

## Our business

WE ARE A TECHNOLOGY AND DATA-BASED GROWTH CONSULTANCY THAT **DELIVERS VALUE TO ITS CLIENTS THROUGH BEST-IN-CLASS SPECIALISTS.**

Next 15 comprises four segments of growth consulting capabilities that work individually or together to solve customers' problems: **Customer Insight, Customer Engagement, Customer Delivery and Business Transformation.**



More about our brands

[next15.com/portfolio](https://next15.com/portfolio)

## Customer Insight

Data and analytics, and the insights they reveal, are critical for helping our customers make the best growth decisions in a world that becomes ever more complex. Our rapidly-expanding insights sector generates both behavioural and perceptual insights for our clients either directly or as part of other growth consulting projects. We continue to invest in new data analytics techniques and tools to ensure we can offer our customers leading-edge solutions.

### What we do

- Conduct primary market research
- Track opinion about brands and politics
- Use transaction-level data to predict customer behaviours and recommend actions
- Manage large scale data sets for our clients



## Halfords: data-driven customer experience



**Halfords partnered with Planning-inc to launch The Halfords Motoring Club, its digital-first loyalty proposition, designed to drive deeper emotional engagement from customers, grow their basket size and build retention.**

Planning-inc's technology was deployed to facilitate exceptional, data-driven customer experiences from the point of sign-up.

Connecting huge streams of behavioural and transactional data, Planning-inc enabled real-time, hyper-personalised messaging across web and e-mail channels, delivering relevant content, reminders, discounts and motoring advice, tailored to each customer and their car. Planning-inc's expert marketing services then helped Halfords plan vigorous test-and-learn processes to optimise performance and avoid overloading customers with communications.

Halfords Motoring Club has successfully recruited 1.7 million members to date, driven a record NPS score and seen an increase of up to 5.1x frequency of shop compared to non-loyalty customers.

## Customer Engagement

Legendary adman David Ogilvy defined brands as: “the intangible sum of a product’s attributes: its name, packaging, and price, its history, its reputation, and the way it’s advertised”. In the 21st century digital ecosystem, brands also have to navigate an extraordinary variety of platforms, technologies and languages and get each just right while being true to the brand’s values. This has become as much science as art and, when done well, can add extraordinary amplification to an idea, product or service. We are experts in navigating this highly complex landscape and creating space for our clients in the minds of their customers.

### What we do

- Create and amplify brands
- Manage reputations and deal with crises
- Build digital brand assets such as websites and apps
- Create brand content and thought leadership

elvis MBOOTH Bynd MHP Group

MBOOTH:HEALTH H\*USE 337 Brandwidth

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## Missing people: increasing public engagement



Every year more than 70,000 young people are reported missing. MHP Group helped the charity Missing People increase public engagement with their searches.

The missing person poster is still one of the most powerful ways to find people. But its design hadn’t changed in decades and wasn’t making use of the latest advances in tech or behavioural science. MHP Group worked with their partners, Influence At Work, to completely overhaul the posters to boost public engagement and create a media moment, to coincide with International Missing Children’s Day.

The changes ranged from the complex (using digital tech to create smiling images that boosted audience empathy) to the simple (replacing ‘missing’ with ‘help find’ to increase motivation). We launched the new posters across three major London sites and worked with broadcasters to maximise the story.

The launch secured 420 pieces of coverage, with a combined reach of 1.5b+, a 900% increase on their previous campaign. BBC Breakfast ran the story five times, including a ten-minute segment, and it also aired on ITV London, ITV Anglia, BBC London, CBS, Reuters and Times Radio.

Crucially, the campaign increased public participation in the search for missing people. Traffic to their website increased 117%, while audience research found the posters improved viewer recall of key details. Lumen eye tracking validated the posters’ improved performance.

Our business continued

## Customer Delivery

Our Customer Delivery brands turn potential customers into actual sales. Our specialist brands deliver sales across both B2B and consumer markets using a combination of first party and intent data, sophisticated algorithms and highly-tuned content.

### What we do

- Demand generation
- Account-centric marketing
- Retail media centre design, build and operate
- Media buying and selling
- E-commerce

