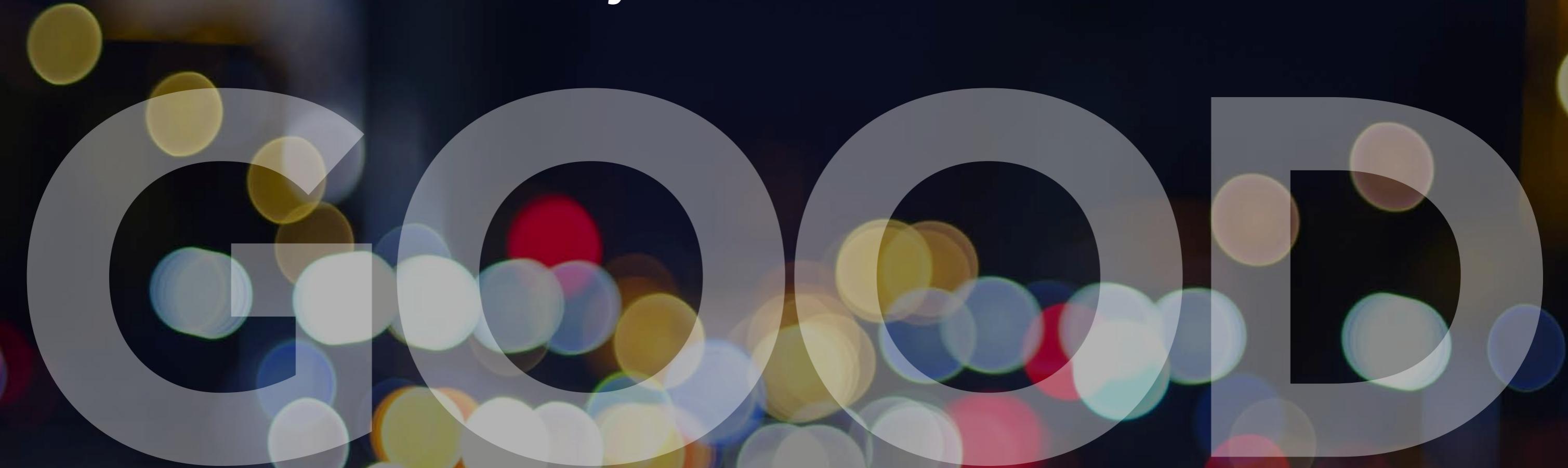


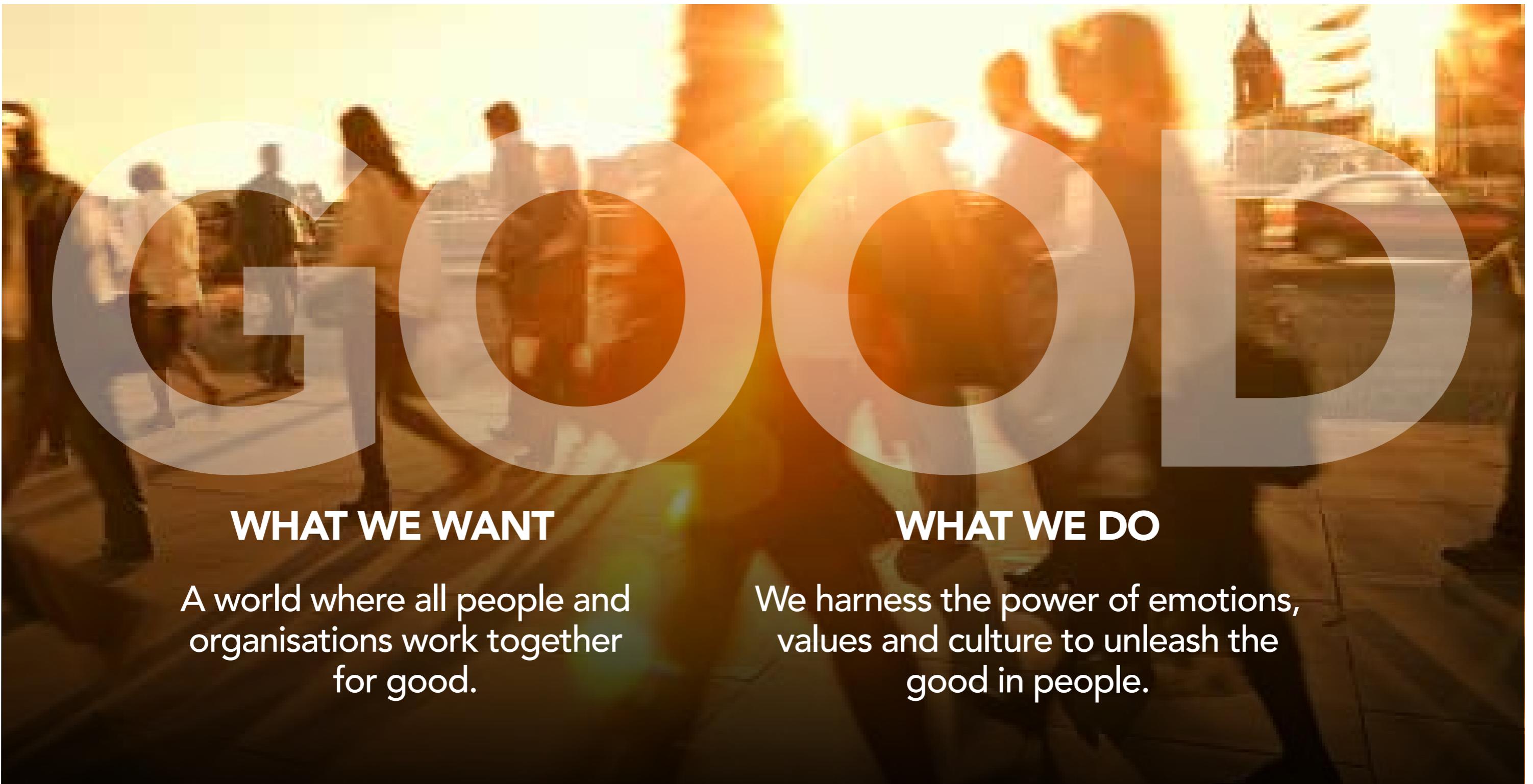
GOOD Agency

Unleashing Guide Dogs to take on Red Nose Day

Key agency services for
Marketing & Fundraising



WHY GOOD AGENCY



WHAT WE WANT

A world where all people and organisations work together for good.

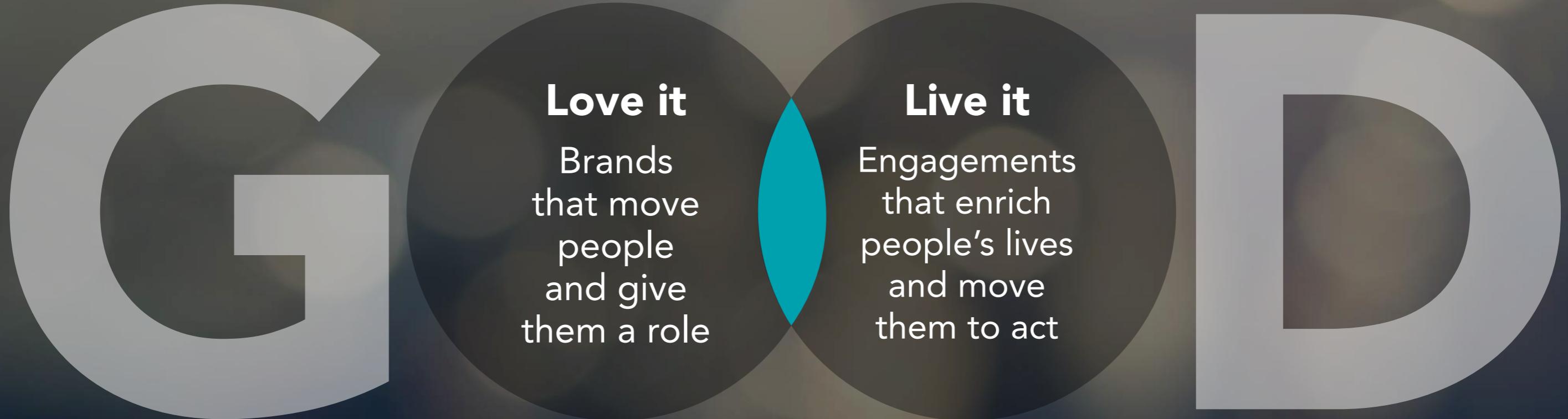
WHAT WE DO

We harness the power of emotions, values and culture to unleash the good in people.

WHAT WE HAVE BEEN UP TO



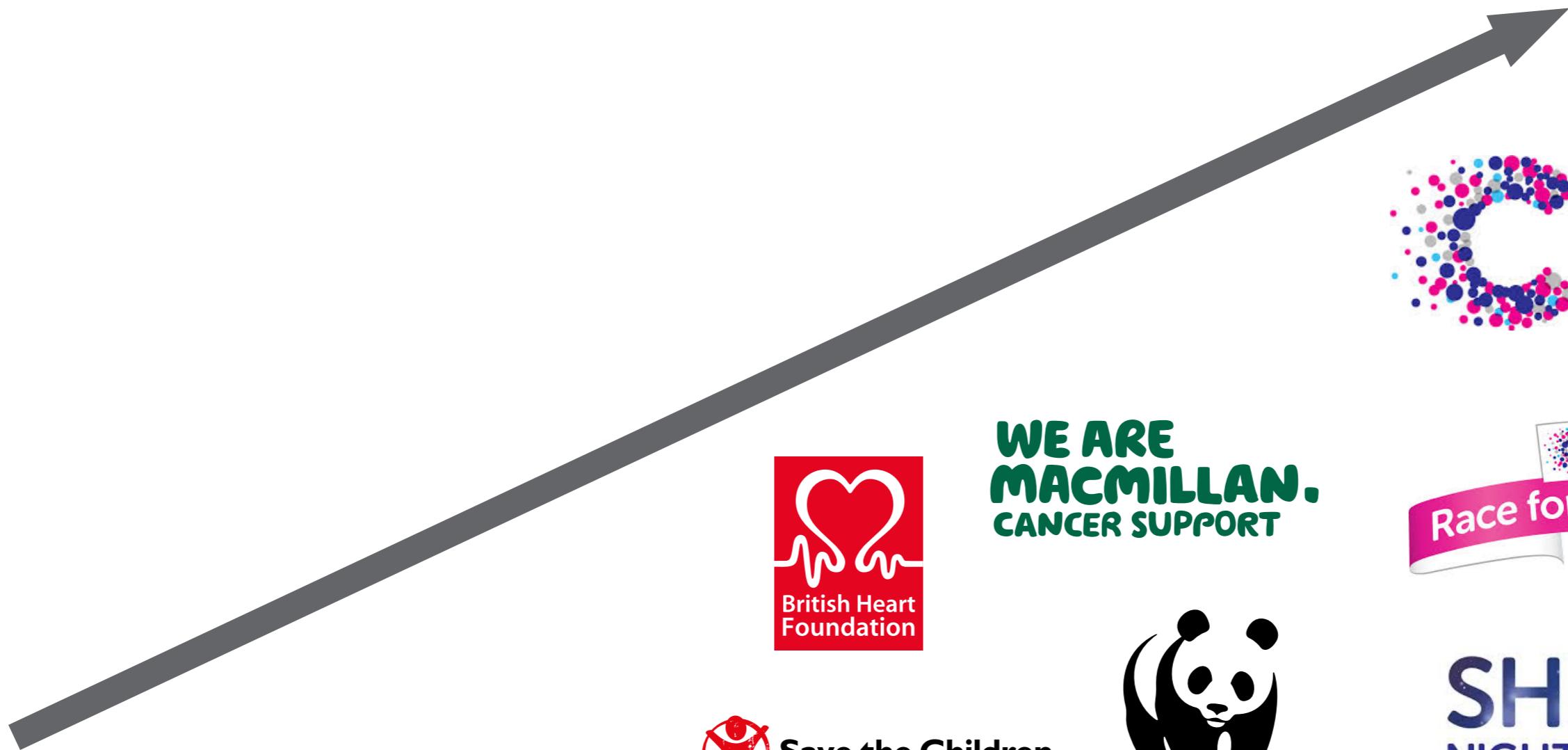
WHY US?



UNLEASHING THE GOOD

NEW WORLD ORDER

PARTICIPATION, INFLUENCE AND COMMUNITY



**WE ARE
MACMILLAN.
CANCER SUPPORT**



**SHINE™
NIGHT WALK**

DRYATHLON®

YOUR BRIEF



V



THE NEXT 70 MINUTES

3 CORE STRATEGIC SHIFTS

A NEW STORY FOR GUIDE DOGS WEEK

BRINGING BRAND AND FUNDRAISING TOGETHER

**WHERE WOULD WE BEGIN AND
WHY GOOD AGENCY**

OUR APPROACH

INVOLVEMENT



INTELLIGENCE

From our research we deliver insights which inform our strategies.



IDEAS

Developing inspiring creative.



IMPLEMENTATION

Perfect delivery.
On time. On budget.



IMPACT

Measurable proof that our ideas work

INTELLIGENCE

GOOD

THREE CORE STRATEGIC SHIFTS

AUDIENCE → Broaden and deepen your support

BRAND → Give people a role in your story

FUNDRAISING → Make fundraising a valued form
of active participation

1. AUDIENCE: BROADEN AND DEEPEN YOUR SUPPORT

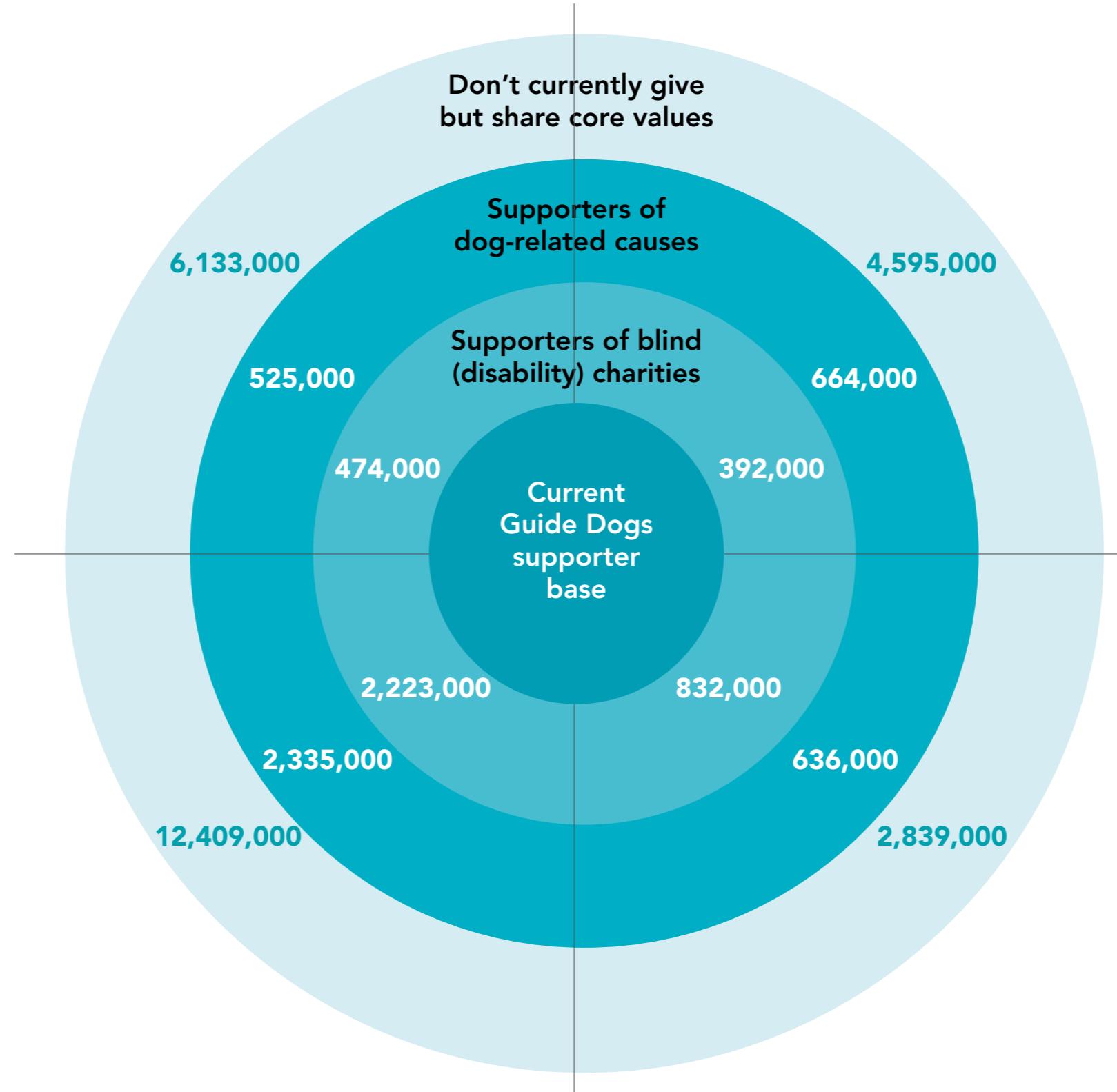
FOCUSING THE OPPORTUNITY



**SELFISH
PHILANTHROPISTS**



**DUTIFUL
SHARERS**



**CARING ROLE
MODEL**



**LEGACY
LEADERS**

1. Existing supporters of visually impaired OR disability charities
2. Existing supporters domestic animal charity (not Guide Dogs)
3. Core values: 'I think we should strive for equality for all'

NUMBER OF PEOPLE IN NEED IS SET TO GROW

1.8M

Around 1.8m people in the UK currently living with partial sight and blindness

4M

By 2050 the number of people living with sight loss will double – four million people will have lost their sight

