

# FRESH THINKING FOR INNOVATIVE BRANDS



# WHERE IS YOUR BRAND NOW?

Are you considering a review to give your brand more effective engagement or launching a new business?

If so - our digital first approach will help you build or launch a robust, innovative business with dynamic brand language and communication that will help your business flourish in a diverse multi-channel economy.

**Our brand feels dated...  
We need to refresh to stay competitive**

**I've got a great idea and want to build a  
minimum viable product & test it out**

**Our proposition has changed  
we need to reposition**

HOW WE CAN HELP - DISCOVERY



**We always start our projects with a competitive  
market audit and brand strategy workshop**



# THE ART OF CREATING EFFECTIVE BRAND DESIGN SOLUTIONS STARTS WITH ASKING THE RIGHT QUESTIONS...



WHERE TO BEGIN?



# WHAT...

are you providing, a product or service or both?

# HOW...

are you going to deliver and communicate this?

# WHO...

are your audience and where are they located?



**The most important question to explore.**

The 'why' is how you explain your promise, the reason you exist and why you behave as you do.

The message that you communicate is what inspires others to action.

UNDERSTANDING YOU





# OUR DIGITAL FIRST BRANDING APPROACH

We review and consider all aspects of your brand identity and how it should appear online (optimised for all of the touchpoints), your website, app, video, animation, titles, infographics – the complete visual experience and tone of voice.

**Our digital first branding is dynamic, not static, on screen and not in print.**

[READ MORE ABOUT WHY THIS MATTERS FOR YOUR BUSINESS](#)





DIGITAL FIRST  
BRANDING



# WE CREATE, DEVELOP & LAUNCH ENGAGING BRANDS

We are a multi-talented team with a passion for design and have extensive brand development experience with a deep understanding of digital media across all platforms.

BRANDING GURU



CREATIVE MAESTRO



TECH GENIUS







WEB DESIGN &  
PRODUCTION





OPTIMISED FOR  
SOCIAL MEDIA



VIDEO & ANIMATED  
CONTENT





visualearning

FULL CASE STUDY







FULL CASE STUDY



OUR PASSION IS FOR CREATING  
**BRANDS AND COMMUNICATIONS ACROSS MEDIA**

THAT ENGAGE  
**WITH YOUR TARGET AUDIENCES**

AND MAKES A MEANINGFUL IMPACT  
**ON OUR CLIENT'S BUSINESS AND COMMERCIAL  
PERFORMANCE**

WHAT WE DO





BRAND CONSULTANCY  
BRAND WORKSHOPS  
CREATIVE STRATEGY  
BRAND NAMING  
COPYWRITING  
BRAND CREATION  
BRAND DEVELOPMENT  
WEB DESIGN  
BRAND GUIDELINES

WHAT WE DO



# NOW IS THE TIME TO QUESTION YOUR BRAND... YOU MIGHT BE SURPRISED BY THE ANSWERS

Please contact our brand consultant , Bill Wallsgrove with any issues that you have for us to begin our conversation about maximising your brands potential.



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