

**hello**

**root fifty-two**



**Root Fifty-Two**, established in 2008, is an independent and mighty full-service **creative and marketing agency** with the power to build, create, design, write, brand, market, and everything in between.

We're an inspired collective of creatives based in Lancashire, each with our own unique style and passion for storytelling.

01282 911 910

[hello@rootfiftytwo.co.uk](mailto:hello@rootfiftytwo.co.uk)

[rootfiftytwo.co.uk](http://rootfiftytwo.co.uk)

# our approach

**Whether you're after one-off or monthly ad hoc services, or the full creative and marketing package on a retainer basis, we've got you covered.**

## we bring **energy**

Everything we do is driven by a contagious enthusiasm and passion for creativity, ideas, and elevation of our clients and ourselves. We value listening to everyone's ideas and are proud of the supportive and expressive energy we bring to the studio.

## we have **talent**

Supporting a culture of growth and innovation, we're inspired by the bright sparks we've got in our team and the visions we have. We're confident in the knowledge and expertise we've got on board, and we always push each other to go further.

## we are **authentic**

We focus on being open and honest, and won't pretend to be something we're not. Our interactions are down-to-earth, transparent and sincere with our clients and one another, motivating us to build meaningful partnerships and collaborations that last.

## we build **connections**

We're committed to building long-lasting relationships with all of our clients - in effect, becoming extended members of your team. We love getting to know the unique stories that make up each business and that our partnerships become friendships over time.

**our services →**

# creative

## Comprehensive graphic design services that fuse creativity with a keen eye for detail.

- brand identity
- brochure design
- business stationery
- signage & merchandise
- exhibition materials
- photography direction

Whether you're just starting out in drafting your new brand, or you're already a well-established business in need of a brand refresh, our team of designers will work closely alongside you to develop a unique and effective logo and brand identity that aligns perfectly with your company's core values and vision.

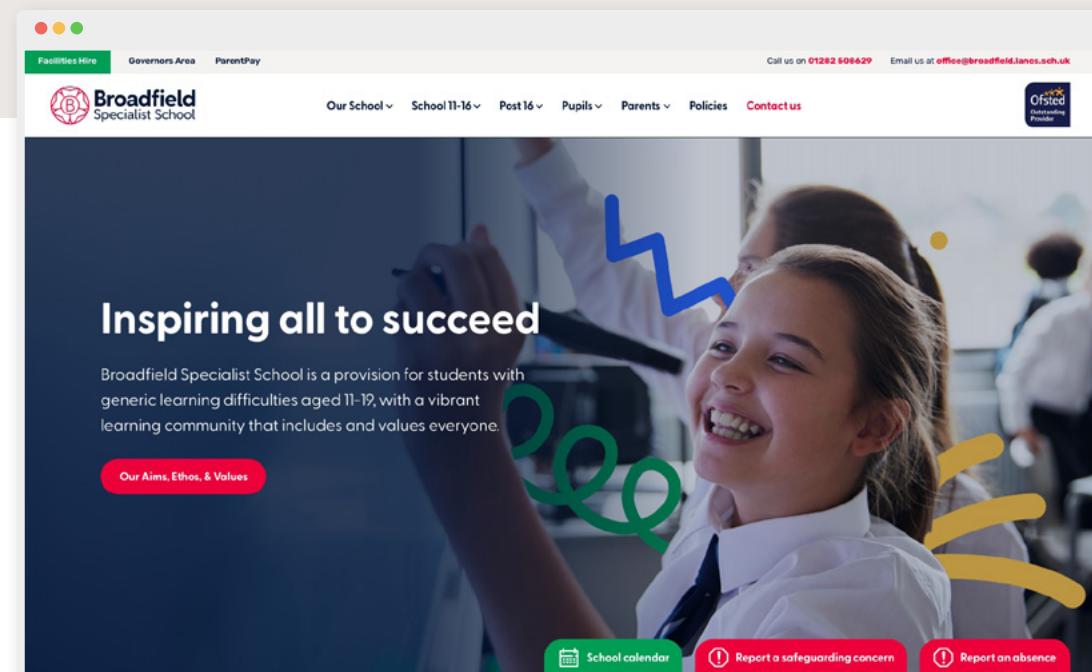
Our designers develop a deep understanding of your product / service, target audience, and brand, translating these ideas into visuals that amplify your stories and promote your core company values.

If you're looking to build on your brand awareness, contact our creative team today.

