



RDP
COMMS

RESEARCH
DEVELOP
POSITION

Hello!

AND WELCOME TO RDP COMMS

We're the agriculture and animal health experts.

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WHO WE ARE...

We're a small and mighty full service agency team made up of conceptualisers, creatives, designers, content authors, digital mavens, social connoisseurs, experienced account managers, idea initiators, and marketing consultants.

Specialising in the agricultural and animal health sectors, our agency has been in its inception since 2005 – and we're proud to say we're still going strong.

Our mission is to understand your brand vision, create a strategy to broaden your brand reach, tell your story creatively and digitally, then bring it to life via channels that will activate and engage.



“ We understand the realities of modern agriculture and the challenges the sector faces. We passionately believe that agribusinesses deserve creative and inspiring strategies to help them stay memorable in a world that is transforming at speed. ”

A handwritten signature in white ink, appearing to read 'Aegon', written over a dark background.

RDP Founder and Managing Director

INTRODUCING OUR FOUNDER

Before taking on the ownership and management of RDP in 2005, Angus worked across many sectors of the food supply chain. His consultancy specialisms include agricultural policy, rural and sustainable development, environmental awareness, and management.

Following a degree in agriculture, Angus has focused his career on finance and marketing within the sector, working with many large corporate businesses, SME's and farmers, both in the UK and abroad.



Angus Chalmers

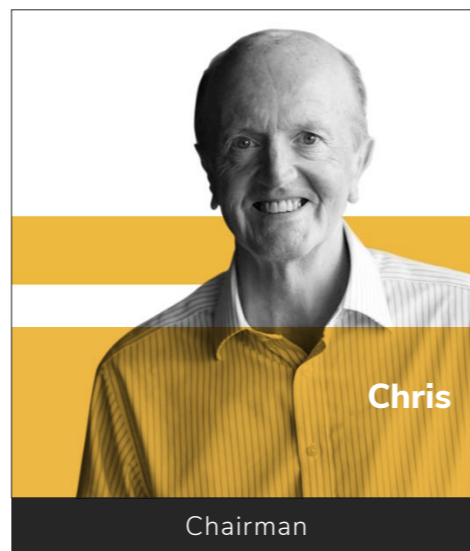
Founder and Managing Director at RDP

Bringing together talented marketeers, a healthy grasp of commercial reality, and a deep understanding of our sector means we can make a real difference to our clients. This is both rewarding and stimulating and will undoubtedly continue to drive the success of our clients and RDP.

WELCOME TO THE RDP TEAM

Teamwork makes the dream work, and it's a sentiment we don't take lightly. We celebrate each member of our team and recognise the crucial part they play in the agency development and continual enhancement of the client experience.

Personality and individualism are key, and it's each person's uniqueness and personal expertise that makes RDP an agency that clients love to work with. Say hello:



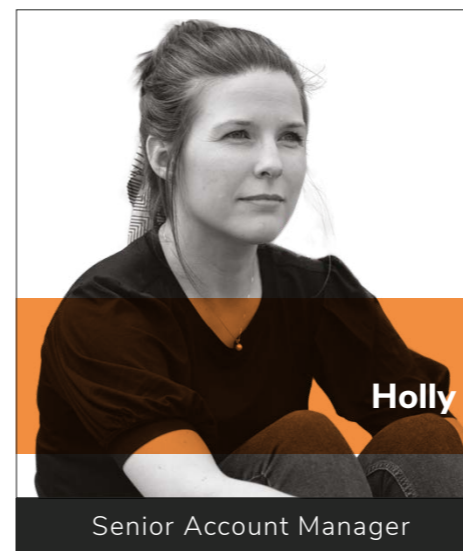
Chris

Chairman

With previous roles as head of agriculture for ADAS, and Director of Rural Estates at The Crown Estate, Chris sits on several agricultural boards, is a Fellow of the Royal Agricultural Societies and part of the leadership team here at RDP.

CREATIVE FACT:

Chris has had a lifelong involvement in the dairy industry. His career has included Chair of the Oxford Farming Conference, Chair of the British Cattle Breeders, and National Dairy Specialist.



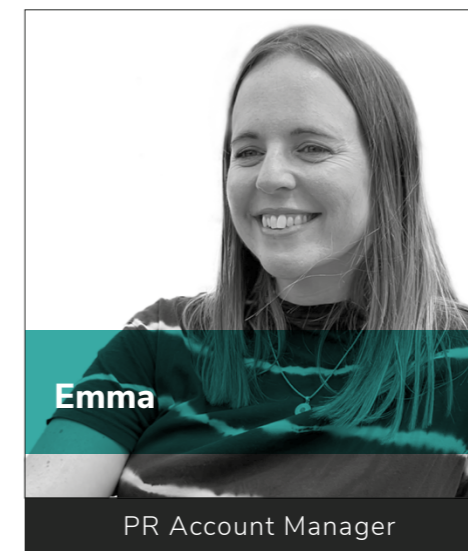
Holly

Senior Account Manager

With over 15 years' account management agency experience, Holly is a highly detail-orientated and strategic communicator.

CREATIVE FACT:

Holly applied to be a Blue Peter presenter in her 20s with dreams of making things with sticky-back plastic, travelling the world, and interviewing interesting people.



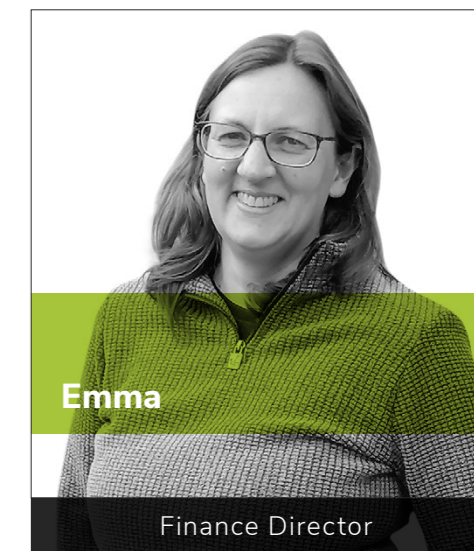
Emma

PR Account Manager

Bringing 14 years' experience in agricultural marketing and communications across agency and client side, Emma has a passion for creative storytelling and delivering successful PR campaigns.

