



## The story so far...

- In 1999, Ian Millner, Stewart Shanley, Sean Reynolds, Sam Noble and some good friends, frustrated by the complacency of the advertising and marketing industry, left their jobs in a large network to create a new kind of agency. They were determined that this new company would not only have a better business model and a better approach to marketing but also, crucially, it would never focus on shareholders at the expense of clients and employees.
- The mobile phone manufacturer Ericsson, which had worked with the team at their previous agency, became their founding client and the first step was taken to creating a new kind of global marketing agency.
- A successful first couple of years saw the UK Government (through the COI) task iris with its sexual health campaigns, thanks to an early investment in market research into the attitudes, behaviours and drivers of Youth. Over the years, this dedication to investing in real-life, useful insight has led to the creation of positive and long-term relationships with Shell, Coca-Cola and Sony Ericsson. Today, brands like adidas, Unilever, Hertz, IHG, Dairy Crest VW, ING, Argos, Homebase and Wonderbra count themselves among the 35+ leading businesses that partner with iris across an increasing spread of geography and discipline.
- Today iris is one of the world's fastest growing agency networks and is 100% independent, which means it is agile in both scale and offering and can therefore continually improve, innovate and adapt to remain focused on what really matters to clients.
- The company has a unique proposition; it is an independent, global, integrated agency, which offers BOTH multiple specialism AND the ability to leverage it effectively around client needs - with the ultimate goal of creating competitive advantage for clients' business.
- From management consulting, advertising, CRM and DM, to digital, retail, experiential, PR and sponsorship, iris' 'Media Anything, Idea Everything' philosophy comes to life under one roof...literally.
- Partnering with clients works. In 2008, iris increased its billings by 28% to \$110 million and is on track to exceed \$160 million in 2009 as a result of new business wins and global expansion.
- The team has grown from just seven people in 1999 to over 750 people worldwide, based at iris Towers in London, Manchester, Paris, Amsterdam, Munich, Madrid, Delhi, Singapore, Sydney, Beijing, New York, Miami, Portland and Atlanta. Look out for iris in new markets this year, with expansion planned in Russia, Indonesia, Vietnam, Cambodia, Laos and Sweden.
- iris recognises that people are its most important asset and invests heavily in talent attraction and retention, which was recognised when the agency came 10th in the Sunday Times '100 Best Companies to Work For 2009' and 5th in Crain's 'Best Workplaces in New York 2008'.
- The strategy driving iris' success is summed up in two words: 'Be Better'. It is a philosophy of continual improvement for an era of continual change. The desire to 'Be Better' drives every aspect of the operation, from deep business partnerships, to global growth and talent development. And it fuels the creative product and strategic product that enables iris to deliver competitive advantage.

*Be better.*