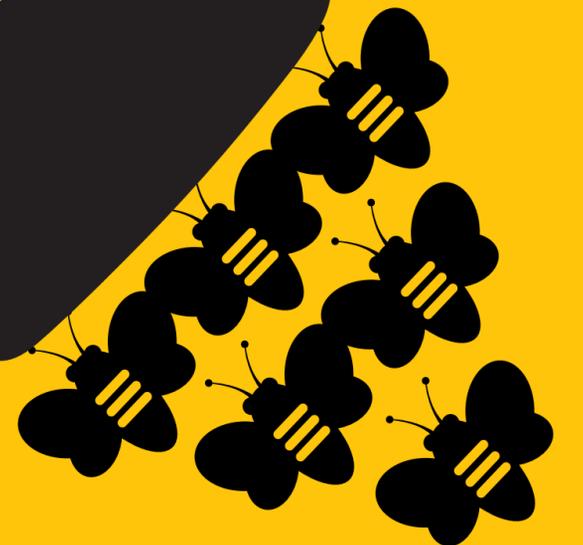
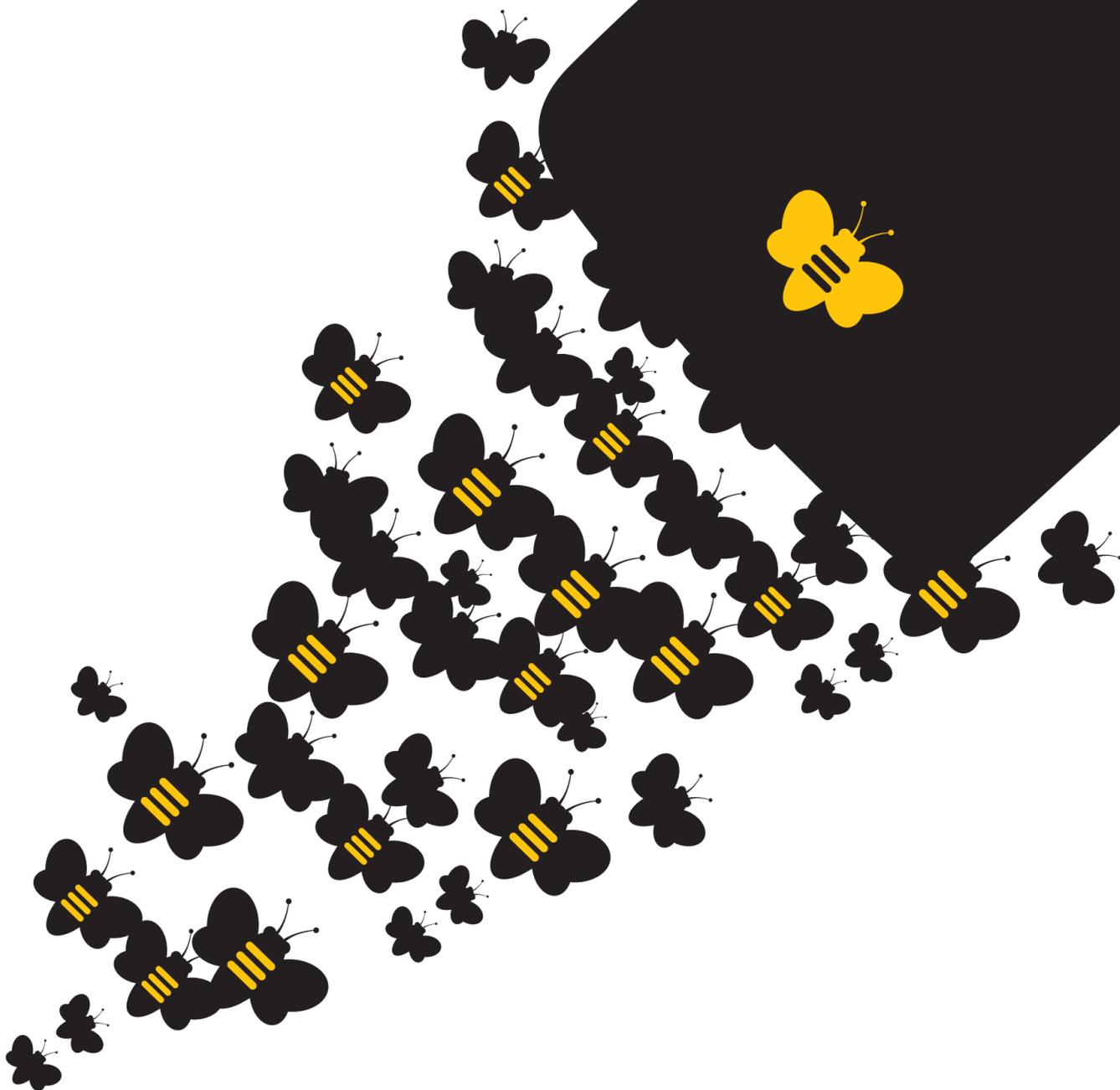


