

Chime provides its mid-year update for the 6-month period ended 30 June 2019.

Key Highlights Include:

Chime has had a good start to the year with Operating Income up 5.8% supported by new business wins of a similar level to the previous year.

The group has continued to focus on its strategy of being “The Challenger Network”, working with clients to help transform their businesses by challenging convention.

Chime provides services within two core areas; Communications and Sports and Entertainment.

Communications (VCCP and VCCP Business)

The division successfully onboarded Shell, a major win in the latter part of 2018, and delivered several high-quality pieces of work over a wide geography. There have been a number of new client wins including Marriott and Teva, along with Unison and Fineco in the B2B part of the business.

The division has developed its relationship with other longer standing multinational clients, increasing its income from the top 10 clients from the same period last year, and is well positioned to attract and service exciting new clients on a broad geographic basis.

Method Communications, a Tech PR and Marketing agency in North America, acquired in the latter part of 2018, has integrated well into group and adds to the division’s global capabilities.

CSM Sports and Entertainment (‘CSM’)

CSM has enjoyed a good start to the year with a notable highlight being the successful delivery of the Major League Baseball event held in London between the Boston Red Sox and the New York Yankees.

Whilst several Motorsport Commission contracts expired in 2018, the Rights business has had success in securing new high-profile sports events including the European Tour, New York Marathon, ECB’s The Hundred, The Ocean Race and British & Irish Lions.

The entertainment side of the business has won work with Netflix and Coca Cola, whilst the Live division has continued to provide services to major sporting events, this year adding Formula E to the client list.

On the operational side of the business the division has completed the rebrand of the North American businesses under the CSM banner.