

*2024 - 2025*

# **FIREFISH GROUP IMPACT REPORT**



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**9 out of 10**

Employees received either a Payrise or a Promotion



**MOMENTS TO CELEBRATE...**

*Our Moments to celebrate since Jan 2024...*

Recruited 9 **new starters**, including 2 key hires into new **Cultural Strategy** team



THREE EMPLOYEES

Supported an **EY Foundation Smart Future** workshop

April 2025



**2025**

Launched our *Inclusive Insights Playbook*

TWO INTERNAL *Reflective Workshops* RAN BY

THE BELONGING COLLECTIVE



**£2,100**

RAISED / DONATED TO CHARITY



1 employee *seconded* to US from UK to **progress career opportunities & personal ambitions**



**9 PEOPLE**



**WENT ON**

**4 WEEK FULLY PAID SABBATICAL**

**DEC 2024**  
Received **B CORPS** certification

Certified



Corporation



**SCORED 78%**

OVERALL ENGAGEMENT IN **2025 MRS EMPLOYEE ENGAGEMENT SURVEY**



## INTRODUCTION

During 2024 & 2025 we have worked steadily to create a culture where care, creativity and collaboration are genuinely lived values. We aim to support every team member to do their best work and feel part of something meaningful.

Since January 2024, we've marked moments that truly reflect the Firefish spirit. *Our highlights include:*

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### INVESTING IN OUR PEOPLE

9 out of 10 of our employees received either a promotion or a pay rise since Jan 24.

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### WELCOMING NEW TALENT

9 new starters joined us, including 2 pivotal hires who are shaping our new Cultural Strategy team & 1 supporting our New AI and Tech team.

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### CREATING SPACE FOR LIFE

9 colleagues took their fully paid 4-week sabbatical

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### BROADENING HORIZONS

One employee took up a secondment in the US, growing both career opportunities and personal ambitions.

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### GIVING BACK

We raised and donated £2,100 to causes close to our hearts; 3 colleagues supported the EY Foundation's Smart Future workshops and 4 colleagues supported a GoodWork Skills Builder programme for young persons.

→ These milestones are a reminder that progress at Firefish isn't just *commercial*—it's personal, cultural, and collective



**B-CORPS**

# We achieved B Corp certification – a milestone for the future

In December 2024, Firefish became B Corp certified—joining a global community of businesses committed to using work as a force for good.

But this is not the finish line—it's the beginning. ***Guided by Firefish Plus***, we'll continue to hold ourselves accountable, create opportunities, and play our part in shaping a more sustainable and inclusive future.

We've built a culture where care, creativity, and collaboration are not slogans but lived realities. Firefish Plus reminds us daily: business should be a force for good.



Certified



Corporation

## CHAMPIONING INCLUSION

# Driving Positive Change Beyond Firefish

**Our DEI journey is *ongoing* and *practical*.**

In 2025, we launched our **Inclusive Insights Playbook**, developed with *Equitas Insights*, and proudly presented it to our peers at the **2025 MRS Equality Summit**. The development of our Playbook has enabled us to build confidence in talking about and competently delivering on inclusive insights elements of clients briefs and start to apply the principles and practices embedded in the playbook across various parts of the Research and Insights process.

Alongside this, our internal champions— **The Belonging Collective**—ran two reflective workshops during 2024 and 2025, creating safe spaces for open discussion. These are small but meaningful steps towards building a workplace where everyone feels they belong.



**FIREFISH  
GROUP**  
*Inclusive Insights  
Playbook*

 **equitas** insight

**THE BELONGING  
COLLECTIVE**

## GREENER CHOICES

Through **Climate Perks**, we introduced greener travel initiatives that encourage our people to choose sustainable travel when planning holidays. It's one more way we're aligning personal choices with our collective commitment to the planet.



FIREFISH PLUS



## **GIVING BACK**

**Our partnerships and volunteering remain central to how we show up for society. In 2025:**

We continued our collaboration with the EY Foundation, supporting a **CV building workshop in their Smart Futures programme.**

Colleagues volunteered to support a **Skills Builder Challenge with GoodWork.**

**In February 2025,** we stepped away from our desks to join a guided walk with the London Soup Kitchen, meeting and supporting people experiencing homelessness across the city. We handed out food, toiletries, hot drinks, and warm clothes — and, more importantly, took time to listen and better understand the barriers they face.

**In May 2025,** we laced up for our own Royal Parks Dementia Walk, covering 14.18 miles under the sunshine to raise funds for Dementia UK. Alongside our Dementia Bake Off, we raised over £1,000 in total.

These efforts formed part of Mental Health Awareness Month and Dementia Action Week, reflecting our B Corp values of wellbeing, purpose, and meaningful action.

**EY**  
Foundation

**Soup Kitchen**  
London

**DementiaUK**  
**GoodWork**

These initiatives—  
whether in *inclusion*,  
*environment*, or  
*community*—remind us  
that impact is built  
through consistent and  
meaningful action.