CREATIVE FACT:

Emma launched a parenting blog all about the funny, overwhelming, tiring, and rewarding realities of becoming a parent. We're looking forward to seeing her take on the teenage years.



Emma

Finance Director

With a head for figures and over 26 years in the finance sector, Emma has a keen eye for detail and her knowledge of accounting and management platforms is second to none.

CREATIVE FACT:

Emma knows a thing or two about hot air balloons. Her partner runs a hot air balloon company. Travelling with him all over the world inevitably means Emma sees things from a whole new perspective.

WELCOME TO THE RDP TEAM



Marketing, fashion, retail, FMCG, print, and digital media are just some of the sectors Chris has creatively worked within across his 27 years experience. A graphic designer with a passion for animation and motion graphics, Chris thrives on creative problem solving and bringing a brand to life.

CREATIVE FACT:

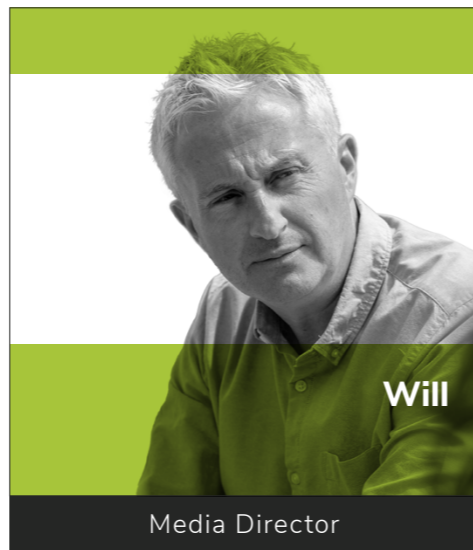
Chris has a fascination with animals, the great outdoors and creating things, which all started at primary school where he would sit drawing sharks after watching the film JAWS. Not only is he a talented designer and animator, he's also a PADI qualified diver.



With 38 years of creative design and art direction experience, Rich has worked on every type of brand and creative campaign concept imaginable. His attention to detail and providing excellence to every job ensures his interpretation of the client brief is always on point.

CREATIVE FACT:

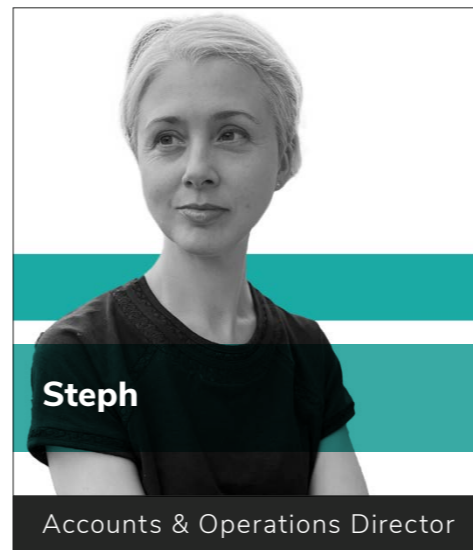
Rich takes his work very seriously but never himself, always self-deprecating, ensuring a grounded, playful, and inquisitive approach to everything he creates. His wicked humour is well-known in the agency; giggles guaranteed.



A marketing communications professional with over 30 years' media experience. Having worked for Express Newspapers and IPC Media, Will is key to maximising client's media plans through robust research and exploring new communication channels.

CREATIVE FACT:

Will plays guitar and sings. Having been a part-time session musician in his teenage years, Will now performs with local musicians in West Wales. His next musical ambition is to sing fluently in Welsh.



With over 24 years in the creative industry, Steph has worked for several digital agencies spanning numerous sectors. Having managed and led teams of creatives, developers, and project managers, Steph is passionate about bringing out the best in people and creating processes that streamline agency production and efficiencies.

CREATIVE FACT:

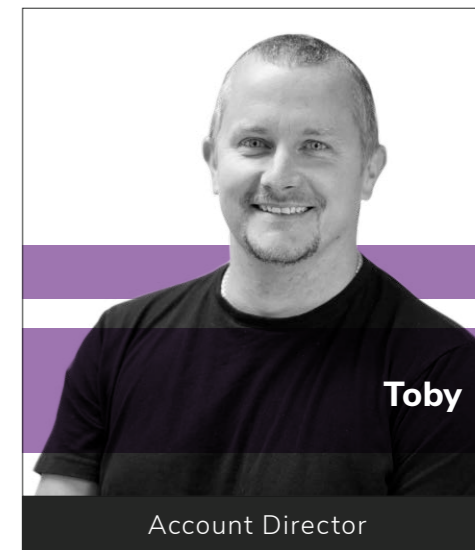
Steph is a box skipper and a fast one at that, using all the fancy rope tricks. Taught by an ex-boxer, she also learnt a few nifty moves in the ring.



A commercial copywriter for 7 years, Michelle specialises in B2B. Her passion for copywriting had her leave the NHS to pursue her content calling and we appreciate her ability to capture a brand story that reflects our client's unique proposition, personality, and values.

CREATIVE FACT:

Michelle does her best creative content thinking in the shower!



With extensive experience spanning 16 years, Toby is well-equipped to talk to our clients about PR, strategy, and identifying marketing opportunities. His knowledgeable insights into climate research, sustainability, and the environmental sectors have proved an instant asset to the team.

CREATIVE FACT:

In his spare time, Toby writes a monthly motoring column for a local magazine and gets to test drive all types of sporty cars.