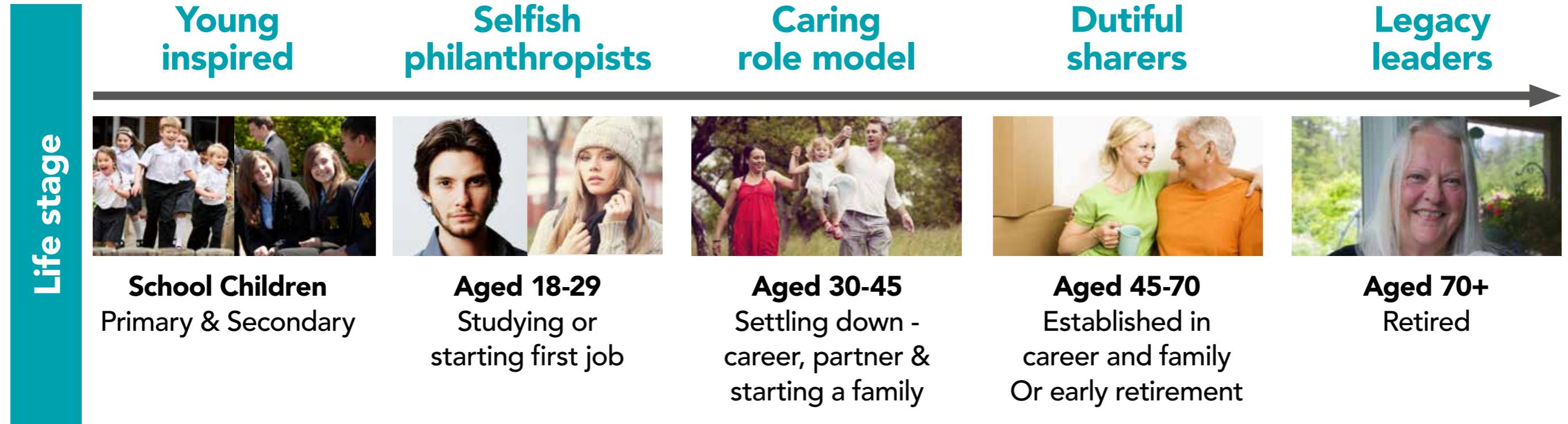
100

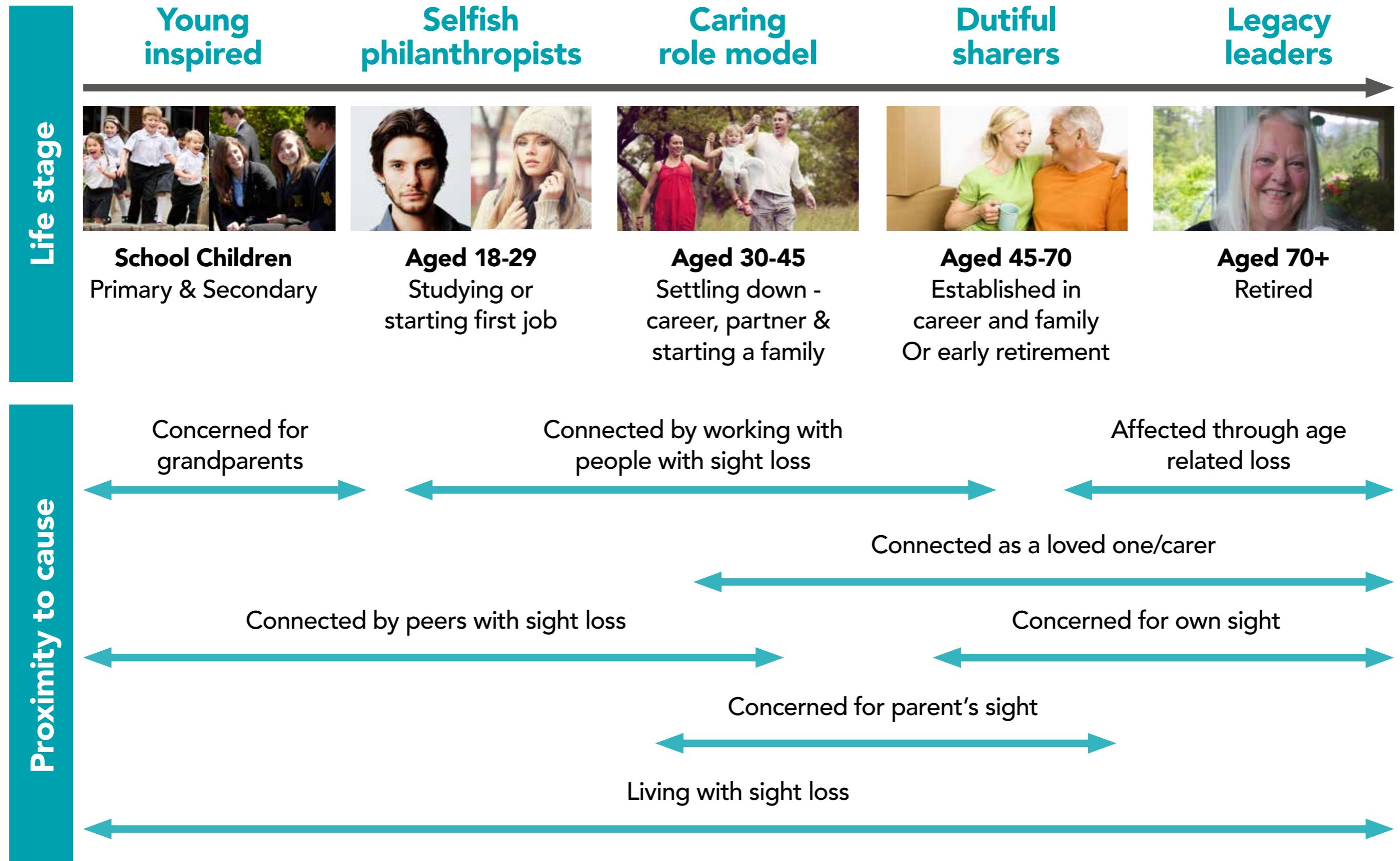
Every day 100 people in the UK start to lose their sight.

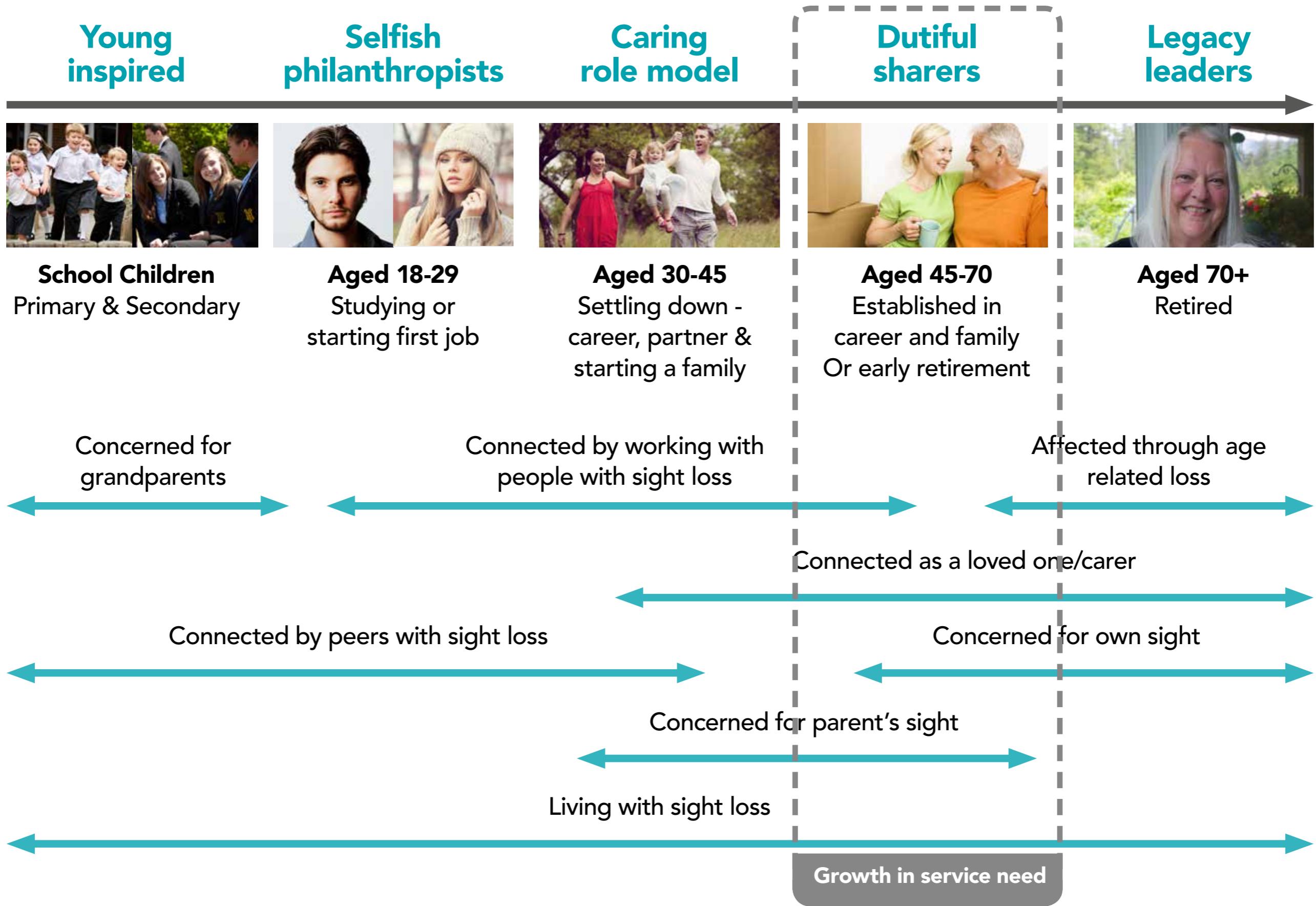
30%

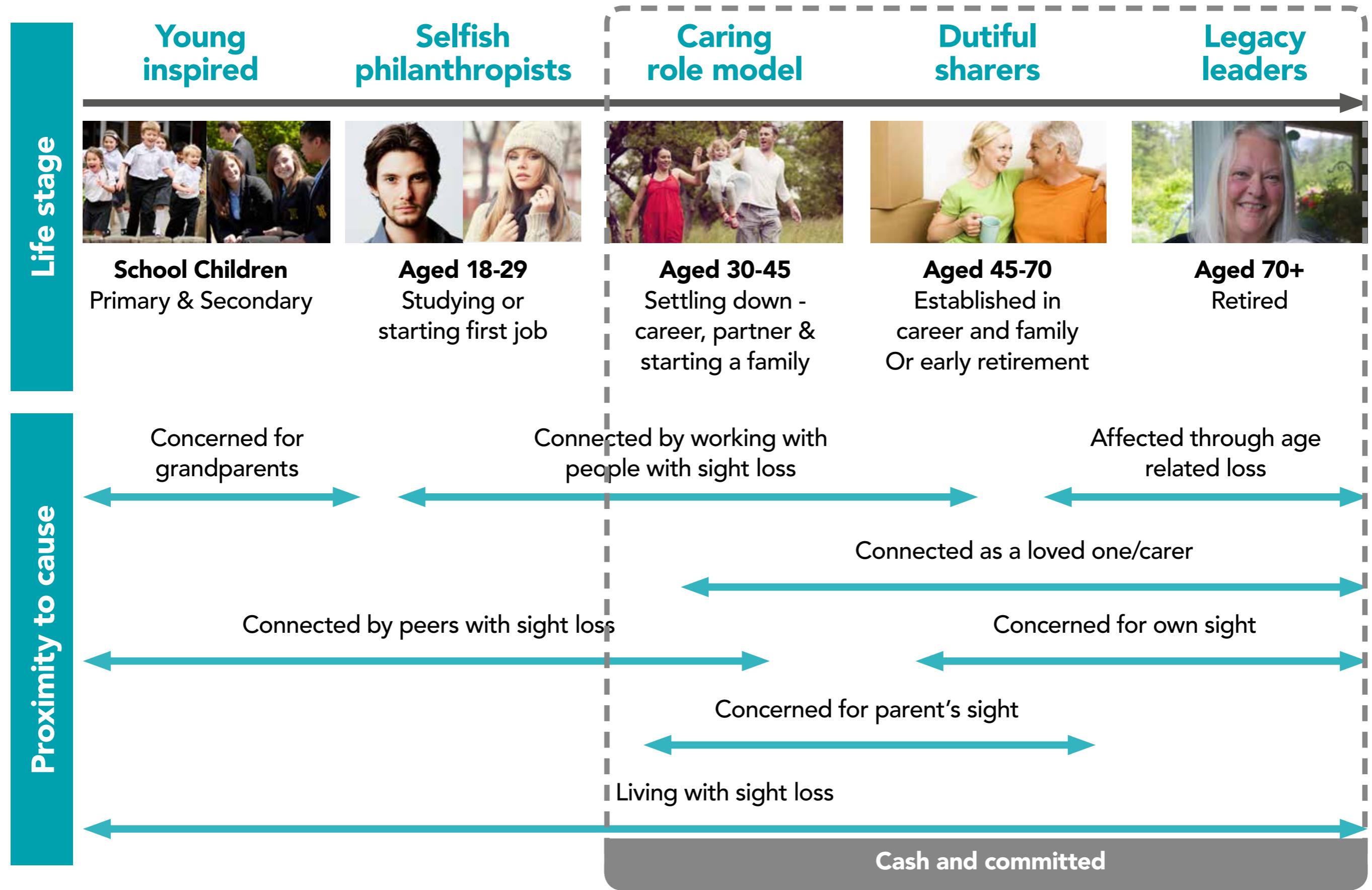
30% of people in need don't get a Guide Dog

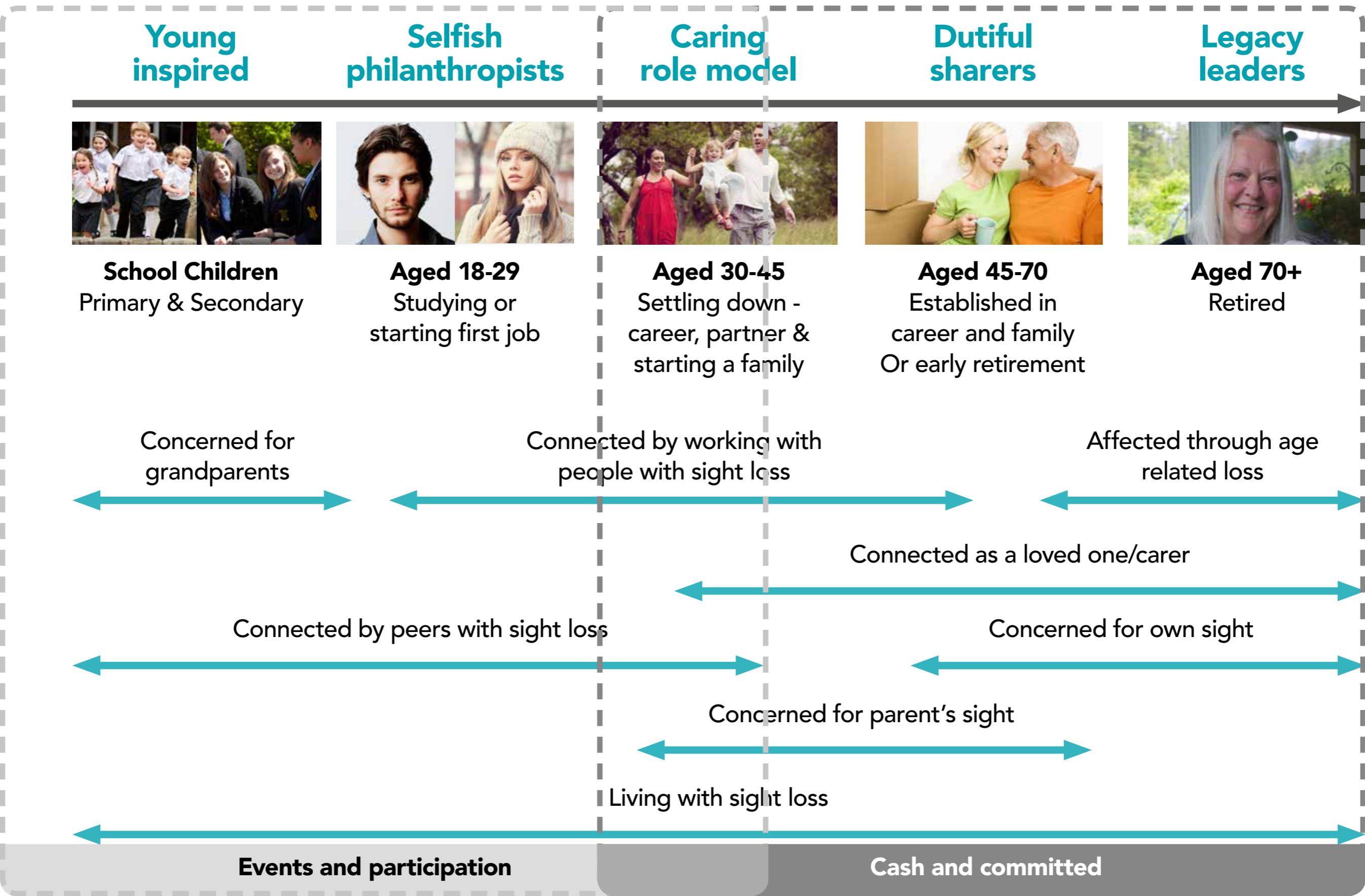
Source: Access Economics (2009)
Public Health Observatories in England (2012) and Boyce (2012)

