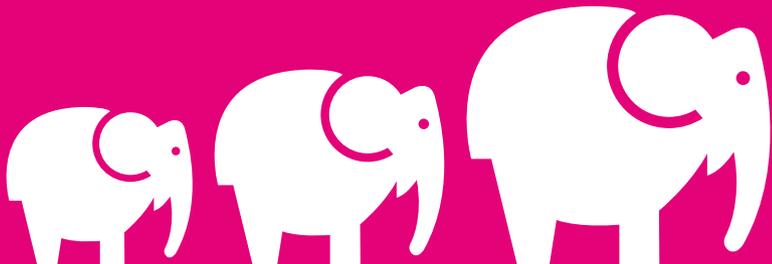


Why  
Elephant  
Creative?



## Marketing, PR, Social Media & Business Development?

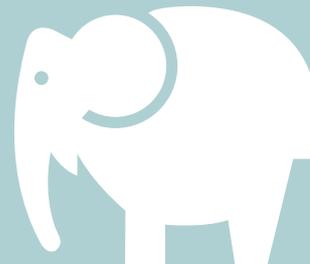
Well... it's all about producing a **nice**, smart-looking report with **lots of diagrams**. It's about using as much **business jargon** as possible so that clients think you must know what you're talking about.

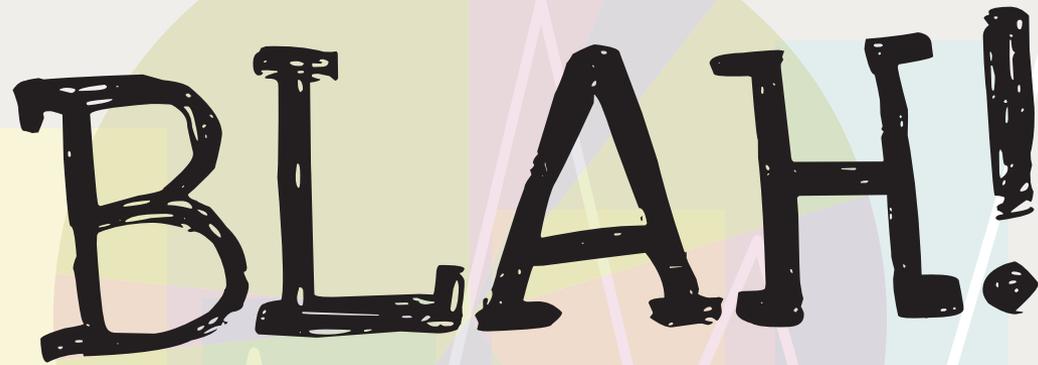
No?

Then you've come to the right agency. **That's not how we see things** either...

Elephant Creative was founded in 2008 to do things differently.

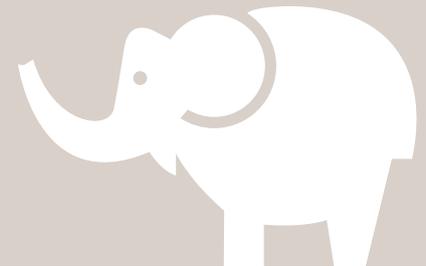
There was a need for a business development and marketing consultancy with a **Plain English**, common sense approach.





**BLAH!**

Clients are sick and tired of complicated diagrams and nonsense business jargon. Let's fly the flag for **Plain English!**



We are passionate about talking to our clients in **Plain English**.

Plain English is about using language that is **clear, straightforward** and **jargon-free**.

Plain English is asking **why use three words** when you can use **one**?

Plain English is **scrapping** overcomplicated diagrams that clients don't understand.

Plain English is speaking to clients like they are **real people**.

