

UK advertising

Creative Industries export guide



The UK's advertising industry provides a vast range of services, delivering world-class communications to national and international clients every day. Supported by the UK's status as an international creative and media hub, it has a winning combination of inspired creativity and shrewd business understanding that global brand owners utilise in order to optimise their brand communications around the world.



UK Trade & Investment Accessing International Markets

UK Trade & Investment (UKTI) is the Government organisation that helps UK-based companies succeed in the global economy.

We also help overseas firms bring their high-quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

How we can help

Whether you are venturing into selling overseas for the first time, or are an experienced exporter trying to break into new markets, UKTI offers a range of trade support services that help make your international business activities as easy as undertaking business in the UK.

If you are a new exporter, our representatives at your regional UKTI office can help you prepare for trading overseas through an assessment and skills-based programme.

Working in partnership with our overseas network of offices, we can also provide budding and established exporters with tailored packages of support in the form of local market research, covering cultural, political and business issues, and access to key contacts.

A good way of promoting your expertise to international buyers and meeting useful contacts is attending UKTI-supported trade shows and exhibitions in the sector. UKTI regularly brings overseas buyers to meet UK companies at these events.

Visiting target markets is often an invaluable way of securing international business. UKTI outward missions provide an opportunity for you to showcase your strengths and capabilities to an overseas audience and promote your expertise in one-to-one meetings with local buyers.

In addition, we can provide you with market and sector information that we disseminate through various publications and directories and the UKTI website,

www.uktradeinvest.gov.uk

Creative Industries toolkit

UKTI has developed an online marketing toolkit: **www.creative-industries.co.uk**

It is free to access and contains creative industry sector marketing messages and supporting facts and figures, that you can use in your international marketing and PR campaigns.

Hit the world running ^{UK}

Advertising industry overview

The UK's advertising industry provides a vast range of services to national and international clients every day.

Supported by the UK's status as an international creative and media hub, its 13,200 advertising agencies boast a winning combination of inspired creativity and shrewd business understanding that global brand owners utilise in order to optimise their brand communications around the world. An important contributor to the UK economy, the industry generates some £5.3 billion in Gross Value Added every year, almost a quarter of which is exports. The UK is fourth in the world for advertising expenditure.

Instrumental to the industry's success has been the creative spirit that exists throughout UK society, informing and inspiring everything that it does. The UK understands and excels at digital technology, film, music and gaming – all of which it uses to produce some of the most recognised and innovative advertisements of the past few years.

Creativity is also fuelled by the multicultural nature of the UK, particularly London, which gives the UK advertising sector a highly diverse pool of ideas to draw upon in order to create effective global campaigns, suitable for every continent. It is therefore no surprise that 67 per cent of international advertising agencies have their European headquarters in the UK capital.

Another spur to creativity is the highly entrepreneurial and independent nature of the UK advertising industry, which has more start-ups than anywhere else in Europe, and its nurturing of workforce expertise. The sector is unique in the world for the development of staff talent through qualifications, craft-skills training courses and the Continuous Professional Development standard.

Crucially, the business-focused UK advertising industry is technically advanced, forging ahead of the global pack in its integration of communication channels and digital innovation. It has the most developed understanding of integrated media in the world, producing campaigns that specifically suit a brand and its key consumers across all media platforms, and is formulating some of the world's most innovative research into digital advertising.

Moreover, the UK's advertising system is the most responsible in the world. It sets the standard in successful self-regulation, being governed by codes of practice that are designed to protect consumers by ensuring that the advertising produced is legal, decent and truthful, and to create a level playing field for advertisers.

For all these reasons, UK advertising agencies are, increasingly, acting as a strategic and creative hub to the world for brand owners, from the Middle East, Europe, Asia and South America, who are seeking to internationalise their brands.

UK advertising agencies have been extremely successful globally in the last 25 years, winning a string of high-profile awards and effectively overturning US domination in the industry. Key global players include WPP Group, which employs 135,000 people working in over 2,000 offices in 107 countries.

Promoting Creative Britain in China

On 28-30th April a group of 30 APA and IPA members headed for Beijing.