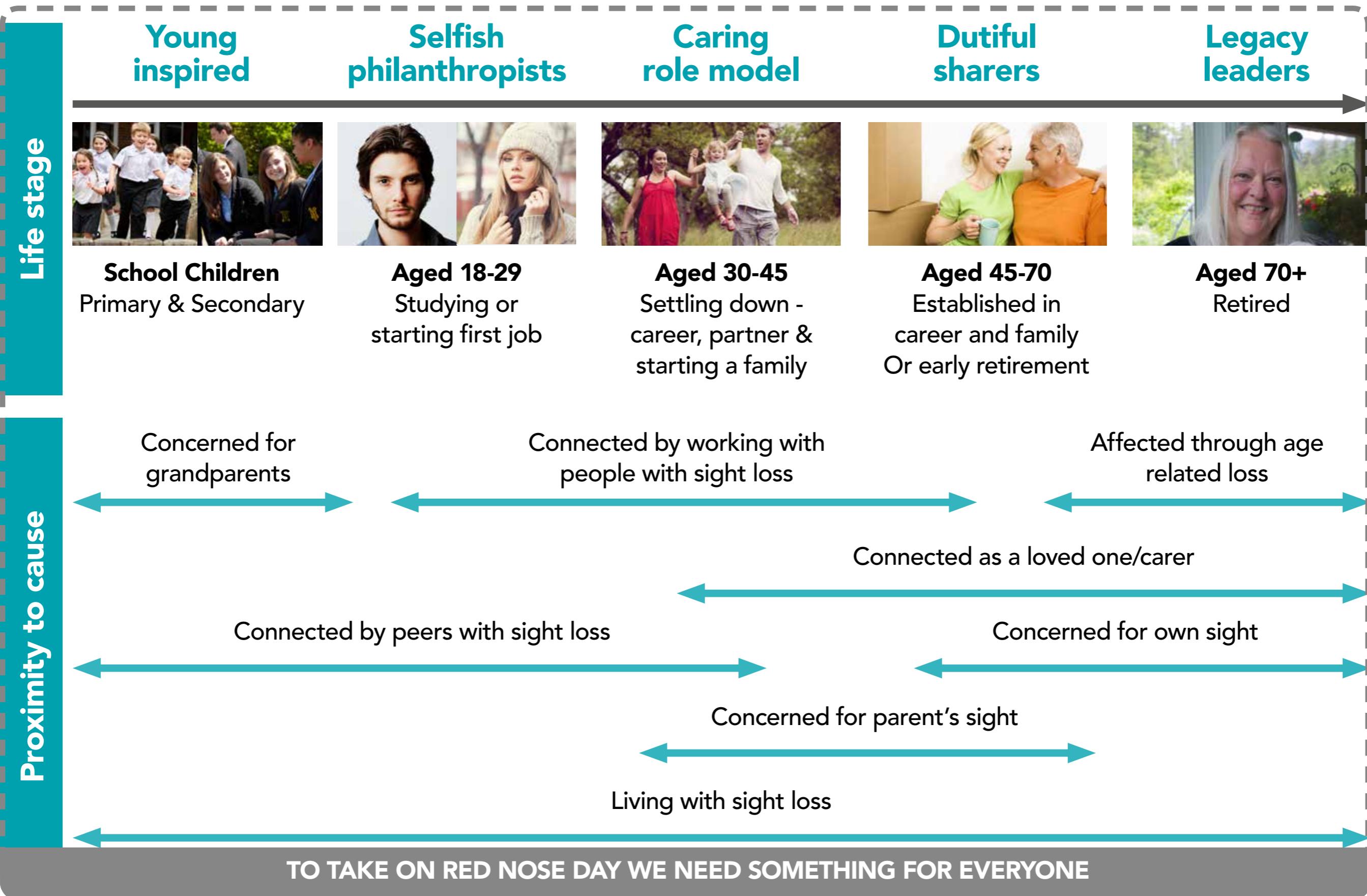












UNDERSTANDING THEIR SHARED BELIEFS TOWARDS SIGHT LOSS



Caring role models



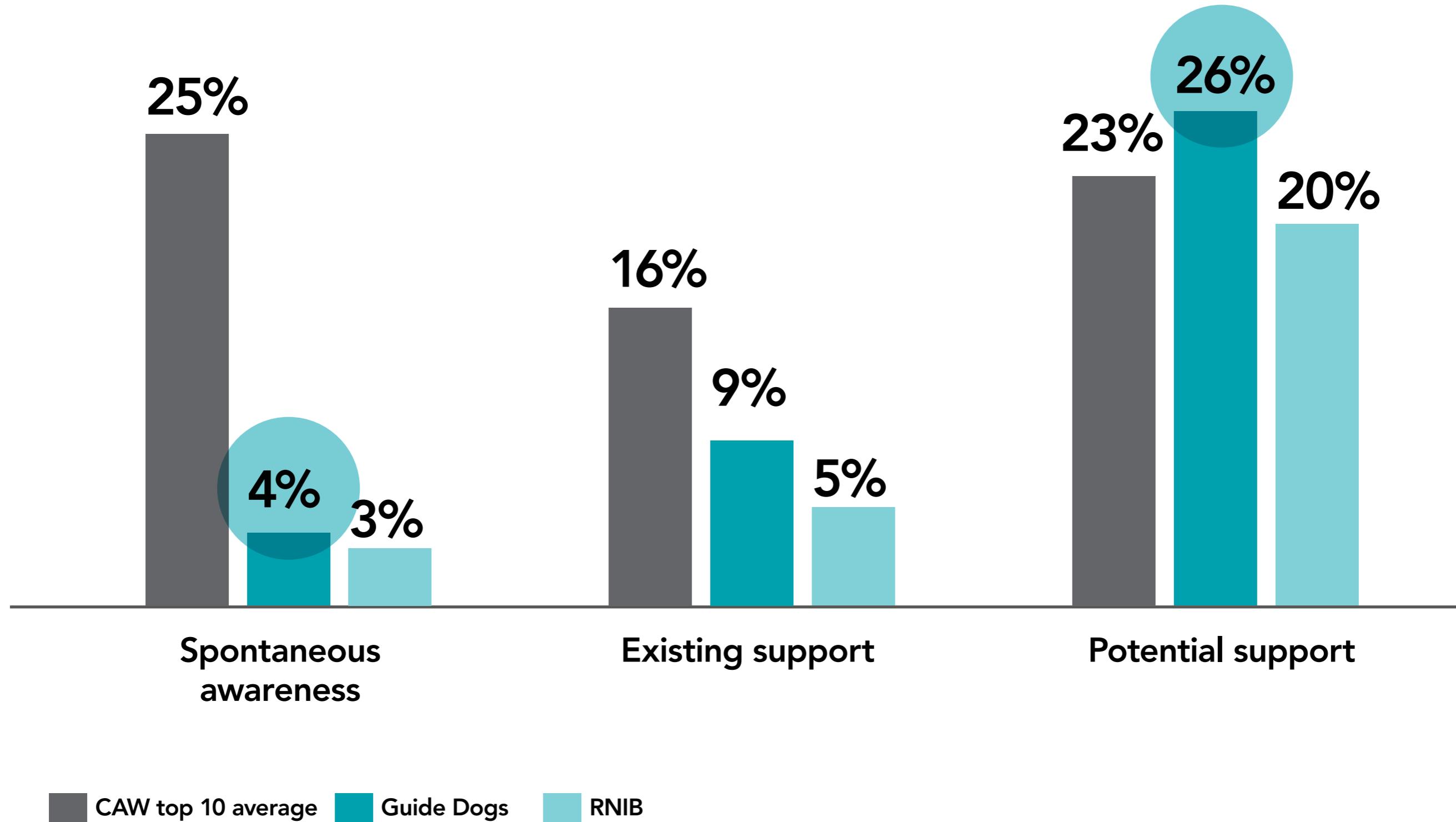
Dutiful sharers

Core insight: Blindness is feared more than Alzheimer's, Parkinson's and heart disease

Core belief: You should still be able to have a rich and fulfilling life with sight loss

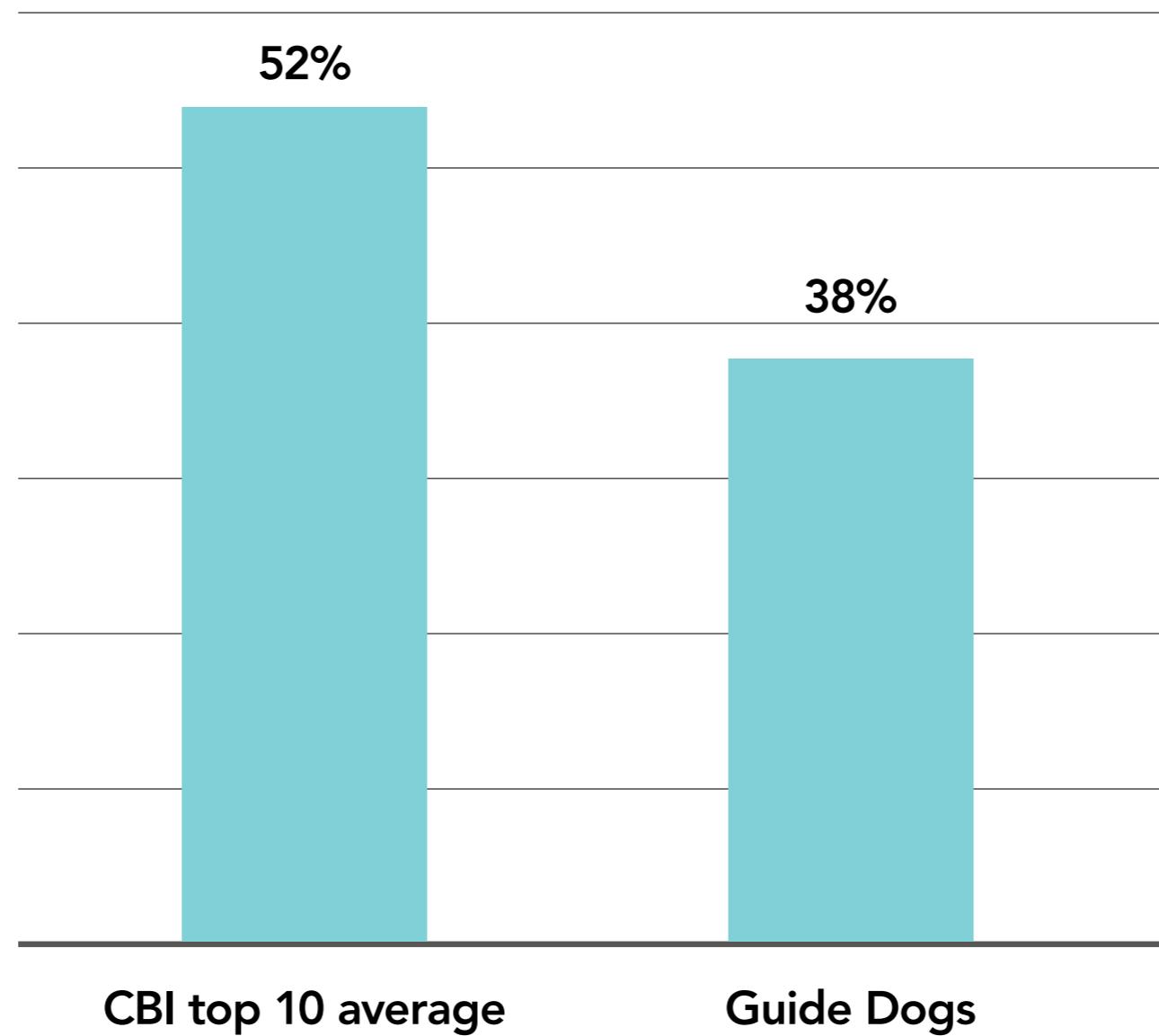
2. BRAND: GIVE PEOPLE A ROLE IN YOUR STORY

OPPORTUNITY TO RAISE UNPROMPTED AWARENESS AND GROW SUPPORT



BUT YOU NEED TO IMPROVE RELEVANCE AND UNDERSTANDING

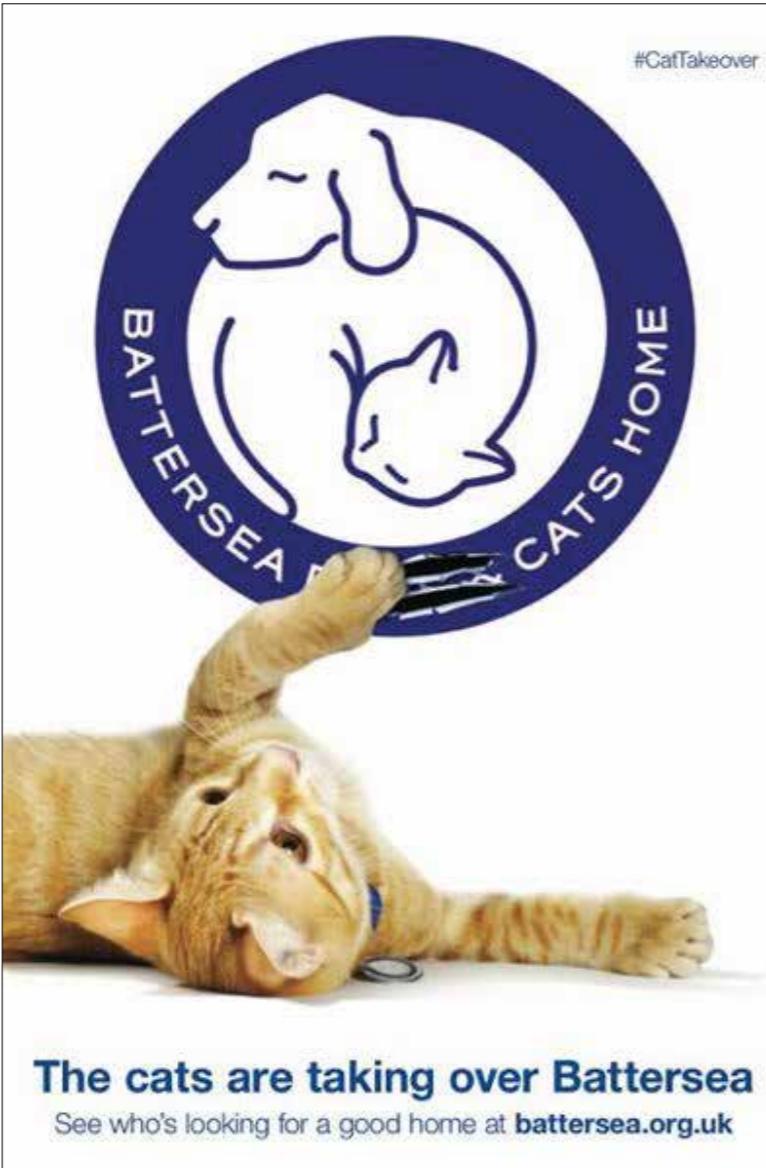
Charity Brand Index 2014 Relevance



MORE THAN JUST BLIND PEOPLE.
MORE THAN JUST DOGS.



CHANGING PERCEPTIONS NEEDS CREATIVITY AND INVESTMENT



SECTOR BRAND POSITIONING

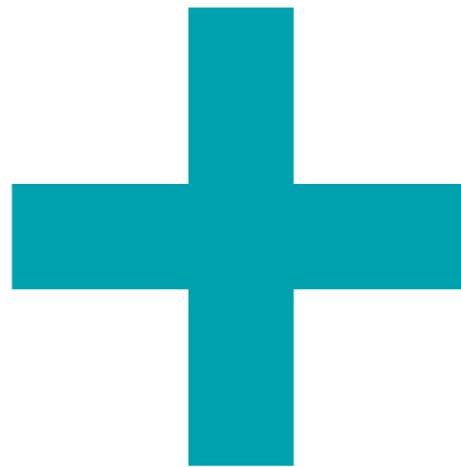
RNIB'S SHIFT IS AN OPPORTUNITY



GUIDE DOGS FAMILY



"Active participation"



"Opening up the world"

A SHARED IDEA OF INDEPENDENCE AND MOBILITY

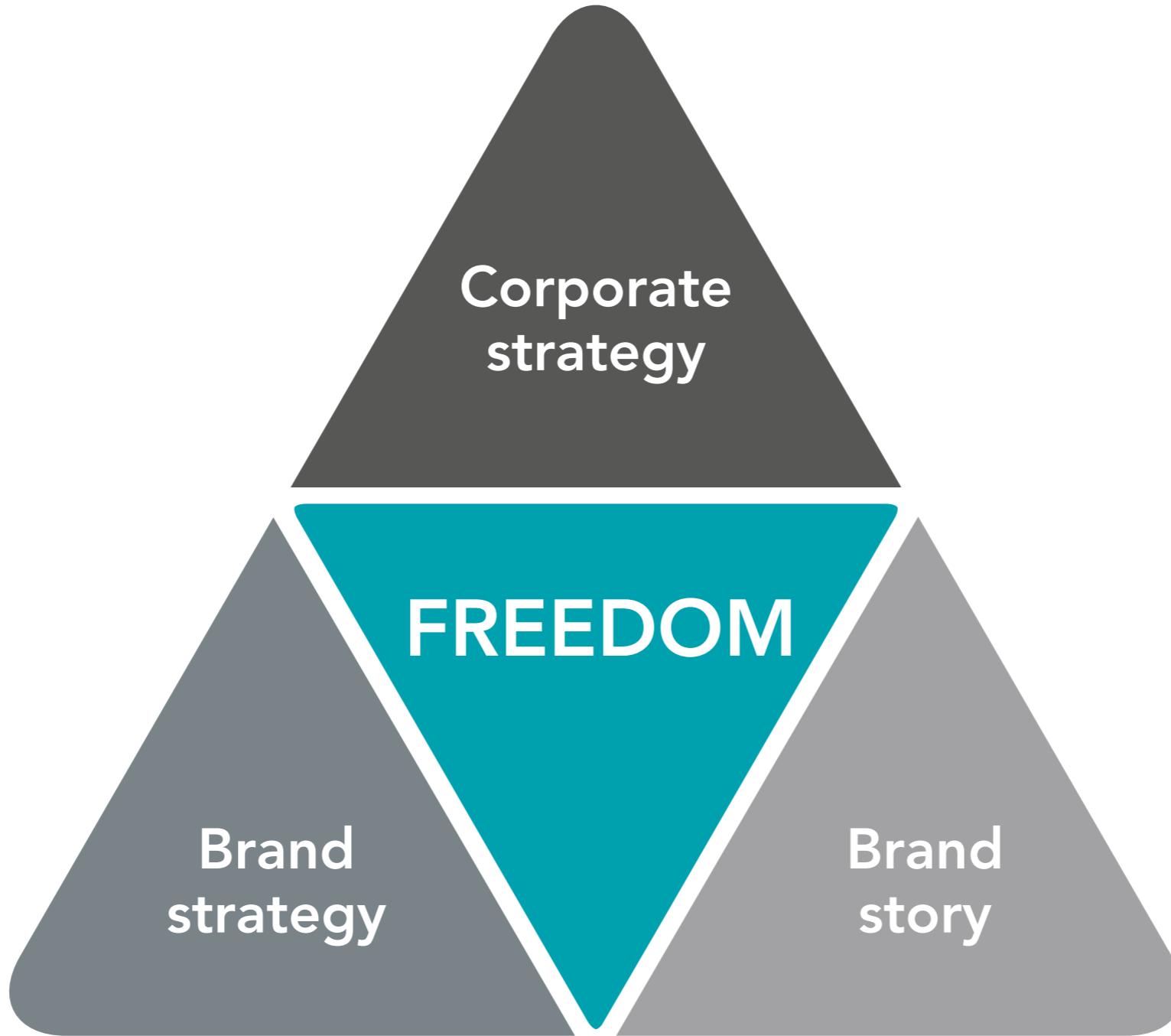
BUT 'INDEPENDENCE' IS AN AREA YOU CAN CHAMPION



ENABLING INTEGRATION ALIGN STRATEGY AND STORY



ENABLING INTEGRATION ALIGN STRATEGY AND STORY



OUR GOOD APPROACH

BRAND STORY

Why you exist, what you do, how you behave and communicate

LOVE IT

We evoke the power of emotions to create brand stories that give people a role

ENGAGEMENT PROPOSITION

Puts people in the story: gives them a role, a sense of ownership and the belief that they can make a difference

LOVE IT ENGAGEMENT PROPOSITION EXAMPLE



Save the Children

BRAND STORY

No child born to die – every child born to shine

ENGAGEMENT

ENGAGEMENT PROPOSITION: HELP A CHILD SURVIVE PAST FIVE

ACTION



CONNECTION

FEEL Protective towards vulnerable young children who need my help to survive

THINK I have the power to change the chances of a child surviving past five

DO Donate/advocate/participate to help a child in the developing world survive past five

LOVE IT ENGAGEMENT PROPOSITION EXAMPLE



BRAND STORY

Every pet will enjoy a healthy life in a happy home

ENGAGEMENT

ENGAGEMENT PROPOSITION: SAVE A PET IN CRISIS

ACTION



CONNECTION

FEEL Compassion for a vulnerable pet
THINK I can save a pet's life

DO Give support to make sure every pet can enjoy a healthy life and a happy home

TELL A COMPELLING BRAND STORY

We all want to be free.