Some of our favourite words

People

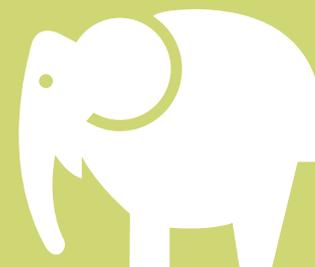
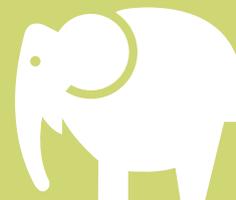
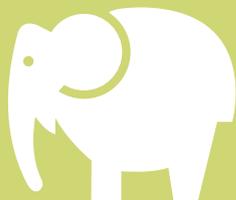
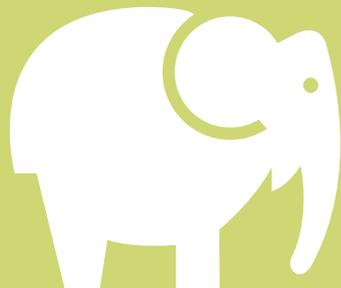
Common  
sense

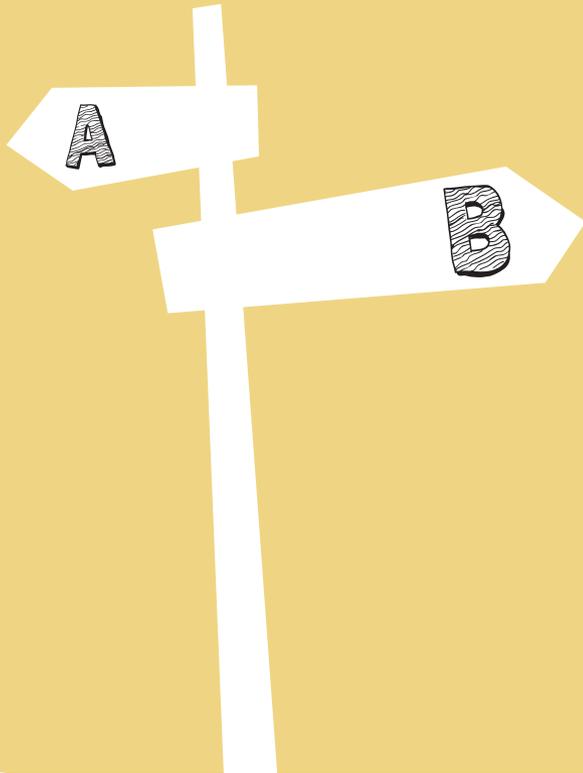
Plain  
English

blancmange

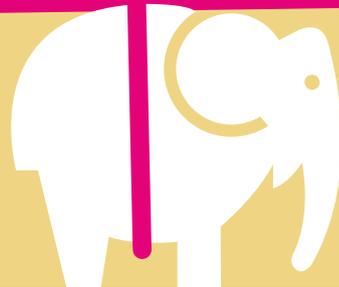
Creativity

Monkey  
nuts





Finding the best way to help our clients get from A to B is what makes the team at Elephant Creative tick. We believe that it's our understanding of their unique challenges that helps us to achieve this.



We don't believe in using off the shelf marketing plans. We work closely with our clients to understand their individual situation and help to develop actionable plans.

