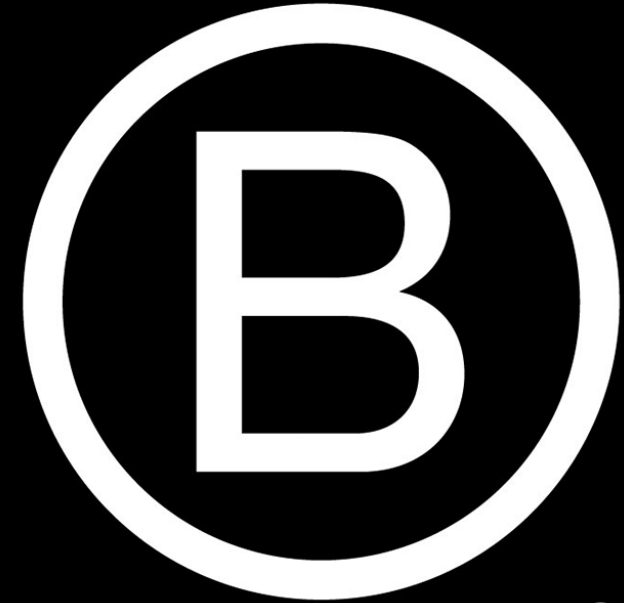


# Launch

The **happy** performance agency

B Corp impact report 2024

**Certified**



®

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**Corporation**

# Our story so far...

Launch achieved Certified BCorp status July 2023, with a score of 86.9, and will recertify in 2026.

The Annual Impact Report is a great way to recognise how far we have come and to highlight what we have achieved in just one year. As well as assess what we need to progress to have a positive impact in everything that we do.

B Corps have a legal obligation to consider the impact of their decisions on stakeholders, including employees, customers, suppliers, the community, and the environment.

To achieve B Corp certification, we must adhere to stringent standards for social and environmental performance, accountability, and transparency. This involves a thorough evaluation of our impact on stakeholders and our commitment to socially responsible business practices.

You can see our entry in the B Corp Directory [here](#).

**Jaye Cowle, Founder**



# Our Business

Welcome to Launch, the happy performance agency. We're a female founded multi-award-winning performance marketing agency of 30+ people with offices in Exeter and Bristol, UK.

Our purpose is "Powered by Happiness" and it drives everything we do for our clients & our team.

Our vision is "Empowering happy companies to create happy customers" and as we grow we're developing our products and services to further help brands create those happy customers.

We are recognised for our skills in paid media effectiveness, our expertise in marketing measurement & analytics and our positive impact through conversion optimisation, experimentation and customer insights.

Thanks to our innovation, knowledge, and people-powered performance, ambitious brands love working with us as an extension of their team.





## The Launch Way

- **Our Purpose**  
Powered by Happiness
- **Our Vision**  
Empowering happy companies to create happy customers.
- **Our Mission**  
To be the happy performance marketing agency by 2026





# Our Values

Launch is built upon a bedrock of four values, co-created by the team and embedded into our culture through The Launch Way.



## Happy to Own It

Embrace ownership. Of your work, your actions, and your results.

We believe that everyone has the ability to do great things if they're given the tools, knowledge and support to work autonomously and take ownership. At Launch we provide our people with the opportunities and experiences to take the lead.



## Happy to Grow

Be inquisitive. Listen intently. Learn often. Push Boundaries.

In an ever-evolving world, our industry is undergoing rapid transformations, with a constant influx of fresh ideas and opportunities every day. At Launch, we thrive on perpetual curiosity, eagerly embracing new challenges and fostering a creative environment that enables us and our clients to become true masters of our craft.



## Happy to Create Impact

Use your time to create better - for our people, our clients, and our community.

At Launch, we believe in the power of collective action and creative collaboration to drive meaningful change. We are on a journey to make a difference, fuelled by our genuine commitment to create a better world for those around us.



## Happy to Play

Enjoy your time. Nurture relationships, create joy and have fun.

We are committed to cultivating joy in our daily lives. We understand the profound impact of play and use it to foster inclusivity, forge stronger connections, and create happier experiences for all.

# Our B Corp journey so far...

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B Corps have a legal obligation to consider the impact of their decisions on various stakeholders, including employees, customers, suppliers, the community, and the environment.