But 180,000 people with sight loss never leave home.

Half of all blind people feel cut off from life.

This national scandal is growing – the number of people with sight loss is set to double by 2050.

That's why we create extraordinary partnerships to set people free.

Partnerships between people and dogs. Between people and people. With supporters and volunteers. With partners like Blind Children UK.

They help us deliver mobility services to blind adults and children, and campaign to break down the barriers that keep blind and partially sighted people trapped in limited lives.

Together, we can set more people free from fear, depression and isolation.

Together, we can all live freely, step outside safely, travel, work, play sport, fall in love.

Together, we are team Guide Dogs.

Join us.

ENGAGEMENT PROPOSITION

Personal and individual

Not just blindness

Help someone with sight loss find their freedom

Individual answers (not only
a Guide Dog), individual
freedoms

Emotional
benefit

ENGAGEMENT PROPOSITION

**HELP SOMEONE WITH
SIGHT LOSS FIND THEIR
FREEDOM**

Sector Truth

You can 'own'
independence

Audience Truth

Sight loss shouldn't
limit people

Organisational Truth

Freedom of movement
is a right

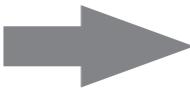
INTEGRATED BRAND STRATEGY



3. FUNDRAISING: MAKE FUNDRAISING A VALUED FORM OF ACTIVE PARTICIPATION

OUR CHALLENGE

FROM LIMITED REACH & MULTIPLE MESSAGES



BROADEN AND DEEPEN APPEAL WITH SINGLE- MINDED MESSAGING

Predominantly transactional relationship

Limited ways to demonstrate support

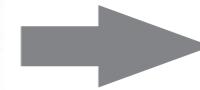
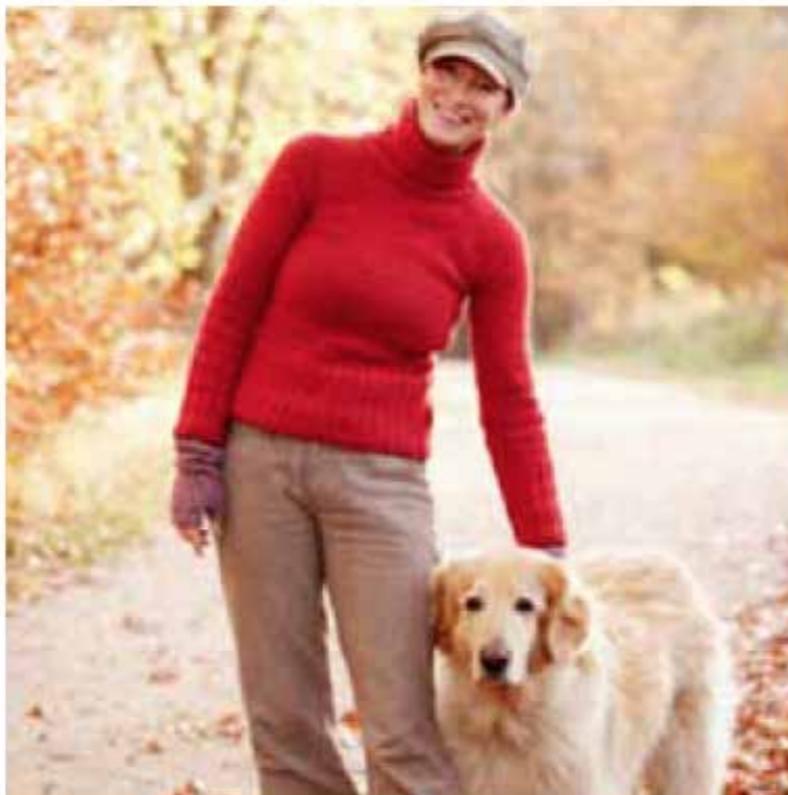
Multiple messages

Create a relationship based on an exchange of value

Increase number of ways supporters can actively engage

One big inspiring vision which each supporter has a role in helping achieve

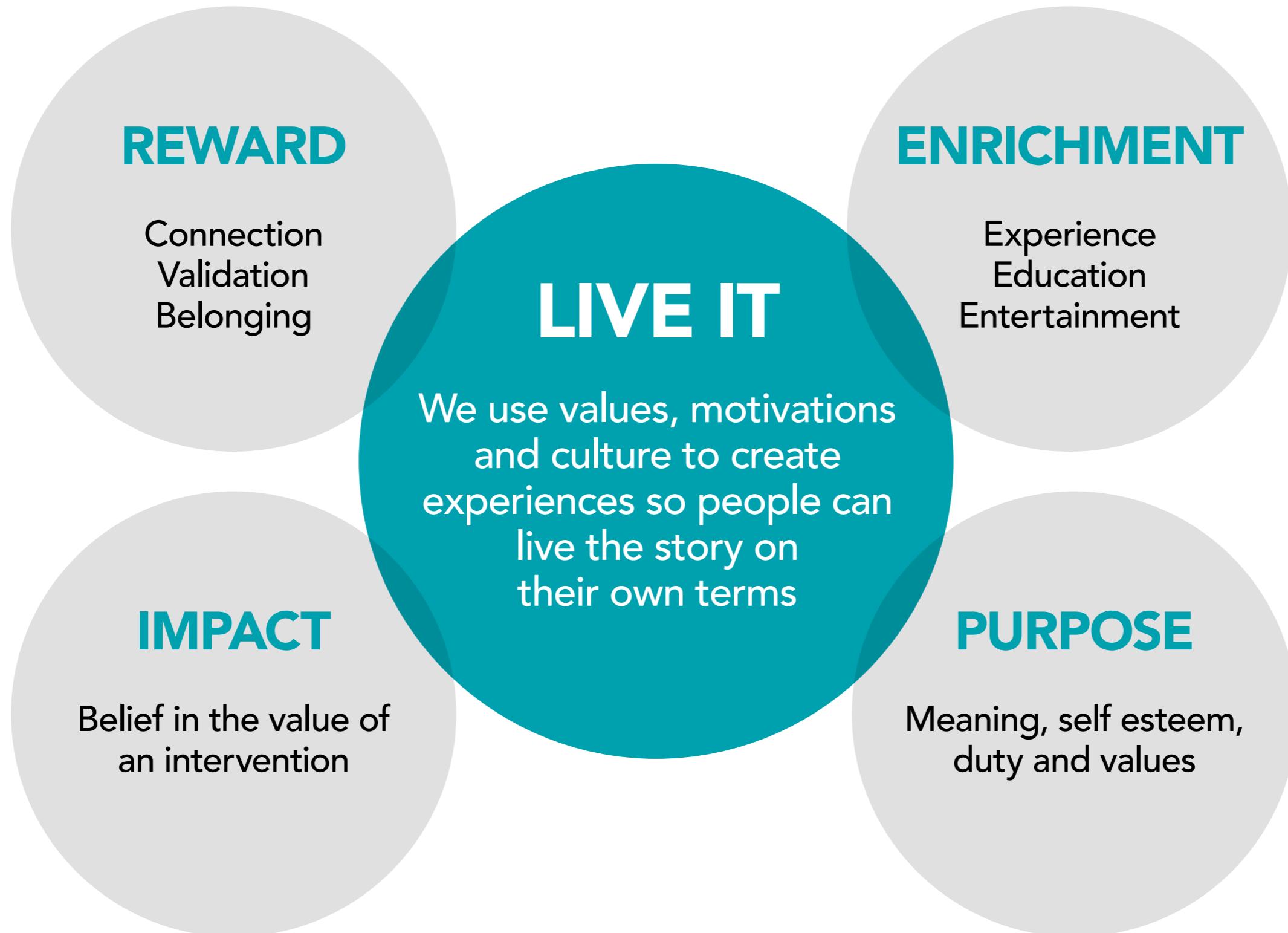
ACTIVE PARTICIPATION CAN MEAN MUCH MORE FOR YOUR DONORS



"Being able to give to a charity that helps blind and partially sighted people become more mobile means a lot to me."

"It's great being part of a team making a real difference for blind and partially sighted people, I want to help and it's fun too."

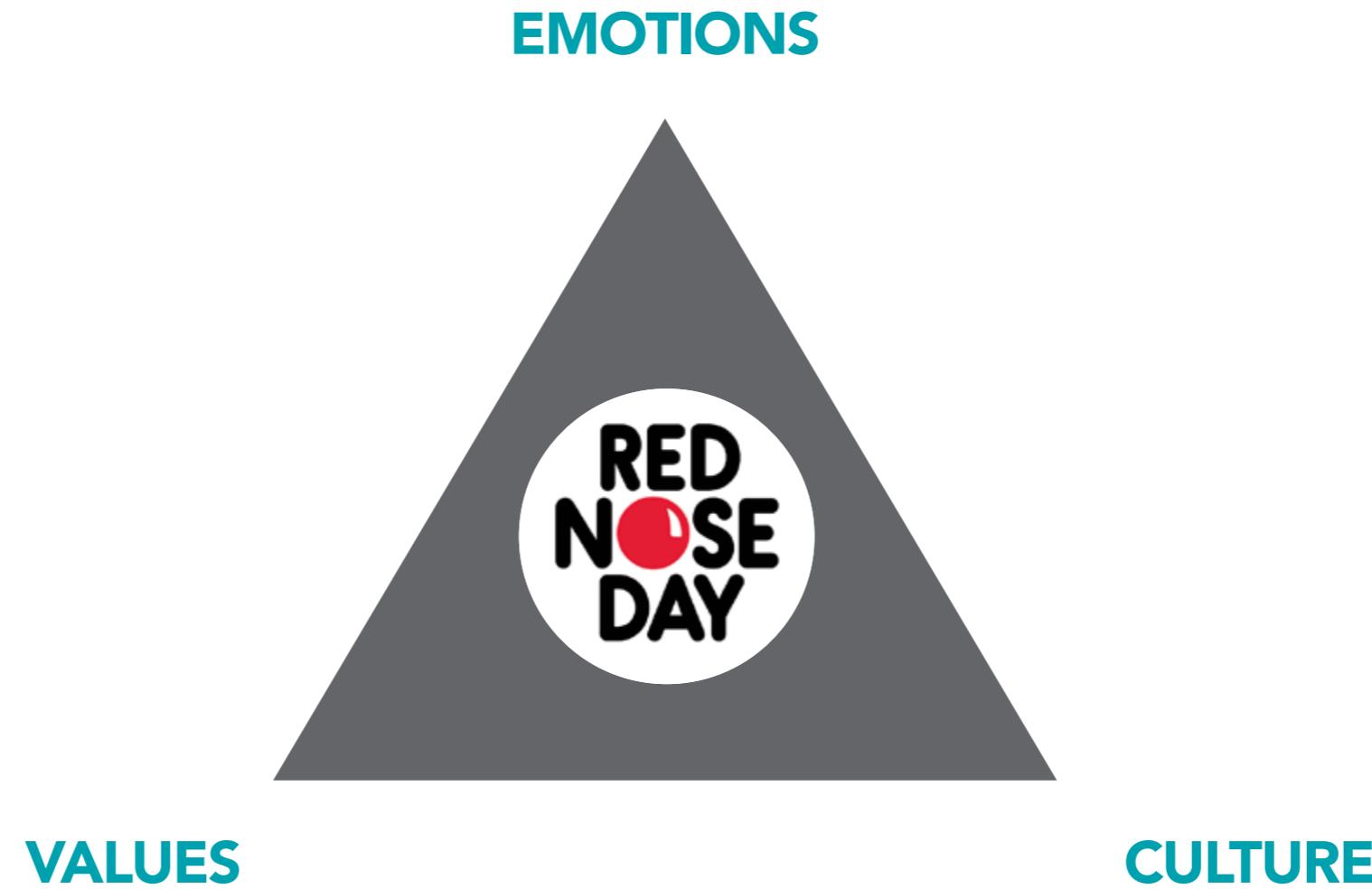
CREATE AN EXPERIENCE THAT ALLOWS PEOPLE TO ENGAGE ON THEIR TERMS



HARNESSING THE POWERS OF EMOTIONS, VALUES AND CULTURE



HARNESSING THE POWERS OF EMOTIONS, VALUES AND CULTURE



COMIC RELIEF MOTIVATIONS

INITIATIVE



CAUSE

THE INITIATIVE DRIVES MASS
PARTICIPATION

THE CAUSE IS THE SUPPORTING
REASON

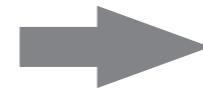
COMIC RELIEF EMOTIONS

JOY, SURPRISE AND PURE SILLINESS ARE AT IT'S HEART



COMIC RELIEF CULTURAL RELEVANCE

THE ICONIC RED NOSE REINVENTED EVERY YEAR

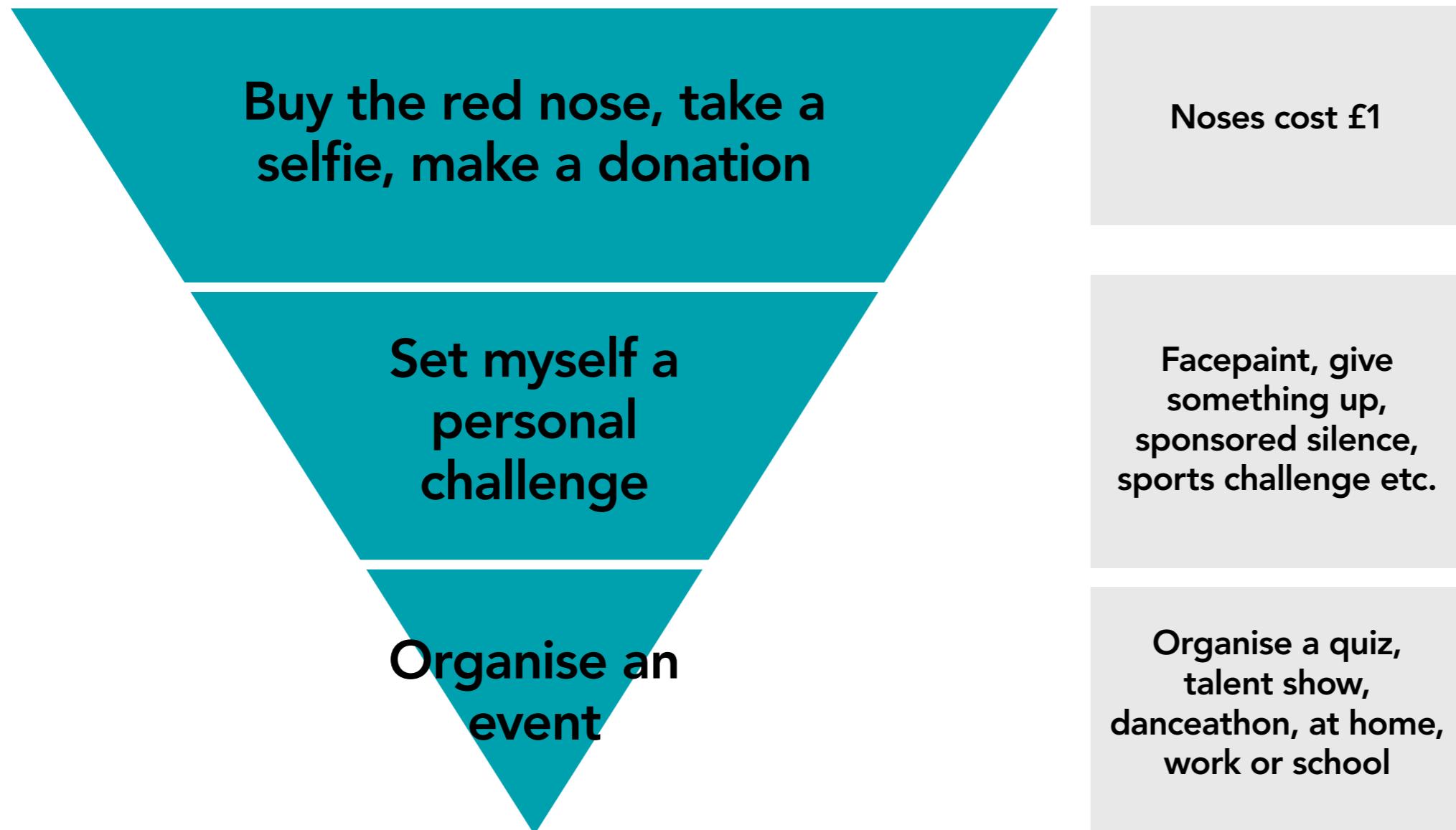


Do something funny for
money, 2011-2013

Make your face funny
for money, 2015

COMIC RELIEF ENGAGEMENT

ENABLING AUDIENCES TO ENGAGE ON THEIR TERMS



GUIDE DOGS WEEK CAN:

- AUDIENCE** → Drive breadth and depth to engage new and existing audiences
- BRAND** → Be a vehicle to start shifting brand perceptions
- FUNDRAISING** → Fill a gap in your product portfolio giving supporters a way to actively participate

There is a gap in your
product portfolio



You need a mass participation
event to broaden engagement

IDEA

A new story for Guide Dogs Week

INTEGRATED STRATEGY



GUIDE DOGS WEEK PROPOSITION

A life without fear is
a life of freedom

GUIDE DOGS WEEK PROPOSITION

Shared experience:
fear of losing sight,
fear of leaving house

A life without fear is
a life of freedom

Emotional
benefit

GUIDE DOGS WEEK IDEA



FEARLESS

GUIDE DOGS WEEK: BRAND AWARENESS



GUIDE DOGS WEEK: BRAND RESPONSE



GUIDE DOGS WEEK: BRAND CONTENT



GUIDE DOGS WEEK: FUNDRAISING DOOR DROP


<DATE>

**AFTER LOSING MY SIGHT, MY FRONT
DOOR WAS THE END OF THE WORLD.
LITERALLY.**

Dear Friend

I thought I'd never go out again. When I lost my sight, my world suddenly shrunk until it stopped at my front door. It seemed like the end of the world, in every sense.

Miliatem qui bernat lit occus aut lat quatur aut quis
autam quia dus re pel ilicti denis debissi tios dig nisin et
vera qui con et ma voluptatibea ditis di dem.

Nieniae puditi core quodist, et, ipid ulparci psantini hici
inverun quam, sanis inus, et volore, esed quat.

**Hendit pedis sum sum quae sequos derio et audae
dolup tur solore** nemo etus, cus dus ut mo maiorit esto
eossit es quasi sunt re quia sit in exeratus. Omni mus as


"Nem is sum estiam valor adi ex ea com nobitio.
Volupta ex ea com doluptas udiorum jedi
officabo. Ut dolupta com nieni mus, corescla
consequ iatemqui rerio deres que sed cusam."

