

## Another Strong Year As Firefish Group Posts 15% Increase In Revenue

Contributed by Firefish  
Tuesday, 28 March 2017

Leading independent insight agency Firefish, which has offices in London, New York & Singapore, has seen a 15% increase in Group Revenue from £10.1m for FY16 to £11.7m in FY17.

Whilst the core Firefish UK business showed moderate growth and is in robust health, the newer parts of the business displayed exceptional progress.

Kids and family consultancy, The Pineapple Lounge, up 86% on the previous year. This success has come from their position as a trusted strategic partner for a number of its existing clients, as well as winning over new global clients such as Spotify, Twitter and Netflix.

Emma Worrollo, MD of The Pineapple Lounge says, "Youth generations today are forcing brands to rethink and get ready for the future. Last year, we put clients directly at the forefront of these changes by building partnerships that delivered a real competitive edge and vital insight strategy. Our growth reflects our value to our clients who have seen a direct commercial impact as a result of working with us";

In addition, the quantitative business, the numbers lab posted a 27% rise in revenue, having boosted the team significantly to deal with the influx of new clients.

"We could not be happier that our plan to win more global brand and comms trackers across a range of sectors, including finance, fashion and media has paid off. Couple that with the appointment of new Senior Director and ex-head of insight from The Guardian, Jim Mann, I feel that 2017 is going to be an even bigger year for us"; says the numbers lab MD, Majbritt Rijs.

Across the main Firefish offices in London, New York and Singapore, Firefish US saw the greatest increase in revenue up 40% on the last year, led by US MD Beth Broughton, who has taken the business to new heights since being appointed back in April 2016.

Jem Fawcus, Firefish Group's CEO comments, "I am delighted that our strategy of growth through diversification of offer and geography is showing such good results. We have great teams doing exceptional work, and I am really pleased for them that it's clearly working!";