activate

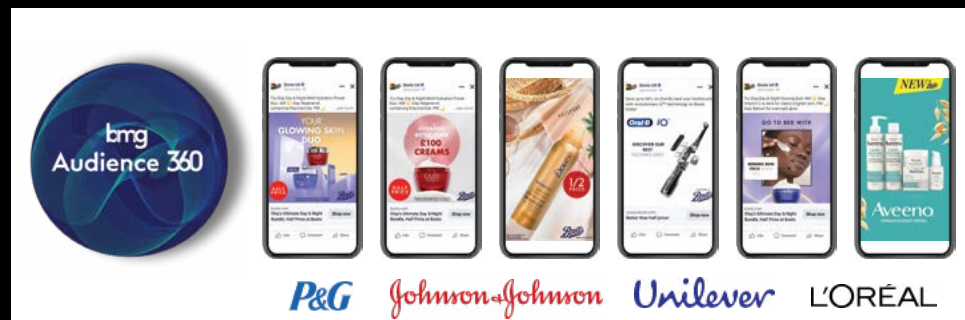
velocity®



encore

Agent3 Group

## Boots Media Group: a full-service advertising offering for supplier brands, rooted in insights and first-party data



SMG's retail media agency Threefold partnered with Boots UK to launch 'Boots Media Group' ('BMG'), a full-service, internal media agency that enables Boots to harness their scale, reach, data, connectivity and brand equity, to achieve high-performing connected campaigns.

Now in its second year, BMG is already exceeding expectations, with FY23 H1 investment up 40% vs the prior year.

The success of the partnership can be closely credited to delivery across four key focus areas:

- connected campaigns: activating supplier campaigns across the path to purchase that puts the Boots brand first;
- data and tech: using technology to build a market-leading mass personalisation capability;
- internal alignment: partnering closely with both trading and marketing to achieve the best balance of goals; and
- team expertise: a capable media centre team in place to drive progress and create a smooth transition.

Described as the engine that powers BMG, Audience360 is a unique and market-leading proposition that allows brands to specify the exact segments they want to reach within Advantage Card data and use this first party data to deliver connected omni-channel media campaigns. Audience 360 campaigns have been delivered for brands such as Unilever, P&G, Johnson and Johnson, and L'Oréal, regularly reporting triple-digit percentage sales uplift vs a 3% benchmark.

## Business Transformation

As a growth consultancy we are increasingly asked by our clients to help them address challenges for which the solutions are not simply to do more sales or marketing. The brands in our Business Transformation segment help their clients design entirely new solutions to complex problems. The range of these projects is extraordinary, covering: building entirely new businesses, solving complex societal problems, growing the value of newly-acquired business units and helping to tap public finance markets.

### What we do

- Create new, scale businesses
- Build corporate venture funds
- Help private equity companies optimise the value of their portfolios
- Prepare companies to launch on the public markets
- Redesign public services for the digital era

MACH49

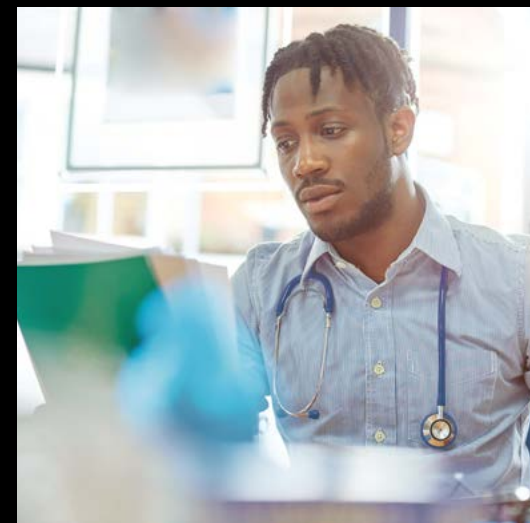
Transform

PALLADIUM

TheBlueshirtGroup

## Health Education England: tackling the workforce challenges

HEE's mission is to improve health and care for the people of England, ensuring the necessary public health workforce is adequate, reducing attrition and increasing attainment. It costs £250,000 and takes five years to train a GP, and £500,000 and longer for a consultant. Not everyone completes their training, so reducing attrition helps reduce costs and increase the number of skilled workers.



HEE had insight into the drivers of attrition through surveys and leaver interviews but didn't understand the unique blends of drivers for each individual. Leaving mid-way through training is often due to a combination of factors for individuals. Understanding how these factors vary across diverse junior doctor learning and development journeys, and how their influence changes over time would provide HEE the information it needs to design targeted intervention and support strategies.

Transform's work started in data preparation, bringing together structured and unstructured datasets to create a Modelling Dataset. This consisted of historical data with a known outcome relating to the target variable – whether the trainee completed the programme.

The Modelling Data Set was fed into a number of supervised Machine Learning classifier algorithms that are designed to understand the relationship between the variables and attrition (the target variable). The classifier used was CatBoost, which is a boosted decision tree algorithm (essentially combining a series of decision trees).

The optimised model successfully identified 63% of those individuals at risk of attrition (a recall of 0.63 with a precision of 0.57). This allowed HEE to identify individuals with a high propensity of attrition and, combined with further analysis using Shapley Values and interactive plots, allowed for a more in-depth understanding of factors and potential intervention approaches.