## GROWTH & BENEFITS

# Our strength is our people

### *Recognising and Rewarding Growth*

In 2024–25, despite a tough market, we put people first:

- 90% of our workforce received either a payrise or a promotion
- We remained a proud London Living Wage employer, supporting early-career talent with fair internships and work placements.

### *Benefits that go beyond the ordinary*

Our benefits reflect long-term care: wellbeing, healthcare, and enhanced retirement planning. But one of our standout benefits? **The 4-week paid sabbatical after 5 years of service**—embraced by **9 colleagues since Jan 24** to recharge, grow, and pursue life passions.

Colleagues pursued everything from their passions to become a line judge at Wimbledon to riding across Lisbon for charity.

→ This is how we build sustainable careers and a resilient, thriving workforce



## **FOCUSING ON WELLBEING**

# Taking wellbeing seriously

### ***Working Well Together Charter***

In 2024, we became proud supporters of AURA's Working Well Together charter—adopting its six principles to make our industry healthier and kinder. We continue to support the WWT charter and have developed our own internal and external resources and communications to reflect this.

### ***Peer-Led Support***

We've also created spaces for peer-led support, such as our Family & Carers group and hosted an internal Menopause Awareness panel led by Firefish peers.

### ***Holistic Health & Wellbeing***

Through internal blogs and forums, we've opened conversations on managing mental load, navigating life stages, and supporting one another with honesty and respect. Our aim has always been to create safe, open forums for discussion on meaningful topics that touch our working lives.

**→ Wellbeing isn't a side project at Firefish—  
it's part of how we work, connect, and care**

## GROWTH & DEVELOPMENT

# Learning without limits

*This year, we deepened our commitment to growth and development...*

We launched **LinkedIn Learning** for our dedicated learning champions across the Group and introduced a regular **Learning Hour** to share insights and learnings with each other.

We have empowered our people to **continuously upskill**, especially in areas like **AI and digital transformation**

We strengthened our approach to career development and global opportunities, **enabling a UK-to-US secondment.**

We also created space for teams to build feedback confidence through **Radical Candor workshops**, helping embed respectful challenge and trust across teams.

Our regular **All-Group Updates** and lunch time **Culture Club** sessions facilitated by our UK team ensure every voice has a space and connection is strong.

**→ At Firefish, learning is never one-size-fits-all—it's continuous, adaptive, and designed to empower.**

## FISH DAYS

# Fish Days at Firefish – Giving back, our way

### ***Making Time for What Matters...***

Every Firefish employee gets two *Fish Days* a year: time away from work to support causes close to their hearts.

### ***This year, two stories stood out:***

**Maame-Yaa** spent her day with *The Esther Project*, braiding hair for young Black girls from low-income or care backgrounds—helping them return to school feeling confident and empowered.



**The Esther Project**

**Beka** joined *Exponentially Better*, a Cambridge-based programme building resilience and leadership in international students. She mentored four Japanese students, supporting them to present a Dragon's Den-style pitch in English by week's end.