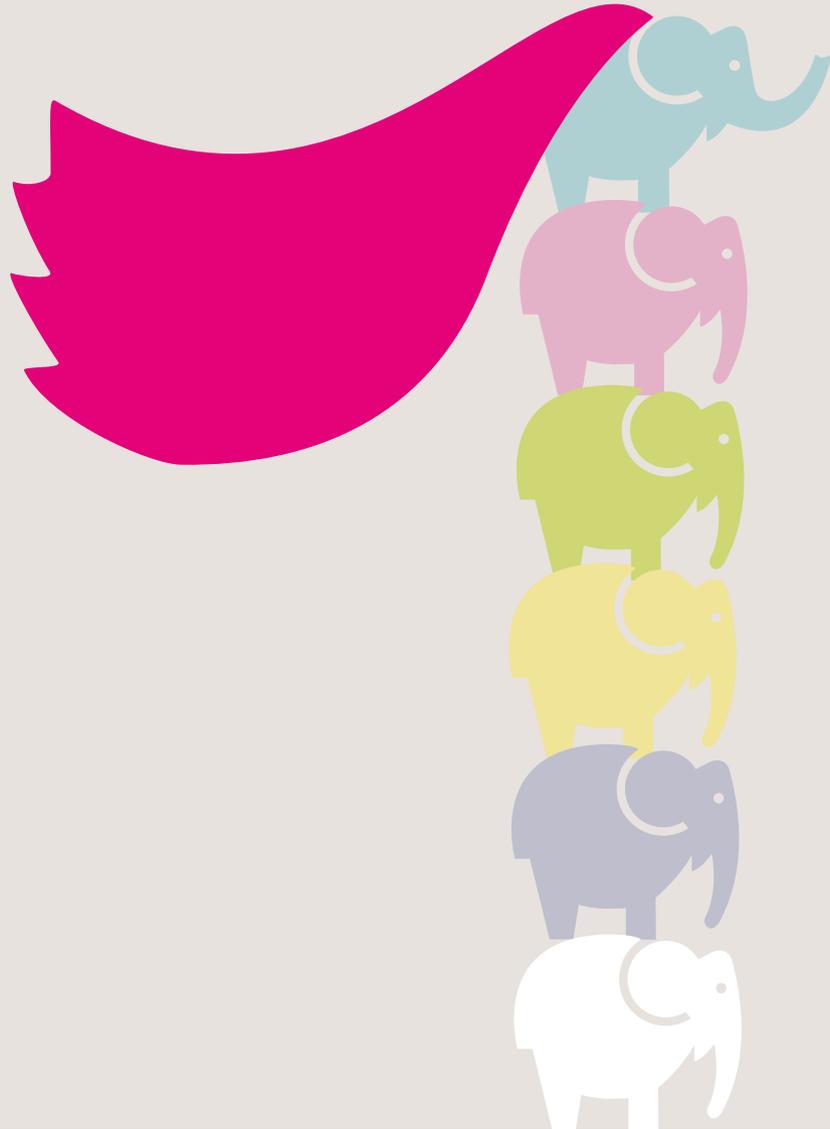


We don't like  
to use the word  
consultants.

Elephant Creative  
associates like  
to think of  
themselves as  
an extension of  
your team. Part  
of the herd if  
you like...

You're not a lone wolf.  
Be part of the herd!





A crack team of business development and marketing experts, assembled to save the world from jargon and marketing waffle!

HELP!



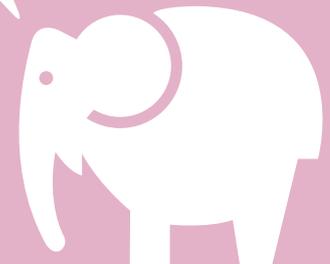
Most agencies tell their clients to specialise...  
“Find a niche”, you’ll hear them shout.

There’s no denying it... It’s true that for most businesses, it is more effective to **target** a small segment of customers and **focus** on meeting their specific needs.

