



IMPACT REPORT 2024

brandwave

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A Letter from our Founder

With a lifetime spent teaching and competing in sport, and the last 18 years leading Brandwave in Sports & Outdoor marketing, I am deeply committed to preserving our playground – our planet – for future generations.

Since Brandwaves conception, our core mission has been to leverage sport as a catalyst for positive change within our industry.

We aim to empower brands to create compelling and influential campaigns that ignite and sustain consumer passion for sports and the great outdoors. And as a business, we firmly believe in the transformative power of sports to foster meaningful connections and drive positive environmental & societal change.

Internally, in pursuit of this mission, we have placed a strong emphasis on initiatives that align with our values of authenticity, sustainability, and impact.

From the earliest days of our business, we were proactive in supporting our employees, our community and empowering our clients to prioritise the well-being of both people and the planet. Over the years, our team has grown into a dedicated group of individuals who share a common belief in our mission to continually advance within the realm of Environmental, Social, and Governance (ESG) practices. For this, I couldn't be prouder.

In this report, you will discover the significant strides we have taken as an agency over the past 12 months which my team and I are thrilled to share and remain excited to see what the next year of progression looks like and the positive impact that will happen as a result.

Daniel Macaulay - Founder, Brandwave Marketing



Our Mission

Brandwave is fueled by a mission to empower brands in crafting engaging and influential campaigns that ignite & maintain consumer passion for sports and the great outdoors.

Our primary focus is to establish authentic and meaningful connections between brands and their target audience, fostering a profound appreciation for physical activity and the natural environment.

We firmly believe in the transformative power of sport as a catalyst for positive change, benefiting both individuals and the environment.



Our Values

The Brandwave Way

Our brand purpose is underpinned by a set of values that we collectively call, 'The Brandwave Way',

1. **Authentic** - We practice what we preach outside of the 9-5.
2. **Progressive** - We remain open minded and challenge convention to seek ways to do better.
3. **People Centric** - People are at the heart of everything we do.
4. **Collaborative** - Every one of the Brandwave team brings something unique to the table and by working together we are able to achieve great things, for our business, clients & our community.



Our Existing Achievements



Above standard holiday entitlement for our workforce

4

Up to 4 months paid maternity pay



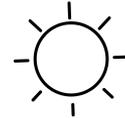
Flexible working locations



Company transparency on financials



Generous bonus schemes



Regular team sport/outings

Our Annual Charitable Commitment

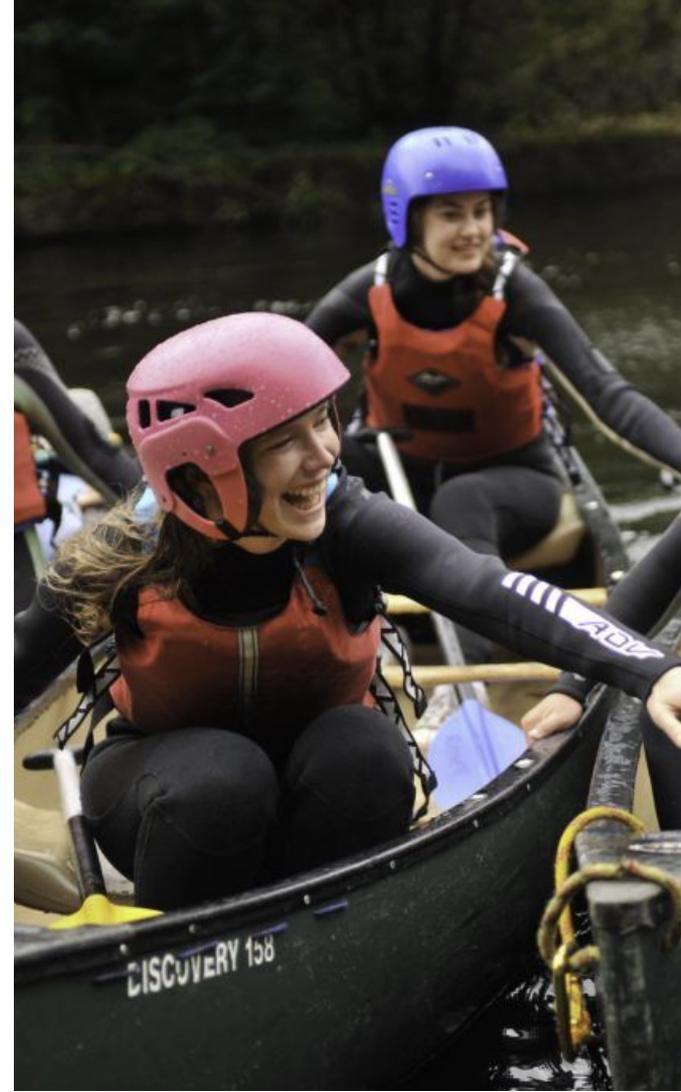
£57,000

Donated through PRO BONO services

As a company we have decided to formalise our commitment to charities and causes that mean a lot to us. This means that we are now donating the equivalent of 5% or more of our turnover through pro-bono services to charities that promote the benefits of sport & the outdoors.

In 2023 we teamed up with the Youth Adventure Trust who use outdoor adventure and one-to-one support to empower young people to fulfil their potential and lead positive lives in the future.

And also continued our support of women in sport by working with Meg & Steph at 'Team Integra' on helping them towards their journey for the 2024 Olympics.



12 Month Snapshot

24

We helped 24 of brands promote sport & outdoors

£

We formally committed ourselves to an annual cost of living review for all employees



We introduced 360 reviews and satisfaction surveys to help us better support members of our team

6

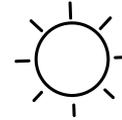
We created 6 new policies, covering breastfeeding in the workplace & Supplier environmental agreements

38%

Our overall emissions decreased by 38%



We appointed a Mental Health First aider



We formally introduced flexi hours to take part in sport & outdoor activities for our employees

10

We held 10 team building days/activities

22.5

We introduced 22.5 hours paid time off per employee to support charities, in addition to annual leave



We introduced 'Neonatal care leave' for new parents

456

We completed 456 hours of PROBONO work

£6.1k

We raised £6,164 for charity

Continual Improvement

As we reflect on the significant strides we have taken as a company over the past year, it's evident that our commitment to Environmental, Social, and Governance (ESG) practices remains steadfast.

We have started our journey towards a B Corp Accreditation which has been marked by tangible progress and meaningful impact and hope that the great work our team have collectively contributed towards this goal continues at the same momentum.

Looking ahead to 2024, we are poised to build upon our accomplishments and further solidify our position as a leader in sustainable Sports Marketing, and will look to focus our efforts for continued improvement across all areas, including (but not restricted to):

- Sustainability initiatives & reducing emissions
- Employee satisfaction & commitment to prioritising the well being of our team
- Community engagement & Charitable giving
- Responsible sourcing & Supplier relations
- Transparency & Accountability around our ESG practices





Until next year...
THANK YOU.

brandwave