



## 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 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. And there was a need for an agency that could do all of this whilst also specialising in working with the professional services.



# WE'RE PASSIONATE ABOUT TALKING IN PLAIN ENGLISH

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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.**

# WE DON'T BELIEVE IN OFF-THE-SHELF

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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 THE WORD 'CONSULTANTS'

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

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



# WE LISTEN TO OUR OWN ADVICE

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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.

## WHY ELEPHANTS?

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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.



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# TEN REASONS TO USE ELEPHANT CREATIVE

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1. We speak Plain English. Enough said.
2. We are experts, not only in different sectors, but different disciplines. Need an expert in thought-leadership PR for your new media practice? We have one. Need an expert in tendering to the public sector? 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 firms. 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 airy-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 and has worked with law firms for years. 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.

