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RNS REACH

Jaywing plc

Contract Win

Jaywing plc (AIM: JWNG) the integrated agency powered by data science, is pleased to announce that it has won a new contract with Skipton Building Society to act as its strategic and brand agency partner. This contract is expected to generate revenues of up to Â£3m over the next three years.

Skipton Building Society, the UK's fourth largest building society, has appointed Jaywing to develop its branding, marketing strategy and creative content for TV, as well as digital channels, print and social media. The partnership will see Jaywing direct the strategic roadmap for the brand over the next three years.

Established in 1853, Skipton Building Society has 88 branches across the UK, assisting over 1 million customers into homes and to save for a better future.

Lynne Cook, Head of Marketing at Skipton Building Society, commented "Jaywing absolutely understood what we wanted to achieve and identified what makes us different, demonstrating how we can continue to evolve the brand and attract new audiences, whilst remaining relevant and without losing the equity we've gained over the years. We wanted a true partner agency that really challenged our thinking and Jaywing did just that - we're really excited to be working with the team."

Andrew Fryatt, CEO at Jaywing, said "It's fantastic to be working with such a prestigious brand as Skipton Building Society and we're excited to use Jaywing's digital and data capabilities to develop a strong brand strategy, as well as executing that creatively across all channels."

Jaywing plc

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About Jaywing

With a heritage in data science, Jaywing delivers exceptional results, creating brilliant work that's impossible to ignore across Marketing, Consulting and Technology. Jaywing is an award-winning, major UK agency, home to over 300 of the best thinkers across creative, technology and data science. Every day, handpicked teams collaborate to respond to hugely diverse challenges across a whole host of sectors to connect powerful ideas, rich data and new technologies. With large, specialist technical and creative power and over 70 heavyweight data scientists, Jaywing is uniquely able to turn data into value, fuel brands, connect on customers' terms and reimagine businesses. Jaywing works with a number of blue chip clients, including first direct, Castrol, PepsiCo, Mazda, Center Parcs and HSBC.â€

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