



Credentials
February 2011





Hello. We are Beef.

We're an award winning agency specialising in ideas and solutions for all aspects of the digital playground. We can help you connect with your audience and stand out from the competition.

The digital arena offers a wealth of possibilities - we can help you figure out the why's and wherefores to find the right way to engage your audience. And we'll do it on time, on budget and be friendly and flexible at the same time.

What's our secret?

Thinking - we make considered and informed decisions: instinct brings ideas, insight makes them succeed

Excellence in everything; strategy, creative, technical and management

We look to develop long-term, meaningful client relationships based on collaboration, trust and fun!

Structured yet flexible working methods

Big agency quality, small agency feel

Some Beef facts

Founded in 2004

Privately owned and staying that way

Highly experienced team of 9

Ambassadors for Open Source technologies and web-standards

Outstanding in the following disciplines;

- Strategic Thinking
- Branding
- Creative Concepting
- Visual Design
- Interaction Design
- Information Architecture
- Technical Development
- E-Commerce
- E-Communications
- Social Media Integration
- Search Engine Optimisation

Why we believe Beef is the right choice.

We hope you agree.



Why Beef?

We work with a wide range of clients allowing us to apply our thinking to an equally wide range of challenges. The first question we always ask ourselves when looking at a new brief is; what is the problem we're trying to solve?

We have a proven track record of delivering projects on time and on budget with our flexible project management methodologies. We successfully complete multiple projects through the studio month on month.

We strive to find creative, functional and measurable solutions. We understand digital and how it can solve real life problems whilst meeting business and user needs - whether it be design, content, e-commerce, applications or campaigns.

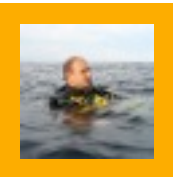
The digital landscape continues to evolve faster and faster, and as a company we actively invest in developing our understanding, skills and techniques to ensure that we continue to offer our clients the very best solutions.



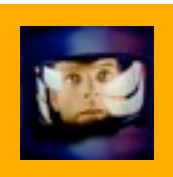
Team Beef

Our studio is jam packed with some of the best talent in the South West. Each core service is headed by one of our directors who collectively have over 40 years experience working in digital.

