

## Decimal Agency

**WE GO BY THE NAME OF**  
Decimal Agency

**WE ARE A**  
Mid size and growing agency

**OUR CORE SPECIALITY IS**  
Strategy, concept, creative, video, digital and social media

**THIS IS HOW OLD WE ARE**  
4 years

**OUR BIGGEST BRAG IN THE PAST 12 MONTHS**  
#CleanLikeaBosch TTL Campaign and landing Krispy Kreme

**OUR BIG CLIENTS**  
Bosch, Siemens, Krispy Kreme, Toughees, Tibb

**OUR OLDEST ACCOUNTS**  
Bosch, Siemens, Gaggenau and Collective Dynamics

**OUR WINS OVER THE PAST 12 MONTHS**  
Antalis, Krispy Kreme, Lee Cooper, Röhlig-Grindrod, Häagen-Dazs and Toughees

**OUR LOSSES OVER THE PAST 12 MONTHS**  
Soviet, News Cafe, Mimmos

**WHO OWNS US**  
Privately owned

**OUR BEE RATING**  
Level 4

**OUR REVENUE BAND**  
15-20mil.

**THE NUMBER OF PEOPLE WE HAVE**  
22

**WHO'S THE BOSS**  
Raffaele McCreadie (MD)

**OUR BUSINESS IN A TWEET**  
We are a team of young creative mavericks chasing big brands with big ideas using the art of narrative.

**THIS IS WHAT INSPIRES US**  
A constant drive from our employees to better their skills and find new ways to offer value to our clients.

**SO YOU LIKE US, ENGAGE WITH US**  
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Hello@decimalagency.com  
www.decimalagency.com  
@DecimalAgency  
Facebook.com/DecimalAgency

**When you start an advertising agency in a recession, it's too late to be scared, says Raffaele McCreadie, MD of Decimal Agency. That said, he maintains that a tough economy is the best time to aggressively build a business, and Decimal is certainly a testament to that. The agency celebrates its fourth anniversary this year, after enjoying a particularly fruitful 2016.**

Decimal's biggest win over the past year has been the Krispy Kreme account, servicing the brand's through-the-line and digital requirements. Despite having lost the Soviet account, McCreadie points out that the agency is now working on British brand, Lee Cooper, and working on bedding down work on the BSH Group, most recently with the 'Cook like a Bosch/ Clean like a Bosch' campaigns. "We've done well in adversity," he admits. Moreover, head count has grown from 16 to 22 people (so much that the agency is moving to a larger space later this year), and revenue is set to increase by 50 percent.

McCreadie's positive attitude must certainly, in part, be to thank for the agency's strong performance. Instead of lamenting the operating environment, he says there is a great deal of work available for agencies who are willing to go a step beyond the norm. "My response to any agency that is struggling in this climate would be to get onto the phone and arrange meetings," he says. Clients want to see agencies who are committed. He adds that pitching and landing clients is an expensive process and that by thinking a step ahead, agencies can ensure they make the most of every opportunity that presents itself within an account.

"Ultimately, it's about investing in relationships as opposed to sales," says McCreadie.

This, he maintains, goes beyond merely answering a client's brief, and doing something extra, while keeping an eye out for opportunities that add value to clients, as well as a steady revenue stream for the agency.

Come the end of 2017, clients will start to hold onto their budgets and agencies will need to be mature and disciplined about how they spend their allocated budgets, says McCreadie, adding that there are likely to be more moves from larger agencies to buy smaller independent shops. "They're seeing how the smaller agencies are landing the big brands and taking note," he points out.

In keeping with the agency's philosophy that relationships are a sacred element of the agency/client dynamic, Decimal has been working with a CRM partner in New York. "We have created an autonomous process based on CRM that we're offering to clients, following the model that advocates speaking to customers and not selling to them," he reports.

The philosophy around relationships extends into how the staff at Decimal are managed. McCreadie explains that when every person is given their own creative freedom, sales and customers are a natural result. Human capital is the most important asset in any business and every individual is important – we try to bring out the best in every person, says McCreadie. That said, one of the greatest challenges facing the industry is that of staff retention. "It's why we're so serious about growing wealth for our staff and creating opportunities for them. While it's unlikely you'll get rich on a salary, we have various programmes in place to ensure our people progress in the business, and share in the profits."

The focus for the next 12 months will be on establishing in Australia and locally, settling into new offices. "We're all in," says McCreadie of Decimal's plans to continue on its path of doing great work for its clients and creating solid relationships with them.