To achieve B Corp certification, we must adhere to stringent standards for social and environmental performance, accountability, and transparency. This involves a thorough evaluation of our impact on stakeholders and our commitment to socially responsible business practices.



## B Corp™ Assessment Pillar Results:

Section	Score	Benchmark
Governance	20.2	8.6
Workers	33.7	22.3
Community	23.6	14.7
Environment	5.7	4.4
Customer	3.4	1.7

You can see our entry in the B Corp Directory [here](#).





Since obtaining B Corp certification in 2023, we consistently evaluate our performance across all five assessment domains - Governance, Workers, Community, Environment and our Customers.

To maintain our commitment to excellence, we strive for the highest standards and actively seek areas for improvement.



**Governance**



**Workers**



**Community**



**Environment**



**Customer**



# Governance





As a small business, we are committed to robust governance controls. This commitment underpins sustainable and ethical operations while maintaining high standards. Here's how we make this happen:

## Making our people feel heard and seen

We complete bi-annual anonymous staff surveys to give the team a chance to reflect on how we can grow and change as an agency. This allows them to feedback on:

- Work life balance
- If they feel valued and treated fairly
- Their relationship with their managers
- Involvement in decisions relating to their work
- Questions around learning and development
- Confidence in the Senior Leadership Team
- Pay & much more!





## Empowering team development

This year we've invested time and resource in defining a career path framework process so everyone who comes onboard feels like they can fly. This includes weekly 121's, monthly goals, performance development plan reviews and annual appraisals. Our team also lead weekly learning sessions to keep the flow of learning and development going.



## Listening to our clients

We survey our clients; this year we have done this via independent interviews which also gives them an option to give feedback anonymously. This gives us the detailed insights we need to continually improve our level of service.



## Equal Opportunities

We focus on ways to achieve a diverse and equitable team throughout our recruitment process. From flexible and hybrid working, to industry-leading parental leave, we try to remove the barriers some people face in the workplace.



## Board Consultation

We conduct monthly board meetings to assess our performance across all areas of our business, in line with company KPI's and annual targets. We also run strategic planning sessions to discuss our one, three and five year plan, making sure we take all stakeholders into consideration along our journey.



## Compliance

We annually review our policies to make sure we are complying with current legislation. We have recently made changes to our Internal Recruitment and Promotion Policy & our Customer Service Policy.



## Financial Transparency

We gather our team together quarterly to take part in workshops and team building exercises but also use this opportunity to report our financial performance with transparency across the whole team.



Workers



We affectionately nickname our team members Lollers, and for the purposes of this document that's how we will refer to them. Lollers are our pride and joy. That's why we place their wellbeing at the centre of our culture and values, nurturing a positive work environment.

The respect and gratitude we have for the team is reflected in the support, benefits, and organisational culture we offer, including the measures outlined here.



## Personal Development

Each Loller has weekly 1-2-1's with their line manager, alongside a goals and personal development plan which is regularly reviewed.



## Salaries

We conduct annual market salary reviews to ensure our salaries are at the top end of the market, raising them by at least 4% this year.





## Mapping out career fulfillment

Appraisals are completed annually and we now have developed a unique career path framework: a roadmap which outlines career development opportunities within Launch. This is our way of providing Lollers with a clear understanding of how to make the progress they're looking for in their career. We review goals, objectives and pay during appraisals too, but we're always open to discussing these at any time a Loller wants to.



## Added benefits

On 1st January 2024 we bolstered our existing benefits with long service holiday awards, a five-year anniversary bonus, enhanced maternity, adoption and shared parental pay, a fertility journey policy to support with the emotional and practical challenges often associated with fertility treatment, plus a medical cash plan to help Lollers with medical expenses and life insurance.



## Team get togethers

Our quarterly company meet ups include personal development workshops and fun activities. They allow Lollers to feel connected and bonded with their team members, and rejuvenate the team with a break from the routine work environment. We always include a full company update, so we all know where we are financially and operationally, as well as progress towards goals and milestones and any changes in strategy.