# web

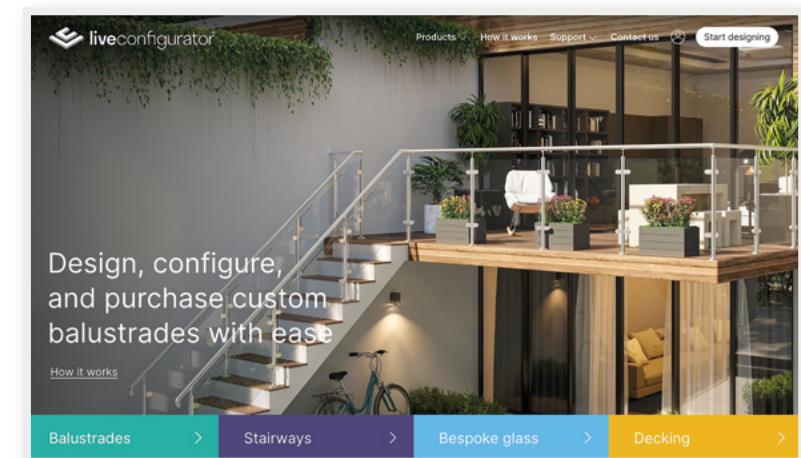
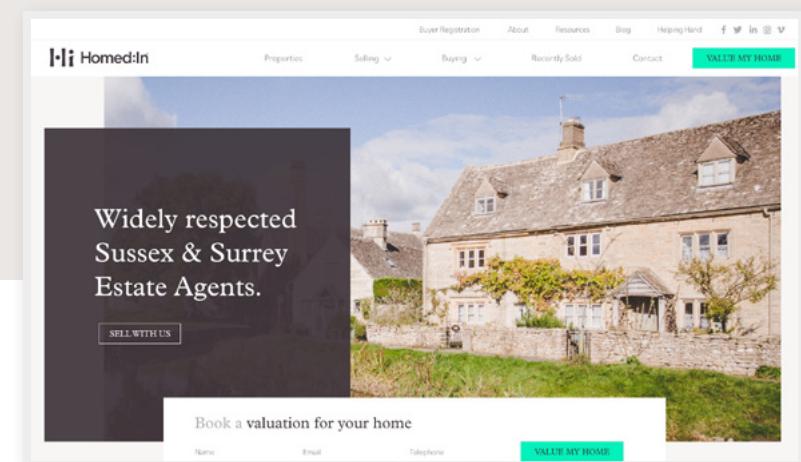
**Your website is your most powerful online marketing tool, and our team is here to make sure it's both functional and impactful.**

- website design
- ecommerce
- website development
- content management
- landing pages
- hosting & maintenance



As well as designing the structure and overall aesthetic of your website to offer the perfect representation of your business, we'll deliver a website that focuses on lead generation and conversions.

Once you've worked with our designers and had your vision realised, that's when our team of dedicated web developers comes in. Each website we build is entirely bespoke, and will provide an excellent user experience for both desktop and mobile users.



# Social media

## Increasing your social reach with original content creation.

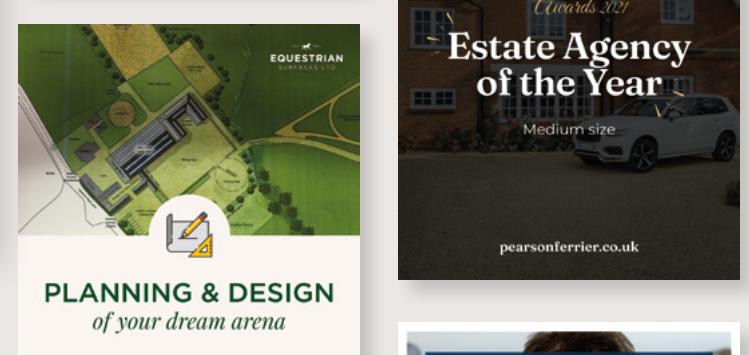
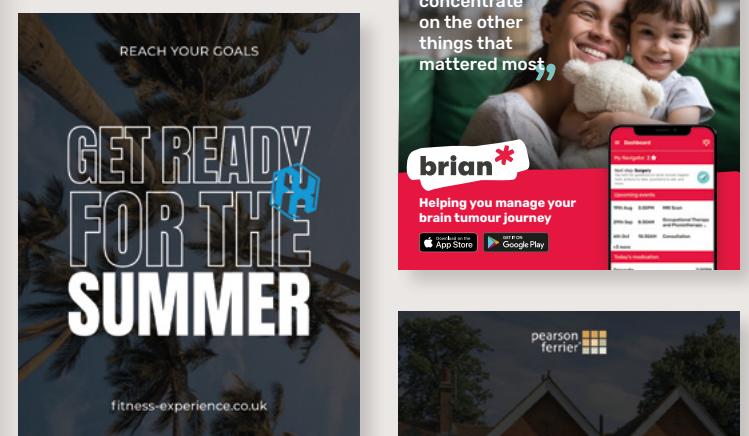
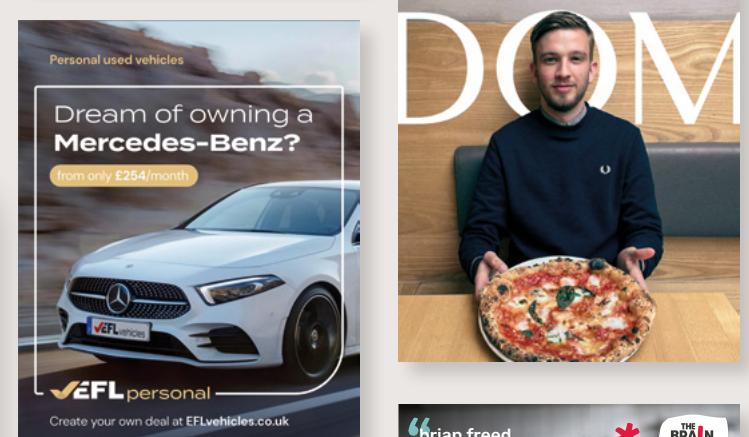
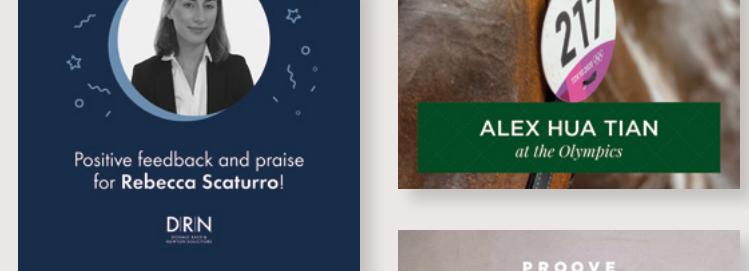
- profile management
- audience engagement
- PR & influencer marketing
- organic & paid campaigns
- tailored content plans
- post scheduling