Lauren Ipsum

PLEASE TURN OVER

guide dogs for the blind association. Registered Office: Hillside, Langfield Common, Wadding, Bunting, BD2 3HG.
A company limited by guarantee registered in England and Wales (291646) and a charity registered in England and Wales (204417) and Scotland (SC036979)



GUIDE DOGS WEEK: SERVICE MARKETING



GUIDE
DOGS

I'M NOT JUST
COPING WITH SIGHT
LOSS, I'M LIVING
WITHOUT FEAR.

If you're living with sight loss, Guide Dogs can help.
As well as our famous dogs, we also offer human guides,
benefits advice, and Buddy Dogs for young people.

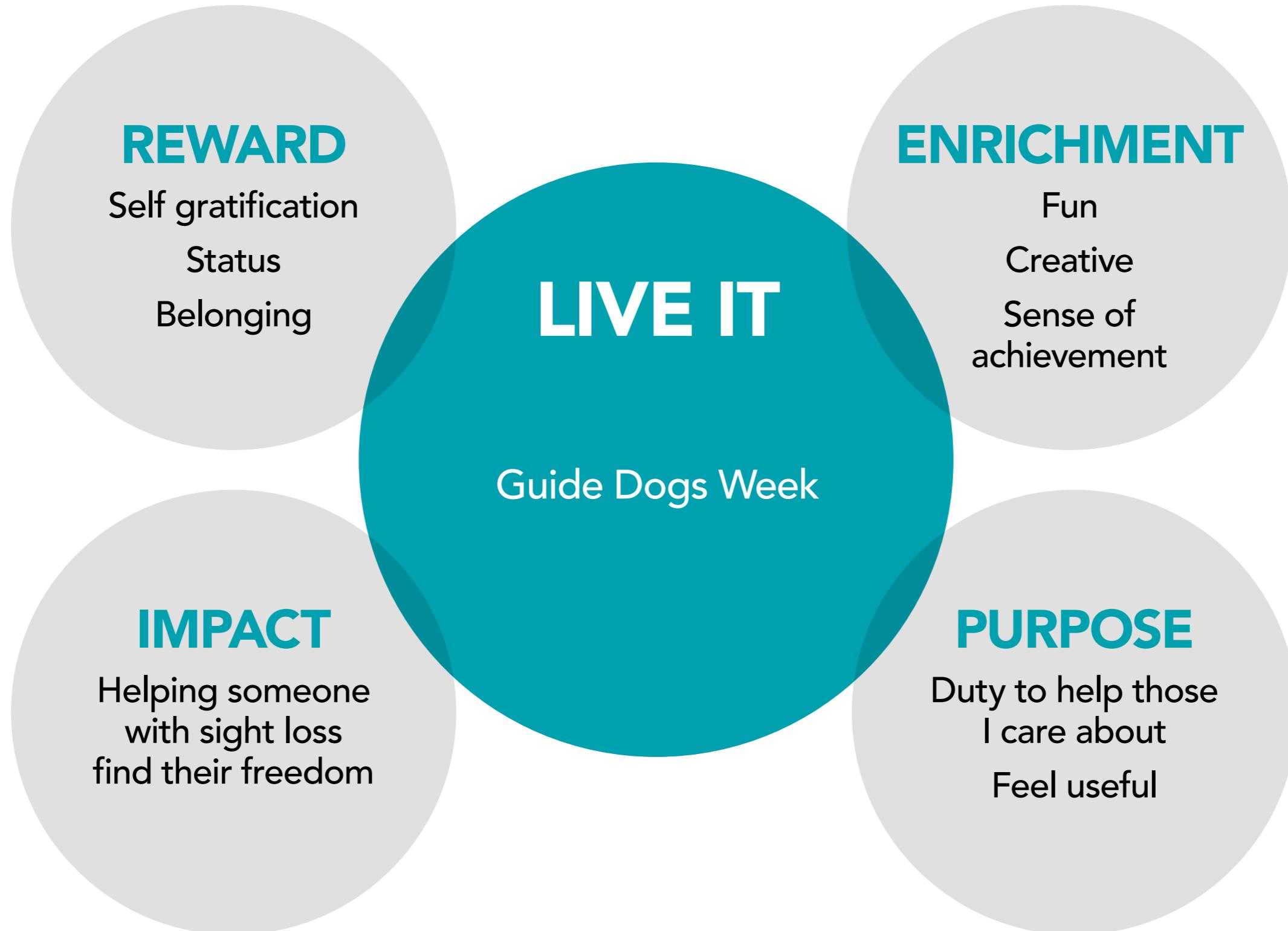
Find out more at WWW.GUIDEDOGS.ORG.UK/FEARLESS

Registered charity in England and Wales (209617) and in Scotland (SC038979)

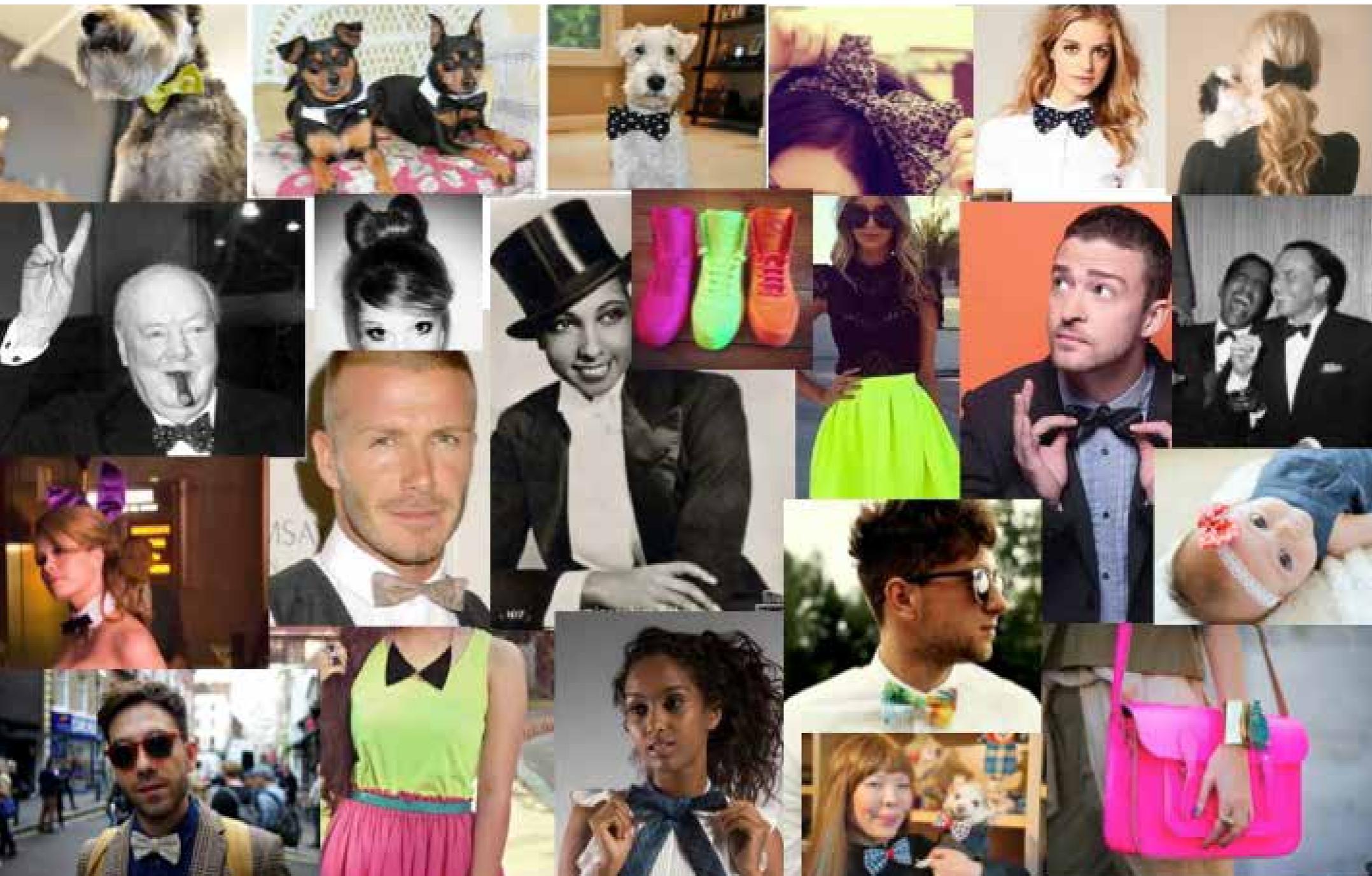
GUIDE DOGS WEEK: PROFESSIONAL MARKETING



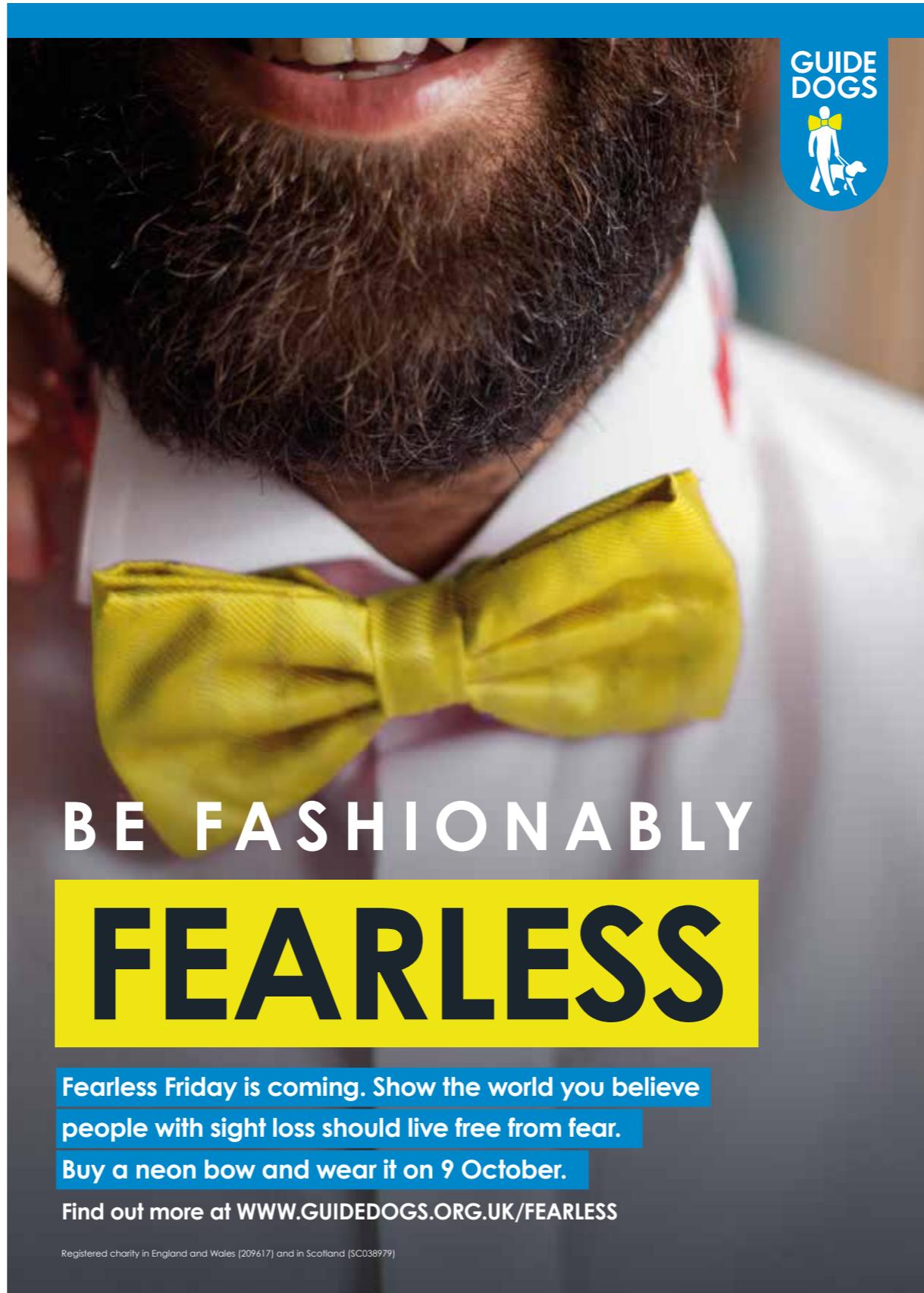
CREATE AN EXPERIENCE THAT ALLOWS PEOPLE TO ENGAGE ON THEIR TERMS



TAP INTO MULTI-GENERATIONAL & CULTURAL TRENDS



GUIDE DOGS WEEK: FUNDRAISING EVENT POSTER



GUIDE
DOGS

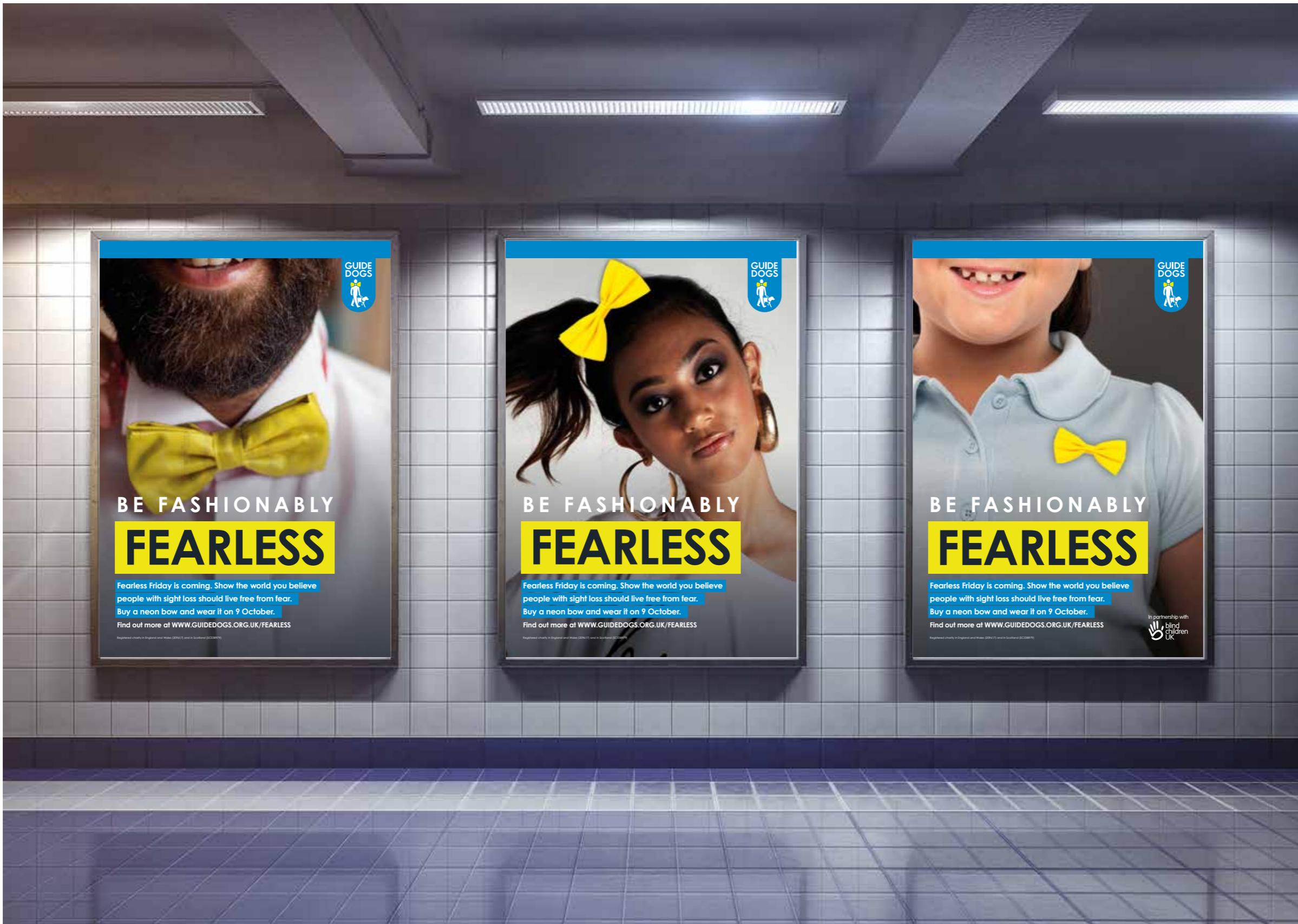
BE FASHIONABLY
FEARLESS

Fearless Friday is coming. Show the world you believe
people with sight loss should live free from fear.
Buy a neon bow and wear it on 9 October.

