



Inspiring change through Conscience Marketing®





Contents

Page

Message from the Chair and CEO	2
Our vision, mission and values	3
Our year at a glance	4
Mosaic creates Conscience Marketing®	5
CUSTOMERS: Our clients' impact	6
CLIMATE: Our commitment to Net Zero	7
COLLEAGUES: Supporting our team	8
COMMUNITY: Charities we worked with Helping our community	9-10
CREDENTIALS: Our accreditations	11
Contact details	12

MESSAGE FROM THE CHAIR AND CEO

Mosaic has always put people and planet first, since our inception in 2000, and we are passionate about supporting others to do the same.

Our clients are at the heart of the community, providing health and social care, education and funeral services. They offer supported living, housing, construction, lettings and estate agency services. They run businesses, charities and come from a wide range of industries and sectors that are purpose-driven, caring for those around.

We also have extensive experience in supporting those involved in the green energy revolution, from electric vehicles and hydrogen to wind energy and decarbonisation, and so much more besides. Working with academics and research institutions, we hear first-hand about the exciting innovations and developments that are super-charging our society towards Net Zero in 2050.

As such, we are committed to playing a leading role in supporting those organisations by providing a wide range of marketing and training activities, helping them to share their successes and educate others about the impact of their work.

In order to do this, we routinely provide pro bono time or financial support to a wide range of charities and have set out to achieve B Corp Status, to underpin our commitment to 'Showing the world we care'.

Karen Ainley, CEO and Kevin Bentley, Chairman





VISION

We're passionate about helping organisations with a social conscience to show the world they care.

MISSION

Our mission is to deliver exceptional results for clients through stand-out, innovative marketing and training solutions, while promoting and practising ethical marketing and communications using our own Conscience Marketing® model.

VALUES

We're loyal, creative, enthusiastic and here to make a positive impact on the organisations we work with, people and communities around us, and the planet.

Collaboration is important to us; we strive to deliver the quality and excellence our clients deserve and love to be seen as part of their team.

OUR YEAR AT A GLANCE

18
Charities

upskilled

1
Year

Mercury
Theatre
Sponsorship

Wyvern
WOOD

Bringing
nature to
children
website



**Challenging
Equality**

brand & web

5

day placement for
a student

greener
sussex

**Helping
Sussex
become
greener**

website

£10k
for
charitable
causes

122
clients

938

people trained

35.6kg

of food donated to
Colchester Foodbank

The background of the slide is a scenic landscape. It features a calm body of water in the foreground, which reflects the sky and the mountains. The mountains are rugged and rocky, with some patches of snow or light-colored rock. The sky is filled with soft, white clouds, and the overall lighting suggests a late afternoon or early morning setting. The text is overlaid on this background.

MOSAIC CREATES CONSCIENCE MARKETING®

A key focus for Mosaic in 2022-23 has been the development of Conscience Marketing®, a new marketing genre and training programme aimed at organisations that want to market themselves to appeal to a new generation of people interested in the world around them.

CUSTOMERS

Our clients' impact

Each of our clients enhances the lives of so many others. Here, we outline some of the work we have undertaken for organisations that have a social conscience.



BHA – Helping to challenge inequality in healthcare with a new brand identity and website, promoting this important organisation in Leeds and Manchester



Wyvernwood – Encouraging children to play outdoors and in nature by promoting this new tourist attraction with eye-catching graphic design, video and website development



Greener Sussex – Provision of a website and marketing materials to support local collaborations between colleges and local organisations, to respond to trends in the green economy



Redbridge Institute – Celebrating the college's 120 years of adult education with a striking marketing campaign and microsite



UK Power Networks – Communicating through video how UKPN work tirelessly to repair power lines in the event of a storm

CLIMATE

Our own commitment to Net Zero

Mosaic has committed to becoming a certified B Corp organisation and we have established our very own 'Conscience Crew' in order to drive the required changes across the business.