Social media can be an excellent and invaluable marketing tool, especially if you know how to use it effectively.

Our dedicated team of social media experts live and breathe all things social, and each have vast experience in setting up and executing successful paid and organic social media campaigns across all platforms, including Facebook, Instagram, LinkedIn, Twitter, TikTok and YouTube.

Following an initial meeting, we'll highlight the platforms which offer the most potential for you and your business and develop a strategy, before getting all set up and making regular posts on your behalf in accordance with a detailed monthly marketing plan, tailored to your objectives.

We have monthly marketing packages to suit all budgets. Get in touch with our social media team today to find out more.



# digital

## Connecting your business with new and existing customers.

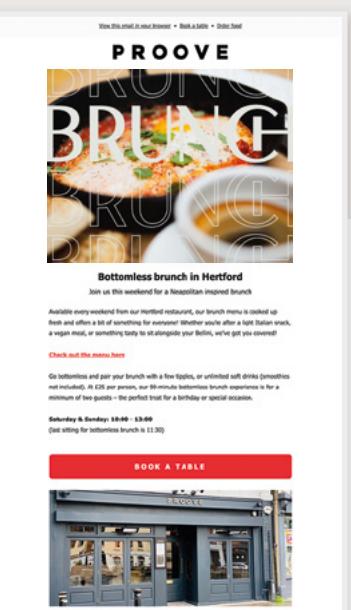
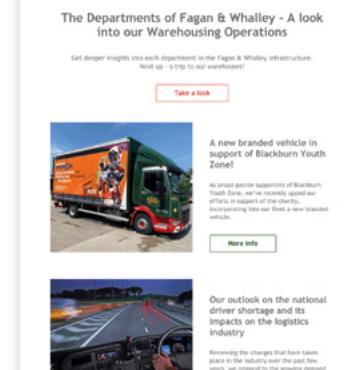
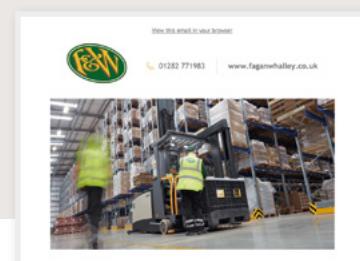
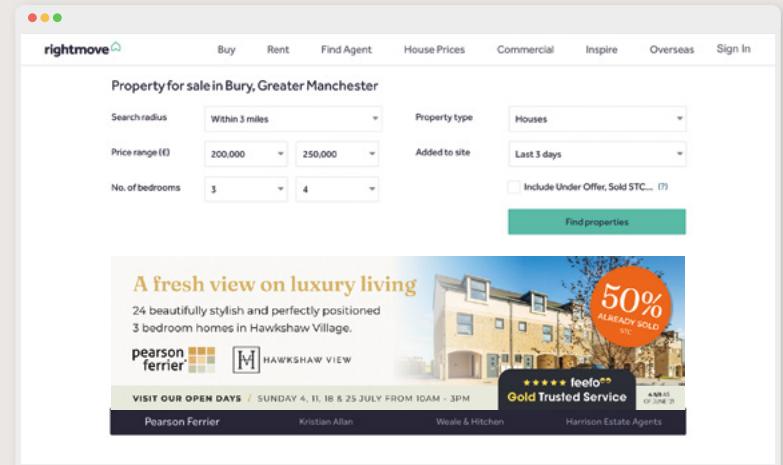
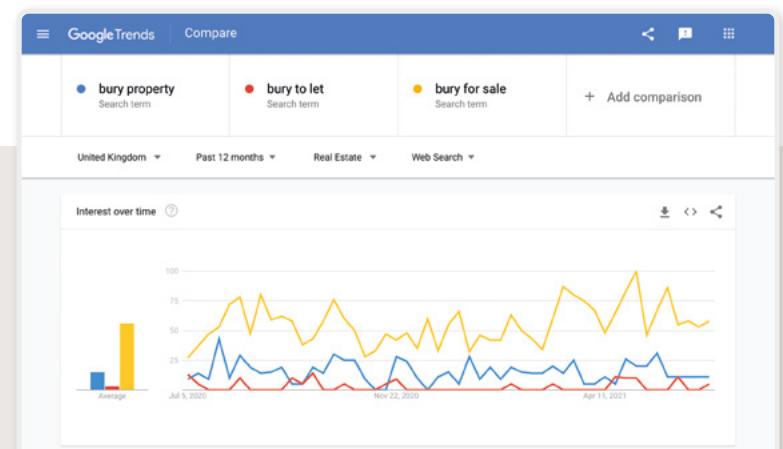
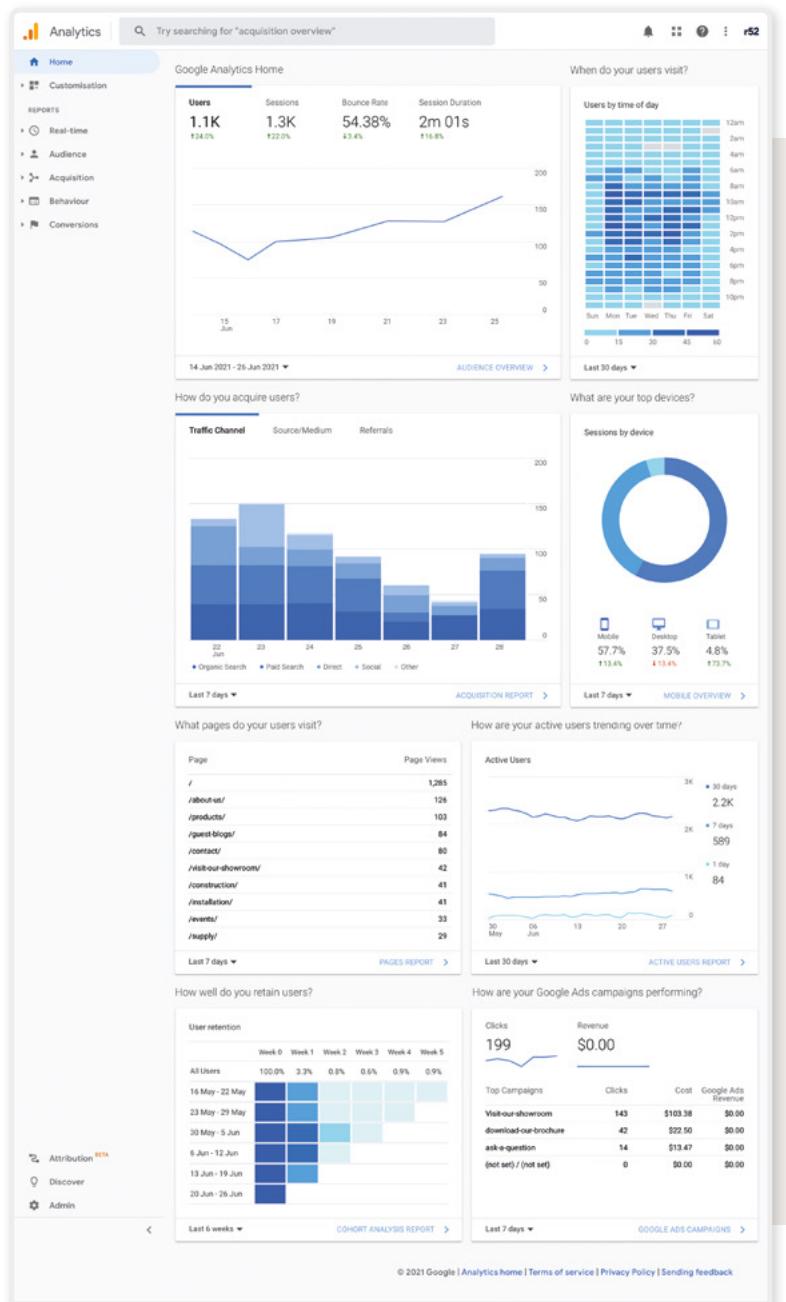
- content marketing
- SEO management
- email campaigns
- Google Ads
- remarketing
- web analytics

Whether it's driving traffic to your website, increasing brand awareness, managing your email marketing or social campaigns, or thinking up new ways to engage with your existing customers, we're always excited to get out the drawing board and start generating new ideas for your next digital campaign.