Busy as AB

Punching
above
our weight



Appearances can be deceptive, we're a little business who have been helping bigger businesses punch above their weight for years.



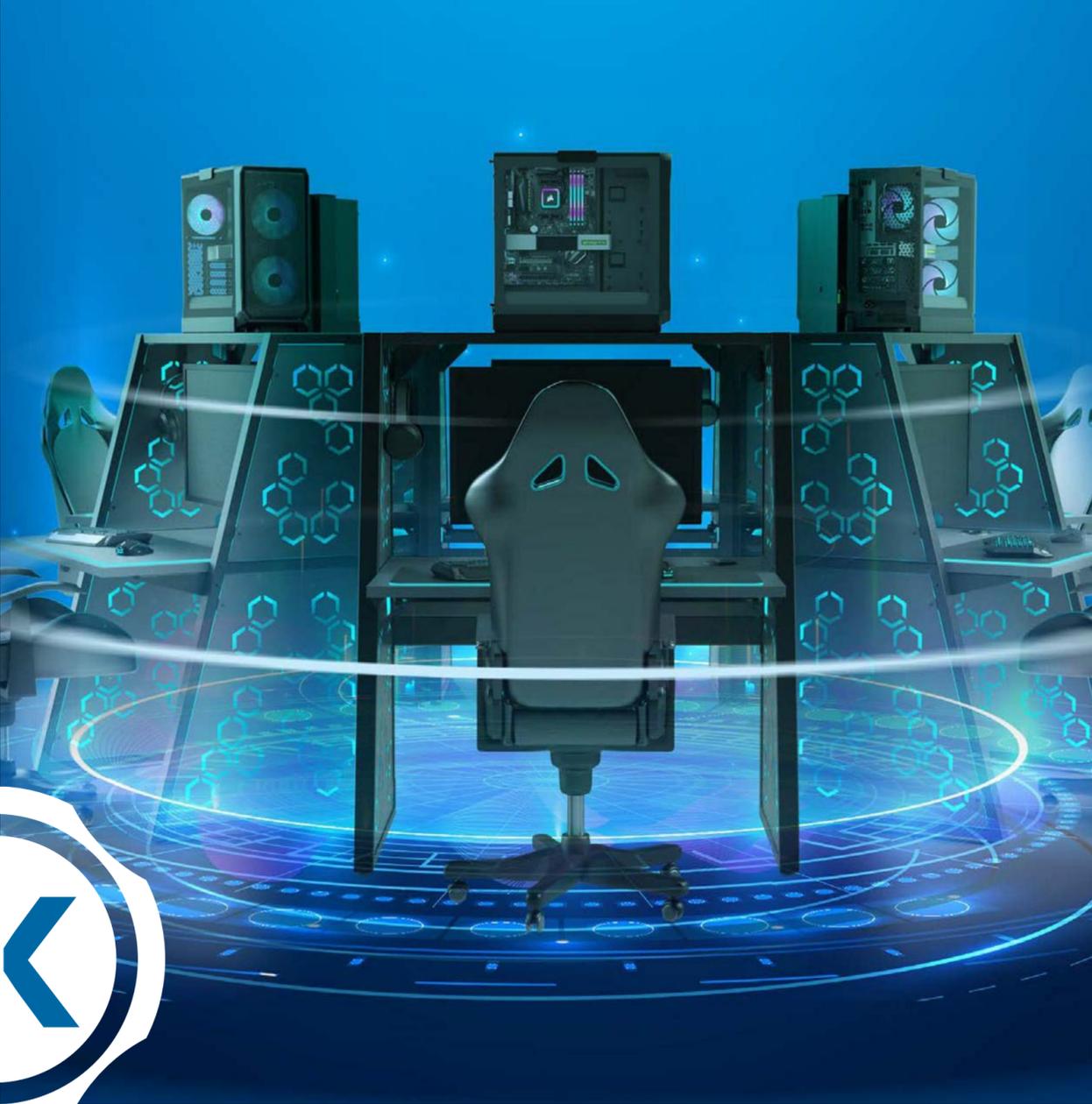
We have a vast amount of experience to share, and love sharing it...
creating a buzz for your business.

