



Case Study: Social Chain

Founded in 2014, Social Chain is a Manchester-based influencer marketing business that manages hundreds of social media pages across Twitter, Facebook, YouTube and other channels.



The Challenge

The influential, albeit controversial, company was started by Steve Bartlett at the age of 22 and Dom McGregor. The company boasts an audience of 305,000,000 followers across over 400 communities and has offices in Manchester, New York and Berlin. Massive scale events, ground-breaking stunts and the ability to take over online conversations are among the tactics used by the team. Clients include MyProtein, Spotify and Haribo.

Following the company's initial rapid success and increasing client base, Social Chain opened a Manchester city centre office in March 2015. Young entrepreneurs Steve and Dom needed a workspace to reflect the young, unique and cool culture that is Social Chain.

The Brief

The main objectives were to provide the Social Chain workforce with a workspace that embodied the young, influential culture that has been at the core of the company since day one. Social Chain was the first company of its kind to harness the power of social media influence and they needed a unique space to reflect that.

Due to its continued success, the company has expanded the Manchester team from 15 to 70 in only twelve months. Social Chain, therefore, also needed an environment that would have the capacity for future growth.



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Our Solution:

Led by designer Atul Bansul of Manchester-based interior designers, Sheila Bird, Workspace brought his and Social Chain's ideas to life to create a dynamic, exclusive and stylish workspace.

Workspace carried out works to ensure the existing features of the building, which used to be an old mill, remained in the content of the design.

The office has an open-planned structure with both sitting and standing desks to facilitate collaboration between employees.

Social Chain's mission statement is 'Engaging a new generation, with bold ideas, in an ever-changing landscape'. Therefore, to support the client's brief in line with their ethos of producing space that is bold and exciting, a giant blue slide above a ball-pit was installed from the mezzanine and a running waterfall completes a yacht-inspired meeting room. Workspace also fitted one of the breakout areas with a comfy, mattress-like floor reminiscent to that of a soft play area. Employees are also able to enjoy a bar, games station area and sleeping pods.

Workspace Design and Build has been reappointed by Social Chain to carry out refurbishments to their recent further expansion.



Testimonial

"We have used Workspace twice already to renovate and expand our office space and we are now using them for a third time and will continue to use them as we expand throughout the building. They are extremely creative, hardworking and go the extra mile to ensure they meet our briefs, which sometimes can be a little 'out there'. We have been thoroughly impressed with how they have brought our ideas to life!"

Kiera Lawlor, Head of Happiness at Social Chain

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