"I feel an integral and strategic part of an ever-evolving, forward-thinking business, I'm treated with respect for my experience and quality of workmanship."

"There is such a friendly and supportive team structure. Our MD is so helpful and approachable; I've not met many bosses like that."

"Everyone is willing to share and collaborate to help where required. Great for team morale, learning and a bonus for our clients."

"The atmosphere is great, everyone is so kind, supportive, and excellent at what they do. The work is interesting and varied, ensuring that no two days are the same. The fact that we work remotely contributes to a good work-life balance."

WHY WE WORK FOR RDP COMMS

"The whole team is supportive and trusting."

"A great friendly team, each day brings a new set of challenges."

"I love the openness to innovative ideas, the constant desire to learn and grow as an organisation, for the benefit of our clients and each other. RDP embraces diversity and empowers people to be the best and most confident versions of themselves."

"My colleagues are all incredibly talented and excellent at what they do. Everyone is easy to work with and focused on the advancement for our clients and hence the success of RDP. I like everyone too (not many jobs where that's happened)."

BRAND ACTIVATION

When we think about what a strong brand looks like, it conjures up a plethora of reactions, assumptions, experiences, relatability, personality, and a whole lot of other sensations.

Our agency experience ensures a client's brand is represented in the strongest and most authentic way possible whilst setting their identity apart from everyone else.

A brand should make you feel and react which is why when we are presented with a brand project, we get rather excited.

From brand strategy to developing creative identity, our team is here to evolve a client's brand voice and connect in a memorable and relevant way with their desired audience.



PR PROFESSIONALS

We're proud of our extensive PR experience and portfolio – it's impressive!

It's where our humble beginnings started, and we've cultivated and grown it with success over the years.

As experienced PR advocates, we believe it's about getting underneath the skin of a client, understanding what the essence and purpose of the brand is, and telling a value and benefit led story to the consumer. Content that is relatable and supported by facts will ensure the coverage we create gets read and acted upon.

Our relationships with media editors are long-standing and trusted. They have been carefully built over time and the trust goes both ways. We only give them quality content that we know is right for their publication; they equally have faith that we have done our research and are providing valuable information to benefit their readers.

Which is why PR will always be one of our favourite core services; we have a genuine appreciation of just how effective it is for our clients.

CREATIVE AND DESIGN

Creativity – it flows through our veins. We love working with agri and animal health brands; developing and evolving creative ideas, and producing new concepts to make a company stand proud for what it represents, and stand out amongst its competition.

Our design expertise spans all types of distinctive design areas. We enjoy working on creative campaigns, website look and feel, animation, and other digital assets. In fact, we have pretty much worked on most integrated marketing routes and revel in setting our creative minds to work on:

- Brand strategy
- Brand workshops
- Brand identity
- Brand positioning
- Brand guidelines
- Art direction
- Direct Mail
- Photography
- Digital design
- Web design & build
- Digital and litho printing supervision
- Exhibition design
- Artwork
- Stock imagery and purchases



STRATEGISTS

Strategy must come first – fact. It underpins every brand marketing conversation, decision, implementation, output, and result. Simply put – it is the glue that holds it all together.



We execute strategies for all manner of agri and animal health related businesses and thrive on identifying gaps in the market, and creating opportunities that could spring-board a business to another level.

Our core strategists at RDP enable clients to receive marketing direction through a considered and realistic approach that aligns with a company's core objectives.

Our team is here to challenge, dissect, assimilate, and continually evolve a strategy that works with all stakeholders, aligns with KPIs, and one that is fluid and robust enough to face challenges and still drive success.

“Strategy is not the consequence of planning, but the opposite: its starting point.”

Henry Mintzberg – Academic & author on business management.



MEDIA SAVVY

Planning your media outreach is a time-consuming activity.

Analysing the intended audiences, effective distribution channels, whether to use a combination of digital and print advertisements, determining the most productive way to communicate a brand message and maximise reach. It's hard work but essential.

Luckily, our media planner and buyer, Will, has heavy-weight knowledge and experience as he previously ran a successful media planning agency.

Will has forged strong relationships with a network of high profile agri and animal health publications, is skilled at tapping into media trends, and has the kind of knowledge that only comes with experience. Will excels at assessing brand and audience to formulate the best possible strategy for the client.



FARMER DATA THAT MATTERS

When we place ads in the farming and veterinary media, we want to secure as much certainty that we're getting our client brands in front of the right people, every time.

Data helps us achieve this and we place value in research data that provides evidence and substantiation in our strategies.

Our last piece of research was in the veterinary sector. Our most recent research in the farming sector now allows us to de-duplicate ad reach (audience size) and control ad frequency (numbers of times seen); allowing us to target commercialised campaigns to UK farmers on behalf of our clients.

Our research demonstrates the size of an audience for each farming magazine, website,

and the number and profile of farmers who are reading/seeing one or multiple magazines and/or websites.

Up until recently there was no way of knowing this exactly, but our research has changed this.

Knowing the profile of a farmer who is reading a particular publication is an invaluable tool when planning and buying a media campaign. For us as an agency, it allows us to give our clients the certainty that they are placing their money somewhere where they will reach their target audience.



EVENT SPECIALISTS

Big or small, outside or in. Organising a space that fits. The right kind of display to capture the essence of who a company is.

Yes, we've done it all before and yes, we can help make a client exhibition area stand out amongst the rest

Our work calendar is marked full of all the agricultural shows we attend each year and we've become quite the connoisseurs of what makes an appealingly strong exhibition area attracting the right kind of footfall, versus those that fall wide of the mark.

There's a lot to think about when planning an event at a trade show or exhibition. We can fully take care of the planning and management process ensuring a slick operation. Our team has the organisation, attention to detail, negotiation, energy, and creative visual skills to bring every element together smoothly.

The result: a stand that attracts visitors who willingly want to engage.



DIGITAL MAVENS

We live in a digital landscape and digital is one of those keywords used frequently in everyday business conversations.