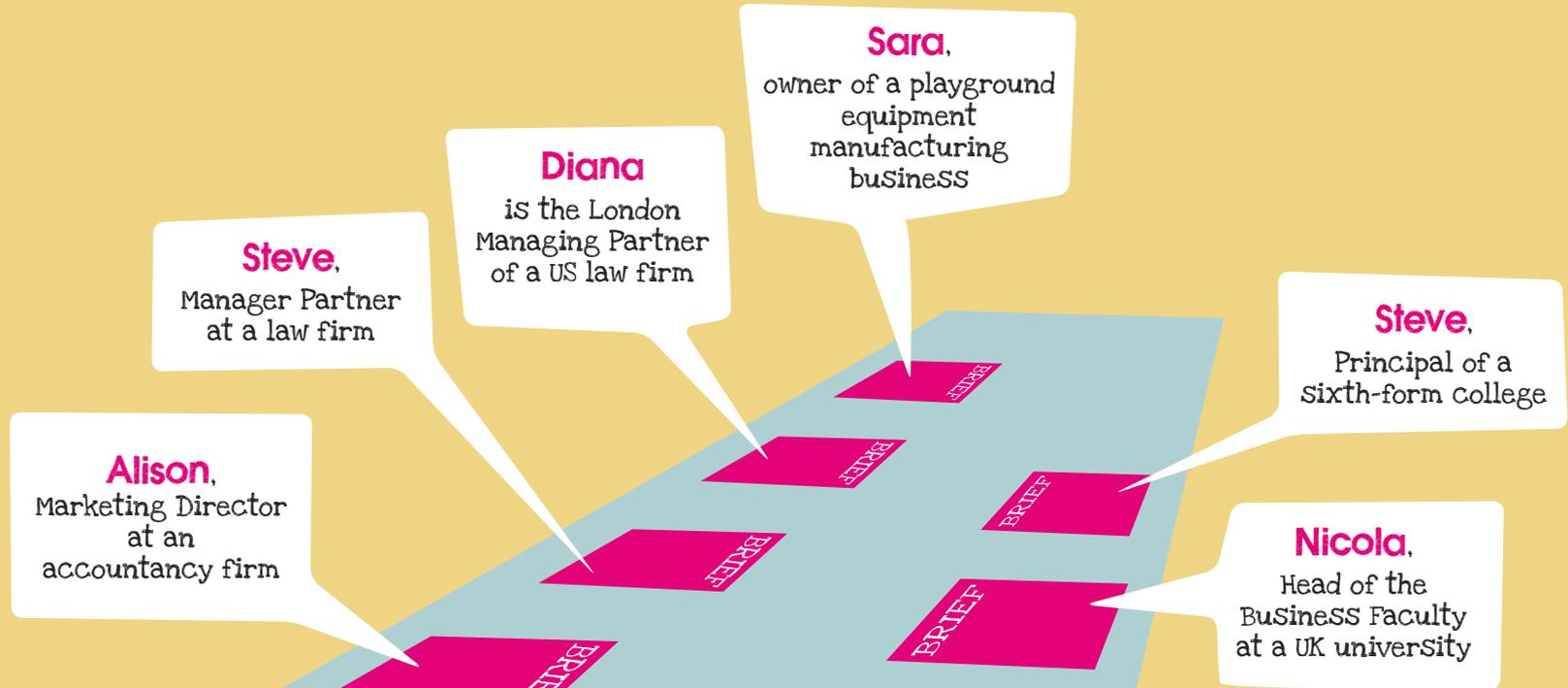
But the reality is that **marketing folk rarely listen to their own advice**... How can a person be an expert in advertising, email marketing, branding, PR and everything else for that matter? They can’t... and anyone telling you they can is a **victim of their own marketing**.

Associates at Elephant Creative have been chosen because they are **genuine experts** in their own, specialised field... be that social media or the education sector. Sure, we consider ourselves to be good, all-round marketers, but it’s our relentless focus on being the **best at what we do** that makes us **different** from the rest.

We listen  
to our own  
advice



# So who are our clients?



I need you to help  
me expand  
my firm

**Steve** is Managing Partner in a niche law firm, specialising in the media sector. He's ambitious with a vision to expand the firm from three to six branches across the UK by the end of 2016. His marketing team is pretty full up with day-to-day activities and he's not convinced that they've got the strategic experience necessary to fully identify opportunities and the best way to develop the brand, using suitable technology and media. Steve needs some experts who can work with this team to drive his vision forward, with a clear plan of action and deliverables – people who get where he is coming from and who know the industry inside out. He needs an agency to focus on a ground up strategy, messaging, branding and a clear business development strategy, which includes new business opportunity support and digital marketing.

I need an extra pair of  
hands to help with my  
business development

**Alison** has worked for accountants for most of her professional life, with a brief spell working for a law firm. Her current firm is top 100 and has more than 150 partners. She has a marketing team of seven – typical for this type of practice. Her team has a wide remit, with responsibility for everything from organising events through to managing the website, supporting business development, running client care programmes and producing tenders and pitch documents. Alison needs an extra set of hands in the department and help with a number of specific projects that contribute towards her business development strategy.

I need you to help  
me understand the  
UK market

**Diana** is the London Managing Partner of a US law firm. They have recently set up in UK and need support with translating their US brand and messaging into something the UK market will respond to well. In particular she needs expert advice and support with pitching to the financial services sector in Europe and the UK, thought-leadership PR and client care strategies. She needs marketing experts that have an understanding not only of the UK legal market, but the US and the differences between the two.