Helping you to grow and target your client base, we have a wealth of experience in planning, designing, building and managing successful digital marketing campaigns, and can incorporate our digital services into a fully scaled marketing strategy.

**"Root Fifty-Two came along and switched everything around for us, in that year on year on year, our sales have grown because of the input we've had from them."**

Jason - VWM Woodworking Machinery



# copywriting

**Bringing your brand to life  
with stand-out content.**

- brochure content
- blog articles
- website content
- SEO optimisation
- email newsletters
- press releases

Great copywriting tells your story, sells your products and services, educates your customers and helps to boost awareness of your brand.

Our dedicated copywriter will be on hand to make sure every aspect of your content oozes personality, highlights your individuality, and remains on-brand across all aspects of your marketing.

Working closely with your team to gain a good understanding of your business, your key messages and core values, our copywriter will create outstanding, and SEO-optimised content that's both engaging and informative.



**DIRIN DONALD RACE & NEWTON SOLICITORS**

Burnley 01282 433 241 Celine 01282 864 500 Ramsbottom 01706 824 494

HOME FOR YOU FOR BUSINESS ABOUT US BLOG CAREERS CONTACT

**Should I include my digital assets in my Will?**

06 APR 2021 PRIVATE CLIENT POPULAR ARTICLES



Written by Sara Jane Chorley

**As technology continues to develop, our modern world is becoming ever more digital. With this in mind, more and more people are beginning to include their digital assets in their Will.**

A Will is a legal document which allows you to outline your wishes for what should happen to your assets, including finances, property, valuables and any family heirlooms, upon your death, and having a Will in place is the only way to guarantee your wishes are fulfilled.

Broadly speaking, digital assets fall into three core categories – financial, social, and sentimental.

**Why should I include my digital assets in my Will?**

It is not currently common practice to include information relating to digital assets in a Will, however doing so can be very beneficial. Often after someone has passed, family members will encounter difficulties in accessing any password-protected information when digital assets have not been outlined in the Will, causing complications in the probate process.

To make things easier for your family following your death, it's a good idea to cover all bases and include any digital assets, such as those listed above, explicitly in your Will, along with your intentions for them.

**HertsLive** NEWS - IN YOUR AREA WHAT'S ON - TRAFFIC & TRAVEL - |  

What's On What's On News Hertford

**Popular Neapolitan pizza restaurant opens in Hertford Parliament Square site**

It's the first restaurant within the chain to open in the south of England

SHARE    COMMENTS By Matthew Smith Multimedia Journalist 12:51, 25 JUN 2021



The new restaurant will be a boost for Hertford (image: Proove)

A popular pizza restaurant based in Sheffield and Manchester has chosen Hertford as its first location outside the north.

Proove, which serves Neapolitan pizza and small plates, has opened in Parliament Square and enjoyed a successful first week in the county.

The restaurant offers an authentic Neapolitan-style pizza menu, providing a boost to the town's high street.

Read more: The 31 Hertfordshire locations where Lidl plans to open new stores

Proove also has locations in the bustling West Didsbury, Manchester and Broomhill, Sheffield.

# who's who?

**The work we produce is carried out by our experienced, enthusiastic and committed in-house team of creatives.**

We began life as a design-for-print company back in 2008. Since then, our team has grown, and our capacity and creative output has grown along with it, and we now offer a comprehensive range of creative and marketing services.



**Kimberley**  
Managing Director



**Barrie**  
Director



**Andy**  
Head of Marketing



**Lindsay**  
Studio Manager



**Michael**  
Creative Lead



**Cameron**  
Lead Developer



**Lee**  
Web Developer



**Zakria**  
Web Developer



**Alex**  
Business Development



**Molly**  
Designer



**Izzy**  
Copywriter



**Ellie**  
Digital Marketeer



**Beth**  
Digital Marketeer

# Driving the Fagan & Whalley brand forward

## the search for local creatives

As an already well-known brand in the local area, Fagan & Whalley were seeking the help of a local creative agency who could develop the brand, design and build a new website and provide ongoing marketing support. In 2016, they found us!