Find out more at WWW.GUIDEDOGS.ORG.UK/FEARLESS

Registered charity in England and Wales (209617) and in Scotland (SC038979)

GUIDE DOGS WEEK: FUNDRAISING EVENT POSTERS



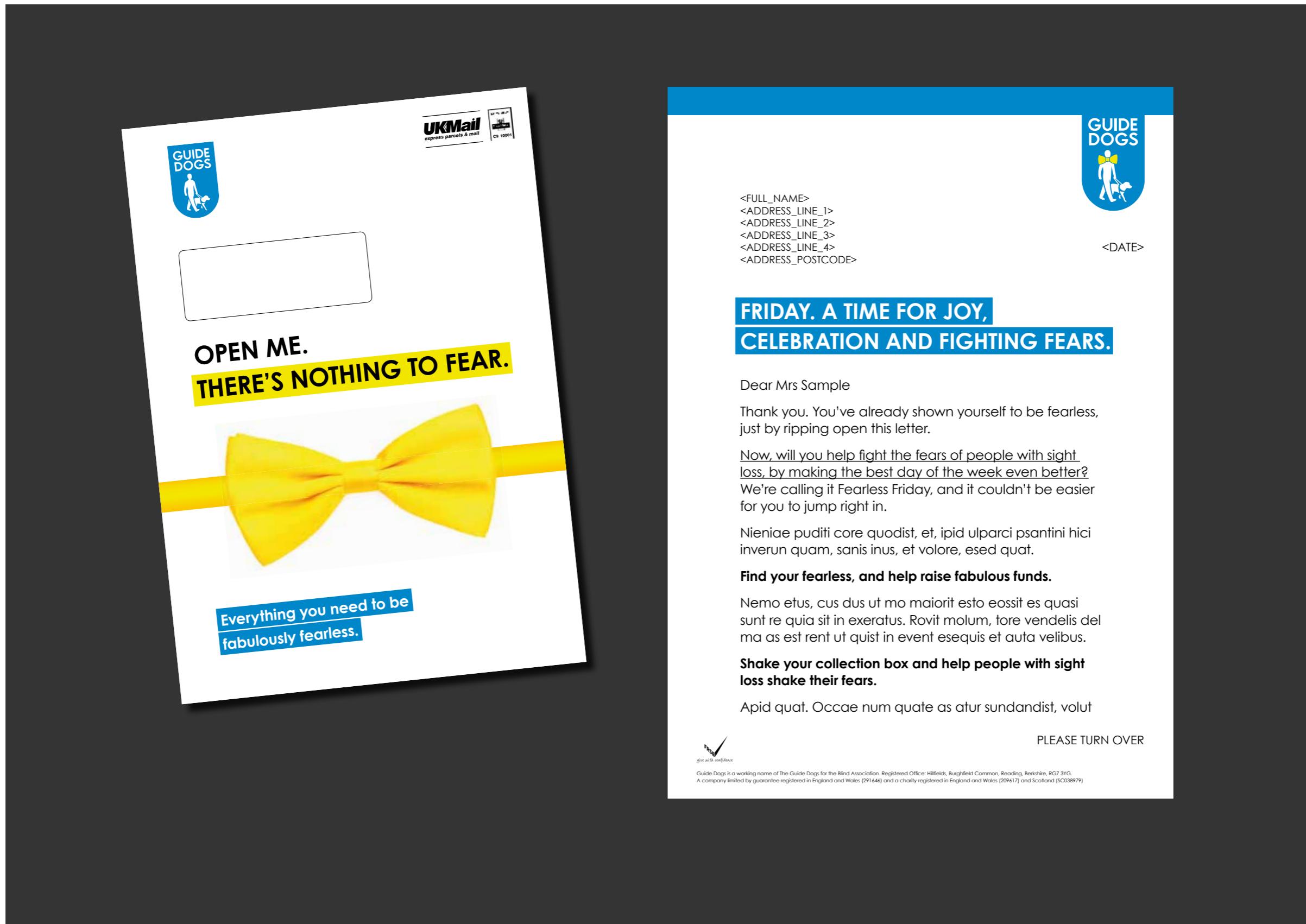
GUIDE DOGS WEEK: MERCHANDISE & DISPLAY



GUIDE DOGS WEEK: VOLUNTEER KITS



GUIDE DOGS WEEK: FUNDRAISING EVENT PACK



GUIDE DOGS WEEK: FUNDRAISING EVENT PACK



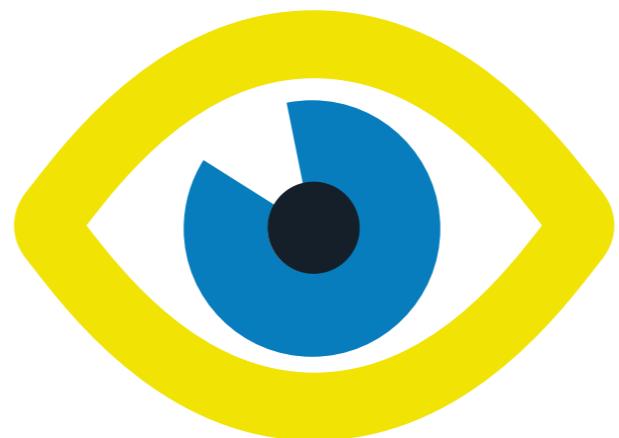
GUIDE DOGS WEEK: CORPORATE PARTNERSHIP BRANDING



GUIDE DOGS WEEK: CORPORATE PARTNERSHIP BRANDING



GUIDE DOGS WEEK: SPECSAVERS FUNDRAISING POSTER



B
FASH
IONABLY
FEARLESS

Fearless Friday is coming. Show your support
for people with sight loss. Buy a neon bow
and wear it on 9 October.

COME INSIDE TO FIND OUT MORE.

Registered charity in England and Wales (209617) and in Scotland (SC038979)



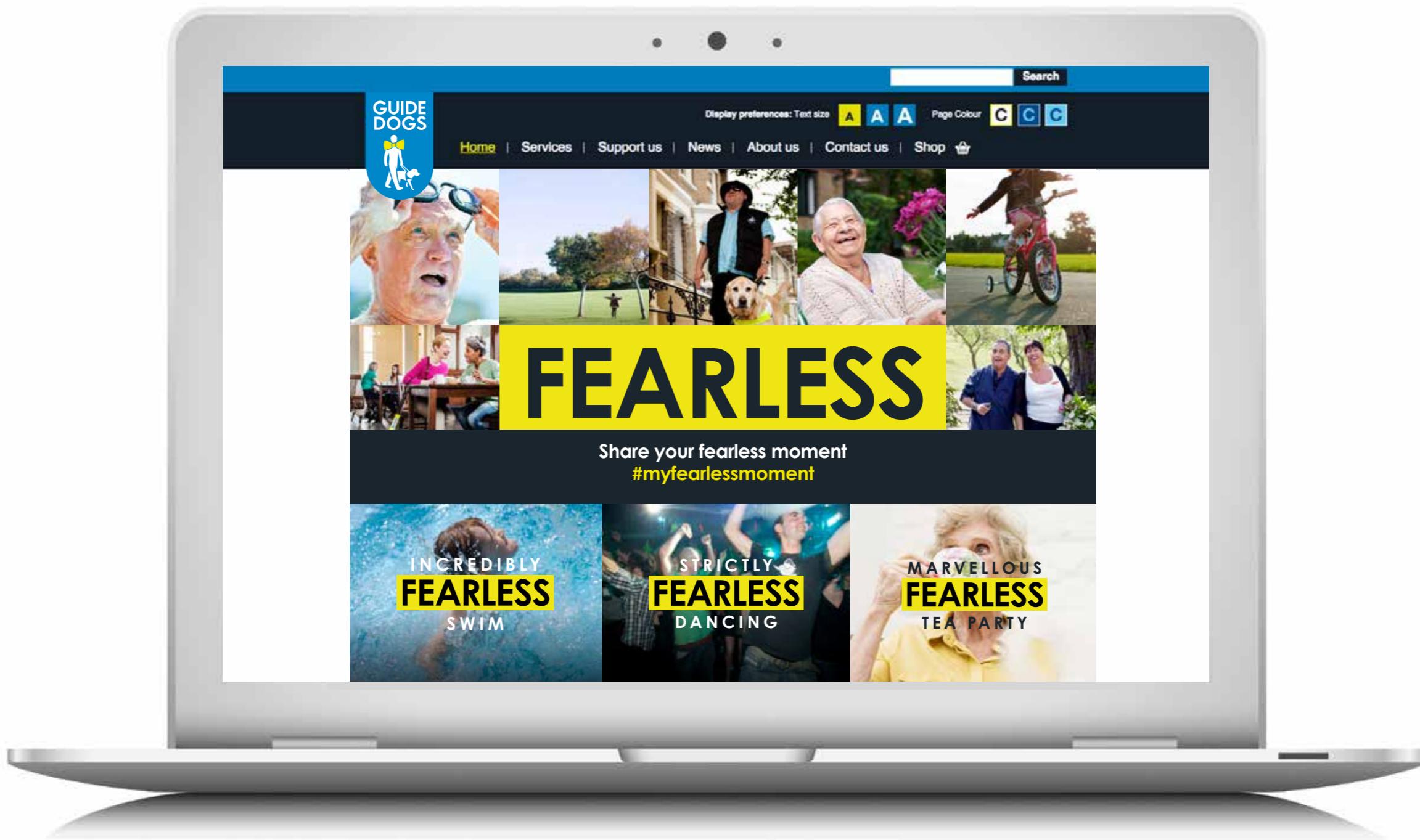
GUIDE DOGS WEEK: ALTERNATIVE CORPORATE SPONSOR



GUIDE DOGS WEEK: HOMEPAGE TAKEOVER



GUIDE DOGS WEEK: MICROSITE



GUIDE DOGS WEEK: SOCIAL ENGAGEMENT

The Guide Dogs for the Blind Association (UK)

Non-profit Organisation

Contact Us | Like | Message | ...

Timeline | About | Photos | Events | More ▾

Sandra Smith 2 hrs ·

Thanks for my Fearless by Friday nomination [Hanisha Kotecha](#). Here's me overcoming my fear of spiders, you absolute cow! Now, I nominate you [Nicola Lapsley](#), [Katherine Wilsher](#) and [Helen Holden](#).

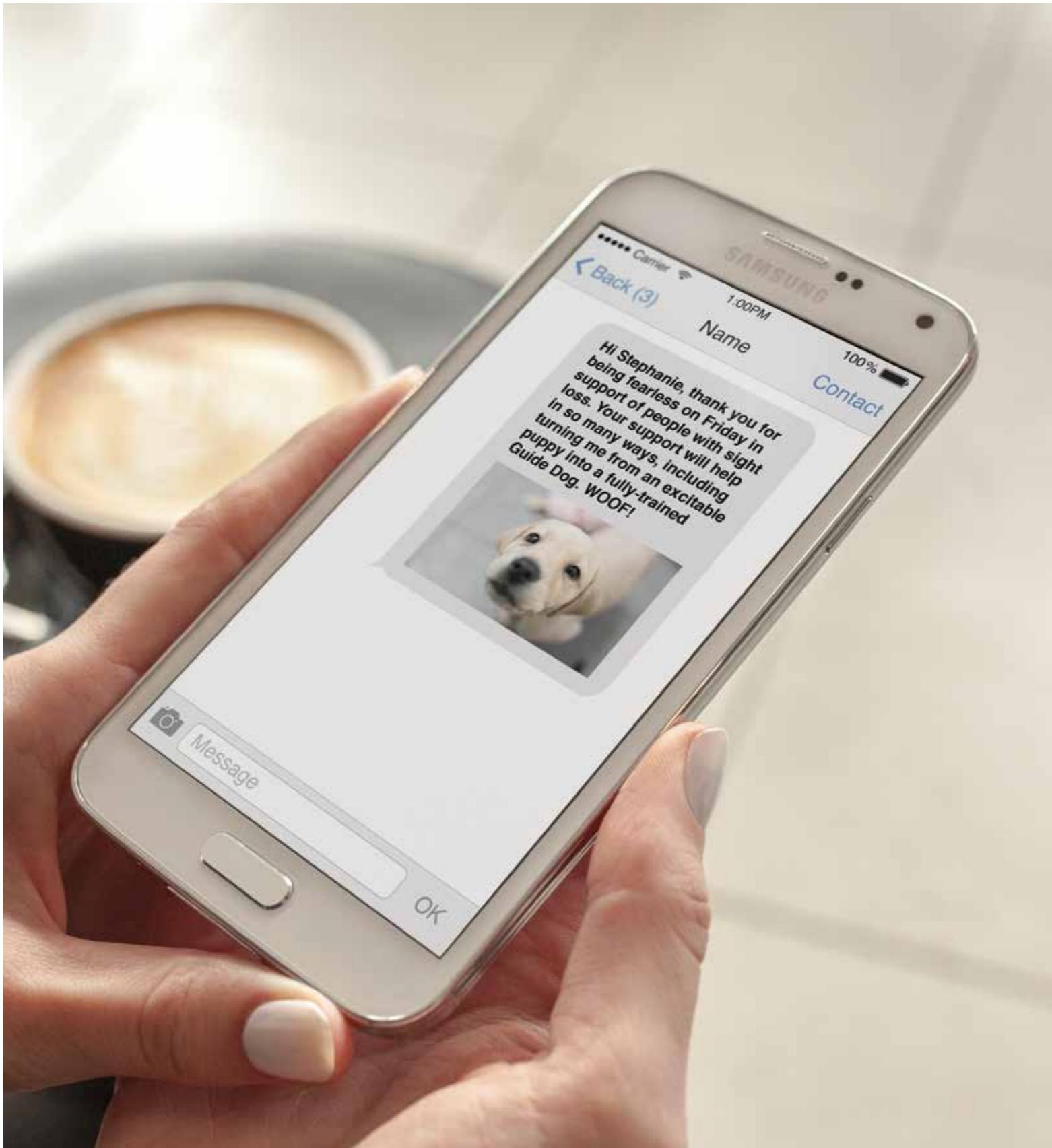
Like Comment Share

Write a comment...

The Guide Dogs for the Blind Association (UK) 2 mins ·

Are you ready to face your fears? This Guide Dog week we're challenging the nation to become fearless before Friday. Nick Grimshaw has bravely overcome his fear of maggots, so what will you choose? And don't forget to nominate your friends and family too!

GUIDE DOGS WEEK: MOBILE FOLLOW UP



FEARLESS FRIDAY ENGAGEMENT

ENABLING AUDIENCES TO ENGAGE ON THEIR TERMS



IMPLEMENTATION

INTEGRATED CAMPAIGN



EVENT FUNDRAISING PRINCIPLES TO HELP YOU GROW INCOME

**1. Reaching
beyond
your audience
heartland**

**2. Activating
organiser-led
events**

**3. Telling your
Fearless Friday
story**

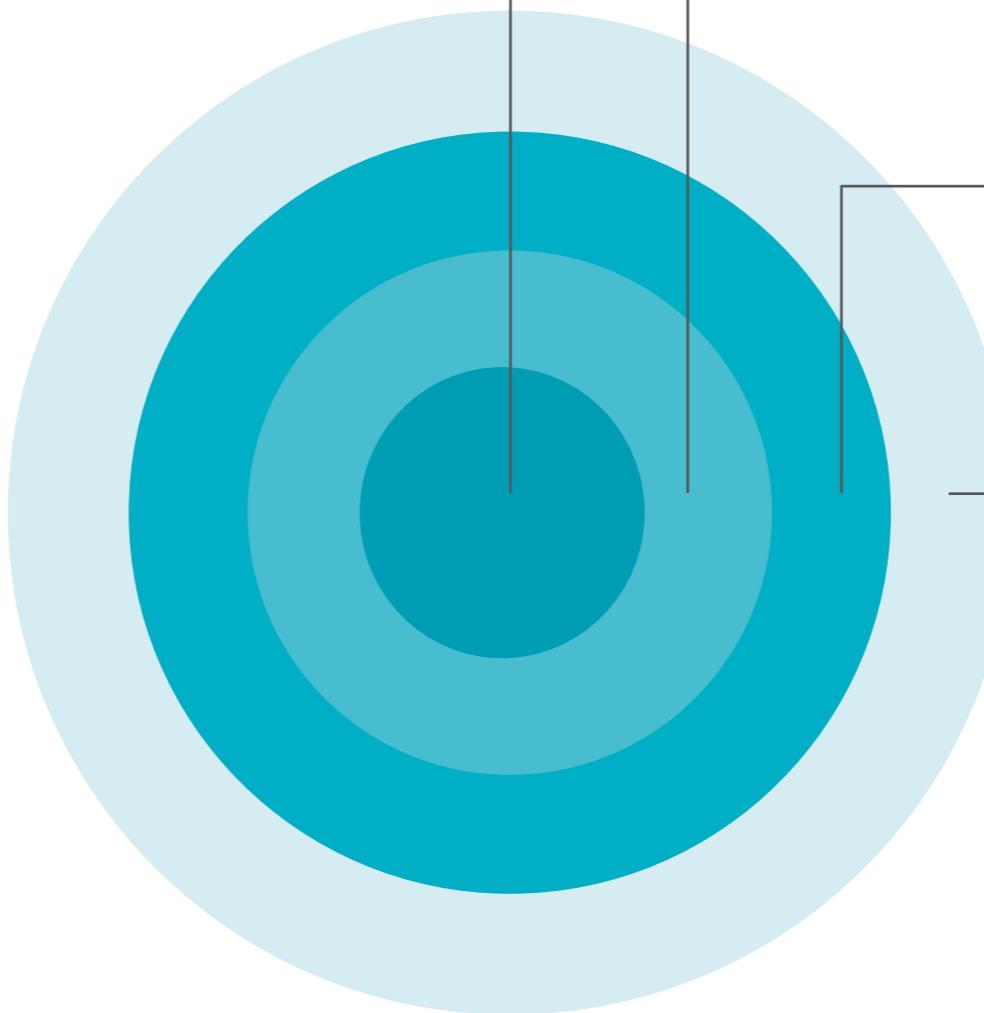
**4. Spreading
your
Fearless Friday
story**

**5. Extending
beyond
the week**

1. REACHING BEYOND YOUR AUDIENCE HEARTLAND



2014



2015

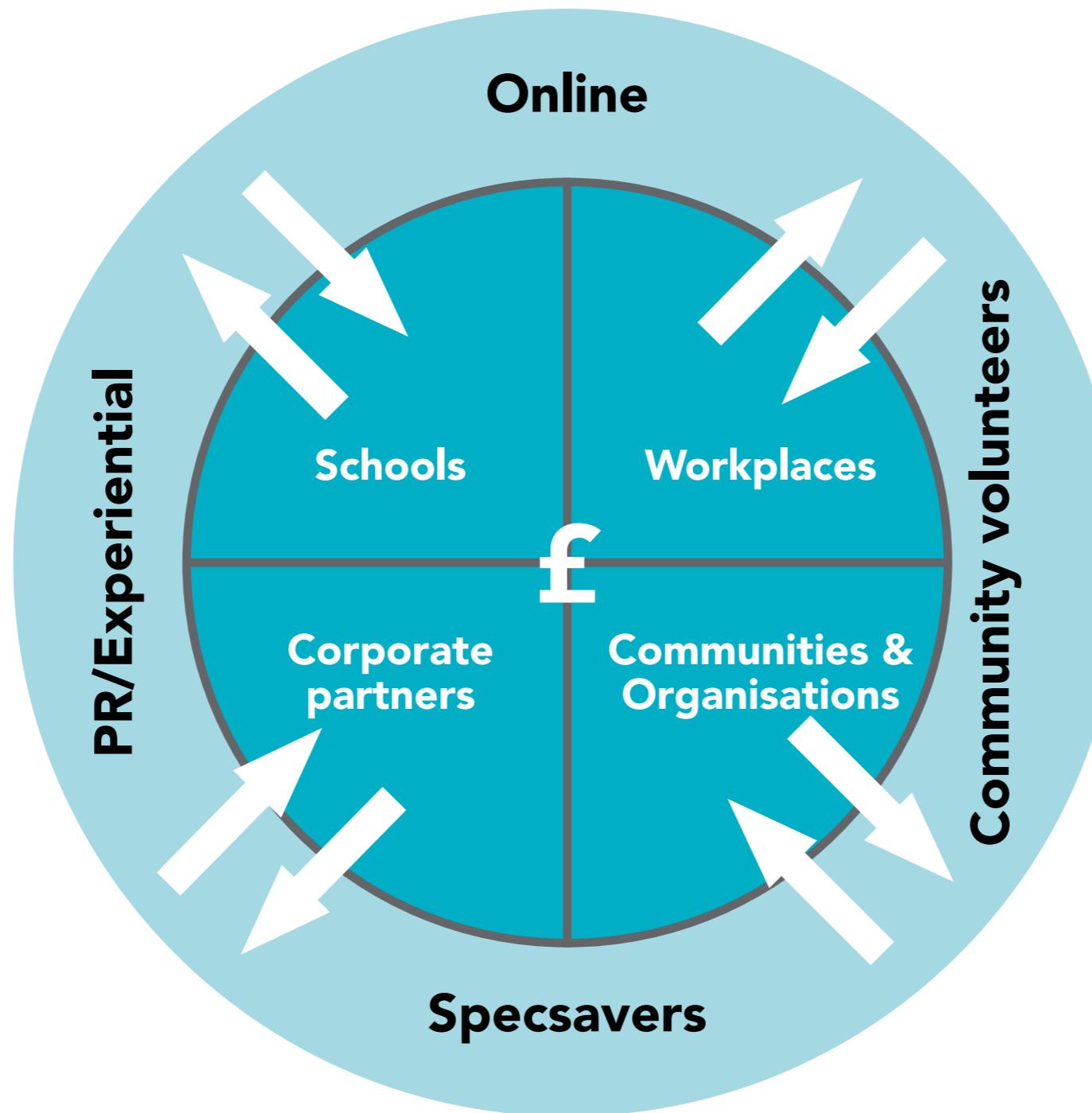
Very warm: Community volunteers, Service users

