



The UK
TOP 50
2022



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Welcome to the UK Top 50

The UK Top 50 returns for 2022 with the first ranking of brand and corporate film producers since 2019.

Plenty has changed since the last report, published by Televisual magazine for many years as the Corporate 50. The Covid-19 pandemic, tech boom and economic recession, mass adoption of online video conferencing, war in Europe, the rise of TikTok and so much more.

Yet for all the change, this year's Top 50 continues the Corporate 50 tradition by revealing a compelling mix of well-established production businesses and dynamic new entrants.

Why create a Top 50?

Because data tells a story. By researching the most successful producers in the UK, we can identify trends in this creative and competitive sector of the UK screen industries. The findings guide brand comms professionals, whose budgets finance the work, towards best practice, benchmarks and talent.

The long history of the Televisual Corporate 50 offers the ideal platform to relaunch the producer rankings. With the full cooperation of Televisual, EVCOM and Moving Image have used the same criteria for the UK Top 50 to allow comparisons over time.

We considered adding outstanding in-house teams, such as Shell's Content Engine and Oracle to the Top 50. After consideration we have decided that due to the different criteria, we aim to create a separate ranking to recognise in-house teams.

Methodology

The research used a hybrid approach that captured data points from public sources and confidential survey responses. It aimed to apply an academic rigour to the process of measuring brand video production. Results were determined by using objective metrics, avoiding value judgements based on personal opinion or views on creativity.

More than 60 data points were used to assess each production business. These were categorised and verified by random testing against data available online. Our advisory panel reviewed draft results and offered independent guidance. We are indebted to James Bennett, who brought his immense experience of calculating the Televisual Corporate 50 over many years to the methodology.

We used four key data categories to calculate the final rankings. Once all data had been cleaned, a table for each category was created. Each producer's position in the table was weighted according to the following percentages.

Category	Weighting
Revenue from corporate and brand video	65%
Recognition by competitors in the Peer Poll	20%
Trophies at major awards schemes	10%
Volume of projects delivered	5%

We are immensely grateful to all the producers who responded to our request for data in the UK Top 50 and Brand Film Survey between September and November 2022. Data from the same survey will underpin the 2022 Brand Film Industry Report.

The UK Top 50 is a partnership between Moving Image and EVCOM. The Moving Image team led the research and analysis, with constant input and support from Claire Fennelow and Amelia Brown at EVCOM.

Advisory panel

James Bennett, *Televisual*

Andrew Thomas, *Communicate magazine*

Marc Wright, *Simply Communicate*

Rammy Elsaadany, *Former Head of Creative Studio: Global at PMI*

UK Top 50 2022 at a glance

Rank	Company
1	Casual
2	The Edge Picture Company
3	RD Content
4	Plastic Pictures
5	Radley Yeldar
6	Brunswick Creative
7	DRPG
8	WING
9	Gorilla Gorilla!
10	Pukka Films
11	Quite Frankly Productions
12	Studio Giggle
13	Heehaw
14	Inspired Films
15	Happy Hour Productions
16	Bladonmore
17	Starstruck Media
18	Raw London
19	Hurricane Media
20	Affixius
21	Big Button
22	Sandstorm Films
23	Taylor Made Media
24	nrg-digital
25	Toast TV
26	Liquona
27	Brickwall
28	One Small Pixel
29	Nowadays (formerly 3angrymen Productions)
30	A-Vision (part of DRPG)
31	Firehouse
32	Bouche

Rank	Company
33	Stamp Productions
34	Kaptcha
35	Mocha
36	Vermillion Films
37	Reels in Motion
38	Broadcast Media Services
39	Frantic
40	Aspect
40	Uncommon Creative Studio
42	Verity London
43	Brother Film Co
43	Lonely Leap
43	Wordley Creative Partners
46	Sequel Group
47	LRI
48	Humanoid
49	Inner Eye Productions
50	Juice

The UK Top 50 is an independent and objective approach to recognising the most successful businesses in brand video and corporate film.

