

PACE

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 Wykeland House, Queen Street, Hull, HU1 1UU

 2015

HULL'S CREATIVE COMMUNICATIONS AGENCY

Pace is Hull's creative communications agency, telling powerful stories that bring brands to life and build reputations.

Established in 2015, Pace is a 27-strong team of experts with skills in brand strategy, PR, social media and design. The team spends its days creating brilliant content and campaigns that get its clients noticed, engage the right audience and create demand.

Pace has exciting plans for the future. The agency has matured in the last seven years - Pace knows what it's great at so stays focused on that and has the confidence to walk away from opportunities that aren't right.



HUMBER SME CASE STUDY

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PICKING UP THE PACE

The agency was one of the first tenants of C4DI, the start-up hub in Hull's Fruit Market in 2015. Quick growth through new client wins saw Pace expand the office twice before moving next door to its own dedicated studio in Wykeland House in 2018.

Growth has continued, albeit slowing in 2020 due to COVID. Pace has a range of regional, national and international clients across multiple sectors. In September last year, Pace merged with fellow Hull agency Blab and welcomed the Blab team and clients to Pace. This followed the recruitment of 11 new team members in the previous 12 months.



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Ranked at number
17 in Prolific
North's Top 50 PR
Agencies 2022



Christmas paid social
campaign with 7th
Heaven reached **3m+**
accounts and resulted in
13.5k link clicks



Successful
media coverage for
MacRebur accelerated
the company's
expansion overseas



Won three international Chip
Shop Awards – the industry
accolade that celebrates
true creativity without any
limitations



Team Pace consists of **28**
members (**27** humans
plus Tilly, their office
dog). **80%** of the team
are female

AWARD-WINNERS

Prolific North's Top 50 PR Agencies 2022

The Top 50 aims to showcase the PR agencies leading the way across the North and is considered the go-to benchmark list for the industry. Pace was the only agency in Hull & East Yorkshire to be featured, ranking 17th in the Top 50, and the fifth fastest-growing PR agency, by the media and marketing hub.

The Drum Chip Shop Awards

In 2022, Pace won its third Chip Shop Award in as many years. Organised by The Drum, Europe's biggest marketing website, the awards recognise creative excellence by industry peers. Pace's entry, which won the Best Retail category, gave the famous Wonderbra 'Hello Boys' campaign a new twist for Breast Cancer Awareness month.

Prolific North Champions Awards

Last year, Pace was awarded Best Client Services Team at the Prolific North Champions Awards which celebrate brilliance in the creative and digital sectors.

UK Fibre Awards

Pace's campaign for its client Pure Broadband won national Best Marketing Campaign in the UK Fibre Awards, beating nationwide competition.

Brand Film Awards EMEA 2023

2023 has started well - earlier this month, Pace's creativity was recognised once again with a shortlisting for the Brand Film Awards EMEA 2023 in the corporate category for the team's work with Victory Leisure Homes on their recent brand film. These awards celebrate the best of brand storytelling throughout Europe.

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CLIENTS INCLUDE...

- Sustainable cleaning brand **Bio-D**
- Nationally-recognised law firm **Hudgell Solicitors**
- Yorkshire housing developer **Beal Homes**
- Luxury holiday home manufacturer **Victory Leisure Homes**
- Global health, hygiene and nutrition manufacturer **Reckitt**
- International waste plastic road company **MacRebur**
- Global skincare brand **7th Heaven**

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