Warm: Individual Giving supporters, events participants, Specsavers staff

Relevant cold: Dutiful sharers, Caring role model, legacy leaders, Selfish philanthropists

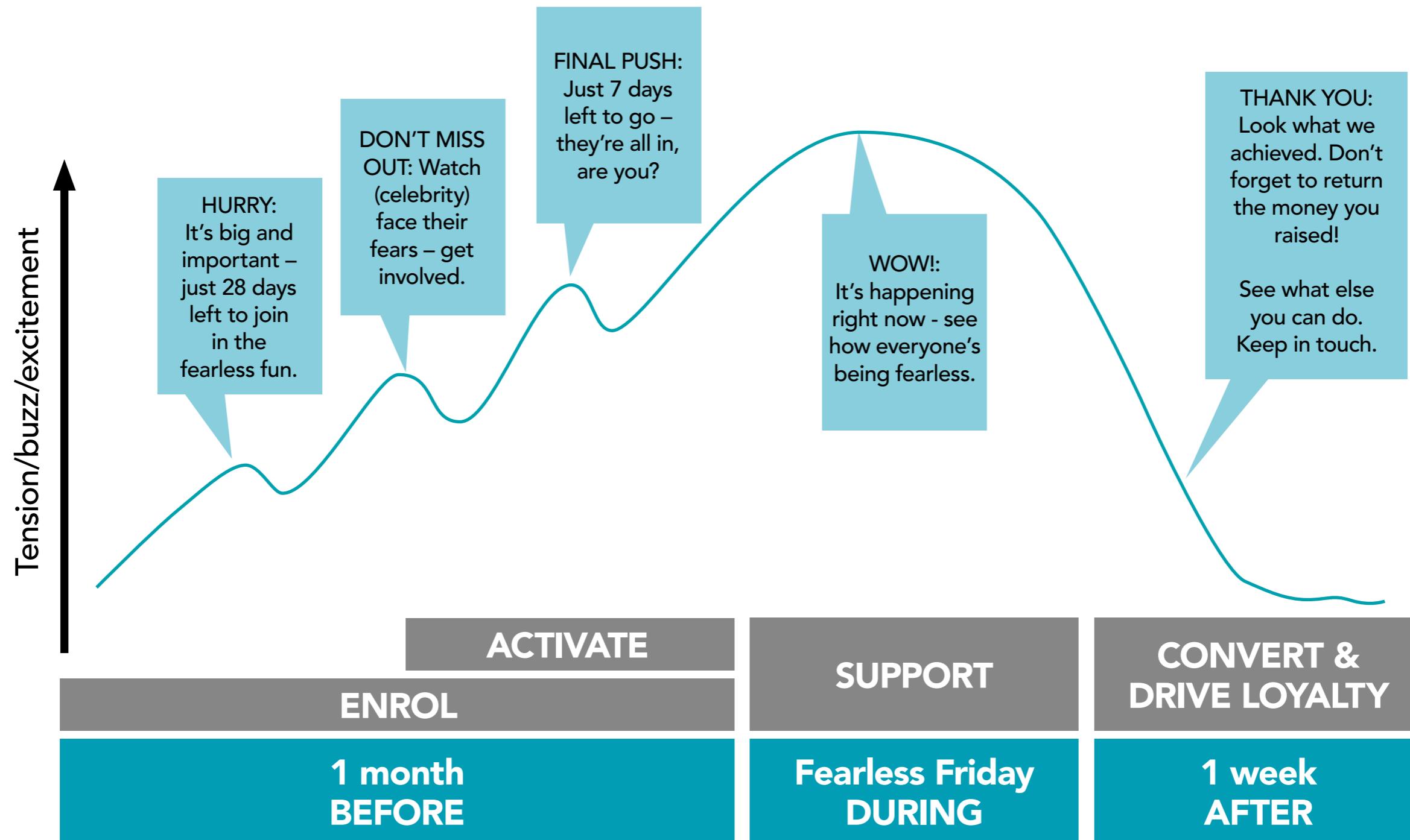
Rest of general public (including Specsavers customers)

2. ACTIVATING ORGANISER LED-EVENTS PROMOTED AND ACTIVATED THROUGH FOUR MAIN DRIVERS



3. TELLING YOUR FEARLESS FRIDAY STORY

BUILD BUZZ TO GALVANISE FUNDRAISING EFFORTS



4. SPREADING YOUR FEARLESS STORY

MAXIMISE THE CHEAPEST MEANS OF INFLUENCE FIRST



2014

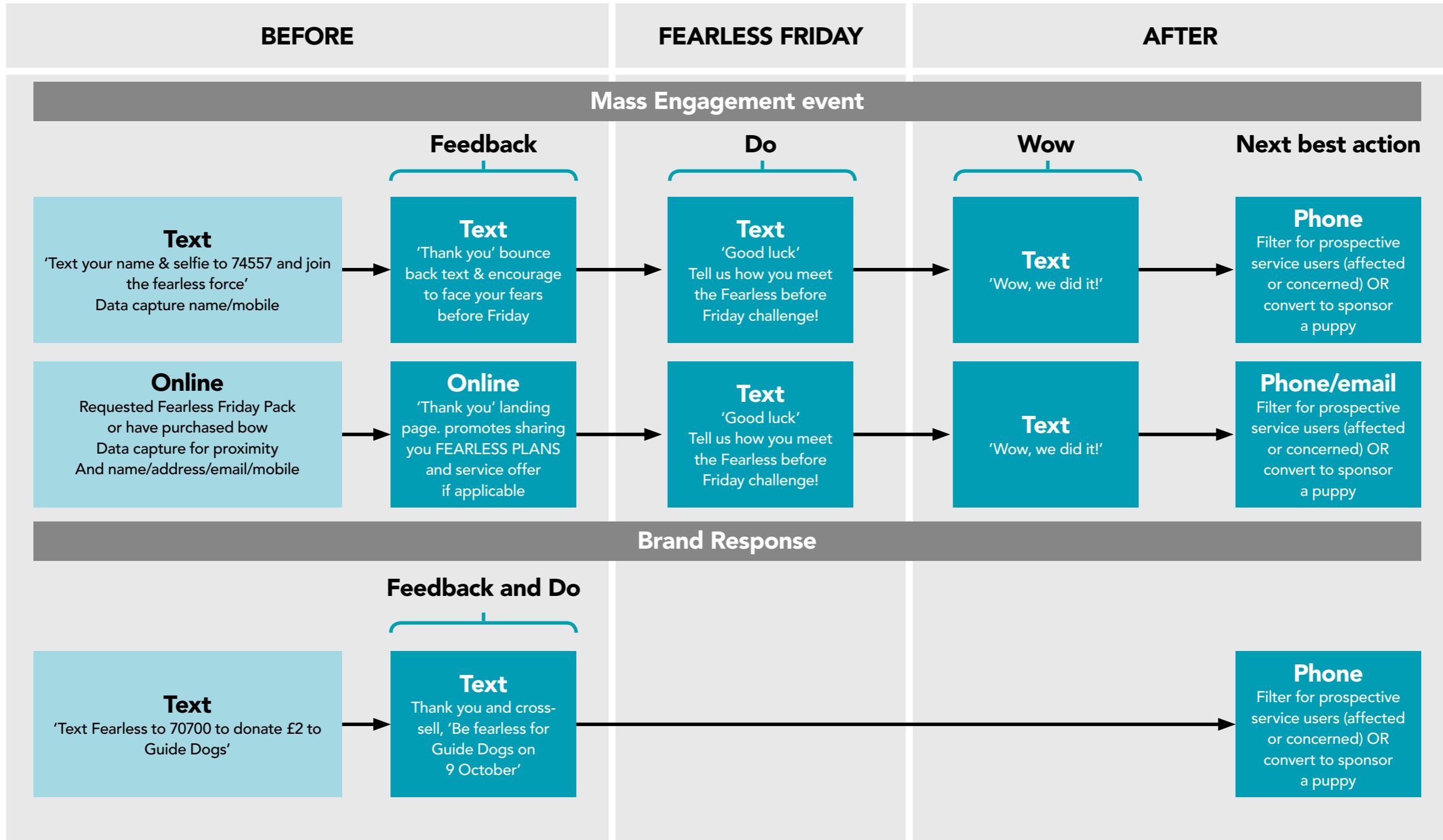
- Very warm audiences
- Strong owned PR reach, lacking a core idea
- Small paid promotion

2015

- Push to warm supporter base through owned
- Earned/owned strengthened through one core idea
- Increase paid spend

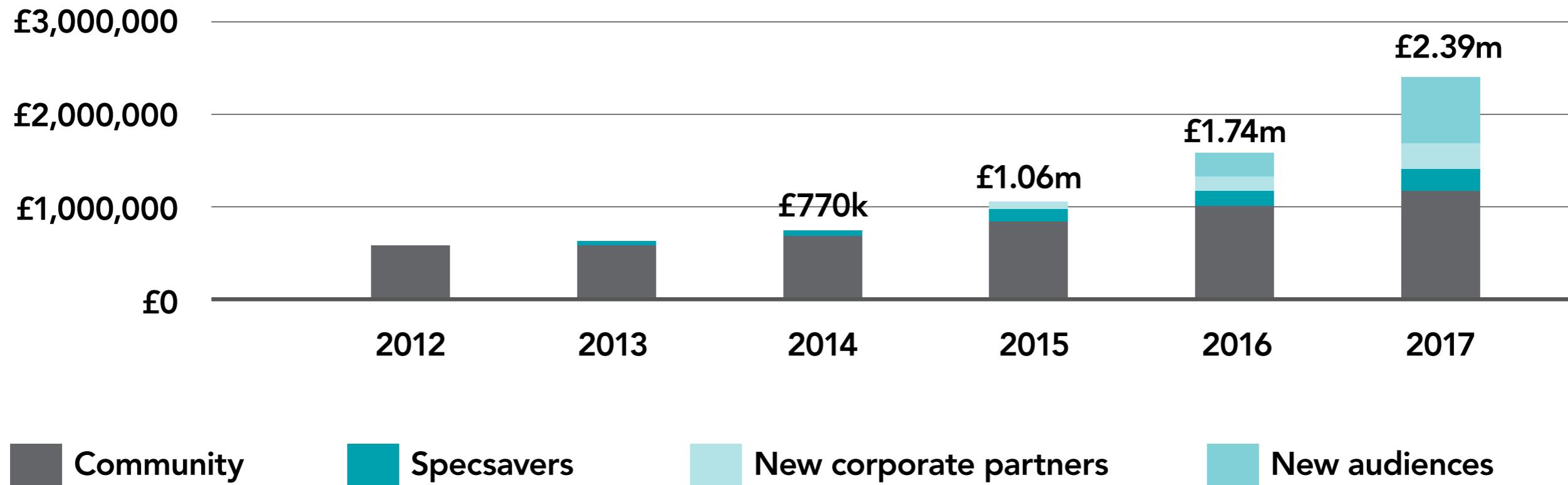
5. EXTENDING BEYOND THE WEEK

JOURNEYS TO ENGAGEMENT AND CONVERSION



PROJECTING INCOME

COMMUNITY BACKBONE PROVIDES PLATFORM FOR GROWTH



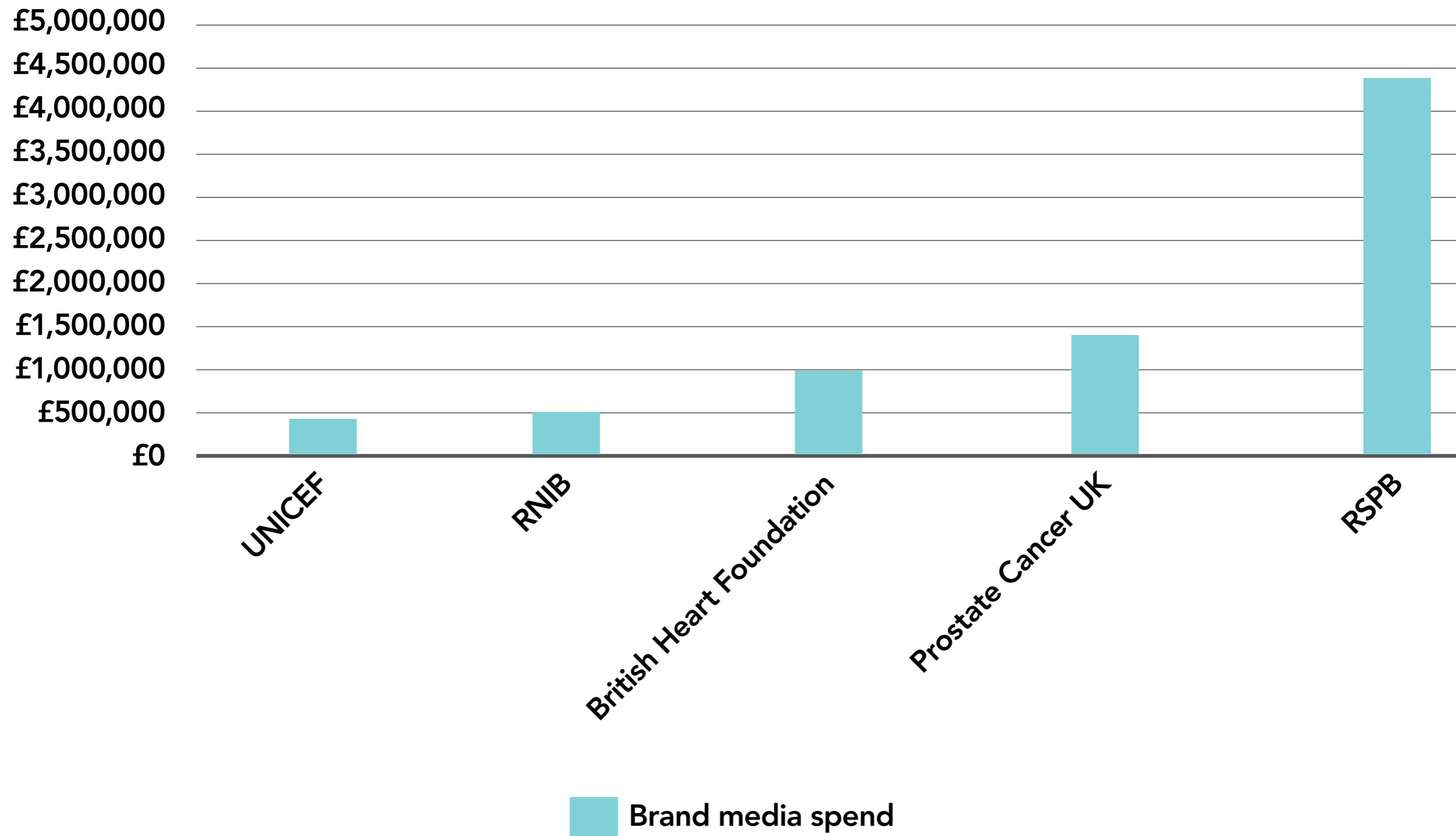
- Community growth of 20% 2015, then 15% thereafter
- Specsavers growth of 200% in 2015, then 15% thereafter
- New corporate partners introduced 2016
- New audience income of £100k in 2015, significant driver of growth thereafter

BRINGING IT ALL TOGETHER

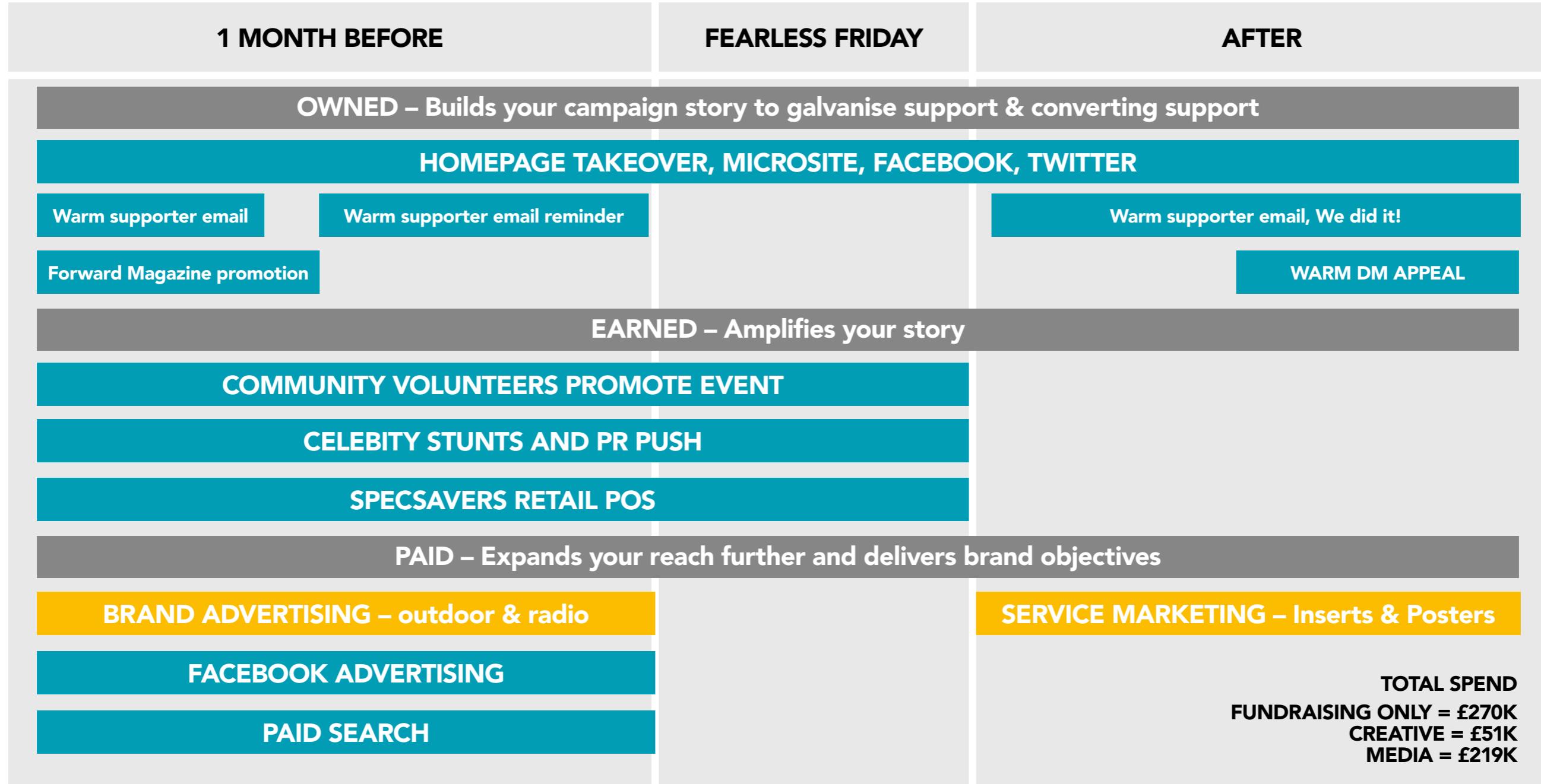
INTEGRATED CAMPAIGN PLAN

CAMPAIGN		Fearless					
CAMPAIGN	ACTIVITY	Brand Response	Services marketing & Professional advocacy	Mass participation event	Volunteer recruitment/engagement	Corporate partnership	Individual Giving
TACTICS	Brand response to drive understanding and relevance of Guide Dogs	Trade communication, Service user POS	Event promotion	Fundraising support collateral, Service office POS	Event awareness, Bow sales & service users POS	BAU integration	
TARGET AUDIENCES	Dutiful sharers	Dutiful sharers & Caring Role Models	All	Volunteers & staff	Aware, concerned, connected	Dutiful Sharers, Caring role models & Legacy leaders	Existing financial supporters
CTA	Consider supporting Guide Dogs, Text to donate	Recommend or use Guide Dogs mobility services	Buy a bow, face your fears and donate	Community awareness, Raise as much as you can	Encourage participation/ Recommend Guide Dogs/ Dress your store	Cash vs Committed	Increase gift at GD Week