Management



Kevin Broadley
Account Director
tom@wearebeef.co.uk



Tom Burton
Technical Director
tom@wearebeef.co.uk

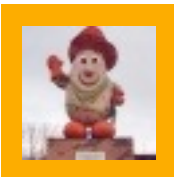


Juliette Scannell
Studio Manager
juliette@wearebeef.co.uk

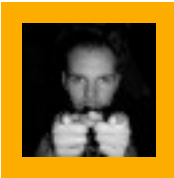
Creative



Ben Hostler
Creative Director
benji@wearebeef.co.uk

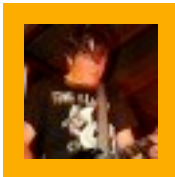


James Ede
Interaction Designer
james@wearebeef.co.uk



Richard Windsor
Designer
rich@wearebeef.co.uk

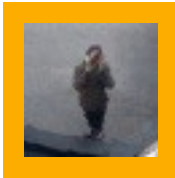
Technical



Steve England
Development Director
steve@wearebeef.co.uk



Daniel Craig
Developer
daniel@wearebeef.co.uk



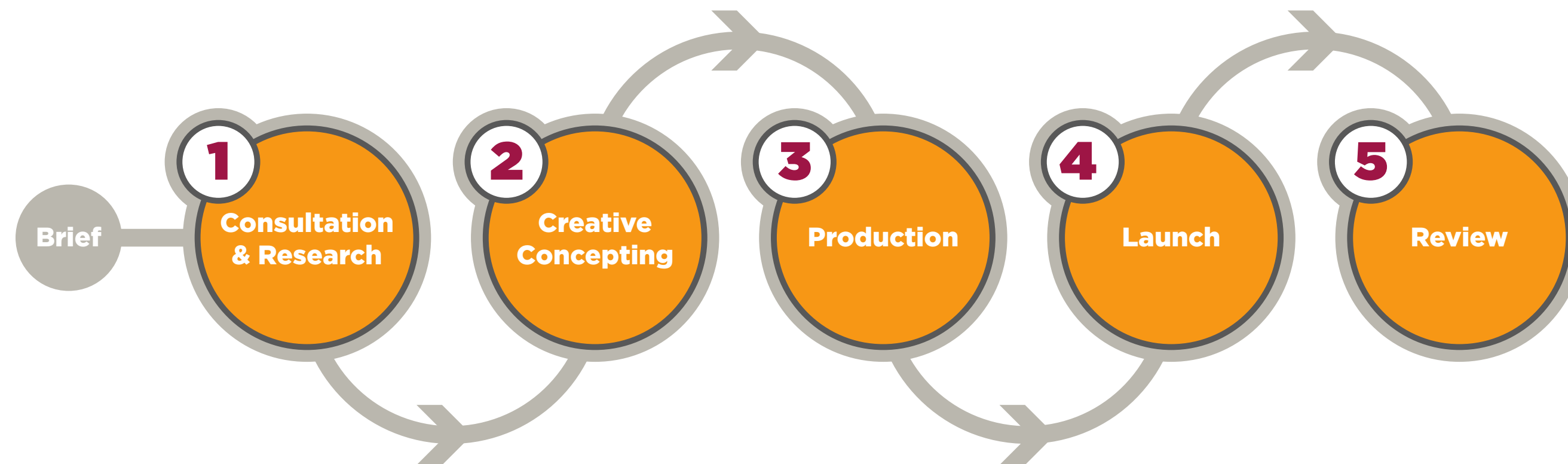
Liam Richardson
Developer
liam@wearebeef.co.uk

How we work.

No smoke, no mirrors.



Our process



We have a structured approach to all aspects of what we do. A producer is appointed who will be responsible for the project and is the primary interface between yourselves and us.

During production key stakeholders in the separate disciplines (creative, technical etc.) will oversee the production of the deliverables and will play a key role throughout the process.

Throughout the process key milestones and meetings to ensure a collaborative and dynamic process from inception through to delivery. This is supported use of a simple online tool to track progress, gather feedback and manage change requests.

Collaboration is key to our process and within all phases of work there are opportunities for you to give feedback on what is being produced; your input is vital to a projects success and we value it highly.

Let's look at some work.

We're pretty proud of it.



Case studies

We have selected three projects that feel showcases our abilities in the disciplines relevant to your project.

If you would like to see further case studies or want to discuss our work in more detail, please don't hesitate to contact us.

Opposite we offer three referees with whom we have worked in the previous 12 months.

Jo Mills

Head of Marketing & Development, Royal Agricultural College

jo.mills@rac.ac.uk • 01285 652 531

Mike Bennett

Place Making Director, Bristol City Council

mike.bennett@bristol.gov.uk • 0117 902 9956

Ian Robins

Marketing Planning & Communications Manager,
GWE Business West

ian.robins@businesslinksw.co.uk • 0117 202 0157

Royal Agricultural College

www.rac.ac.uk

The Royal Agricultural College is the oldest, and one of the leading agricultural universities in the country. We were appointed to deliver strategic consultation, information architecture, visual design, multi-media and a bespoke content management system.

As part of an ongoing contract we produce monthly performance reports and ongoing strategic work for the development of the site and marketing of the college.

Our work won ‘Best Corporate Website’ at the 2010 CorpComms Awards.

Key Activities

- Brand Development for online
- Strategic Consultation
- Website
- Information Architecture
- Visual Design
- Technical Development
- Search Visibility
- Ongoing Support
 - Strategy
 - Content Creation
 - Technical Development

Key Successes

- 27% increase in open day bookings
- 250% increase in site traffic
- Winner: Best Corporate Website 2010 CorpComms Awards

I feel very confident that with Beef’s expertise and knowledge, we now have a professional, recruitment-led website that the web team and the College can be proud of.

Jo Mills
Head of Marketing & Development, Royal Agricultural College

Key Aspects

Virtual Tour

We created an interactive virtual tour of the college for which we created a 3d model of the campus. The tour has become one of the most visited sections of the site.