Creativity is our superpower!
We understand business and love
people, joining them together
is our speciality.

Who do we work with? We have
a broad range of clients, from tech
to fashion and farming. Our work
creates a big impact, punching way above
our weight, helping your budget go further.

Here's a few examples...





**LOXIT
ESPORTS**



Loxit Esports

Loxit designs and produces AV Furniture - technology and connectivity integrated into the structure of work stations, meeting desks, lecterns or podiums. The Esports development was a natural extension of the core business.

We worked with the directors, product development team and marketing department to expand the brand into the Esports space. Loxit Esports has quickly established itself (8 months) within this category and continues to innovate.

The work produced includes -

Launch strategy and communication including sales deck

Brand identity and tone of voice

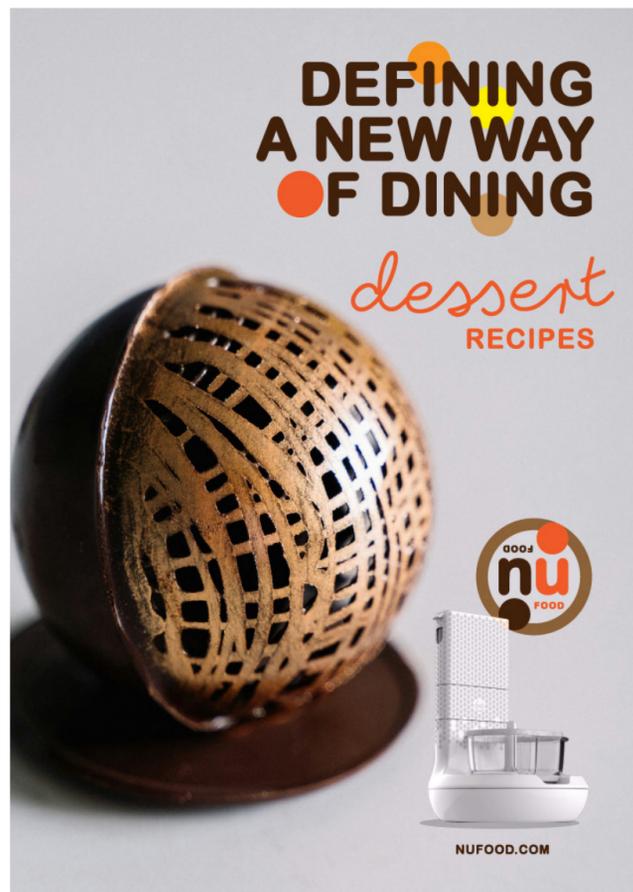
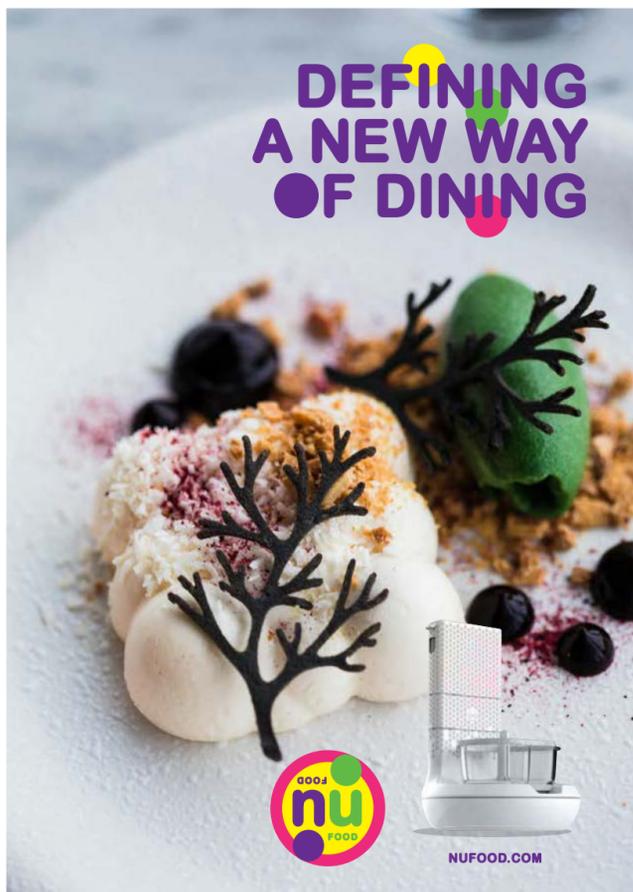
Art direction - ideation, environment styling and the production of human centred gaming images