COMPARABLE BRAND SPEND



2015 CAMPAIGN LAYDOWN



2015 MEDIA RATIONALE

OWNED – Builds your campaign story to galvanise support & converting support					
CHANNEL	AUDIENCE	REACH DRIVER?	EVENTS RECRUITMENT?	INCOME DRIVER?	SERVICE OFFER?
Website	All – existing and new		✓	✓	
Facebook & Twitter	Existing fans and followers		✓		
Warm supporter email	Active individuals, past event participants		✓		
Supporter Magazine	Active supporters				
Warm DM Appeal	Cash supporters			✓	
Acquisition Door drop	Cash supporters			✓	
EARNED – Amplifies your story					
Community volunteers event promotion	Offices, schools, personal friends and family		✓	✓	
Celebrity stunts and PR push	Regional and national press (offline and online)	✓			
Specsavers retail POS	Staff and customers	✓		✓	✓
PAID – Expands your reach further and delivers brand objectives					
Facebook advertising	'Lookalikes' with links to other fundraising events		✓		
Paid Search	Potential event participants & potential service users		✓		✓
Outdoor	Dutiful sharers and Legacy leaders	✓			
Radio	Dutiful sharers and Legacy leaders	✓			✓
Eye clinic posters	Potential service users				✓
RCO magazine insert	Ophthalmologists				✓

REGIONAL HOTSPOTS

'GLOCALISATION' CONTINUED TO INCREASE *OTS AND INCOME



5 cities targeted for fundraising

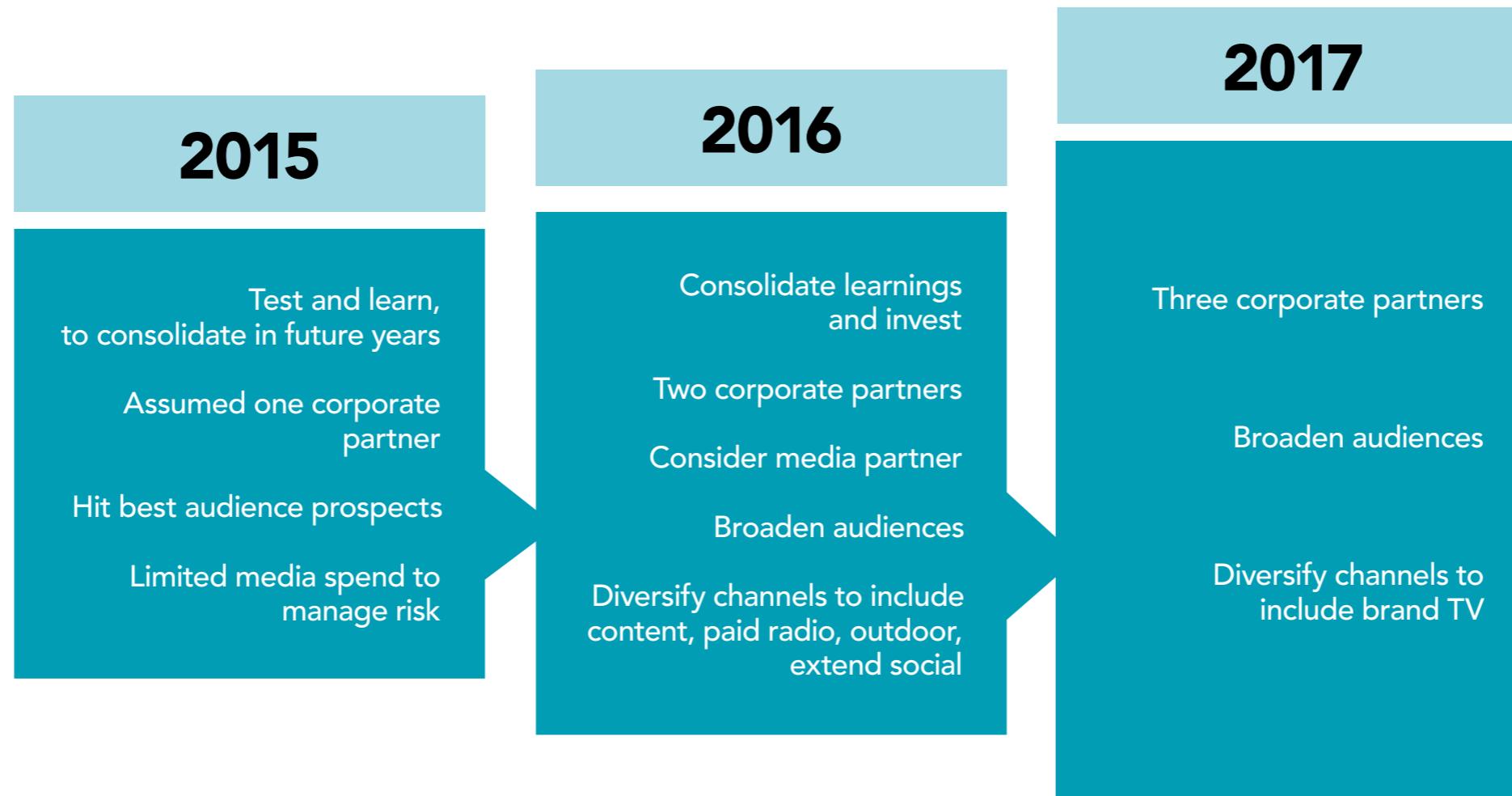
4 cities targeted with brand spend

5th city as control to measure
any uplift in fundraising and
service user enquirers

*OTS = Opportunity To See, the number of times
one person sees your campaign.

BEYOND 2015

CONSOLIDATE AND DIVERSIFY TO ENABLE GROWTH



IMPACT

KEY METRICS BRAND & FUNDRAISING

OPTIMISATION During the campaign

- ✓ Shares/likes/retweets on social media
- ✓ All digital click-through and conversion rates
- ✓ Pack requests and downloads
- ✓ Cost per lead by media channel
- ✓ Opportunity to see (OTS)

EVALUATION

BRAND

By audience segment and region and in comparison to Top Ten CBI and RNIB:

- ✓ Awareness of brand and event
- ✓ Understanding of brand and event
- ✓ Relevance
- ✓ Consideration to support

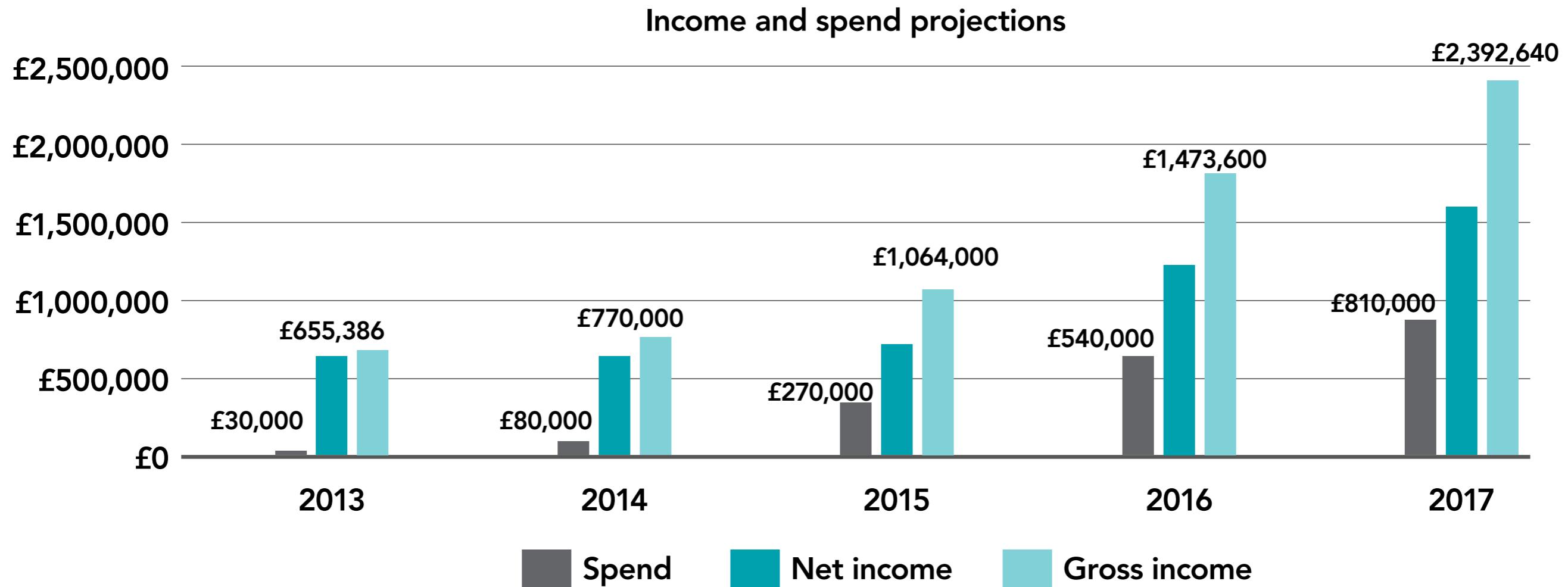
FUNDRAISING

- ✓ PR mentions of 'Guide Dog's Fearless Friday'
- ✓ Gross and net income
 - By channel and by audience
- ✓ Number of Community volunteers promoting Fearless Friday
 - Total number of event participants and organisers
 - Broken down by new (to database) and existing supporters
 - Estimation on number of participants by 'proxy' (no data captured, e.g. schoolchildren)
 - Relative ratio of participants and organisers
 - Average value remitted
- ✓ Number of Specsavers stores participating
 - Average value per store
- ✓ Telemarketing conversion rate to 'Sponsor a Puppy'
- ✓ Uplift on Individual Giving business-as-usual activities

EVOLUTION 2016 & 2017

- ✓ Repeat participant rate
- ✓ Audience profiling to identify breadth of new audiences engaged

SCALING INVESTMENT TO DOUBLE INCOME IN 3 YEARS



Projections have been based on breaking even on investment in Year 1, and then an expected improvement on ROI in Years 2 and 3, in line with consolidation of approach.

WHY US



THE FIRST 90 DAYS



TEAM GUIDE DOGS

Planning

Dan Dufour

Brand and design
planning team

Annie Moreton

Fundraising
planning team

Client Services

Michael Wright

Hanisha Kotecha

Account Director

Brand and
marketing
account
manager

Fundraising
account
manager

Account Executive

Creative

Reuben Turner

Creative and
production team

YOUR GOOD TEAM



Chris Norman
Strategy Director

Chris helps our clients unlock where they need to go and how they need to get there – using the power of values, emotions and culture to unleash the good in everyone.

I believe your mission is incredibly relevant to creating a fairer, more equitable society – the kind of world I want my children to grow up in. I'd love to be part of helping you achieve it.



Hanisha Kotecha
Business Director

Hanisha has over 11 years' experience in running clients' business. She has worked through-the-line on commercial brands from Vodafone to Lexus and our own Cancer Research UK's Race for Life. She loves applying that knowledge to brands that want to do GOOD.

Guide Dogs has it all. A strong heritage, incredible service offering and everyone I've met in this process believes in what they're doing. Getting behind them is easy, bringing their brand and fundraising story to the masses is something I'd kill for (and no puppies will be harmed!).



Reuben Turner
Creative Director

Unleashing the good starts with ideas, and Reuben's lucky enough to lead the best team in the sector – writers and art directors, developers and designers, filmmakers and animators, thinkers and doers.

I love helping iconic brands find and claim a new role in society and people's lives – a journey I've been on with Save the Children, WaterAid, RSPB, RNIB... and maybe, just maybe, I'll get to go on it with you.



Dan Dufour
Associate Director – brand

Dan helps organisations define their purpose and inspire people to be part of it. He's helped household names in every sector tell a simpler, stronger, more effective story.

Guide Dogs is a national charity treasure. I remember the joy of popping money into life-sized collection dogs as a child and collecting bottle tops for Blue Pete appeals. I'd relish the chance to help reinvent the brand with relevance for the next generation.



Chloe Amstein
Fundraising Planner

Chloe has 9 years' marketing and fundraising experience. She brings bucket loads of supporter acquisition experience from her years at WaterAid. She loves understanding her client's business challenges and developing emotionally charged propositions to drive results.

Who wouldn't want to work on Guide Dogs? They're a British institution, with a place in everyone's heart. I'd love to help unlock that love and turn it into much-needed funds.



Annie Moreton
Associate Director – fundraising

Annie has worked with charities from large to small to enable strategic, audience led, profitable fundraising, both within charities and as a consultant. At GOOD Annie leads the team working with clients to define, devise and implement effective strategic fundraising.

Guide Dogs is changing, its reach is growing and this a great opportunity to leverage a refreshed brand with ambitious fundraising.



Katherine Wilsher
Account Manager

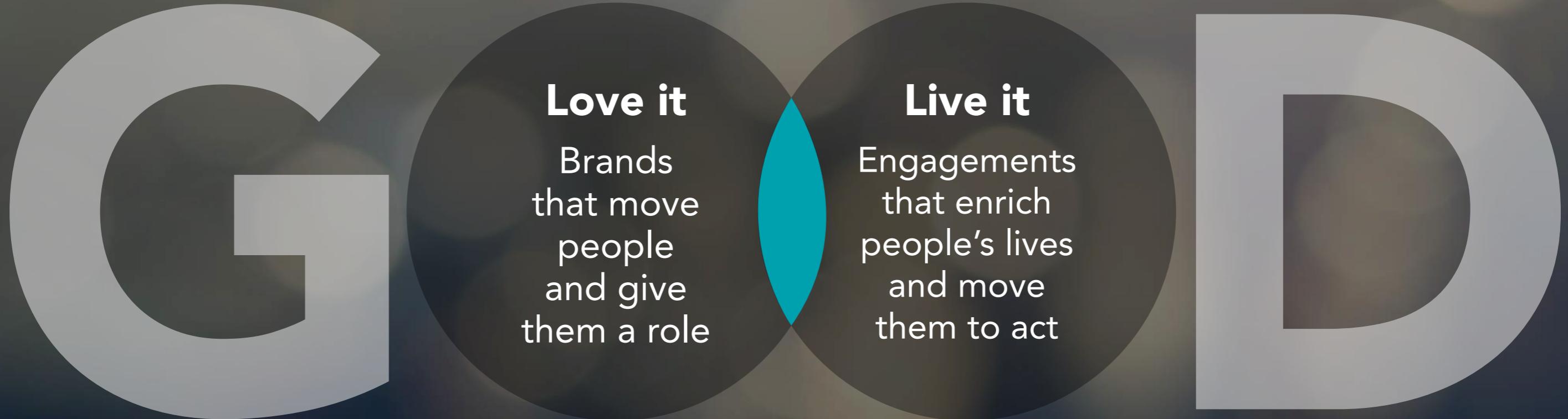
A native of Texas, Katherine holds dual UK-US citizenship. More importantly she's fluent in managing multiple engagements and channels – from direct marketing to brand, from digital and social to events. Today she brings her experience at leading global agencies to the GOOD client list – enabling her to work with brands she believes in.

Guide Dogs is a charity that changes people's lives. They free people's spirits. The thought of helping them be seen for all of the amazing things they do, is so exciting.

THE FIRST 90 DAYS

	WORKING TOGETHER	STRATEGIC DEVELOPMENT	CREATIVE DEVELOPMENT
MONTH 1	<p>Kick off Getting under the skin of your organisation and your programmes Recruitment, retention, audiences, tests, data Finding out what is unique about Guide Dogs Roles and responsibilities of the broader team</p> <p>Define working relationships and processes, SLAs Getting to know each other – going for a drink to celebrate!</p>	<p>Feedback on pitch What did you like, dislike or want more of?</p> <p>Agree targets Agree objectives (short and long term) SMART KPIs</p> <p>Identify key audiences Understanding service users, supporters and fans.</p>	<p>Scoping Key considerations, previous learnings Agree brief to develop brand experience brand stretch, campaigning, fundraising, subject matter</p> <p>Agree Communication Objectives</p> <p>Agree the campaign and client brief Interrogate and ask all the right questions, including investigating the competitor set</p>
MONTH 2	<p>Agree core teams Leadership team Strategy team Implementation</p> <p>Developing team working With core team inductions</p> <p>Programme delivery Timings & Communication programme</p>	<p>Agree Strategy: Example Guide Dogs Campaign, audiences, channels, messages, products</p> <p>Budgets Review and agree budgets for 2015-16</p> <p>Research Identify knowledge gaps that need filling Review existing insight / research etc Identify data analysis needs</p>	<p>Creative Briefing An inspiring brief for the creative team Proposition Inspiring and engaging content Compelling subject matter Brainstorm top-line messaging and concepts together</p> <p>Creative Development Objective here is to develop an umbrella campaign concept that can allow a “family” of communications for each specific objective / audience / activity</p>
MONTH 3	<p>Implementation Scope individual campaigns and deliverables</p> <p>Developing team working Including inductions with wider team</p>	<p>Agree KPIs Ensure evaluation metrics are in place</p>	<p>Agree concepts Develop copy and design through to artwork</p>

WHY GOOD AGENCY



**UNLEASHING
THE GOOD**

THANK YOU

Any questions?

GOOD