We hear a lot of:

“How do we increase our digital presence”

“We think we need a digital strategy”

“We already have a digital-first approach.”

But what does ‘being digital’ actually mean? Digital as a term is broad and far-ranging and that’s why we hear it a lot. It can mean different things to different people and just because you think you’ve embraced digital in your marketing plan; it doesn’t mean you are being digitally strategic and getting the most out of your content.

SEO, PPC, CRO, SEM, Email, Display Advertising, and Paid Social are just some of the digital channels that should make up part of an overarching digital comms strategy.

We firmly believe you can’t do a little bit of digital in one area and hope for the best. To claim a digital moniker, you need a strategy that asks the ‘why’ then the ‘how’ and that’s where we come into the picture.

Our expertise helps clarify a client’s digital position in the marketplace and develop clear objectives. We can take this further by building a comprehensive strategy using measurable components across varying channels. Our objective is to see our clients maximise their competitive advantage, grow their brand value, and increase their customer engagement levels.



CONTENT CREATORS

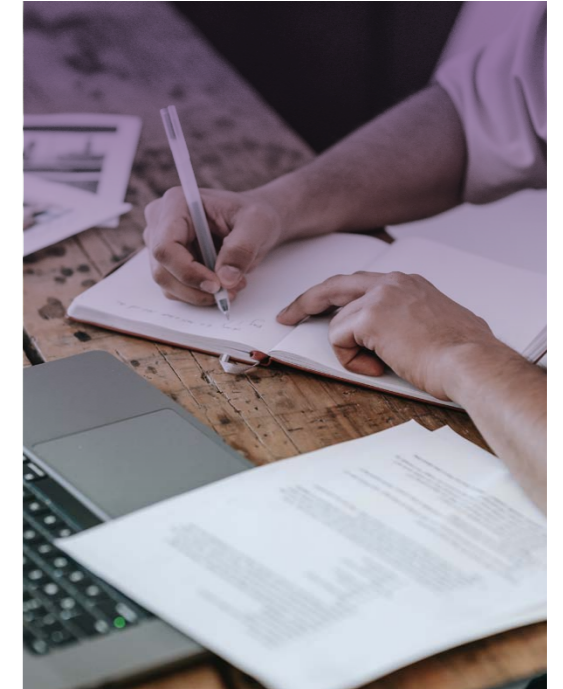
Content creation is one of RDP’s specialities. We enjoy understanding what makes businesses unique and helping them to shape and create a distinctive tone of voice.

Generating regular informative and interesting content is no small feat. It takes time, research, pitching the right tone, and providing worthy content that will prove engaging and useful.

Content is everywhere; we’re constantly bombarded by it, and any brand follower will expect new and regularly inspiring content to remain a loyal advocate.

Our RDP content team is well-versed in creating meaningful storytelling across all channels.

We can take the technically complicated and translate it into insightful, relatable, and captivating words that connect. Equally, we can amplify a brand tone of voice across thought leadership/opinion articles, or script write and storyboard for various media channels.



“Great content is the best sales tool in the world.”

Marcus Sheridan – International marketing & sales keynote speaker.



PRODUCT PORTFOLIO MANAGEMENT

When we embark on working with a new client, we like to understand and immerse ourselves in their brand ethos and principles. Part of our own client onboarding is to understand the client's product or services as fully as possible.

This is where our product portfolio management specialisms play an important part.

What is product portfolio management?

This expertise helps pinpoint the most appropriate strategy to deliver a client's business objectives whilst evaluating the success of each product or service. It means we can make sound and logical individual strategic improvements rather than suggesting one solution fits all.



We focus on two distinct areas:

- **The client's primary objectives,**
- **The specific needs of targeted customers in vertical markets.**

We recognise the value in helping our clients assess all their products and services to ensure they are meeting customer demand and needs.

Increasing profitability by working on these market areas allows for revenue growth and identifying the right type of improvements that our client's customers are expecting.

Our product portfolio management service can help to develop and implement a comprehensive and profitable business strategy for a company's entire product line.

We can offer the services of a portfolio marketing specialist both hands-on and at a consultancy level.

PRODUCT PORTFOLIO TOOL KIT

Here's a glimpse into the type of tool kit we can produce for a client customer product portfolio:



PRODUCT INTRODUCTION



USER PERSONAS



COMPARABLE COMPANY ANALYSIS



VALUE PROPOSITION & MATRIX



STAFF FAQs



CONVERSATION CARDS



PRODUCT COLLATERAL



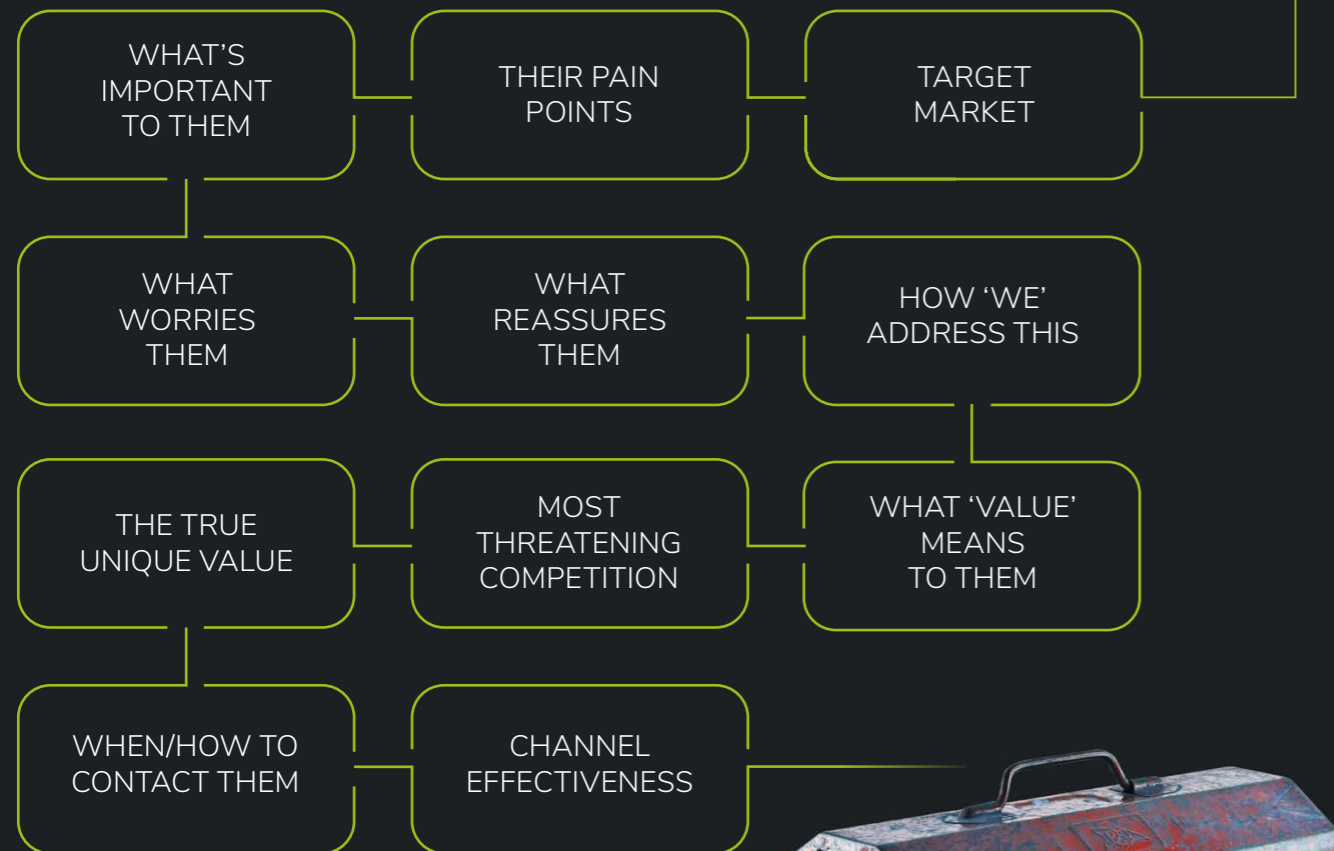
PRICES/CONTRACTS



TRAINING RESOURCES

PRODUCT PORTFOLIO TOOL KIT

The result: a complete customer communications journey mapped out with strategic marketing touch points.



UNDERPINNED BY A ROBUST CUSTOMER, STAFF AND MEDIA COMMUNICATIONS PLAN



HOW WE WORK: THE PROCESS

Our Operations Director, Steph, loves a process. She's created a fair few in her time at RDP and is always looking for ways to keep improving the client experience and making studio production run efficiently.

Process is important – it provides a working framework across a series of steps to ensure the best result.

Yet a process is much more than a series of tasks. Before a process is integrated into a department, Steph makes sure she has gone through all the options to guide the best possible outcome.

Regardless of the area in which it's being implemented, a process is crucial for meeting objectives. A solid process should be productive, repeatable, reliable, and easy to follow.

A process will convert the input into a consistently good output; and one that can be measured and continuously improved.

We think our company name sums up our process perfectly:

We **RESEARCH** to gain unique insights into our client's brands.

We craft and **DEVELOP** stories that stand out from the competition and help brands stay memorable.

We **POSITION** brands across multi-marketing touch points to target audience engagement.



HOW WE WORK: THE PROCESS

Our process is simple – after much reshaping and testing, we’ve narrowed it down to the following steps. Each milestone stage of the process involves us working closely with our clients.



DISCOVERY

- Fact finding and information gathering.
- Establishing the key brief objectives.
- Evaluating the research time required to understand and undertake the project to deliver results.
- Understanding the scope of the project brief and its limitations.
- Client collaboration.



AUDIENCE ANALYSIS

- Analysis of target audience.
- Identifying the distinct persona types.
- Establishing the buyer journey.
- Assessing what resonates with each persona type – what is the emotional connection and reason to believe.
- Identifying and understanding the client pain points.
- Client collaboration.



STRATEGIC APPROACH

- Identifying current market position and outlining what the next stage positioning could look like to achieve market penetration development.
- Assess opportunities and potential market barriers.
- Create routes to market.
- Determine what success looks like.
- Developing a values matrix.
- Client collaboration.



CONCEPTUAL THINKING

- The idea and story creation that will hold and connect all of the messaging elements together. This is the foundation from which every comms channel and asset will hang from.
- Mood board creation and team brainstorming.
- Ideas feasibility – will this conceptual thinking solve the marketing problem and provide a route to success?
- Client collaboration.



DESIGN AND PRODUCTION

- Ideas brought to life through specific visuals and in context.
- Presentation of visual, ideas and collaborative feedback phases.
- Development of ideas and visuals.
- Client collaboration.



DELIVERY

- All project assets provided via relevant marketing channels.
- Liaise with client: project support continues.



MEASURE AND ANALYSIS

- Collate results/performance data and review.
- Establish learnings and implement into strategy.
- Client and end-user feedback.



RETROSPECTIVE AND RECOMMENDATIONS

- In-house review and sharing of feedback.
- Strategic recommendations for next project.

YOUR CLIENT JOURNEY

What to expect:

A straightforward and clear communicative approach with a likeable and can-do creative team.

It's simple - a client journey needs to be memorable for all the right reasons which is why when we're onboarding a new client or working with a long-standing one, our approach is effectively the same. In other words, we promise the same high standard of service, the same attention to detail, and a consistent quality response and output no matter where you are on the client journey with us – your experience will always be an enjoyable and rewarding one.



