

## What's next?

Sadie Groom  
Managing Director

**Well, that was one hell of a year - and we haven't even finished it yet! Never before have we used the words unprecedented, furlough, virtual and mute so much in our lives.**

I am a 'glass half full' person, and so my take on 2020 has been that it has allowed me and my business to do things we never had the time to do before. Personally, this has meant that I have tripled the amount of Peloton rides that I did in the past year, and now know all of the people in my street. Professionally, we have put in many processes and systems as well as launching a new business - all be revealed mid-December!

But what about 2021, you say? Well, unfortunately my crystal ball is a bit murky at the moment... however, here are some things that I am going to be doing.

**Planning** - we have already started this for 2021 but the key here is to have an annual plan as well as quarterly goals (four maximum or

you won't achieve them), and then breaking down each of those goals into individual tasks and allotting time for them and a big green tick when done. I have a spreadsheet for this which I am happy to share.



**Coaching** - I will continue to work with my business coach as he keeps me accountable as well as helping me through issues and developments. Having a separate soundboard is invaluable so if this isn't readily available to you, I suggest applying for mentoring schemes - they are out there for all ages, genders etc.

**Mentoring** - in turn I will continue to mentor through the Rise scheme as well as launching a programme for women in the AV industry. Both schemes will be looking for mentors, male and female, so please let me know if you are interested.

**Communicating** - I have said it before and I will say it again - there is no better time to keep doing this, and I will continue rabbiting on either digitally, in print or person in 2021.

**Learning** - I made a promise to myself at the start of lockdown to read one business book per month; this hasn't always happened, but I will continue to learn either through reading, listening to podcasts or attending virtual events.

**Tradeshows/conferences** - I will be attending these from May (positive affirmation here!) and expect to have a busy second half of the year meeting people IRL (just getting down with the kids!)

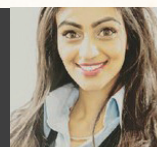
Clearly 2021 will bring its ups and downs, but we have got this far so we can go further. I wish you and your families and friends a safe and happy Christmas and can't wait to see you all in person at some point next year.

## WELCOME, NEW BUBBLES!

Bubble is pleased to introduce the four newest members of the team.

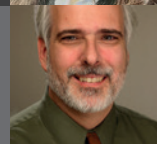
### Nikita Panchal, Marketing Director

Nikita is a Chartered Marketer with a bachelors and a masters degree in Marketing. With over 10+ years' experience in the field, she is a proficient marketing strategist, analyst and planner. She brings a wealth of marketing experience to Bubble having run multiple omni-channel campaigns both nationally and internationally.



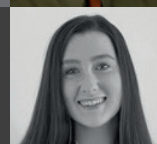
### Jim Hughes, US Publicist

Jim has over 30 years' experience and a creative, results-driven approach that leverages PR, analysts/influencers and thought leadership programs to achieve business objectives. Jim designs and executes successful communication strategies, and has worked with many clients in B2B industries throughout his career including IBM, Data Direct Networks, the LTO Group and many more.



### Hannah Watkins, Junior Account Executive

Hannah joins the Bubble team after finishing university with a First-Class degree in Multimedia Journalism. With work experience at ITV Meridian, 5 News and other companies in media and PR, she brings her love for broadcasting, communications and social media to Bubble.

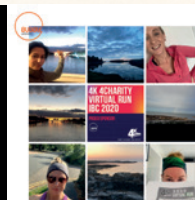


### Andrew Bellingham, Business Development Manager

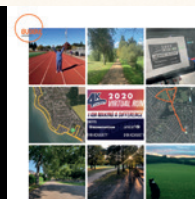
Andrew has over 20 years' B2B marketing and account management experience with a focus on lead generation and sales. His client experience includes Marketing Agencies Association and Magic Light, the team behind The Gruffalo and Stick Man. Andrew's extensive knowledge and contacts in media, advertising and TV production make him a great addition to the Bubble team.



## PAPPED!



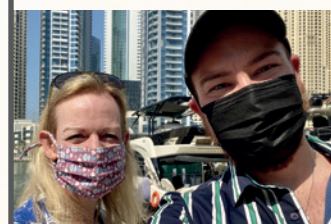
The Bubble's took on the 4K 4Charity virtual run IBC2020...



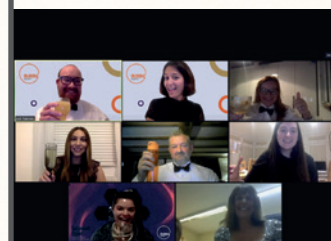
We ran, walked and even did it on the peloton!



Getting together for one of our 'tea and talk' sessions



Josh having a meeting at Wendy's Dubai office



Bubble's getting ready for the Virtual AV Awards

To get in the next edition, send your best working from home photos to us at [hello@bubbleagency.com](mailto:hello@bubbleagency.com)



## CULTURE CLUB

## Schitt\$ Creek – laughing out loud

Season Skuro  
US Publicist

Over the past eight months of the global pandemic I have found myself gravitating more towards movies, TV shows and books that have a positive message or storyline. Watching shows with a stressful or violent theme can cause a lot of unnecessary worry and anxiety during this time when everyone is already on edge and feeling uneasy.