## Bonuses

At the end of our financial year in August 2023 we paid all Lollers a profit-related bonus of £1000 (pro-rata over the year if employees started later in the financial year). Since becoming B Corp certified in July 2023 we have changed our financial year to end 31<sup>st</sup> March, meaning that Lollers received another profit related bonus, pro rata from 1<sup>st</sup> September to 31<sup>st</sup> March 2024.



## Growth and development

We keep track of where learning and development could enrich the team's experience, and source relevant solutions via internal or external training.



## Mental health matters

We offer all Lollers access to complimentary mental health support, including counselling and bereavement support, with medical information provided by qualified nurses and online CBT therapists. Lollers can also take one fully paid mental health day each year when they feel they need it.



## Confidence training

We gave all Lollers access to a Confidence Training Program with tools to increase self-esteem, build resilience and bounce back from failure. We also invested in presentation techniques, enabling the team to command authority and impact on speaking engagements.



## Exit and stay interviews

When a Loller leaves, we now conduct an independent exit interview so we can understand retention factors and how to improve overall employee experience. On top of this we've introduced stay interviews to understand what motivates and engages employees to stay with Launch. What we love about this is it's also a chance to build trust and provide a voice for employees, helping create that positive work culture.



## Flexibility to work around your needs

Our flexible working policy gives Lollers the freedom to change working patterns to suit changed circumstances. They've also been able to enjoy extended holidays while working abroad.



## Wellbeing at work

We all know sitting down for long periods at a screen is not great for wellbeing. Our leadership team actively encourage walking meetings, group break outs and time away from desks.



## Mental health updates

'We have introduced 'The Lolly Pop' which is our regular internal newsletter based on mental health awareness. It's produced by our Mental Health First Aid team and covers topics like how to manage stress or stretches you can perform at your desk.



## Pension Plans

Lollers can opt to switch their pension to salary sacrifice, meaning lower NI contributions and increased pension contributions. Over time, this can make a significant difference to pension value at retirement.



## Weekly learning sessions

We provide a valuable opportunity every week for continuous professional development, knowledge sharing, and skill enhancement within our organization. The learning sessions are led by internal employees and external specialists.





# New Team Members

Our team has grown by 35% in the last year. Take a look at our new hires below:



**Darcy Cook**  
Measurement  
Analyst



**Amy Hind**  
Senior Conversion  
Executive



**Tanya Perdikou**  
Content Manager



**Luke Garrett**  
Senior Paid Media  
Executive



**Alice Pringle**  
Senior Paid Media  
Executive



**James Hoad**  
Senior Paid Media  
Manager



**Rhianna Williams**  
Senior Paid Media  
Executive



**Conrad Goff**  
Measurement  
Analyst



**Luke Hill**  
Senior Paid Media  
Manager



**Tom Mercer**  
Head of  
Marketing



**Amy Budd**  
Client Services  
Director







Community

Our north star of being powered by happiness doesn't just apply within the agency. We want to have a positive impact within our local community and wider society. We do this by driving change and creating opportunities.

## Giving back to Bristol

We host a regular marketing event and donate 100% of proceeds from ticket sales to Bristol Mind, a mental health charity providing support for people in Bristol and the surrounding areas. Thanks to The Big Give campaign which doubled our donation, this meant we raised £4000 through our last event. We're hoping our next event in October can raise even more.

## Christmas campaign

Instead of sending Christmas gifts to our clients, we donated to Caring in Bristol which offers warm meals, empathy, essential provisions and crucial health and well-being care to individuals facing or at risk of homelessness in Bristol. In December 2023 we donated £725 to support this important cause.

The logo for Bristol Mind, featuring a stylized purple and blue circular icon to the left of the text "mind" in a purple, lowercase, sans-serif font, with "Bristol" in a pink, uppercase, sans-serif font below it.

mind  
Bristol



## Empowering inclusivity in the ad industry

Toward Change is an organisation working to foster a more responsible advertising ecosystem, which disrupts stereotypical narratives (think 'Are you beach body ready?').

Launch sponsored Toward Change's exhibition: Rethinking Representation in Advertising, with our founder Jaye Cowle joining to lend support as a speaker.



## Soccer Aid Safari

We were so proud to be headline sponsor for a Soccer Aid Safari charity event at St Austell Football Club last year which raised more than £14,000.