INSIGHTS FROM OUR CLIENTS

Here's what some of our clients say about working with RDP:

"A huge thank you for your creativity; the result is truly amazing. The new logo and brand book represents the company they are today."

"It's more than what we could ever have imagined, so expectations met and exceeded – thank you very much."

"Thank you for your patience throughout the project which has resulted in a smooth process and amazing communication throughout, so a huge thank you. It's been great getting to know you."

"The RDP team have delivered on their promise to provide continuity whilst helping us adapt to a changing political, commercial, and technological environment. We can't switch off, but then nor do they. Here's to the next 20 years of working with them."

"We've worked with RDP on PR for over 18 years. They understand us, our customers, and the wider industry which brings real value to our discussions. It is more like a partnership and an extension of our team. They're always on the front foot, ensuring that our messages are heard in the right places by the right people – which makes our lives a lot easier!"

"RDP completely understand our mission. They've worked closely with us and the wider team to understand what to say and help tell our story in ways that resonate with our audience. We've worked together for many years now and they have become a valued partner."

WHY USE RDP?

With our expertise, we could easily write a PR piece about how amazing and brilliant we all are. However, hearing direct from the RDP team themselves on what makes RDP the kind of company a client wants to work with, provides a much more honest and authentic insight.

OVER
20 YEARS

of agricultural experience, and channel specialism across PR, design, journalism, digital media, advertising, and marketing strategy says it all.

“

“There’s a genuine passion here and vested interest in sustainability.”

“

WE ARE PART OF **YOUR** TEAM.

”

“

“WE ARE KIND AND CURIOUS!”

”

“

WE ARE A TRUE, FULL MARKETING SERVICE AT YOUR FINGERTIPS.



“It’s the breadth and depth of agricultural knowledge, from topical thought leadership to hands on farm experience, we have such a broad and comprehensive industry awareness that is clear in all we produce.”



“We avoid lengthy and unnecessary processes and bureaucracy. Our ethos is simple: deliver outstanding work in the most efficient way possible.”

“

“WE ARE SUCH A COLLABORATIVE GROUP OF PEOPLE. OUR APPROACH AND PERSONAL TOUCH MAKE US MORE LIKE AN EXTENSION OF THE CLIENT’S TEAM THAN JUST AN EXTERNAL AGENCY.”

“

“Our in-depth understanding of our clients’ market and strategic objectives allows us to develop and tailor powerful, effective messaging and USPs that matter the most.”

”

“

“RDP invests in employee development by encouraging skill growth and career advancement, resulting in increased employee engagement, performance, innovation, and talent retention.”

“I like the fact our skills and personalities are so different! Everyone brings a unique set of expertise, knowledge, and personality to complement one another and our clients.”



“WE WORK END-TO-END”

“

“There’s a pride in the team about specialising in an industry that we are all passionate about.”

AN AGENCY THAT **ADDS VALUE**

Value can mean different things to different people which is why we thought it's worth talking about in our company brochure.

A lot of the time, value is associated with money but when we talk about the value we bring to our clients, it's a lot more than our charge out rates.

When a client chooses an agency to work with, we feel it's the experience, knowledge, relatability, and industry understanding that are the key areas that provide the value.

Value also comes in the shape of a constant flow of creative ideas; we'll never run out of them either because it's what we get excited about.

Having a different viewpoint is valuable to a client's existing team, providing a diverse way of thinking and an uninhibited, unbiased insight.

There's strength in numbers: teaming up with us makes for a powerful combination with a client's inhouse marketing team.

Which is why the value we provide our clients is so much more than fee related.

THE **INSIDE TRACK**

Not so long ago in one of our regular team day catch-ups, our MD Angus was talking passionately and knowledgeably about his two favourite things: agriculture and sustainability. This is not an unusual occurrence and fundamentally it's the core reason why Angus formed RDP. But whilst listening with impressed interest, it suddenly dawned upon us: why keep Angus's deep-rooted knowledge about the industry so hidden?

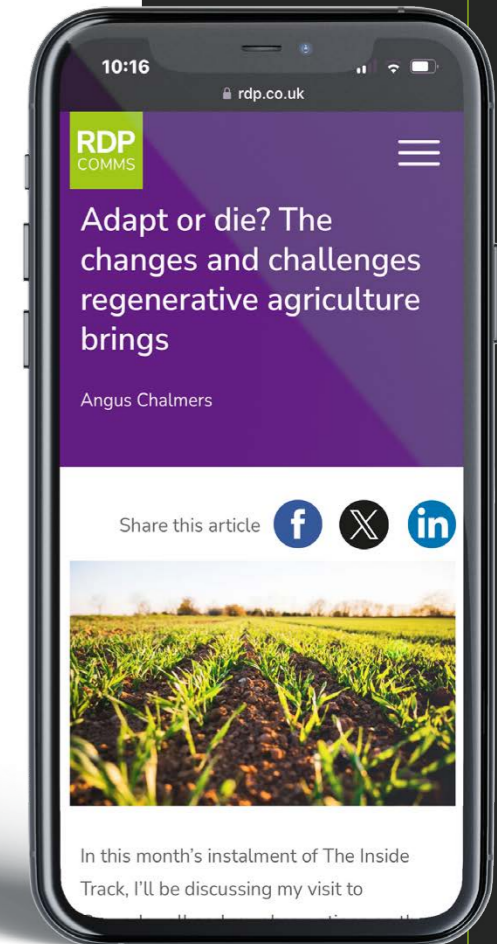
We needed to go bigger, and **The Inside Track** was born.

The Inside Track is a monthly article that is written by Angus and provides thought-provoking insights and compelling opinions on a broad range of key agriculture and sustainability areas. It allows Angus to share his profound knowledge and experience with a much wider network aside from his consultancy client work.

We believe sharing such subject matter is important; having a positive voice in this sector helps to provide a vehicle for change and bring about a new way of thinking. Having a voice matters so we can help to make a difference where we can.



