

## Our process and services

1

revealing  
challenges &  
opportunities

### DISCOVER

#### Questioning, listening and understanding

Strategy without knowledge is not strategy, it's guesswork, so this is how we come to understand exactly what you need and reveal the opportunities (or challenges) you might be facing. It's also a chance to hold brave conversations about what makes your brand authentic and valuable.

#### research & auditing

brand workshops  
customer insights  
customer journeys  
benchmarking

2

creative  
thinking  
& strategy

### DEFINE

#### Articulating your story

In any high-end interiors or lifestyle business there is always an opportunity to differentiate your brand. We're at our best when we help build a brand from the ground up, from tone of voice, look, feel and message; but are equally at home delivering a broad range of strategies to elevate or reposition your existing brand.

#### brand consultancy

brand strategy  
positioning  
proposition  
brand identity & guidelines  
brand architecture  
internal communications  
tone of voice  
imagery  
messaging  
content marketing

3

implementing  
cross-media  
solutions

### DO

#### CREATIVE

##### Compelling and persuasive ideas

Effective printed literature is as important as ever in increasing desire among specifiers, buyers and consumers.

#### creative services

brochures and printed communications  
tactical marketing and direct mail  
exhibition and promotional material  
trade & consumer advertising  
packaging  
point of sale  
copywriting  
print management  
photography

#### DIGITAL

##### Creating impact in the digital space

Ensuring you're achieving the maximum impact through the most relevant existing and emerging channels.

#### digital engagement

search engine optimisation  
content managed websites  
responsive websites  
ecommerce  
video & animation  
visual content  
social media content  
email marketing