

## Agency pops up to help firms accelerate Covid-19 recovery

### A Dublin, London and New York innovation agency called Jump! Innovation has created a new pop-up agency to help businesses respond confidently to the challenges of Covid-19.

[Jump! Innovation](#) is an Irish-owned innovation and brand strategy agency based in Dublin and London. Established 17 years ago and with over 20 employees, it helps ambitious brand owners move beyond competing today to winning tomorrow.

So confident is the pop-up agency – called [Jump! Agility](#) – it hopes to be out of business by September having helped firms to re-emerge from the present crisis with swagger.

While Jump! Innovation will remain focused on longer-term innovation and strategic challenges, the pop-up Jump! Agility will work at high speed, within set time frames and costs, using online tools, with the clear aim of helping clients confidently tackle their various Covid-19 marketing and innovation challenges.

### Agile recovery requires out-of-the-box thinking

According to Jump! group CEO Paul Kelders, Jump! Agility is responding to a clear industry need for additional resource to help respond to Covid-19 disruptions with pace, expertise and agility.

“The race to recovery is on and those with the most responsive strategy, insights and ideas will win.”

Tom Graham, head of Jump! Agility added: “We’re giving clients absolute certainty from the start through rigorous pricing, process and transparency. We have developed four products to help nail the right insight; strategy and ideas within a week – Get Insight, Get Direction, Get Ideas, Get Data.

“Our philosophy is simple: ‘Tell us the insight, strategy, innovation or testing your business needs on Monday; we’ll deliver it to you by Friday.

“As Jump!Agility has been set up purely to accelerate clients through this period, we hope to be out of business by September. Until then, we’ll get you where you need to be, today.”

***Pictured: Paul Kelders and Tom Graham***

Written by [John Kennedy](mailto:john.kennedy3@boi.com) ([john.kennedy3@boi.com](mailto:john.kennedy3@boi.com))

*Published: 16 April, 2020*