Fluid Branding will run the event again this year in aid of the Vanessa Grant Trust - an educational charity that supports the rural children of Rongai, Kenya. Launch will be sponsoring once more, with high hopes for a big grand total.





## Knowledge sharing

We have introduced regular Learn with Launch webinars which are our way to give the wider marketing community access to the expertise of our team. They are live and interactive and cover a range of topics from technical skills to soft skills. It's our way of giving anyone - whatever their team size or resource – the chance to engage in discussions, ask questions and gain practical insights to enhance their knowledge and grow their career.

## Industry leading benefits

We aim to lead by example with enhanced Maternity, Adoption and Shared Parental Pay. We've also put a menopause policy in place to promote understanding within the team and provide assistance to anyone affected.

## Open to all

With an age range of 30 years, our team is pan-generational, but our goal is to build on this and increase the diversity of the team by reviewing our recruitment process, increasing our training and development and implementing a new HR system to support this.





Customers



We base our approach to customers experience on value, collaboration, and robust ethical practices. We work to maximise the benefits of our relationships with clients while also contributing to broader societal well-being whenever feasible.

## Client Listening

Independent and anonymous client interviews help us gather honest feedback which fuels continuous improvement.

## Enriching the client experience

In 2024 we created and hired into a new role:

Client Services Director, Amy Budd. Her main focus is to ensure the customer journey and service has the desired impact.





This has already enriched our clients' customer experience in so many ways:

- Reviewed and improved client onboarding process. Currently embedding a Client Lead to ensure continued smooth collaboration whilst colleagues are on holiday.
- Creating a Launch 'welcome pack' for new clients
- Implemented client onboarding check-ins and actively listening to client feedback
- Developing a methodology for client growth
- Progress reviews and redefining goals
- Developing a pro-active and repeatable QA process
- Horizon meetings to scope growth potential, account audits and recommendations
- Industry data to benchmark and share trends
- Creating tools and processes to enable the team to deliver even greater client management
- Celebrating success and learning from tricky customers





All this helps us, and our clients, live up to our company and B Corp Values.

It has also helped us uphold our 5-star rating on Clutch, with customers saying:



“I’m always amazed by how organized our sessions with Launch Online are, as are their work and processes.”

“I’ve always received a warm, friendly, and very knowledgeable service from Launch Online.”

“The people are great, and their approach is sophisticated.”

“Launch Online has a great work ethic and an exceptional staff.”







Environment



Launch wants to contribute to a more sustainable future, so we've committed to the 4 R's: remove, reduce, reuse, and recycle.



## Recycling and reusing

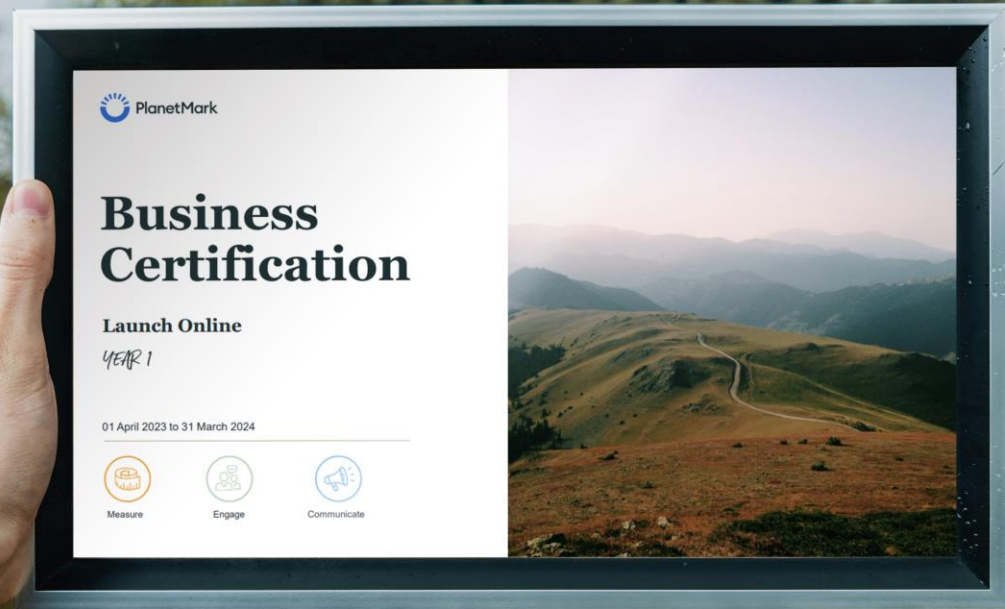
Whether working from home or the office, we encourage Lollers to separate recyclable materials from general waste. We've also put policies in place to inform proper recycling practices, and advocate for reusing items whenever possible. Electrical goods are disposed of using correct procedures and professional recycling. In the office we try not to use paper usage, opting for digital processes instead.



