



Resolving Commercial Disputes for the Advertising, Marketing, PR and Media sector

Our experience shows that the communications industry as a whole can be particularly volatile when it comes to commercial disputes, but there is now a solution - the award-winning Escalate platform.

The UK has long been recognised as a global hub for the advertising, marketing and media sector, with these combined creative industries contributing an estimated £100 billion annually to the economy. The industry continues to adapt, innovate and thrive as year-on-year growth forecasts, particularly in digital, defy economic trends.

Contracts are usually at the heart of client and supplier relationships, as well as chemistry being key to a

successful partnership. So whether it be a creative difference of opinion, concepts being used without credit, or a missed target or deadline, it's easy to see how things can go wrong for agencies and in-house departments alike.

With Escalate, there's no restrictions on the types of cases we can tackle - including bad debts, contractual disputes, negligence, and IP infringement - even if the dispute was previously written off.

A smarter way to resolve commercial disputes

Commercial disputes are part of corporate life for even the most successful of businesses - but they can cause considerable damage when a bad debt is written off. Over £40 billion a year is written off by SMEs, as they don't believe that there's a cost effective solution to resolve their disputes.

Given the high upfront costs, spiralling legal bills, and the average litigation case spanning 18 months, many businesses reluctantly decide against pursuing claims. The traditional litigation route doesn't prioritise quick resolutions, which is one of the reasons why we created Escalate - a multiple award-winning dispute solution.

The Escalate process targets a result in less than three months by employing a team of experienced dealmakers to negotiate on your behalf. Our revolutionary approach is funded all the way to the High Court if necessary, so that you can focus on running your advertising, marketing, PR or creative business.

Cases that Escalate have worked on:

- **Marketing agency sale** - resolved a disputed earn out payment of £250,000.
- **Website dispute** - helped recover the full amount of a website build for agency against a rogue client. Settled at £25,000.
- **PR contractual dispute** - helped enforce a termination payment for £50,000.

“ My business represents over 5,000 small creative businesses. They are crying out for this sort of service. This is a good example of firms thinking outside the box to deliver something a client actually needs. ”

Judging panel, The Lawyer Awards

We're already helping businesses unlock over £50 million in cash that is tied up in commercial disputes; please get in touch if we can help you.



No recovery, nothing to pay



Fixed fee upon success



Targeting money back in three months



Old and new disputes resolved



All types of SME disputes covered

Contact us to start resolving your commercial disputes and bad debts

To find out more about how Escalate can help your business, get in touch with us today. Call 01273 835835, 01273 835836 or email us at YkUW@dains.com.



escalate
MANAGING COMMERCIAL DISPUTES

DAINS
ACCOUNTANTS