

design and brand workshops to co-create and innovate


100s of new ideas, stronger brands & more confident teams

The main challenge facing many organisations is how to stay connected and maintain an audience focus.

Today's changing business environment drives continual search for competitive advantage, and these discovery sessions help businesses co-create new product and services offers.

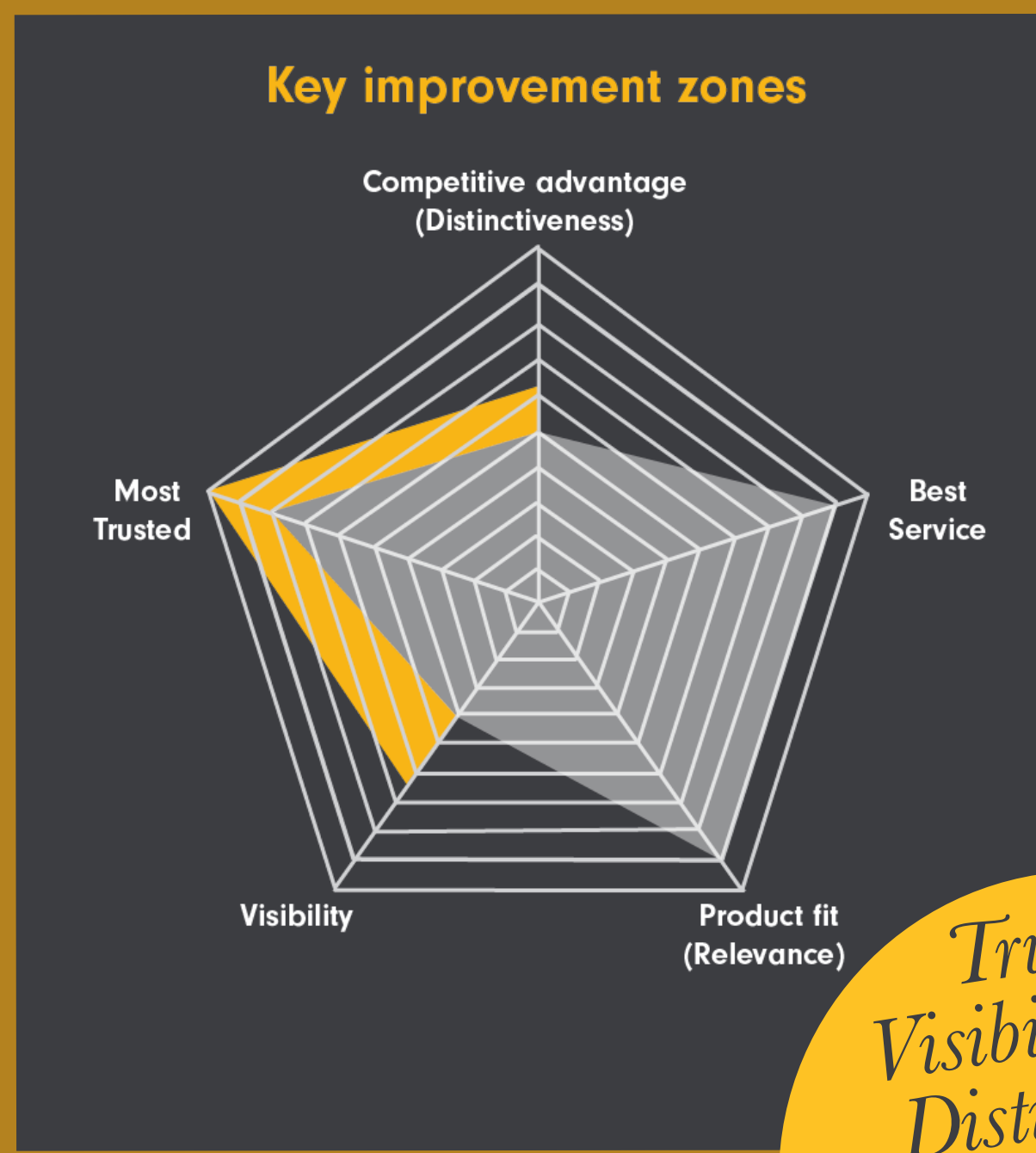


- Brand and sub-brand naming
- Brand positioning

- Product and service ideation
- Understanding customer wants and needs



tweaking a brand from the inside out



Treloar Ltd had ambitious growth plans and knew they needed a strong brand but wasn't sure where to start. The first step uncovered the company's ethos and North Star, and then looked at how to package those intangibles into something more solid that resonated with audiences.

The implementation of a brand strategy, mentoring and marketing plans, with hands-on creative implementation resulted in a steady growth of the business despite order fluctuations of similar rental businesses.

From initial workshops, customer surveys, and a creative branding strategy, the TERRATANK® brand is establishing itself as a class-leading brand with a reputation of trust and bold approaches to address liquid management challenges.

Trust, Visibility & Distinction
up ↑

- Customer research
- Brand strategy

- Brand guidelines
- Digital, print & event support

- Technical datasheets
- Social brand activation and content creation



bringing the right people into the room

Furncare offer inspiring environments to care communities. We uncovered a brand of 'Freedom, Enjoyment and Status' and called it 'Liberta Vie'.

This allowed Furncare to extend its range of luxury bedroom packages into care homes for a higher standard of living.

It was a big leap from several pop-up exhibition stands to a dedicated 4.5m x 4m exhibition space at the NEC, so maximising ROI when designing their stand and visitor engagement was important.

By turning the exhibition space into a luxury room set with video narrative and of course, coffee!, made an inviting and stunning space that appealed to the right audiences.

57 qualified leads (not just email addresses), of which 80% was new business, a great start!

57 
Qualified Leads



- Repositioning care home furniture business
- Stand experience design
- Exhibition stand design
- Digital, print & event support