## Green travel

Travel is kept to a minimum, but when it's necessary we travel by train. We've also built a team of hybrid workers who frequently work from home, which cuts energy spent on commuting. All Lollers also have access to the government cycle to work scheme.





## Ethical supply chain

Local, ethical and B Corp suppliers are our first choice. We give priority to diversity of ownership or underrepresented suppliers in our supply chain, including those owned by women or from ethnic minorities.



## PlanetMark certified

Launch have been certified with The Planet Mark for the year ending March 2024.

This means a commitment to reporting and reducing emissions annually, and engaging supply chain and improving Scope 3 data quality. This is our first year of business carbon footprint reporting and certification to The Planet Mark.

## Key figures (market based)

Measured Carbon footprint: tCO<sub>2</sub>e):

- 17.0 Per employee (tCO<sub>2</sub>e): 0.6
- Data quality (Scope 1& 2): 11 out of 16
- Data quality (Scope 3): 11 out of 16

Measured emissions:

- Scope 1: Natural gas
- Scope 2: Electricity

## Next Steps

- Collaborate with our team and implement an effective carbon reduction strategy.
- 5% reduction in Scope 1 and 2
- Measurement of Scope 3
- Continued Data Collection on Buildings, Waste, Travel
- Staff Engagement and Supplier Engagement

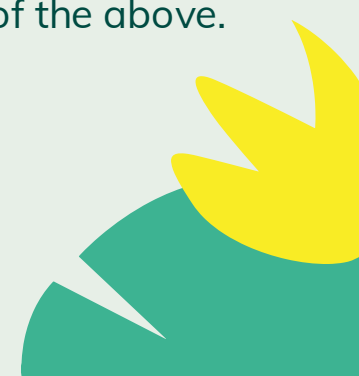
## Sustainable Development Goals



By measuring and reducing our carbon footprint with Planet Mark, we can directly and measurably contribute to up to 9 of the United Nations 17 Sustainable Development Goals:

1. Clean Water and Sanitation
2. Affordable and Clean Energy
3. Decent Work and Economic Growth
4. Industry, Innovation and Infrastructure
5. Sustainable Cities and communities
6. Responsible Consumption and Production
7. Climate Action
8. Life Below Water
9. Life on Land

We are currently contributing towards three of the above.



## Sustainability Mission

By providing us with simple tools and courses to define a sensible reduction strategy, we have engaged with our partner BIMA who will help us to:

1. Measure our carbon footprint more accurately
2. Make an impact more quickly
3. Enable us to create a climate positive workforce

## Steps to reduce our digital waste

Launch is putting measures in place to control our levels of digital waste. This will involve using carbon calculation tools to understand the impact of our marketing campaigns, so we know how to best offset this impact. We will engage with a partner on making our offline marketing campaigns either carbon neutral or climate positive.

Tangible steps we're taking include:

1. Sending less emails and deleting old ones, and sending links to files rather than attachments.

2. Continued optimisation of our website. We currently have a carbon rating of B, which is cleaner than approximately 69% of all web pages globally and is running on sustainable energy. Our web developers are also B Corp Certified.
3. Cleaning out cloud space

## Conscious media buying

Conscious media buying ensures that our advertising efforts align with our objectives and resonate with our clients' audiences.

We are mindful of budgets and allocate resources wisely to maximise impact. We understand campaign goals and research our target audience thoroughly whilst considering demographics, interests and behaviour and tailor our media buys accordingly.

We also continuously track performance metrics and adjust media strategy on real-time data.

# Launch

The happy performance agency

[launchonline.co.uk](https://launchonline.co.uk)

