

"IN MANY RESPECTS,
JUPITER DESIGN IS
THE SUCCESS STORY
OF THE CHARTS
THIS YEAR..."

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DISCOVER THE HIGHLIGHTS OF THE
design^{WEEK} ASSESSMENT OF JUPITER DESIGN

*DESIGN WEEK TOP 100 CONSULTANCY SURVEY
IDENTIFYING THE KINGS OF THE DESIGN JUNGLE 2006

INNOVATION AND SERVICE YOU CAN DEPEND ON

At Jupiter, we're experts in all aspects of retail and brand design. This includes local and national advertising, catalogues, sales plan, merchandising, point of sale and packaging, and we have the resources in place to handle big briefs and big budgets.

Our team can offer you an in-depth understanding of your business needs, linking them to the needs of your customers. We've discovered being strategic doesn't stop us being creative – in fact, it only makes our creativity more effective. That's why our clients trust us to give them impressive, cost-effective retail and marketing solutions that get the right results.

THE BIG JUMP...

Jupiter Design is about expertise and quality. The kind of expertise and quality you'd expect from the biggest and best.

Last year we ranked 82 in industry magazine Design Week's top 100 agencies – an annual poll of UK agencies shaping the future in design. This year, jumping 57 places... we've officially hit the chart at 25.

This shows we've grown substantially over the past year. How? By establishing great relationships with clients who come back to us time and time again.

We're used to handling large volume briefs, and we're good at it. That's why clients like Boots, Argos and Capital One rely on us to give them exactly what they want, when they want it.

STRATEGIC OR CREATIVE? CREATIVE AND STRATEGIC.

DW top 100 design groups

The outlook is bright for UK design, with combined fees showing a notable increase across all disciplines, says **Lynda Relf-Knight**. Figures compiled by Michelle Reeve

THE TIDE has turned for design, with fortunes looking up – or at least stabilising – for consultancies across the board of disciplines. This year's Top 100 independent groups report collective fees up some 3 per cent, from £292.37m last year to £301.27m this year, on turnover slightly down from £452.46m last year to £452.46m this.

Imagination remains top dog, with a massive £29.35m in fee-income. As before, it far outstrips any other independent consultancy and, with talk of an involvement in the 2012 London Olympic Games, its lead is likely to get even bigger. It is one of the few truly multidisciplinary groups to make a significant impact on the charts this year.

There is a bit of a tussle going on within the top ten consultancies. Packaging specialist Jones Knowles Ritchie hangs on to second place, with just 1 per cent growth. But its rival, Design Bridge – which topped the charts in Imagination's absence in 2004 – falls down a further 6 per cent on last year's 19 per cent.

Retail design group Checkland Kindleysides, meanwhile, storms into third slot from last year's fourth, with fees up 21 per cent. This bucks the general downward trend for store design, but the Leicester-based consultancy's track record in in-store concessions is clearly setting it apart from the rest.

But what has happened to Corporate Edge? Still a key player, ranked fifth this year, its fees have, nonetheless, dropped by 13 per cent. Could it be that