I need you to bolster my small in-house team to help me achieve the ambitions I have for my business

**Sara** started her playground business with the help of a small business grant and over the past 15 years it has grown to be one of the leading manufacturers/suppliers in the UK. She is now working with a number of European and US partners as resellers and turns over about £14m a year. Although her team is small (she has just one marketing manager and an in-house designer) she is ambitious, particularly in terms of enquiry generation. She needs ongoing in-house style support over a broad range of marketing activities, from top level strategy planning, to social media support, content planning and creation and PR.

I need you to help me tell everyone else what a great college this is

**Alex** is the Principal of a sixth-form college in London that has excellent exam results and outstanding Ofsted reports, but hasn't communicated this message to the community. Alex is extremely busy with his day-to-day responsibilities as principal and doesn't have anyone in his senior team that has the expertise to put together a marketing and communications strategy, let alone have time to carry out the tactics. He wants to audit the status of the college's current marketing, communication and branding and then create a strategy that will increase the number of pupils accepting places they have been offered, attract the right kind of students and promote courses that have low pupil numbers.

I need you to help me develop this university like a proper business

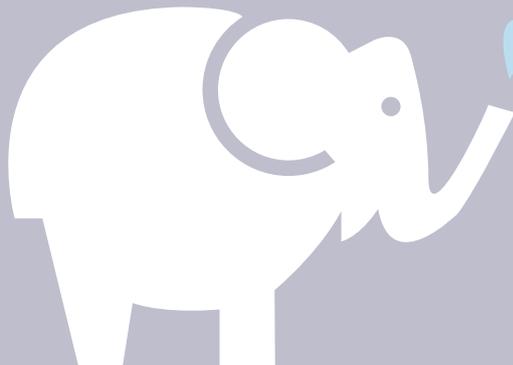
**Nicola** is Head of the Business Faculty at a major UK university. She has a marketing and communications team that takes care of all the weekly tactical tasks, such as social media, PR, website updates, email marketing and the like. However funding for universities is a constant worry and something at the forefront of her mind. She is interested in exploring a number of commercial interests and needs support researching opportunities and viability. Her needs are for some high level expertise to research, plan and deliver a strong business development plan.

# Why elephants

Did you know elephants create **deep and long-lasting bonds** and herds of female elephants stick together for their entire lifetime?

We're a **virtual agency**. That means our associates are based all around the country. The benefits for our clients are significant...**high levels of expertise for less** than the cost of large agencies based in London - you don't need to pay to heat our office block!

But we subscribe to the idea of a **tight knit herd**... recent discoveries have shown that elephants can **communicate over long distances** by producing a sub-sonic rumble that can travel over the ground faster than sound through air. We don't do that exactly, but you get our point.



- 1 We speak Plain English. Enough said.
- 2 We are experts, not only in different sectors, but different disciplines. Need an expert in PR for Further Education? We have one. Need an expert in US and UK law firm business development? We have one. We don't believe in 'all-rounders'.
- 3 We won't waste your time with fancy diagrams and long-winded data reports. You ask us the question – we'll give you the answer.
- 4 We can become part of your team. We integrate and communicate. We want to understand you and your business and work closely with you to achieve the goals you set out.



- 5 We tailor our approach to your organisation. We don't have a template of documents to fit all businesses. We start from scratch with every client, understanding you and your organisation.
- 6 We believe in fees going on expertise – not fancy offices. Our rates reflect our expert associates, not some beautiful glass high-rise office block and posh coffee.
- 7 We are honest. If we think something is a bad idea or is going in the wrong direction, we'll tell you.
- 8 We believe in starting at the beginning, not half-way through. Any marketing or business development idea needs a strategy and a plan. That doesn't mean air-fairy words and theory – it means researching and planning the best tactical approach to any problem or project and then setting out how to deliver it.
- 9 We want you to succeed and grow. We all have a passion for our areas of expertise and the clients and projects we work on.
- 10 Our founder, Helen Hammond, is involved at every level, with every client. So you can rest assured that you'll always get the same level of plain speaking, common-sense advice that made Elephant Creative special when it was first founded.