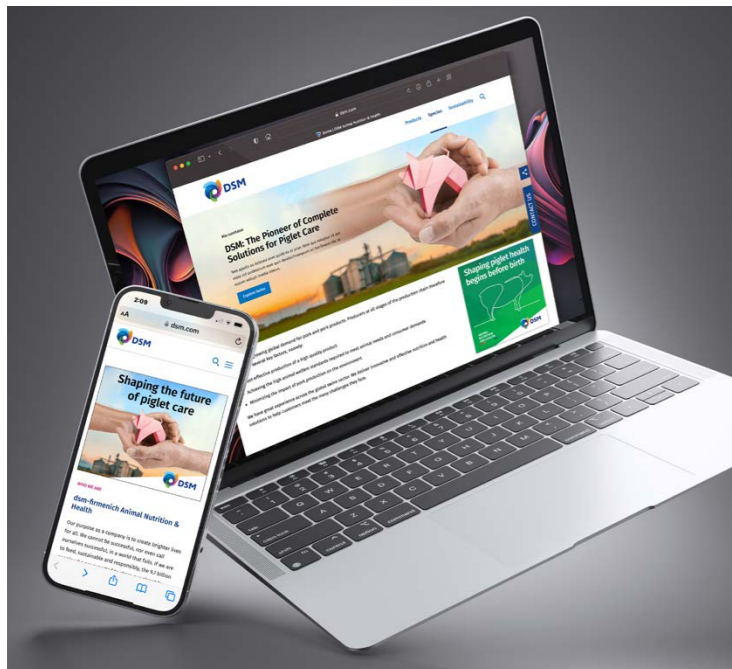
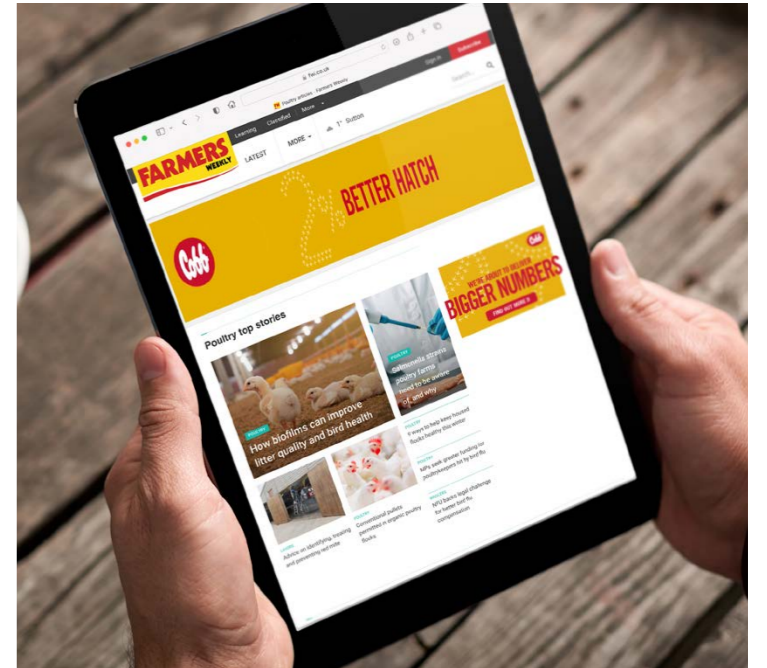
Please enjoy our **Inside Track** articles which can be found on our website and are published every month on LinkedIn.



BRINGING BRANDS TO LIFE

Our design studio delivers exceptional creative projects for a diverse agri clientele. We work for clients both nationally and internationally, ensuring impactful design solutions that elevate brands and captivate audiences.





FAQs:

Why should I choose a specialist agricultural marketing agency over another full-service agency?

Our team has all the expertise of a “big agency” but with the added benefit of understanding the agriculture and animal health sectors. We strategically match our Account Management team to our clients, providing a guarantee and confidence that we understand their target audience.

Why should I choose an agency when I can hire someone in-house?

Compared to hiring one person who may have a broad knowledge of marketing, working with RDP means access to work with all our team members: each with differing expertise and experience. From digital animation to persuasive copywriting, we like to work with our clients as an extension to their business, offering skills to complement a clients existing team.

How will RDP get to understand my business?

Getting to understand a client business is an important part of the onboarding process for us.

We're well-versed in agriculture and animal health and we ensure we dedicate time to getting to know our clients, their business, and target audience. The client immersion period is an important one, without it we couldn't create effective strategies.

We aim to get as much detail from our client and their team during the onboarding phase, and part of this requires interviewing stakeholders, understanding the client's audience, and looking at their competitors. Meeting face-to-face is our preferred way when possible; we like to be out and about meeting our clients at shows and events.

How long do I need to commit to working with RDP?

We work with clients on either a project-by-project basis or monthly retainers depending on requirements. We don't lock clients into long contracts but do prefer to work with clients long term so we can generate impressive results and they can see the difference and value we bring them. We are proud to have worked with some of our current clients for over 15 years.

What are the benefits of a retainer over a project-by-project basis?

When a client commits to a monthly retainer, they gain access to our special retainer rate.

It also allows us to continue to be part of the client's marketing journey; navigating their market challenges with them, and spotting sector opportunities as opposed to being involved with one singular project. All the expertise, agency value, and aligned partnership at a loyalty set rate.

Are there any additional costs to consider?

We're always transparent with our costs, which we make clear from the outset. Sometimes additional costs may crop up in a project outside of a client brief, but our Account Management team will always ensure this is communicated and discussed beforehand.

Who will work on my account?

Every client is assigned a dedicated Account Manager who facilitates each project. The Account

Manager will be the day-to-day contact and will work with the creative studio to deliver work on time, and to budget.

How often will results be reported?

For our clients on PR retainers, we create monthly coverage reports that include all relevant data and press clippings. If it's a project, often the data we have access to is only part of the bigger picture, but we like to demonstrate the real impact our work is having on our client's business by arranging a post project wrap up meeting, where we can analyse the results achieved.