I recently watched *Schitt\$ Creek* on Netflix with my teenage daughter, it's a lighthearted silly comedy and it certainly brought on a lot of laughs. *Schitt\$ Creek* is a sitcom about a wealthy couple, the Roses, who suddenly find themselves completely broke - with only one remaining asset, a small town called Schitt's Creek, which the family had bought years earlier purely as a joke because of the name. Giving up life as they know it, they move into a motel in the town with their two spoiled grown adult children, leaving their fancy lives behind but they come to find new ways of happiness and success.



*Schitt\$ Creek* just won a Primetime Emmy Award for Outstanding Comedy Series, which is no surprise. What I love most about this show is that the story reminds you that the most important thing in life is your family and friends, and material objects can't always be guaranteed or kept forever. When

crazy things happen in life, you learn that you can depend on your family to stick together and ride out the tough times. This lesson is very fitting given the pandemic that we're living through right now. It's a fun show that does not evoke stress or a rapid heartbeat like *Ozark* and *Bloodline*.

As we approach the holidays and take some time away from work, I am looking forward to finding some other great shows that I can watch with my family. A few other shows that we've enjoyed include *Hart of Dixie*, *My Octopus Teacher*, *Chef's Table*, *The Goop Lab*, *Gilmore Girls* and *Anne with an E*.

## WHY PEOPLE-BRANDS ARE MORE IMPORTANT THAN EVER

Sallee Poinsette-Nash  
Brandable & Co.

If there was ever a 'right time' to focus on building your brand, it is now. Whether you are running a business, advancing a career, or looking for a new job, an authentic personal, career or leadership brand can support your strategy to survive and thrive beyond this pandemic.

People-brands are simply visible human beings who share a message, engage an audience, and amplify value. Brand building isn't a race, results take time, and the most successful ones are advocates of authenticity over superficiality,



connection over following and meaning over metrics.

Three easy steps that you can take at your own pace:

**1. Show up**

People should be able to find you with a simple Google search, as well as interact with you on your various social channels. Take a minute to Google yourself (check web / images results) and see what they see when they look you up.

**2. Create a great first impression**

'Brand' is easier to understand using a shop analogy, framing you as the shop keeper and first impressions as your shop window. When it comes to your digital window, LinkedIn is the go-to for work so keep it up to date, showcase expertise and make sure that it feels human. Here's a free [3-part series of LinkedIn guides](#) to help with the 'How'.

**3. Know your audience and expand your network**

Getting clear on what you're good at, finding those who need what you offer, and connecting with them in places where they're most likely to engage is standard stuff, yet opportunity often resides in the most unlikely places. You have so many different aspects to who you are and there is plenty of choice out there, so try something different and see where it leads you!

Being more visible can be scary, cringe, embarrassing (\*insert relevant feelings here!) and just the thought of it can leave you feeling all sorts of vulnerable, but we all have 'being human' so allow yourself to make mistakes, to be supported by others and embrace the opportunities on offer.

Working from home, virtual and zoom is the new office life so it's more important than ever that we embrace brand strategy as a valuable development tool. The streets may be empty, but its crowded online. There is always room for another authentic, human voice and no good reason why it shouldn't be yours.

Sallee Poinsette-Nash is one of the UK's leading people-brand experts, founder of award-winning strategy agency, [Brandable & Co.](#), and on a mission to make business more human. [Connect via LinkedIn](#)



# Account-Based Marketing

Nikita Panchal  
Marketing Director

**In Hubspot's words, 'Account Based Marketing (ABM) is a focused growth strategy in which Marketing and Sales collaborate to create personalised (and most importantly targeted) buying experiences for a mutually-identified set of high-value accounts.'**

It focuses on who the target clients are and the strategised efforts to win them. The ultimate goal is to convert a specific account into a satisfied customer – or even better, a lifelong customer who can pose as an evangelist.

**How is this achieved?**

Well, if ABM is the yin, then inbound marketing is its yang. They work side by side and go together like peanut butter and jelly. Batman and Robin. Salt and pepper. When implemented properly and fine-tweaked to your business, this duo has the power to make positive waves in your business.

It's a long term, articulated and planned approach.

The inbound piece is much more operational. The methodology and growth strategy allows businesses to attract their target customers through the creation of valuable content via either SEO, PPC, SMS, social media, written or visual assets, email automation and simply a well-crafted customer journey.

With this combined approach, you attract a broader group of prospects than you would while using just one method and catch any opportunities the other strategy may have missed.

