# Uncommon to lead BT’s brand comeback as group restores BT name prominence



Uncommon Creative Studio has been appointed as the creative agency for BT’s principal consumer brand after a competitive review, marking a notable change in the telecoms group’s marketing roster. According to Campaign, the win will see Uncommon handle strategic and creative work for the eponymous BT brand as the company seeks a clearer, more unified consumer position across its services.

The appointment follows a strategic reversal by BT’s chief executive, Allison Kirkby, who has moved to restore the BT name to prominence after earlier plans had contemplated elevating EE as the group’s primary consumer-facing brand. Industry reporting indicates that the rethink — prompted by internal discussions and input from major shareholders — reflected worries that sidelining the BT name could alienate older customers and erode the value of the company’s long-standing heritage.

Allison Kirkby’s stewardship has been presented elsewhere as part of a broader push to modernise and refocus the business. The Guardian’s coverage of her appointment described her mandate as driving cost savings and transformation across BT, including continued attention to the full-fibre rollout and competitive pressures that have shaped the company’s commercial priorities since she took charge.

Uncommon arrives at BT on the back of an aggressive growth trajectory and a growing global footprint. Trade reporting shows the studio has recently won high-profile accounts — including Aer Lingus, where the brief is reported to amplify the airline’s “You’re Very Welcome” positioning — and has been recognised on industry lists for its creative work and expansion into the United States. Ad Age profiles and industry outlets frame Uncommon as an agency increasingly trusted with large-scale brand briefs and ambitious creative programmes.

Campaign’s coverage of the BT review suggested the remit for Uncommon will cover brand strategy, creative campaigns and communications that aim to present a cohesive consumer proposition across BT’s product set. Industry reaction quoted in reporting frames the hire as more than a normal agency change: it is interpreted as an outward signal of BT’s renewed emphasis on its heritage brand and on a simpler, more consistent consumer narrative.

The move also sits alongside public reporting that BT will retain a multi‑brand approach — keeping BT and EE visible to different customer segments while continuing to position Plusnet at the value end of the market. Observers say that blending the strength of the BT name with the reach of EE will be one of the agency’s first creative puzzles, as the group balances legacy brand equity with the need to speak to younger, digitally native audiences.