## marking a big milestone

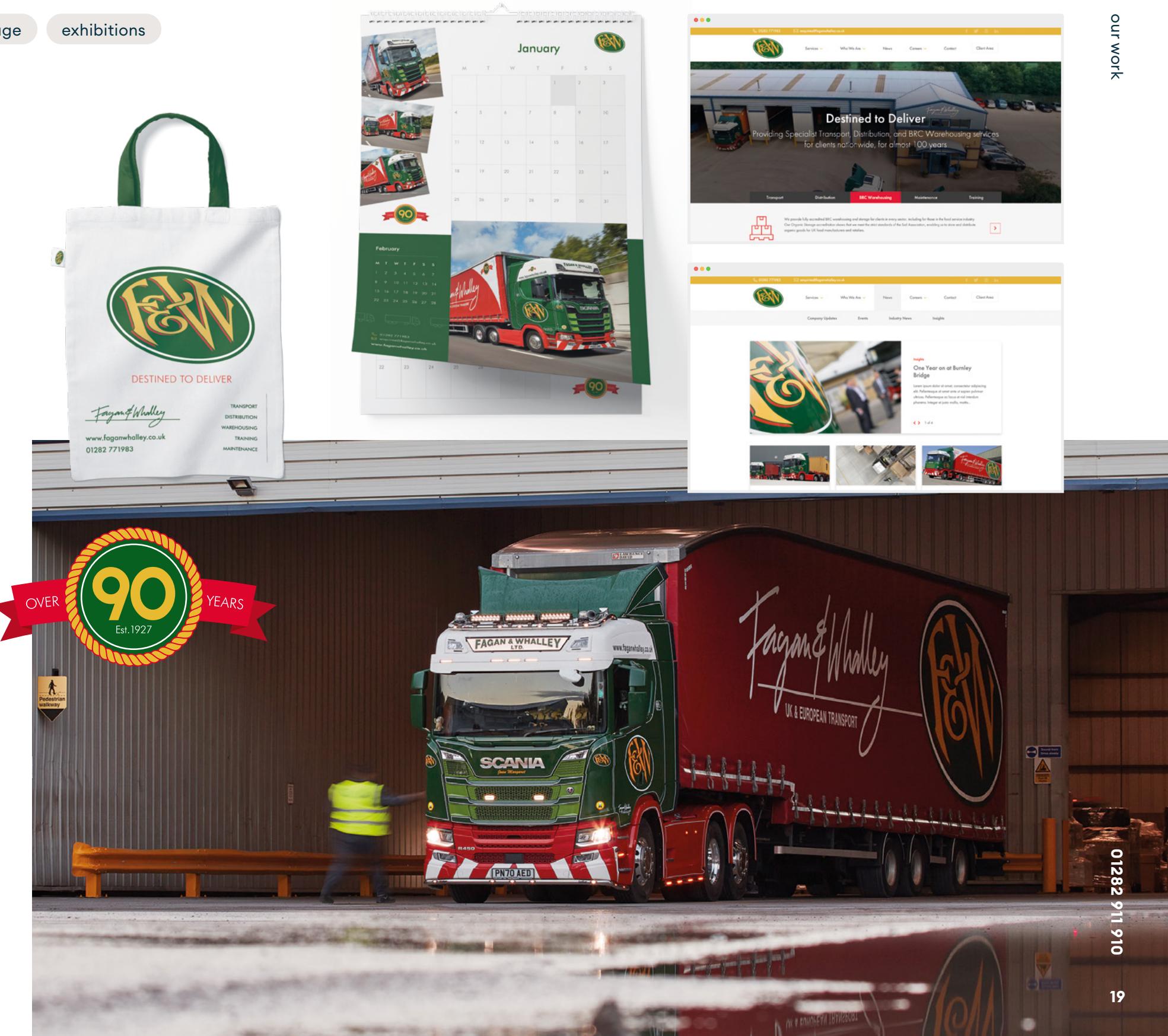
When the company reached their 90-year anniversary, we marked the occasion by introducing a commemorative logo. Creating a design which married well with their existing brand, the '90' logo takes pride of place across their marketing, and is displayed on every vehicle in their fleet.

## the impact

*"We had struggled to find someone to take our brand forward. We found Root Fifty-Two, and we've never looked back! They're fantastic to work with and their communication is seamless."*

**Sam Fagan, Business Strategy Director**

See more of our work at  
[rootfiftytwo.co.uk](http://rootfiftytwo.co.uk)



# Working together to update Equestrian Surfaces' identity

## industry experts

Equestrian Surfaces approached us in early 2019 with a rebrand in mind, and were looking to bring on board a creative team who could enhance the brand, deliver a brand-new website with digital resources, and manage future marketing and advertising opportunities.

## laying the groundwork

First came the concepts for a new logo and brand, which incorporated a quintessentially 'British' colour palette to draw upon their 'Made in Britain' manifesto. Once their new identity was established, it was time to roll it out across their website, social media, printed marketing, and exhibition materials.

## the impact

*"The Root Fifty-Two team have been working with us for over five years now, and over the last two have been largely involved with the marketing and rebranding of our company. All I can say is what an excellent, creative and efficient team Kimberley has at her disposal, and we cannot thank them enough. Here's to many more years working together and making our businesses grow!"*

**Luke Wilkinson, Finance Manager**

See more of our work at  
[rootfiftytwo.co.uk](http://rootfiftytwo.co.uk)




# Developing a complete marketing strategy for Pearson Ferrier

## first viewings

The team at Pearson Ferrier first got in touch with us in 2020 to ask for some support with building their social media profiles, and it didn't stop there! Since then, we've continued to work closely alongside them to develop a complete creative package.

