

PRESS KIT

Spoon



About us:

We are experienced communications specialists who use behavioural science insights to find out the real reasons we do what we do. We then apply an editorial approach, intuitive design and – when possible – immersive technology to create real change for our clients.

Address:

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Contact:

+44 (0)20 3397 4971
www.spoonagency.co.uk

Press enquiries:

info.london@spoonagency.com

Staff:

12 in UK (200+ globally)

History:

Spoon UK was formerly known as Southerly, before it was acquired by Spoon, part of the Real Agency Group, in 2018.

Services:

- Employee Engagement & Experience
- Blending Learning Programmes, Training & Development
- Behavioural Science training and consulting
- Change Communications
- Values, Behaviour & Culture
- Employer Brand Building
- Content Marketing
- Editorial
- Design

Client list:

Shell
GSK
LinkedIn
Wallenius Wilhelmsen
Skanska
Rabobank



OUR SPOKESPEOPLE

Shelley Hoppe,
Agency Director,
Behavioural Scientist

Over the last 20 years, Shelley has worked in a wide variety of communications roles, often with a focus on supporting internal change through creative communications and employee engagement strategies.

Currently running Spoon, a communications agency, she has worked both in-house and agency side with a variety of global industries, including tech, IT, oil and gas, pharmaceuticals and financial services.

As she has always been driven by a fascination with what makes people tick, an interest in behavioural science was a natural next step, and she is currently completing an executive master's degree in the subject at the LSE.



OUR SPOKESPEOPLE

George Smith,
Content Strategy Director,
Behavioural Scientist

George is a strategist, writer and behavioural scientist. In his first role he helped define and roll out the tones of voice for a third of the FTSE 100 before moving on to create brands and write marketing campaigns for businesses across the US, EMEA and the Middle East.

His claim to fame is actually that he's the person that named 5G '5G' (although nobody ever believes him).

Now settled at Spoon UK, George heads up consulting and comms projects for the agency, and using his recent MSc in behavioural science from LSE he runs workshops to help business people use behavioural science to do whatever it is they do, more effectively.



GET IN TOUCH

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