Product videos

Website content and social features



DEFINING A NEW WAY OF DINING



NuFood

The western world has fallen in love with Japanese culture, in particular food - where the vibrant, playful dynamic has created food that looks as beautiful as it tastes. NuFood took this inspirational food-style into a new dimension.

We worked with the parent company and the product development teams to bring a brand-new food maker to market. We created the brand name, positioning and developed the go-to market strategy. Defining a new way of dining.

The work produced includes -

Audience research

Brand strategy

Brand name creation/identity and tone of voice

Launch materials/events

In-store activations and point of sale support

MORE INFO.



sodastream



add a splash of colour



WOW

we love water

sodastream

www.sodastream.co.uk

SodaStream

Sodastream was a great example of what happens when a business ignores market trends. We were brought in to reposition the brand. We worked with the global team to develop a strategy that would transition the brand away from brightly coloured, sticky drinks into the world of sparkling water at home.

The work produced includes -

Audience research

Brand strategy

PR strategy

Update the brand identity

Packaging

Regional campaigns and OOH advertising

Website and social content

MORE INFO.





connecting
industry and
academia

WHAT IS CERES?

Ceres is a knowledge exchange partnership for the agri-tech sector. We're helping to connect industry to academia and to fund resulting collaborative projects which seek to take technology to market.



Ceres

This project was an opportunity to work with the marketing team and other academic stakeholders at the University of Cambridge, Lincoln, UEA and others, defining how cutting-edge agri-tech services are marketed to a global audience.

The client collective wanted a brand that could scale. The ambition was to create a globally recognised brand for these services.

We are very pleased to have helped Ceres achieve this goal, accelerating the transfer of agri-tech knowledge and research into commercial markets around the world.

