

creativelife.co

BRINGING CREATIVITY TO LIFE

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creative
life.co



Making a social impact

Website



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BRINGING CREATIVITY TO LIFE

Data



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Branding



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Strategy



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Data
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Strategy
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Data Branding Strategy

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Meet the team



Alex Dunn
CEO & Head of Product



Joanne Smith
VP Product



John Morris
Lead Designer



Carole Brady
Content Writer



William Matthews
UI Designer



Barbara Vito
CEO

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ARCHANT} Our knowledge. Your results.



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Audience data
and insight.

Data and insight.



30%

find online ads most helpful when making a purchasing decision

6% pay most attention to
magazine ads

107,000

SMEs are in our region



8% find newspaper ads most helpful when making a purchasing decision – 6% more likely than the UK average

.....

8% find magazine ads most helpful when making a purchasing decision – 13% more likely than the UK average

15% pay most attention to
online ads

11% pay most attention to
newspaper ads
7% more likely than the UK average

88,500

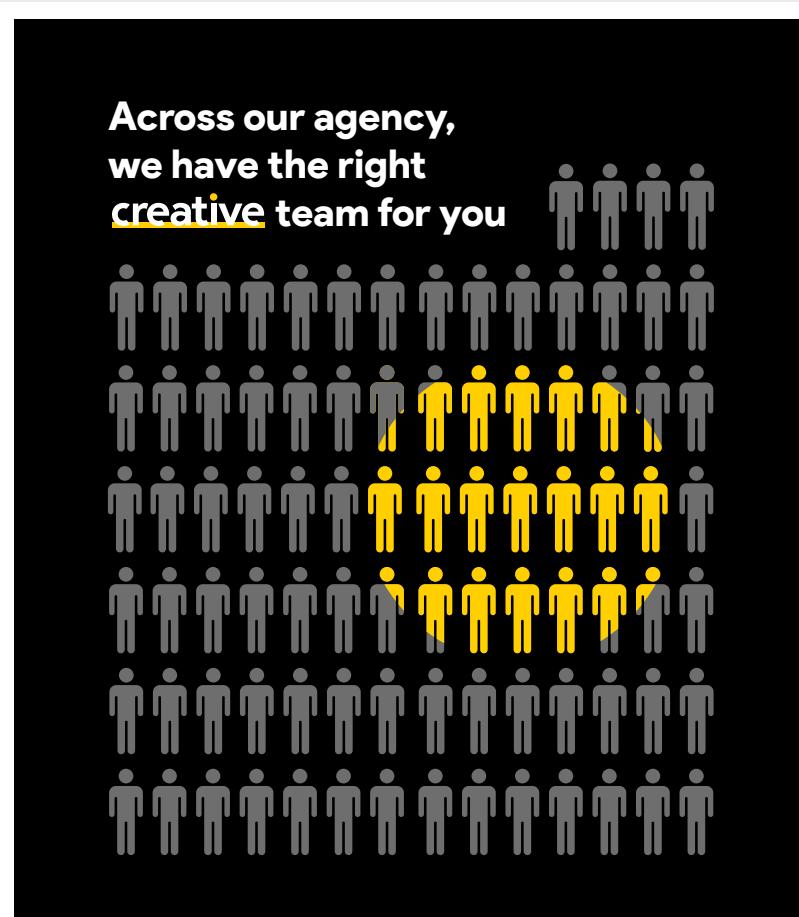
are key decision makers

LinkedIn is the #1 channel B2B marketers use to distribute content at 94%.

The screenshot shows the LinkedIn profile of a company named "creative life.co". The profile features a black header with the text "A unique kind of agency." Below the header, there's a small image of a person and the company name. The main content area includes a "About" section with a brief description of their services, a "Recently posted videos" section with a thumbnail for "Shout about it", and a "Promoted" section for a "Customer Success Platform" post. The sidebar on the left shows navigation links for Home, About, and Videos.

The screenshot shows a LinkedIn feed item from "creative life.co". The post is titled "Be the 'pièce de résistance'" and features a large yellow graphic with a black hand holding a black dome. Below the graphic, the text "The Foundation for Success" is visible. The post has been promoted and has 122,812 followers. The feed also shows a comment from Jessica Morgan and Hayley Johnson, and a search bar at the top.

Print Concepts



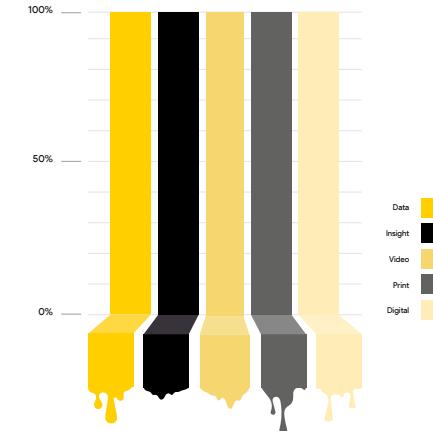
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Brand led

**Data & insight.
Allowing creativity to flow.**



A unique kind of agency.

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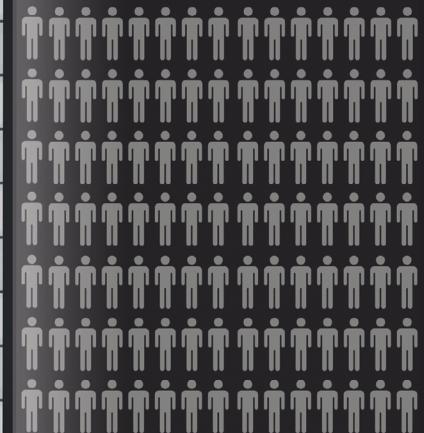
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Across our agency,
we have the right
creative team for you



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Digital Concepts

Homepage Takeover

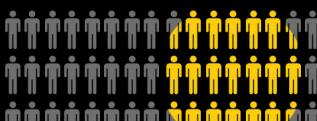
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Norfolk and Suffolk Business News



New lease of life for pub which has been shut for more than a year

An historic Norfolk pub which has been closed for more than a year is due to spring back to life in early November.



Norwich pub named best in the city in awards celebrating real ale



Micro-pub named best in the county in awards celebrating real ale

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Daily

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Email Campaign

Making a good impression



Collaborating.

The Beginning.

- Discussed initial ideas
- Wanted to push it as far as possible!
- Started designing individually
- Communicated with Concierge and DDI

Who Did What



Jamie Morrison
Team Skipper



Samantha Lowry
Branding Guru



Dan Etchels
Video Nut



Natasha Smithurst
Magazine Boss



Calvin Pearce
Design Maestro



Paul McGonagle
Digital Wiz