Flexible templates

We designed a suite of highly flexible page templates allowing the college to create dynamic layouts.

Systems integration

The system integrates seamlessly with Microsoft Sharepoint which is used by the college internally to manage network access.

A collage of four images related to the University of Winchester. The top image is a 3D aerial map of the campus with a 'Learning' tab highlighted. The second image shows a courtyard with a bench. The third image shows the interior of a church with a yellow magnifying glass icon. The fourth image is a close-up of a person's face.

A close-up photograph of three people. In the center, a man with a shaved head is smiling broadly, showing his teeth. To his right, a woman is seen in profile, wearing a white top with large red and black polka dots and a red flower in her hair. To the left, another man is partially visible, looking towards the right. The background is a plain, light-colored wall.

Drytac

www.drytac.co.uk • www.drytac.com • www.drytac.ca

Drytac are a global manufacturer and supplier of innovative products for graphic finishing from machinery through to consumables. We won a 5 way pitch to consolidate their brand and redevelop their global e-commerce solution.

We centralised the management of three distinct sites into one system that powers a multi-territory e-commerce system.

Our work was nominated for “Best Corporate Website” in the 2010 Media Innovation Awards.

Key Activities

- Strategic Consultation
- Brand Development
- Information Architecture
- Visual Design
- Technical Development
- Search Visibility
- Ongoing Support

Key Successes

- 6% increase in revenue in first quarter generating \$245,000
- 97% increase in site traffic
- User feedback cited a greatly improved experience
- Nominee: Best Corporate Website 2010 Media Innovation Awards

Beef delivered a sophisticated solution to our e-commerce challenge and feedback from across the business is that the new site is making a real difference to how we work.

Clare Mooney
Senior Sales & Marketing Executive, Drytac

Key Aspects

Centralised System

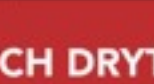
We combined 3 distinct websites into one global-facing, centrally managed system.

Multi-territory e-commerce

One database of over 1600 products powers e-stores across 3 territories

Business Processes


Flexible system minimises internal working impact



DRYTAC
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DRYTAC NEWS

Drytac® introduces a dry erase liquid coating to its InstaCure coating line
InstaCure Dry Erase will allow shops to produce dry erase applications for just pennies a square foot. InstaCure Dry Erase can be applied with our small format UV coater, VersaCoater DocuMate Plus ... [Read More](#)
14.12.10 - by Emily Gaskin

Drytac Acquires TENEXA-Folien
02.11.10 - by Triana Murtagh

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DRYTAC EVENTS

Visit TENEXA at Paperworld 2011
29th Jan
Paperworld 2011, the world's leading trade fair for the paper, office supplies and stationery sector. With over 2,000 exhibitors expected from all over the world, Paperworld will not only be ... [Read More](#)
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INTRODUCING DRYTAC

Watch this video for a brief introduction to the world of Drytac, experts in finishing solutions for the graphics finishing industry, including its staff, products and core values



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Gap Medics

www.gapmedics.com

A sister venture from Work The World, Gap Medics organise work placements for 16-18 year old students looking for real world medical experience before pursuing further education.

We won a 5 way pitch to create the brand, website and advertising.

Our work was nominated for ‘Best Branding’ in the 2010 Media Innovation Awards.

Your work is great. What you have produced really communicates with the people that we are trying to reach.

Omar Mohammed
Director, Gap Medics

Key Activities


- Brand Creation
 - Identity
 - Photography
 - Messaging
- Advertising
 - Online
 - Offline
- Website
 - Information Architecture
 - Visual Design
 - Technical Development
 - Search Visibility
 - Ongoing Support

Key Successes


- Nominee: Best Branding
2010 Media Innovation Awards

Key Aspects

The system seamlessly integrates with an existing CRM system to process applications and enquiries.



The St Lucian sunset



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START YOUR ADVENTURE TODAY ➔

Thanks for listening.

We'd love to chat about how we could help you. Give us a buzz, drop us an email or pop in for tea n' biccies.

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