The work produced includes -

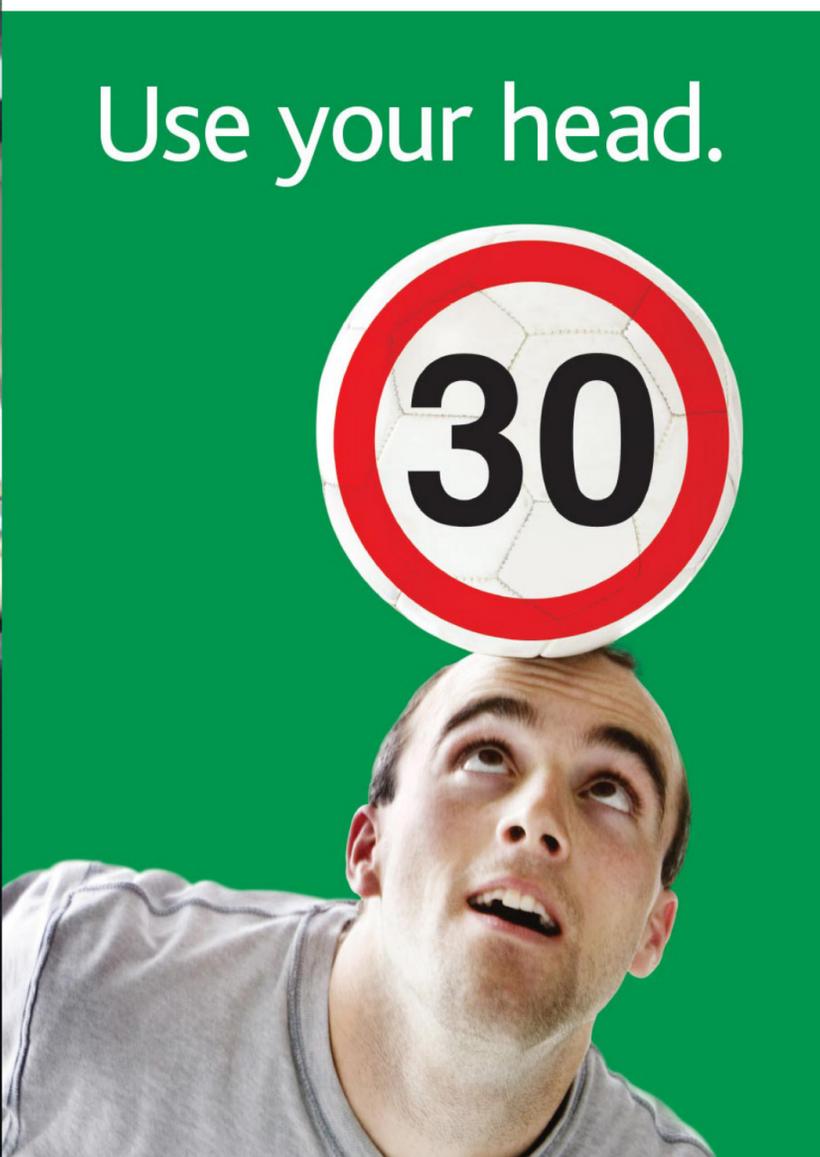
Brand identity and tone of voice

Global Brand guidelines

Launch campaign

MORE INFO.





Know the score...

THINK

Red Routes

Working with multiple stakeholders our challenge was to create a regional road marking system that would help drivers identify dangerous roads across 4 counties.

Creatively it was important to strike the right balance of authority and community. Strategically the implementation and support materials needed to be carefully co-ordinated to ensure maximum impact from the available budget.

The work produced includes -

Brand strategy

Brand name creation/identity and all launch materials

Support materials

Regional activation campaigns and support

Website and social content

MORE INFO.





CashCuff 



DressCode

DressCode had spotted a gap in the market, we helped them establish the brand. Their ambition for sustainable products led us to creating new go-to-market strategies.

What began as a online business, moved over time to be a select luxury fashion retailer through a series of carefully selected 'pop-up' activations and events.

The work produced includes -

Audience research

Brand identity and tone of voice

Product development

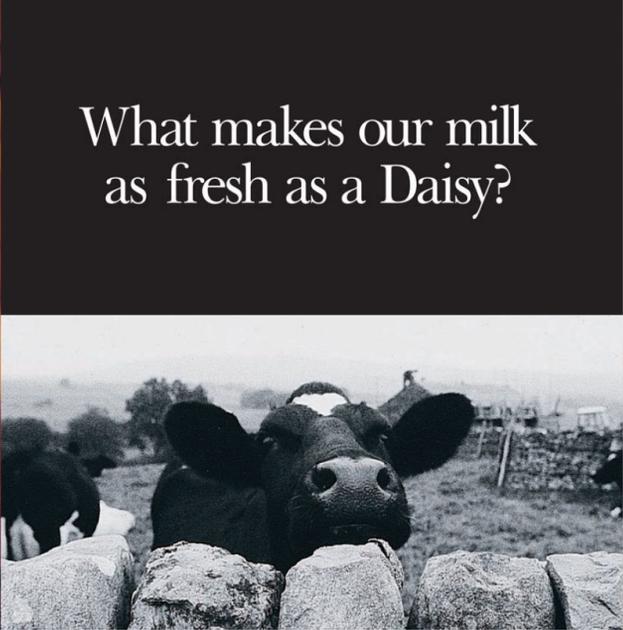
Packaging

Launch and strategic campaigns

Website and social content

MORE INFO.



