

# 3. How we do it



## Big ideas ... tight integration

Tailoring concepts, messages and emotion, harmoniously into every single connection

Ideas come through deep understanding. The more we understand our clients, the greater the ideas to connect them to their audience.

We pride ourselves on our ability to get to the bottom of your business, and come up every time with the perfect solution to bring you closer to your audience.

Through the combination of design, words and media, we integrate ideas into stunning final production.

a. **Ideas**  
deep understanding brings clarity

b. **Words**  
inspire, excite and assure

c. **Media**  
emotional content for the senses

d. **Design**  
expression beyond words

## a. 3. How we do it > Ideas

### Creative solutions only come through deep understanding

As a client, you may already have an idea for a specific project: a brochure, a web-site or a new presentation. If so you must also have an idea of what you want to say or the effect you would like the piece to have on your audience.

But you don't need to contact us so late in the process. In fact, our key strength lies much further back... problem solving.

By sharing their unprocessed 'problems' with us, our clients are beginning to see the value that investing in ideas brings their business.

They now realise that their competitive edge lies not entirely with their products, but ultimately with the hearts of the consumer buying them.

# Skills

## Consult

Understanding our clients' business is the most critical step of the creative process.

## Inspirational messages

Deep understanding brings clarity, the creative solution to engage, excite and assure your audience.

## Points of connection

In-depth knowledge of both existing and emerging technologies allows us to select the perfect medium for your unique message.

## Planning

Integrating time and resource into your budget to ensure that you get maximum impact and great value.

# b.

3. How we do it >

## Words

### Inspire, excite and assure your audience

Our writers know the difference between good and bad copy.

They know that no-one wants to read something irrelevant. And they know how to engage, entertain and delight the reader through the use of refreshing language.

We transform messages and information into emotional language which connects directly with your audience.

# Skills

## Languages

- British English
- International English
- Japanese

Note: Other languages are also available through our partners, ask for more details

## Translation

Ideal for informational, factual or legal content.

Our native translators work against the clock to produce professional multi-lingual versions of your original copy.

## Cross-cultural communication

From a single brief, our native writers produce original creative copy in either English or Japanese, or both.

Allowing you to communicate culturally relevant messages to your customers worldwide.

## Engage

You know what they say about first impressions, well that's never been more true than today

- Names
- Straplines
- Headlines

## C. 3. How we do it > Media

### Emotional content for fine senses

Media covers a wide range of sensual content for every connection.

It could be something as simple and powerful as a single photograph on an advertisement.

As engaging as a multimedia presentation with video, sound and interactivity.

Or as subtle as the paper texture of a quality business card or brochure.

# Skills

## Motion graphics

- Flash (web)
- Director (off-line)
- DVD / Video / TV

## Interactive scripting

- Advanced ActionScript (Flash)
- JavaScript
- ASP / JSP / PHP / MySQL
- HTML / XML / CSS

## Media sourcing

- Video
- Photography
- Illustration
- 3D modelling

## Final production

- Web hosting / domain registration
- Offset & digital printing
- CD/DVD writing and printing
- Distribution

# d.

3. How we do it >

## Design

### Expression beyond words

Design is the bringing together of individual elements, to create a single powerful message greater than the sum of the individual parts.

Our designers create a personal space, where concepts, messages and emotion are presented clearly and intuitively.

Ideas, words and media combine through design to deliver unforgettable experiences.

Inspiring confidence at every connection.

# Skills

## Typography

The art of bringing words to life, through font, space, size and tone.

## Media

A thousand words in a heartbeat. Emotional elements to express that which words cannot.

## Balance and layout

Clear, uncluttered presentation inspires confidence and allows the page to breathe.

## Navigation

Whether you are flicking through a four page leaflet or 1,000 page website, intuitive navigation and a logical flow of content allow immediate intimacy.