## the roll-out

We took the existing brand and gave it a little bit of TLC, introducing a softer, more modernised aesthetic with clean design and a new typeface, promoting consistency with colour, and utilising bright lifestyle shots and illustrations to bring the brand boldly into 2021. Drawing all of this together, we designed and developed a fresh new website, simplifying the layout and navigation to showcase the comprehensive range of properties and services they offer.

## getting social

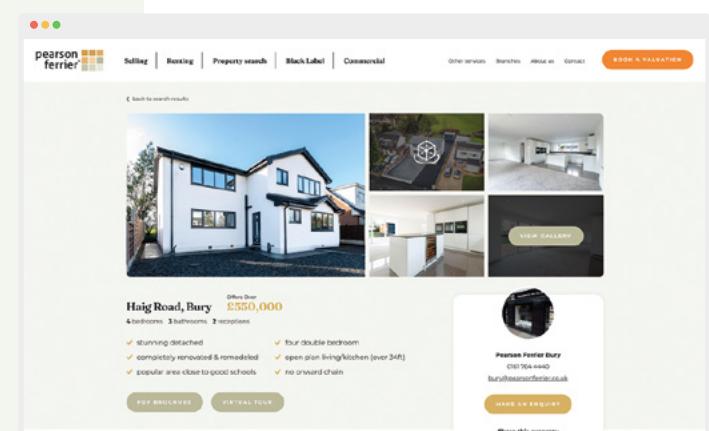
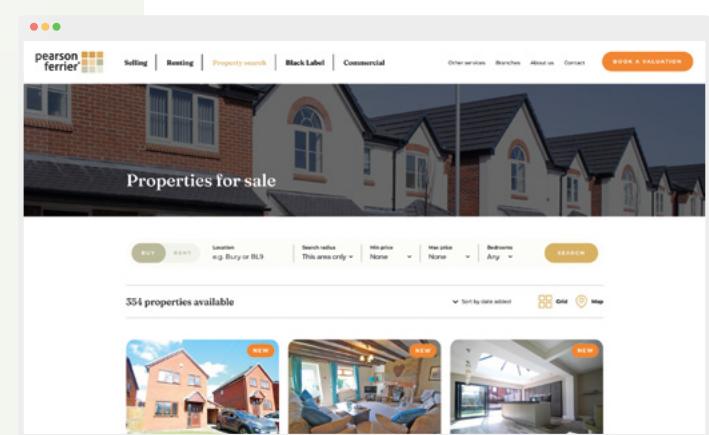
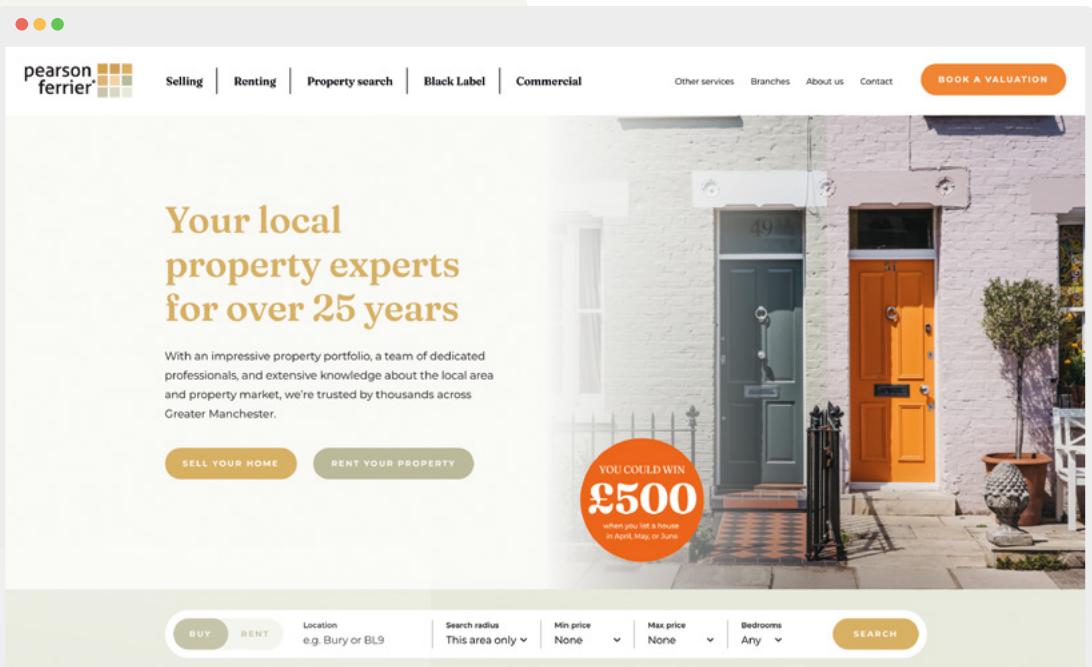
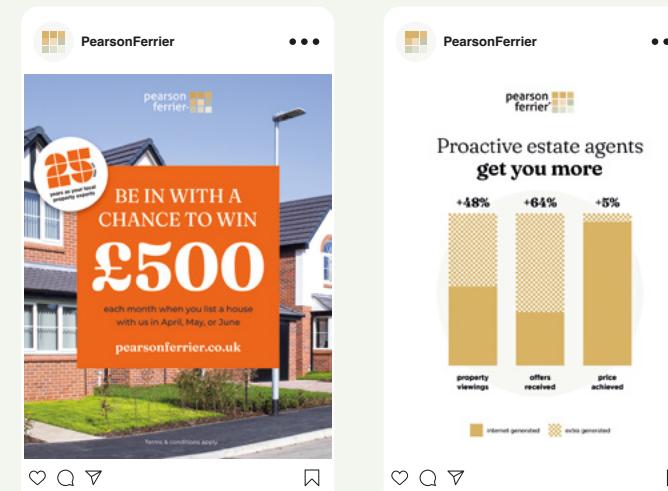
With a scarce online presence, few followers, and little consistency throughout the brand, we worked hard to boost their online engagement and expand their reach, developing a comprehensive strategy for paid and organic content and carrying out online competitions to generate conversation and interest. We then helped them to target new audiences with an eye-catching leaflet maildrop, sent out to 60,000 homes and businesses around Greater Manchester.



