

10 Q&A's on the Creation of YRSA Communications

A brief interview with Yves Romestan, Founder and CEO

1/ Why create a new communications agency?

We are not only creating a new agency, we are shaping a completely new kind of agency. The experience I have gained, working in particular on the client side in France, the UK and the United States, has provided me with some invaluable insight. I have observed that most businesses are not satisfied with the approach many agencies take with regards to the way they operate. The majority of agencies sell working hours and timesheets; most of them operate like wholesalers, taking a 'clock-watching' approach which can lead to dead-end situations and result in client frustration having been treated like a cash cow. Behind this seemingly attractive façade, this so-called "model" defined by an incessant quest for margins, clients are showered with empty promises. The agency's display senior figures to win contracts only for the clients to find they are soon replaced with more junior figures once the work begins. The reality is often very different to the initial rhetoric and can lead to confusion and resentment.

2/ What will make YRSA Communications different?

Firstly, we do not wish to «sell time» in terms of working hours, but instead we are offering talent. We produce solutions, services and results.

We are committed to thinking for ourselves, always seeking, finding and developing suitable solutions which are often creative and sometimes unprecedented. We want to put an end to the copy-paste approach, reject the easy options and lazy short-cuts, refuse the low-hanging fruit and resist the soporific comfort of routine. We will offer a bespoke service for each of our clients. Moreover, we have brought together a group of high performing and exceptionally talented individuals, each of them experts in their field. If they are not already, they will all become shareholders within 18 months and as things progress YRSA will be their business. This of course has an impact on the way in which team members view the Agency and its clients! We will not be draining our resources and energy on decided bids and pitches which outsiders and newcomers have little chance of winning! Neither will we release information on the work we do for our clients as we believe the limelight should be reserved for them alone.

3/ Which countries do you operate in?

As of today, we will be operating in France, the United Kingdom, Monaco and neighbouring countries. We will then extend our business across Europe and beyond thanks to innovative and targeted partnerships.

4/ What is the profile of the YRSA Communications Team?

The team encapsulates a unique collective profile, made up of individual profiles and pathways that are all different but highly complementary. We all share one vision, common values and the same culture for results. The team includes people of different nationalities where all age groups are represented. The diversity, generosity, availability and close working relationship makes for an unbeatable team. The team will unquestionably become an industry magnet for outstanding talent. Its members exhibit exceptional and remarkable talent and will be envied by many.

5/ How will you grow the business?

Through a combination of organic growth, partnerships and acquisitions. We want to move swiftly and rapidly to become a key European player.

This year, we plan to make our first acquisitions and secure some promising partnerships. We will also be launching innovative and targeted commercial offers every quarter.

6/ Why did you choose this logo and strapline?

Our logo and the YRSA visual identity is an expression of our will to grow and it focuses on the importance of creating value in the interest of our clients. For the logo's design we have opted for simplicity, efficiency and elegance. With regards to the strapline, it has been designed to highlight the importance of partnership as an integral part of the company's culture - *"Building success in Partnership"*. As you can see, we have opted for a simple and snappy strapline.

7/ What does the Agency name mean?

YRSA is in fact a name that my wife and I created twenty years ago. The initials of our two names, Yves Romestan-Sisamout Angelina, have been brought together to form YRSA. YRSA is also the name of our house in England and YRSA Healthcare is the name of my wife's medical practice business.

YRSA Communications therefore seemed a logical choice. We did also discuss this openly as a team because there were other suggestions and ideas. Despite some initial technical reservations on my part, YRSA was the preferred option.

8/ Do you have any other plans?

Yes, I plan to launch YRSA Property at the end of June or the beginning of September. This business which will specialise in property hunting and providing support for investors, will be based on an innovative business model which inspired me when I was living in the UK and in the United States. At the end of the year, I am planning to create « YRSA Investment », a niche business which will provide bespoke advice to people and businesses interested in investing in vintage cars and fine wines. In two years' time, we will then look into the relevance and suitability of creating a possible campus or Graduate School of Communications in France and in the United Kingdom.

9/ You are both French and British. What do you think of Brexit?

I campaigned to Remain and I'm a member of the Lib-Dems! It would appear that the interests of the country have once again been taken hostage by various politicians who are driven by their own partisan agenda. The European Union could, however, have been more astute in understanding four years ago that the United Kingdom was facing an enormous immigration crisis; a challenge which tipped the scales and resulted in the Leave campaign winning the referendum by a narrow majority in 2016. I am sure that common sense will prevail in the end. The United Kingdom has fantastic competitive advantages and the means to find its way back to sustainable growth, with or without a partnership with the EU. The English language has conquered the world. Its Universities will continue to attract students from across the world. The genius of the British people and the creativity of its entrepreneurs remain intact.

10/ Given the current context, are you going to develop the business in Great Britain?

Absolutely. We are making a researched decision to believe that Brexit or no Brexit, the United Kingdom will remain a leading country and a key economic power. The current situation can also offer numerous opportunities for investors and businesses. Sometimes you have to be able to go against the flow. Believe me, now is the time to invest in the UK and we are ready to support international companies who are open to growing their businesses in this wonderful country and willing to take an intelligent risk with regards to the future. Switzerland and Scandinavian countries demonstrate how European states can thrive outside of the EU.