Bristol-based communications agency records two consecutive years of 50 per cent revenue growth

South West communications agency reports second year of 50% year-on-year revenue growth.

B2B and corporate PR and communications specialists Ambitious PR, has said it is "setting its sights on £1.65m revenue in 2023", securing itself as one of the largest independent PR agencies in the region. Female-founded, owned, and run, Ambitious, celebrated 10 years in business in 2022.

The agency's expansion over the last year has been attributed to its new retained clients including Acorn Property Group, Albert Goodman, BGF, Lifetime, Neighbourly and Truespeed. Growth also came from the agency's existing client base expanding their remit.

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To drive forward further development, Bristol-based Ambitious is investing in marketing technology to deepen the insight it can provide to clients through data and analysis. The agency will also be launching a dedicated digital PR offering and an end-to-end content strategy, creation, and marketing service.

It has also joined the International Public Relations Network to provide its clients with access to a global network of PR agencies. In the last year Ambitious' owners Liz Anderson and Sara Woodhouse promoted four team members and has recently created four new positions – representing a 22% growth in employees.

Sandra Hodgson was promoted to finance director, Joe Wright to strategy lead, Katy Barney to ESG lead and Joanne Wilson to office manager. The agency is now hiring for an associate director, senior PR consultant, PR executive, and bookkeeper. Working with UWE Bristol and The Strive Internship Programme, Ambitious is also committed to a comprehensive internship programme to support entry level talent.

Ms Anderson, founder and director said: “Our growth has been fuelled by investing back in the business – investing in our employees through personal coaching and development, through our competitive salary and benefits package, through new hires, new software and new technology to constantly develop and move our business forward.”

Ms Woodhouse, director, added: “Many of our recent new business wins have come from large companies based in the South West or companies with a regional office here, procuring the national, regional and sector PR and communications support they need on their doorstep.”

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