Their mission was to promote the creative industries in Britain, and the concept of Chinese advertising agencies and brand owners forging a special relationship with UK advertising agencies and production companies. They offered to be a creative hub to the world, in line with the brief received from UK government.

The vehicle for engaging with some 300 representatives of the Chinese advertising community was a two-day event and conference. Orchestrated by Steve Davies of the APA, it was a skillful blend of UK and domestic speakers and covered the spectrum of advertising topics from creativity to effectiveness, relationship management to value for money. There were 26 presentations, 60 per cent of them from the UK.

Around the main event there were additional networking activities. The UK Embassy hosted a welcome reception for the UK team. The IPA arranged a VIP dinner with leading Chinese brand owners, using the UKTI OMIS service, so that its members could have a more interactive dialogue with potential clients. And UKTI helped organise a press conference on the morning of the first day. Within three days there were a reported 31,400 mentions of the event on Google China. M&C Saatchi used the opportunity to launch a digital office in Beijing, and Smoke & Mirrors (post-production) were able to announce their new Shanghai office, opening in September 2009.

The UKTI, IPA and APA organising team worked hard to ensure that some of the key players on the Chinese advertising scene would be there to hear and endorse the UK message. The Minister for Advertising in the Chinese Government provided a welcome speech to open the event, and the China Advertising Association and the IAA China Chapter, between them, corralled more than 60 senior advertisers and agencies to attend. A client speaker from Lenovo addressed the audience at the end of the first day.

Important contacts were developed with both the main national television network and the national television training network. Opportunities for business development and training were openly discussed. Overall, the delegates were left with the impression that China represented real potential for UK advertising agencies and production companies. The feedback from speakers and delegates was equally positive. It was good to see a full house right up until the last speaker had finished.

**[www.ipa.co.uk/content/
IPAAPA-delegation-to-beijing](http://www.ipa.co.uk/content/IPAAPA-delegation-to-beijing)**

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International Business Specialist, Advertising

UK Trade & Investment (UKTI) Sector Champion Christine Losecaat brings 20 years' experience from the design and creative industries sector, helping it to internationalise and contribute to the prosperity of the UK.

Through her consultancy work for UKTI, Christine works alongside UK organisations and companies to help them develop their international business. She has been actively involved in creative initiatives in the USA, Japan, South Korea and China, where she has driven the formation of the China Design Task Force – a UK Government-supported initiative to help introduce Chinese businesses to British design expertise. She now chairs UK China Partners.

Christine works with the Creative Industries International Marketing Strategy Board and Design Partners, which aim to co-ordinate the activities of creative and design industry bodies and government organisations to help new and established exporters develop their overseas trade capability and to encourage inward investment. She also currently chairs the Television Export Group and is Innovation Champion for the Olympic Legacy Unit at UKTI, where she supports the development of the Olympic Business Legacy.

Christine brings broad experience of working across the creative sector. After starting her career in advertising she was instrumental in establishing BMG Entertainment's international audio visual marketing and distribution infrastructure and then went on to become an Emmy® Award-winning producer. She established her consultancy business 'Little Dipper' in 2001 and was named by the UK's journal, *Design Week*, as one of the UK's top fifty most influential people in design in 2009.



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HELPING TALENT GO FURTHER



Useful contacts

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Please see below for details of your local adviser, or enter your postcode in the Local Office Database on the UK Trade & Investment website. Alternatively, call the UK Trade & Investment Enquiry Service. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery services. Please see contacts below.

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Cover: London company Fallon shot the latest ad of the footballer Kaka practising with a ball that is projected onto a large cylindrical white wall inside a giant 10-tonne, record-breaking zoetrope – which broke the Guinness World Record for the largest device of its kind ever built, to demonstrate the smoothness of the 200Hz Motionflow technology in the Sony Bravia television.

Inside front: Comparethemarket.com 'meerkat campaign' by VCCP London.

Case study: The Institute of Practitioners in Advertising (IPA).

This page: Whistlejacket by Stubbs adorns Mercer St, London, as part of The Partners Grand Tour project for The National Gallery. Photograph – Brad Haynes.

Solutions for Business

Funded by
UK government

A range of UK Government support is available from a portfolio of initiatives called Solutions for Business. The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

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For further information please visit www.uktradeinvest.gov.uk
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