A successful ABM approach depends on the following fundamentals:

communication, maintaining consistency, continuous data evaluation and really understanding the potential client's pain points and corporate persona. Unlike many B2B strategies, ABM is not an overnight success story due to these multiple facets. The rewards are larger and therefore in ratio to that, the marketing approach is longer. However, it's a no-brainer to imagine even a smaller conversion rate still has the ability to result in favourable ROI figures. It's definitely worth considering for your business.

*Nikita Panchal has joined Bubble to lead the marketing efforts for our clients including our No Headcount Required service – for more information contact [nikitap@bubbleagency.com](mailto:nikitap@bubbleagency.com)*



## WHAT WE DO WHEN WE'RE NOT BUBBLING

Andrew Bellingham  
Business Development Manager

**I'm a new Bubble ...well, a returning Bubble. Back in 2017 I had a call from this well-known PR guru called Sadie Groom to do some work for her... how could I refuse? I loved the sectors Bubble worked in and was interested in the services it offered.**

In the last three years I've just sat by the phone waiting for Sadie to call again... and she did, so I'm back! But when I'm not engaging with wonderful people and brands, I'm usually doing one of the following:

**Cutting** - logs, grass, my hair (four lockdown haircuts and getting worse)

**Restoring** - furniture, my faith in Gloucester Rugby, my 16th Century cottage - without touching the listed parts, obviously! And



restoring my boyish looks with all sorts of natural remedies.

**Cooking** - I love unusual foods, I love the heat that a Carolina Reaper gives you! (the next day...) I love the heat from an AGA on a cold morning, love Heat Magazine... (no I don't, strike that!)

**Sport** - sadly now mainly watching it as my knees have been donated to science! I love rugby with a passion and am considering Veteran Tag Rugby at the moment (heavily strapped, though). I enjoy playing

golf with so-called professionals and listening to the words, "How the hell did you do that?" Equine – I love all horse-related sports but not when they get injured! I have one of the world's best Equine Colleges close to me and you can smell it with the right wind...

**Wine** - I have wine qualifications! But I'm not a snob... Food pairing is the biggest mistake folk make, so try and avoid pickled onion crisps with a fine Chianti!

Have a  
Bubbly  
Christmas



# My Favourite Things

## INTERVIEW

Each issue we'll put a Bubble under the spotlight to find out what makes them tick... this issue it is Kelli Neve-Read, Senior Account Manager.

### Favourite meal to eat?

Fish and chips from a good old chippie is a big favourite of mine.

### Favourite TV or film character?

*Sex And The City* is my ultimate favourite go-to TV show so I would say all four sassy women - Carrie, Charlotte, Samantha and Miranda.

### Favourite pastime?

I cannot lie - during lockdown I have enjoyed one too many duvet days watching Netflix. My most recent watch was *The Haunting of Bly Manor*. I highly recommend it.

### Favourite lockdown hobby?

I am on the Kent coastline so have been taking long walks along the sea, breathing in the fresh sea air, looking out to the blue sea. It really has been good for the mind.

### Favourite holiday destination?

New York City is amazing especially during Spring. Exploring the richness of the different cultures of all five boroughs. Grand Central Station and The Public Library are amazing pieces of architecture.



### Favourite band?

Bon Jovi. When I was fifteen, in the summer of 1995, I went with a group of friends to the band's These Days Tour at Wembley Stadium. 'Livin' On A Prayer' is my all time, go-to karaoke song.

### Favourite song lyric?

This is a really tough one. A most recent favourite song lyric is "I am a giant, Stand up on my shoulders, tell me what you see, 'Cause I am a giant, We'll be breaking boulders, underneath our feet" ('Giant', Rag 'n' Bone Man).

### Favourite scent?

As we're coming into the festive season, the smell of cinnamon - especially in a classic mulled wine.

### Favourite word?

Snuggle - who doesn't love a snuggle?

## SALTED CARAMEL MINCE PIE TRAYBAKE

Hannah Watkins, Junior Account Executive



Fancy a mince pie but something a bit different? This is the perfect festive treat!

## INGREDIENTS

- 320g plain flour
- 200g unsalted butter
- 90g golden caster sugar
- 275g mincemeat
- 30g raisins
- 50g chocolate chips
- 80g salted caramel sauce
- 20g pistachios

## METHOD

1. Preheat the oven to 190°C and line a 20cm square tin with baking paper.
  2. Rub the flour and butter together with your fingers to form a crumble mixture, and then add in the sugar.
  3. Pour just over half the crumble mix into the tin and press down with a spoon until you have a flat base. Bake for 15 minutes until golden.
  4. Take the base out the oven and spread on the salted caramel sauce.
  5. Evenly spread on the mincemeat, and sprinkle over the raisins and chocolate chips. Add the remaining crumble mix.
  6. Return to the oven for 15 minutes or until golden on top.
  7. Decorate with pistachios, white chocolate stars and edible golden glitter or whatever else you think will give it a nice festive look.
  8. Leave to cool and cut into squares.
  9. Enjoy! They're really nice heated up with custard or ice cream.
- Makes 9 servings.



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