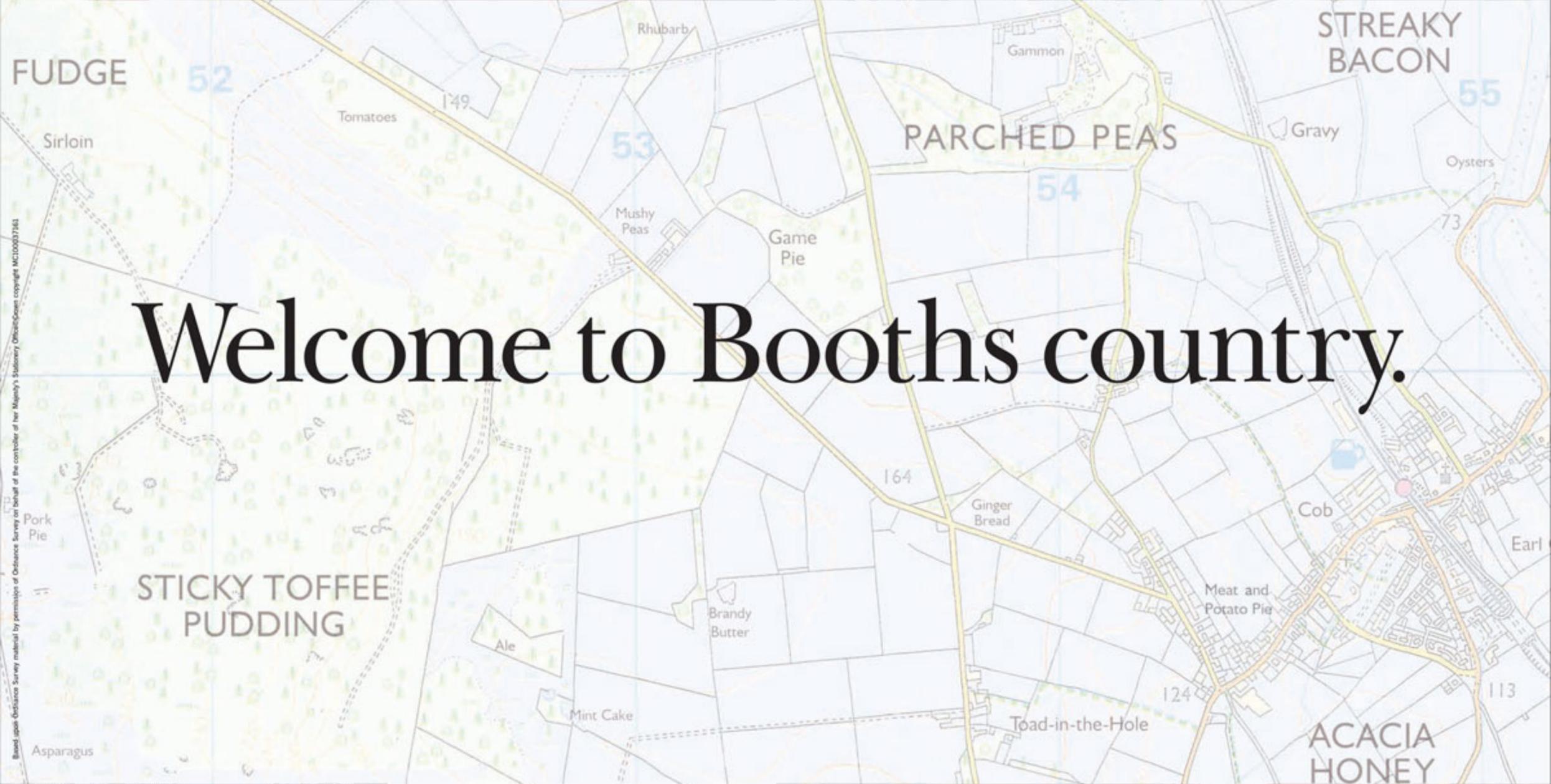


THE NORTH WEST

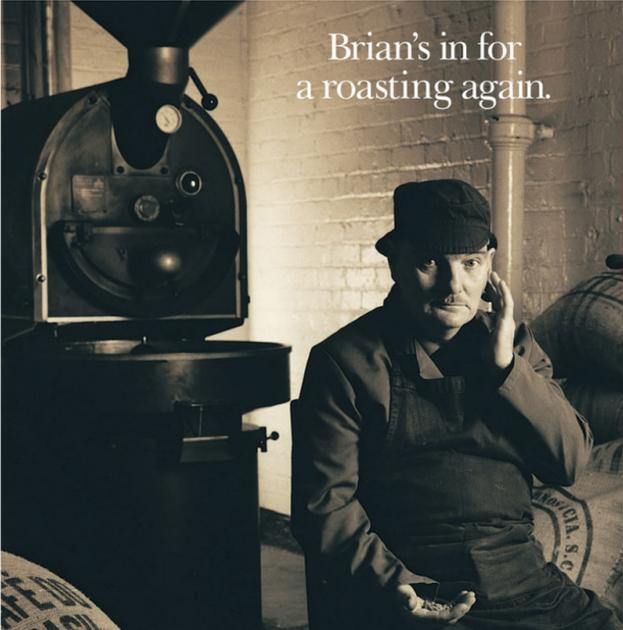
food lovers festival

Sat 21st and Sun 22nd June 10am - 5pm
Westmorland County Showground, Crooklands, Milnthorpe

What makes our milk
as fresh as a Daisy?



Welcome to Booths country.



Booths

Premium regional food retailer Booths had the ambition to become the 'foodie retailer of the north'. We worked with the Booth family, directors and marketing department to develop a sense of place – sharing the stories of local producers and the craft that makes the special local food found within the stores.

We moved Booths from a small, regional family chain to the food heroes of the north, creating 'Booths Country'.

The work produced includes -

Brand strategy

Seasonal campaigns

In-store activations/themes and point of sale support

Packaging

Presentation decks and internal communications

New store launches

MORE INFO.





FIRST TUNNELS

the growing season just got longer



**Tunnel
Vision**



First Tunnels

Initially reacting to changes in the sector, we developed the First Tunnels brand to reflect more about the lifestyle and values of the 'grow your own' community.

A major part of this business strategy involved embracing digital culture - blogs, vlogs and social channel information sharing.

The work produced includes -

Brand identity

Tone of voice

B2C consumer journey, touch points and interactions

B2B consumer journey and support materials

Blog content and styling

Website development