What will determine the success of the appointment is how quickly Uncommon can translate strategic positioning into campaigns that move market perceptions and support BT’s wider operational goals. Commentators note that early signs to watch will include the tone and clarity of upcoming consumer communications, how the creative work aligns with the group’s modernisation and infrastructure priorities, and whether the new campaigns can help stabilise customer sentiment around the company’s evolving brand architecture.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/uncommon-creative-studio-wins-bt-creative-account/1928740), [[2]](https://www.campaignlive.co.uk/article/uncommon-creative-studio-wins-bt-creative-account/1928740)
* Paragraph 2 – [[1]](https://www.campaignlive.co.uk/article/uncommon-creative-studio-wins-bt-creative-account/1928740), [[3]](https://www.comms-dealer.com/leadership-and-strategy/bt-brand-name-continue-strategic-shift), [[4]](https://www.mobileworldlive.com/bt/bt-brand-to-be-retained-in-consumer-market/)
* Paragraph 3 – [[5]](https://www.theguardian.com/business/2023/jul/31/bt-appoints-allison-kirkby-as-companys-first-female-ceo), [[4]](https://www.mobileworldlive.com/bt/bt-brand-to-be-retained-in-consumer-market/)
* Paragraph 4 – [[6]](https://lbbonline.com/news/aer-lingus-choses-uncommon-as-global-creative-brand-studio), [[7]](https://adage.com/article/special-report-agency-list-creativity-awards/uncommon-creative-studio-best-agencies-2025/2603381)
* Paragraph 5 – [[1]](https://www.campaignlive.co.uk/article/uncommon-creative-studio-wins-bt-creative-account/1928740), [[2]](https://www.campaignlive.co.uk/article/uncommon-creative-studio-wins-bt-creative-account/1928740)
* Paragraph 6 – [[3]](https://www.comms-dealer.com/leadership-and-strategy/bt-brand-name-continue-strategic-shift), [[4]](https://www.mobileworldlive.com/bt/bt-brand-to-be-retained-in-consumer-market/)
* Paragraph 7 – [[1]](https://www.campaignlive.co.uk/article/uncommon-creative-studio-wins-bt-creative-account/1928740), [[5]](https://www.theguardian.com/business/2023/jul/31/bt-appoints-allison-kirkby-as-companys-first-female-ceo)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.campaignlive.co.uk/article/uncommon-creative-studio-wins-bt-creative-account/1928740> - Please view link - unable to able to access data
2. <https://www.campaignlive.co.uk/article/uncommon-creative-studio-wins-bt-creative-account/1928740> - Campaign reports that Uncommon Creative Studio has been appointed the creative agency for BT’s main brand following a competitive review. The piece notes the decision comes after BT Group chief executive Allison Kirkby moved to revive the BT eponymous consumer brand, reversing earlier plans to prioritise EE. The article outlines Uncommon’s credentials, recent growth and roster, and suggests the appointment reflects BT’s renewed focus on its heritage brand and cohesive consumer positioning. It also describes the scope of the brief, expected work and industry reaction, positioning the hire as a significant change in BT’s agency roster and strategic direction ahead.
3. <https://www.comms-dealer.com/leadership-and-strategy/bt-brand-name-continue-strategic-shift> - Comms Dealer reports that BT will continue to use its historic BT name after chief executive Allison Kirkby shelved plans to retire it. The article explains the earlier strategy to promote EE as the flagship consumer brand had been reconsidered amid concerns it might alienate older customers and key stakeholders. It cites influence from major shareholders and internal strategy meetings, noting BT will maintain both BT and EE alongside Plusnet, with BT retaining prominence for certain customer segments. The piece frames the change as part of Kirkby’s broader strategic refocus on the UK market and modernisation of the group plans.
4. <https://www.mobileworldlive.com/bt/bt-brand-to-be-retained-in-consumer-market/> - Mobile World Live reports that BT has reversed plans to make EE its sole consumer-facing brand, instead retaining the BT name alongside EE following intervention by chief executive Allison Kirkby. The article explains that previous plans under former leadership envisaged EE becoming primary, but concerns about alienating older customers and the value of BT’s heritage prompted a rethink. It notes the move coincides with Kirkby’s push to modernise operations, focus on the UK market and streamline the company’s portfolio, while Plusnet will continue serving the lower-cost segment. The report situates this branding decision within wider strategic changes at BT group.
5. <https://www.theguardian.com/business/2023/jul/31/bt-appoints-allison-kirkby-as-companys-first-female-ceo> - The Guardian reports on Allison Kirkby’s appointment as BT’s first female chief executive, outlining her background at Telia and her board experience at BT. The piece explains she was brought in to continue cost-cutting and transformation plans and to lead the company’s strategic renewal, inheriting complex challenges including the full-fibre rollout and competitive pressure. It notes market reactions to the appointment, Kirkby’s management credentials from consumer goods and telecoms, and expectations around job reductions and efficiency measures. The article presents Kirkby’s appointment as pivotal to BT’s future direction and corporate restructuring under her leadership and her mandate to refocus operations.
6. <https://lbbonline.com/news/aer-lingus-choses-uncommon-as-global-creative-brand-studio> - LBB reports that Aer Lingus appointed Uncommon Creative Studio as its global creative brand studio after a competitive pitch, marking a significant new partnership. The article outlines Uncommon’s brief to reshape Aer Lingus’s marketing communications and emphasise the airline’s ‘You’re Very Welcome’ positioning, and quotes Aer Lingus’s chief customer officer expressing confidence in Uncommon’s approach. It places the win within Uncommon’s broader expansion and recent client wins, noting the studio’s growing international footprint and capability across experience, branding and campaign work. The piece signals Uncommon’s increasing role on major travel and consumer accounts and its reputation for distinctive creative thinking.
7. <https://adage.com/article/special-report-agency-list-creativity-awards/uncommon-creative-studio-best-agencies-2025/2603381> - Ad Age profiles Uncommon Creative Studio as a rapidly expanding agency, noting its placement on the 2025 Agency A‑List and its successful expansion into the United States. The feature highlights Uncommon’s creative projects for global clients, its New York studio’s role, and its ambitions across design, entertainment and brand experience. It discusses recent campaigns, the studio’s approach to creative problem‑solving and plans for U.S. growth, while contextualising the agency’s industry recognition and awards. Ad Age frames Uncommon as a major creative force gaining traction internationally and well placed to handle large brand briefs and to win strategic global creative assignments.