The UK Top 50 only considers performance for film and video work. Many of the producers in the table provide a wider range of services in digital and live communications. Full service agencies with substantially larger overall revenues include DRPG, Brunswick Creative, Radley Yeldar, Sequel Group and Juice.

A high ranking in the UK Top 50 is not a recommendation for a brand to switch from one supplier to another. There are many reasons why a successful client/producer relationship works well, and they may be entirely different to the criteria used here. But we do think it is a valuable tool to guide comms professionals to the quality and range of amazing filmmakers available for campaigns.

The Top 20 movers

Rank	Company	Previous position
1	Casual	+ 7
2	The Edge Picture Company	No change
3	RD Content	+ 14
4	Plastic Pictures	+ 3
5	Radley Yeldar	No change
6	Brunswick Creative	- 2
7	DRPG	- 6
8	WING	+14 from 2018
9	Gorilla Gorilla!	+ 34
10	Pukka Films	+ 12
11	Quite Frankly Productions	- 1
12	Studio Giggle	+ 37
13	Heehaw	New
14	Inspired Films	+ 34 from 2018
15	Happy Hour Productions	New
16	Bladonmore	New
17	Starstruck Media	New
18	Raw London	- 3
19	Hurricane Media	New
20	Affixxius	- 10

The winning margin was small, but Casual top the table for the first time over The Edge Picture Company.

Ever-present in the top 10 since 2014, Casual take number 1 spot thanks to large-scale international expansion, new product development and consistent marketing. They finished highest in three of our four criteria, revealing a talent for business success and creative recognition.

The Edge maintain their impressive consistency in the top three. They have been there since 2009, an unmatched performance that has made them the producer to beat for as long as most of us can remember.

RD Content, first ranked in 2016, achieve their highest ever position, driven by rapid business growth, an ambitious business plan and now a major studio space. Plastic Pictures are another successful challenger, progressing from 39th in 2014 after a string of client wins and major awards.

Radley Yeldar, Brunswick Creative (formerly Merchant Cantos) and DRPG have all been consistent top 10 performers over recent years. Not so WING, Gorilla Gorilla!, Pukka and Inspired Films who rise 14, 34, 12 and 34 places respectively.

Peer Poll

Rank	Company
1	Casual
2	The Edge
3	Radley Yeldar
	RD Content
5	DRPG
	Plastic
	WING
8	Aspect
	Gorilla Gorilla!
	Raw London
	Uncommon Creative

The Peer Poll is perhaps the toughest test for UK Top 50 entrants. How do you earn the respect of your competitors in an anonymous poll? Here are a few extracts from competitors' assessments of the most highly rated businesses.

'Still producing great content but with a bespoke feel.'

'They understand how to support and build clients' brands with amazing video content.'

Casual

'For their ability to do mouth-watering creativity at scale across multiple global sites.'

'Consistently high production values.'

The Edge

'Their size and consistency over so many years'

'Their production team deliver some great work.'

Radley Yeldar

'Ryan Dean is leading the way and disrupting the industry'

'Ambitious growth and, in doing so, have not compromised on their great creative work.'

RD Content

'A straight talking approach that connects with clients and build long term relationships'

'Continue to create great work and push the boundaries of branded content'

DRPG

'Thoughtful passionate film makers.'

'Quality of content and approach to making brand films.'

Plastic Pictures

'Growing the business year on year through sheer quality of the work.'

'Their focus on sports content has been exceptional'

WING

'Consistently beautiful work'

'Feel like a breath of fresh air, do a great job of positioning themselves as filmmakers'

Aspect

'One of the best animation companies out there but excel at creative that truly understands a brief'

'They continue to produce well-crafted, beautiful work.'

Gorilla Gorilla!

'Really respect how quickly Raw have grown and how they continue to push to make communications in the charity sector.'

'Good creative work'

Raw London

'Cleaning up with incredible work and a plethora of awards'

'I love the way they manage to bake their purpose into their work whilst still delivering for amazing clients'

Uncommon

To find out more about the UK
Top 50 and brand film, visit
moving-image.video/insights
evcom.org.uk