Nominated for Estate Agent  
Website of the Year 2021



See more  
of our work at  
[rootfiftytwo.co.uk](http://rootfiftytwo.co.uk)



# Helping Proove to bring quality Neapolitan pizza to the UK

## how it began

We first began working with Proove in June 2020, when the country was in lockdown. Recognising the value of an online presence in such a critical time, the Proove team approached us to design and develop a new website, increase engagement on social media, and to grow their following.



## guiding them through a pandemic

Even though we had loads of ideas to generate buzz around Proove, the principle target was to support them through the pandemic. Both of their restaurants were forced to close during lockdown, which meant a huge push for their delivery and collection services. We also increased exposure for their new side projects and products, including Proove@Home, and a new vegan menu, meaning Proove stayed busy as usual.

## creative support

Bringing all aspects of their image in line with their refreshed brand, we designed and produced a range of printed materials, including stickers, pizza boxes, and labels for their takeout cocktails. We also carried out a full menu redesign, plus signage for their new Hertford restaurant.

See more of our work at [rootfiftytwo.co.uk](http://rootfiftytwo.co.uk)



**PROOVE**

NEAPOLITAN PIZZA + SMALL PLATES

BOOK A TABLE ORDER PIZZA

HOW YOU DOUGHIN'

HERTFORD ➤ MANCHESTER ➤ SHEFFIELD

PARLIAMENT SQUARE WEST DIDSbury BROOMHILL

IT'S VEGANUARY Check out our vegan menu

BOTTOMLESS BRUNCH For only £25pp every weekend

LUNCHTIME Pizza, side, and drink

proovepizza

IT'S HERE BOTTOMLESS BRUNCH SAT & SUN - £25PP

PROOVE.CO.UK

# who we work with

We love seeing our clients succeed, and our experienced team knows what it takes to get there. **Some of our clients...**



EST. 1984  
**EQUESTRIAN**  
SURFACES LTD

**BROWN'S**  
LADDERS

**CheckedSafe**

**FARDELLA & BELL**

**CitiGroup**

**NORTHERN**  
DAIRY EQUIPMENT LTD  
Innovative solutions & dairy services

**DRN**  
DONALD RACE &  
NEWTON SOLICITORS

**pearson  
ferrier** ■■■

**zZen**  
ENGINEERING

*Emma Louise*  
BRIDAL

**Just Technology**  
GROUP

**BIR**  
The British  
Institute of  
Radiology

**Primestics**   
a CULTURA company

**#iwill**  
movement

Think we'll be a good fit?

Let's chat...

# the power of print

We've teamed up with The Brain Tumour Charity to help with raising awareness and boosting vital funds, donating a percentage of the funds from all print jobs to the cause.



## how does it work?

You don't have to do a thing. We simply donate 7.5% of all revenue brought in through print-related projects, such as brochures and flyers, directly to The Brain Tumour Charity.



## how much has been raised?

In 2021, we raised an incredible £2,157, with £1,789 purely coming from our print donations, which will pay for eight days of world-class medical research into brain tumours.

## how can I get involved?

As well as putting your designs together, we can source all your print jobs including stationery, brochures, flyers and more! For every print job you send our way, a donation will be made to our chosen charity.

**THE BRAIN TUMOUR CHARITY**

# root fifty-two

## Get in touch

01282 911 910

[hello@rootfiftytwo.co.uk](mailto:hello@rootfiftytwo.co.uk)

**7 Slater Terrace,  
off Sandygate  
Burnley  
Lancashire  
BB11 1BU**

[rootfiftytwo.co.uk](http://rootfiftytwo.co.uk)

Find us on



We're a  
Burnley Bondholder