POSITION THIS YEAR	POSITION LAST YEAR	CONSULTANCY	FEES INCOME	% GROWTH IN FEES INCOME	TURNOVER	% PROJECTED GROWTH	TOTAL UK STAFF	UK DESIGNERS	WORLDWIDE STAFF TOTAL	OVERSEAS STAFF TOTAL	YEAR ESTABLISHED	DISCIPLINES
1	1	Imagination	29349	4	92725	6	246	101	383	137	1978	ABCDEFGHI
2	2	Jones Knowles Ritchie	8509	1	9833	0	79	40	79	0	1990	C
3	4	Checkland Kindleysides	8365	21	10866	0	85	41	85	0	1979	ABCDEG
4	6	Radley Yeldar	7450	10	12000	7	83	35	83	0	1986	CDEG
5	3	Corporate Edge	7067	-13	8487	12	90	38	90	0	1972	ADEG
6	7	Red Bee Media <i>previously BBC Broadcast</i>	6650	11	6650	20	86	39	86	0	2002	CG
7	5	Design Bridge	6391	6	7370	6	81	33	124	43	1986	CE
8	8	Vibrant Star Cherrier	6241	11	7712	15	71	28	71	0	1993	C
9	10	Twentysix Group <i>previously Incepta Online</i>	5634	12	6250	20	92	25	92	0	2000	G
10	11	DCA Design International	5493	13	5754	9	85	48	85	0	1986	CF
11	12	Rufus Leonard	5182	19	6793	15	80	22	80	0	1989	DEG
12	9	Start Creative	4848	-3	6186	15	81	32	81	0	1996	DEG
13	13	Dyggiv	4600		6200	10	57	13	57	0	1980	F
14	13	POD	4574	12	5074	11	68	49	68	0	1991	G
15	30	Conchango	4216	42	4216	40	205	13	226	21	1991	F
16	21	Springetts	4042	13	4429	3	45	35	45	0	1976	CE
17	24	Elmwood	3965	16	4936	20	50	26	68	6	1989	CDEGH
18	20	Loewy Group	3861	6	5405	10	66	21	66	0	1929	ABCDEFGHI
19	19	Astound	3800	4	4000	10	53	43	53	0	1996	ACDEG
20	18	Navyblue Design	3761	2	7351	15	66	37	66	0	1994	BCDEFG
21	21	Nucleus	3729		5495	10	48	7	48	0	1979	EGH
22	33	Design Group <i>previously David Clark Design Group</i>	3657	27	6321	25	52	21	52	0	1961	CDEFGH
23	25	The Team	3624	8	6257	10	45	15	45	0	1982	DEG
24	22	Tyman D'Arcy	3610	3	4220	10	34	17	34	0	1991	CD
25	82	Jupiter Design	3422	138	4878	20	73	42	73	0	1997	CDG
26	29	Reading Room	3344	12	3530	56	84	56	94	10	1996	G
27	28	Dragon	3291	10	3847	10	34	14	250	216	1984	ACEF
28	46	The Chase	3148	34	7081	5	43	31	43	0	1988	CDE
29	29	E3	3100	15	3100	17.5	45	20	45	0	1997	G
30	31	Kugel	3091	4	3436	15	32	19	32	0	1995	BCDEG
31	25	Emperor Design	3072	9	4943	15	44	15	44	0	1986	DG
32	36	SAS	3029	19	5479	15	37	15	37	0	1989	DEG
33	41	Seymour Powell	3009	12	3702	6	42	32	42	0	1984	F
34	32	BR & Me <i>previously Brewer Redford</i>	2660	3	3183	3	36	18	36	0	1962	C
35	18	Impact IM	2622		4948	10	24	6	24	0	1988	BCDG
36	38	Allen International	2799	51	3122	20	26	8	31	5	1982	AE
37	37	Cinex Media	2794		2794	10	53	12	53	0	1964	G
38	42	Michael Sheridan & Co	2780	5	5767	15	28	15	34	6	1963	ADGH
39	40	Dalziel & Pow	2760	3	2958	13	47	29	47	0	1983	AC
40	53	Event Communications	2713	22	3921	20	33	21	35	2	1986	BD
41	44	Tayburn	2711	9	4826	10	44	18	44	0	1979	CDE
42	72	Hurter Lodge Design	2650	51	3420	50	38	12	38	0	1987	CDEF
43	43	Pearlfisher	2613	5	3571	10	45	15	55	10	1982	C
44	56	Brahm Design	2594	21	3786	10	48	29	48	0	1983	CDEG
45	57	Halcyon Searce Design	2572	-36	3109	5.6	65	42	65	0	1980	CDEG

A COUPLE OF NUMBER ONE HITS...

This year we've hopped up more chart places (57 to be precise) than any other agency in the big 100.

We're also number one in the growth in fee-income chart. This doesn't mean our rates have shot up – it means we've had plenty of repeat business. At Jupiter we strive to get everything right – from taking a clear brief to delivering imaginative ideas and successful communications that give great return on client investments.