You work with a competitor of ours – how will you keep our project confidential?

We keep all the work we're doing confidential, so our clients don't have to worry about us sharing insights into their business. However, if this is a concern, we'll strategically place our Account Managers, so we have different teams working on different client types.

AGENCY GLOSSARY

ADAPTIVE CONTENT

Content used on multiple devices which will automatically resize itself for the appropriate device.

ADVERTISING VALUE EQUIVALENT (AVE)

A commonly used PR measurement of the value of the space secured by a PR company had they bought that equivalent amount of space in advertising.

ADVERTORIAL

An advertisement which is designed to have the appearance of an editorial with images.

AGILE MARKETING

A method of marketing that takes its essence from agile software development. A process called Scrum is followed to improve communication, align to the business aims, and increase the speed and responsiveness of the marketing team. AGILE stands for Align, Get Set, Iterate and Implement, Leverage, and Evaluate.

BEHAVIOURAL TARGETING

An internet marketing term. Technology that targets users with advertisements based on previous browsing behaviour and patterns.

BLEED

The bleed is a small additional part of the document that gives the printer an amount of space to account for natural movement of the paper during guillotining, and printing inconsistencies.

BRAND BUILDING

Brands need to be built over time. The brand life-cycle will help to build and maintain a brand which could then be stretched into other markets or other products.

BRAND EQUITY/VALUE

The real value behind a brand name which is identified as three main equity components: consumers' awareness of the brand, the qualities that they associate with the brand, and their loyalty to the brand.

BRAND EXTENSION

Process by which a company develops new products to be marketed under an existing brand name. Sometimes called brand stretching. The advantages are the main brand is already known to the customer.

BRAND LADDER

A marketing communications tool that aims to move a consumer along a path from a prospect (not yet purchased) to advocate (brand insistence) through to customer (trialist) and client (repeat purchases) by using integrated marketing communications techniques. As a consumer travels up the ladder, they become increasingly loyal to the brand.

BRAND LIFE-CYCLE

Brands are created over time. It starts with awareness of the brand and its values, which in term develops into a brand reputation that once built achieves a brand vision.

BRAND MAPPING

Mapping the relative position of competing brands based on mapping of consumer perceptions of the brands. Also called perceptual maps, position maps and space maps.

BRAND PERSONALITY

Collection of attributes giving a brand a recognisable unique quality.

BUYING BEHAVIOUR

The process that buyers go through when deciding whether to purchase goods or services. Buying behaviour can be influenced by a variety of external factors and motivations, including marketing activity.

CMYK

Also called process or 4-colour, CMYK stands for **Cyan, Yellow, Magenta** and **Black** which are the four inks that are printed together to create images.

COMPETITIVE POSITIONING

Defining the product or service that is to be offered in a particular market in relation to other competitors in the market.

CONTENT MARKETING

The process for creating and distributing relevant material, to a target audience with the objective of engagement.

CONVERSION RATE OPTIMISATION (CRO)

Measure of conversion of enquiries or replies to an advert, e-newsletter, or sales call.

COST PER ACQUISITION/ACTION (CPA)

Online advertising payment model in which payment is based on qualifying actions such as sales or sign-ups.

COST PER CLICK (CPC)

A specific cost-per-action platform where advertisers pay for each time a user clicks on an advert or link.

COST PER MILLE (CPM)

Is a paid advertising option where companies pay a price for every 1,000 impressions an ad receives.

COST PER 1,000 (CPT)

Is the cost an advertiser pays per 1,000 advertisement impressions on a web page.

CRITICAL PATH

The set of tasks in a project that will take the longest time to complete.

CRITICAL SUCCESS FACTORS (CSFS)

The competitive factors or activities required to ensure a company succeeds.

CUSTOMER PERSONA

Market segmentation allows marketers to define their distinct groups of customers.

By developing a customer persona, we can hone a client's understanding of their customers, their ages, where they live, what they like/dislike etc.

MOMENTS OF TRUTH

Key turning points within the customer's decision journey.

NEGATIVE SPACE

Also referred to in design as 'white space' and is the space between parts of a design or the empty space/blank areas.

PORTFOLIO MANAGEMENT

The set of products or services which a company decides to develop and market. Portfolio analysis is the process of comparing the contents of the portfolio to see which products or services are promising and require further investment, and which should be discontinued.

RESPONSIVE DESIGN

Refers to the practice of creating websites or applications that adjust and adapt their layout and content to fit different screen sizes and devices.

SCENARIO PLANNING

Techniques used to generate different narratives about the future of a company's external environment.

SEARCH MARKETING

Promoting a company's website using search engines. Either getting a company website listed in search results (unpaid) or as a listing on the same webpage as the search results (paid).

SEARCH ENGINE OPTIMISATION (SEO)

Which is the process of optimising a website or online content to rank higher in search engine results pages. It involves techniques such as keyword research, optimising content for search engine algorithms, building backlinks, and improving website speed and user experience.

SEARCH ENGINE RESULTS PAGES (SERPS)

The pages displayed by search engines in response to a user's query.

SOCIAL LISTENING

Regularly listening to a range of social media conversations that are happening in a given sector.

VALUE PROPOSITION

A set of qualities (goods or services) that fulfils the customer's needs and desires, other than just benefiting the seller.

VANITY METRICS

An optimistic measurement given in a restricted context, but does not accurately reflect the key drivers of marketing or business objectives.

USER INTERFACE (UI)

A graphic application layout that enables users to interact with it. A strong UI design is intuitive, user-friendly and aesthetically pleasing.

UNIFORM RESOURCE LOCATOR (URL)

A web address that allows you to locate and access resources on the internet.

USER EXPERIENCE (UX)

UX stands for and refers to the overall experience that a person has when interacting with a product, platform, or service.



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