Although we have a tiny carbon footprint, we are working to reduce this even further and the Conscience Crew have been scrutinising everything from our office running costs and suppliers to the way our staff travel to work or to visit clients.

We have even switched to bamboo toilet roll in order to support the suppliers' own charity providing water, sanitation and hygiene in deprived communities overseas. Plus we choose refillable eco products for cleaning and handwashing.

Post Covid, we have reduced our office hours and now spend more time working from home and this has also lessened our impact on the environment through reduced travel.

We will continue to make conscious decisions in order to lessen our impact on the world around us.

We are supporting our clients to promote their own Conscience Marketing® activities when it comes to reducing their own impact on the environment.





COLLEAGUES

Supporting our team

Wellbeing

Annual eye test paid
Regular team sharing lunches
Hybrid & flexible working

Training and development

Personalised training plans via our Mosaic Academy
Knowledge sharing and mentoring
Annual appraisal

Personal

One day off a year for volunteering
Opportunity to choose a charity to support

Added extras

Early finish Fridays
Birthday treats
Work anniversary celebrations
Free car parking at the office
Team-building trips
Regular socials and annual BBQ
Christmas shut down
Christmas party



COMMUNITY

Charities we worked with in 2022–2023

4 Eden

Autism Anglia

Balkerne Gardens Trust

BEAT

B3 Living

Birthrights

CLA

Daphne Jackson Trust

Frontline Aids

Hidden Disabilities

Homeshare (Shared Lives)

Initiatives of Change

In Kind Direct

Kids Inspire

Royal Association for Deaf People

SEO London

Survivors' Network

The Gurkha Welfare Trust

COMMUNITY

Helping our community

Mosaic - The Integrated Marketing Agency is 🥰 feeling thankful.
1 March · 🌐

Wow!! What an achievement! So pleased we were able to help St Helena smash their fundraising goal with our collective donation of £921. Thank you to our kind friends, family and clients who supported 🙌



Thank you for raising...
£268,769!

St Helena
27 February · 🌐

We had a few late additions to our 36 Hour Appeal and we are thrilled to announce the grand total raised is an incredible £268,769 – and we couldn't have done it... [See more](#)

2 · 🌐

Like Comment

Mosaic - The Integrated Marketing Agency
14 February · 🌐

Today we said goodbye to our multimedia journalism student Evelina Mezennaja, who has spent a five-day placement in the Mosaic office. Evelina, who is in the final year of her BA degree at the University of Essex, has joined us in client meetings, come up with creative ideas for some of the exciting campaigns we're working on, conducted research for blogs and press releases, as well as writing several blog posts about marketing and sustainability for a project we'll be unveiling... [See more](#)



9 · 🌐

Like Comment

Mosaic - The Integrated Marketing Agency
8 December 2022 · 🌐

We were honoured to help out our local food bank today by donating 35.6kg of food which will feed one family and one couple for 3 days! We also wore our Christmas jumpers for [#savethechildren](#) and donated. If you'd like to donate to either charities please visit [Save the Children UK](#) or find your local food bank through [The Trussell Trust!](#) Merry Christmas from Mosaic 🎄



9 · 🌐

Like Comment


The Trussell Trust
Thank you for supporting your local food bank 🙌

35 w

Mosaic - The Integrated Marketing Agency
19 October 2022 · 🌐

Our team were honoured to join the Colchester Mayor Tim Young and Mayoress Nicola at the Auction of promises this year. It's a fantastic way to raise money for charitable causes and Mosaic enjoyed the evening 🥰

[#marketing](#) [#digitalmarketing](#) [#auctionofpromises](#) [#colchester](#) [#charity](#)



AUCTION OF PROMISES 2022

3 · 🌐

Like Comment

SHOW THE WORLD YOU CARE!

THANK YOU

for taking the time to read our
impact report.

If you would like to get in touch,
please contact us via
info@mosaicpublicity.co.uk
or 01206 841933

VISIT

www.mosaicpublicity.co.uk

www.mosaicmediatraining.co.uk

www.consciencemarketing.co.uk