Leapfroggers

POSITION	DESIGN CONSULTANCY	POSITIONS GAINED
1	Jupiter Design	57
2	Tonic Design	36
3	Allen International	32
4	Hunter Lodge Design	30
5	Storm Brand Design	24
6	Small Back Room	21
7	HMKM	20
8	Creative Lynx	19
9	The Chase	18
10	Conchango	15

Growth in fee-income

POSITION	DESIGN CONSULTANCY	% CHANGE 2004/05	FEI INCREASE 2005
1	Jupiter Design	138	1985
2	Tonic Design	86	891
3	Storm Brand Design	59	630
4=	Hunter Lodge Design	51	900
4=	Allen International	51	950
6	Creative Lynx	50	510
7	Small Back Room	43	650
8	Conchango	42	1243
9	HMKM	38	620
10	The Chase		

Our secret is hiring great talent and making the best of it. We've welcomed lots of talented new people into the team. In fact, we've increased our staffing level by 30 per cent. The great thing is, new talent brings with it fantastic new ideas – keeping Jupiter at the forefront of creativity.

We're one of the few agencies outside of London that can successfully tackle an entire brand management project. We're big enough to take on large-scale communication contracts, whether they're internal or external, creating successful campaigns that exceed your expectations.

All this means our clients have the potential to outsource their in-house teams to Jupiter, or commission us as if we are an in-house team, saving money and improving results.

Largest increase in staffing levels

POSITION	CONSULTANCY	INCREASE
1	Conchango	55
2	Reading Room	29
3	Brahm Design	18
4	Jupiter Design	17
5=	Graphico	16
5=	Tonic Design	16
7	E3 Media	11
8	Twentysix Group (previously Incepta Online)	10
9=	Radley Yeldar	9
9=	Vibrandt Star Chamber	9
9=	Allen International	9
9=	Precedent Communications	9
9=	Bite	9

EXPANDING
EXPERT
TALENT

AND FINALLY...

Great news! According to Design Week we're the largest independent print and literature design agency outside of London. We can handle a huge volume of retail and marketing communications and we've got the resources to manage them smoothly and successfully. We can look after every stage of publication, including concepts, copywriting, design, artwork and production.

Print and literature UK top ten

POSITION	DESIGN CONSULTANCY	UK FEE-INCOME £000S
1	Radley Yeldar	5650
2	Jupiter Design	2720
3	Checkland Kindleysides	2708
4	Impact IM	2540
5	Emperor Design	2423
6	Start Creative	2095
7=	Loewy	2038
7=	Kugel	2038
9	Corporate Edge	1999
10	The Team	1858

Our growth this year hasn't just been about winning lots of new pitches. We've dedicated a great deal of our time to existing clients who deserve our full attention. At Jupiter, our clients know they can approach us with big plans in mind. They know we'll inspire them with a whole bunch of ideas and they know we'll work with them creatively to produce results they'll be proud of.

"IN MANY RESPECTS, JUPITER DESIGN IS THE SUCCESS STORY OF THE CHARTS THIS YEAR, REPORTING AN INCREASE IN FEES OF 138 PER CENT OVERALL. ITS ASCENDANCY STARTED WHEN IT TOOK OVER THE DESIGN STUDIO AND WORKLOAD OF BOOTS THE CHEMISTS IN 2004, IN A TRAIL-BLAZING MOVE UNDER THE TRANSFER OF UNDERTAKINGS (PROTECTION OF EMPLOYMENT) - BETTER KNOWN AS TUPE - ARRANGEMENTS (DESIGN BUSINESS, DW7 JANUARY 2005). IT IS NOW DIVERSIFYING AND HAS A HEALTHY GROWTH PROJECTION OF 20 PER CENT TO DECEMBER."

LYNDA RELPH-KNIGHT, EDITOR, DESIGN WEEK

IF WE'RE GOING TO DO SOMETHING... WE DO IT PROPERLY.

**INTRIGUED?
INTERESTED?
INSPIRED?**

**WHETHER YOU'RE INTERESTED IN INNOVATIVE RETAIL
MARKETING OR TARGETED BRAND COMMUNICATIONS**

WE'D LOVE TO HEAR FROM YOU.

Please contact Sarah Martin at Jupiter Design on
0115 965 1848 or visit www.jupiterdesign.co.uk



JUPITER