Further support materials - books and video series

MORE INFO.



"I would like to thank Hundred Houses for their quick response to the repair."



"Repairs are always carried out very quickly and to an excellent standard."



Hundred Houses Society

Charities need to clearly communicate their offering, engaging people in their goals brings support which in-turn brings various channels of funding and fundraising. The Hundred Houses Society in Cambridge needed a strong campaign that would celebrate the diversity of the people within, those who use the services and the people who support it.

The work produced includes -

Brand strategy

Development of brand identity

Tone of voice

Strategic campaigns

Website and social content

MORE INFO.





Make the most of your denim

STYLING ADVICE

WITH KATH GOODWIN

RE-FASHION DENIM EDITION

SAT 28TH
SUN 29TH
SEPTEMBER



ReCode

The Denim Dumper campaign was our answer to a call to action. The ReCode team has a very clear ambition - to create products and a business of fully upcycled fashion using existing denim products as the source material.

The client needed something eye-catching and clear, a visual device upon which they could build activities, products and in-person interactions. Enter the Denim Dumper emoji.

The work produced includes -

Campaign identity and tone of voice

Launch strategy and communication

In-store presence, brand activations and experiences

Art direction and curation of images

Website content and social features

**CREATING
A BUZZ FOR YOUR
BUSINESS**

