party quality certifications or accreditations
- Explore approach to industry awards

Thank you

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