**EXPONENTIALLY  
BETTER**

**→ Fish Days put our values into action, reminding us that  
when we support others, we strengthen ourselves**

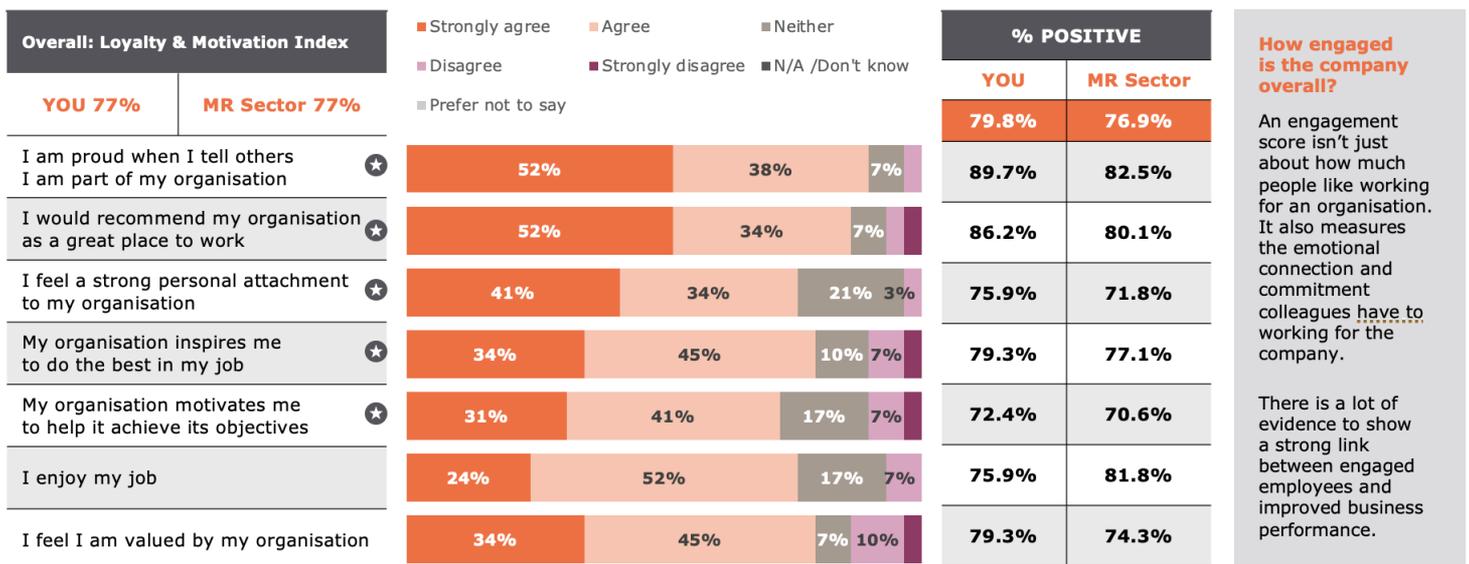
# EMPLOYEE ENGAGEMENT

## Listening & Improving

In both 2024 and 2025, Firefish took part in the **MRS Employee Engagement Survey**—scoring above the industry average on overall engagement.

We're proud of the recognition, but we don't take it for granted. The 2025 results remind us that engagement is never finished, and year on year, results can go in both directions; our takeaway is that we must keep progressing, listening, and supporting one another with kindness and respect to achieve our ambitions.

**→ Engagement at Firefish is not just a number. It's how we show up, grow together, and keep our culture alive.**



★ Performance on these five statements make up the Overall Employee Engagement Index

## AWARDS & RECOGNITIONS

# Celebrating excellence, A year of recognition

Our people's talent has shone brightly this year. And these accolades celebrate not just the outcomes but the people, collaboration, and creativity that made them possible. We have achieved several award nominations and results...



**Winners of the ESOMAR  
Excellence in Global  
Research Award** for our  
work with QualifyAI and the  
M&M's team.



**Finalist for  
the Quirks  
Qualitative  
Research  
Impact award**

**Finalist** for the David  
Ogilvy Global  
Effectiveness Award



**Winners of the Gold** in Food  
and Beverage category at the  
**David Ogilvy Advertising  
Research Foundation  
Awards** for "When Sally Met  
Hellmann's" campaign



Our **Finance team**  
shortlisted for *Finance  
Team of the Year* at  
the London & South  
East Finance Awards.



**FINANCE AWARDS**  
LONDON & SOUTH EAST

**Finalists** for 7 MRS Awards—including 2  
nominations in the same category.

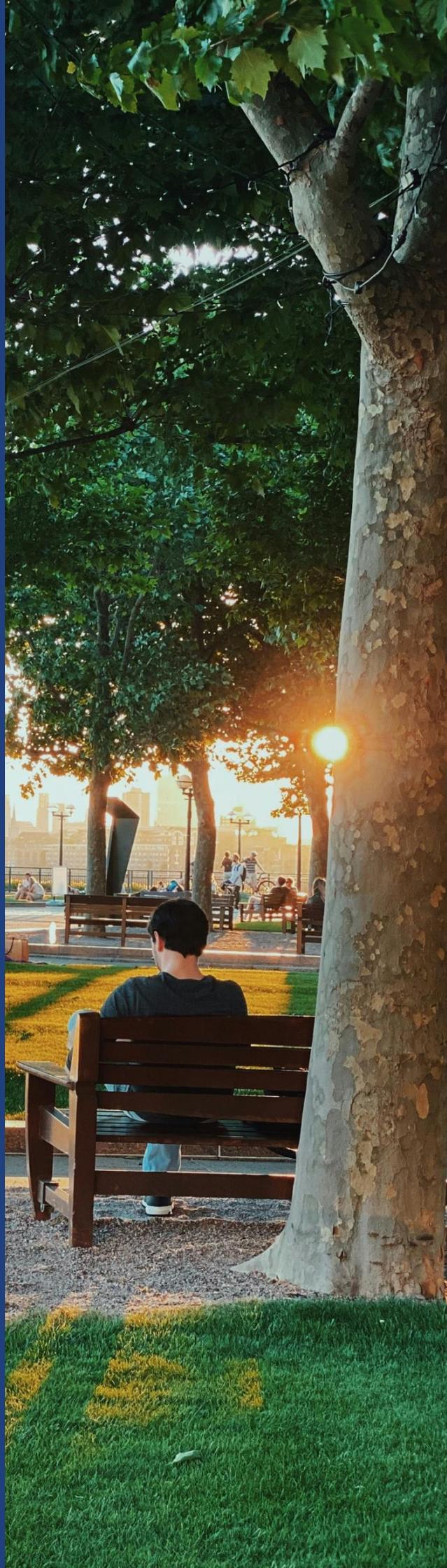




**WE BELIEVE A STRONG  
WORKPLACE CULTURE  
IS BUILT DAY BY DAY**

*—in the way we treat each  
other, the space we make  
for growth, and the care  
we show in our actions.*

*We look forward to  
making more progress  
in 2025/2026*



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London | New York | The World