

# IvyJack.

# Insights

Fresh thinking from the Bake House

## Brand and Business Transformation



# Hello.

We are excited to be able to offer you a warm welcome to the very first edition of our quarterly magazine, Insights.

More than just a newsletter, as well as sharing our news with you, through this publication we aim to share with you insightful, useful and thought-provoking content regularly throughout the year. It will hopefully give you an opportunity to get to know us better and enable us to tell you more about what we do and how we do it.

As a simple introduction to IvyJack, we help businesses transform their futures by delivering exceptional brand and customer experiences. This improves customer loyalty and increases financial returns for our clients. We call this brand and business transformation and over the next few issues we will give you more insight into how we achieve this.

We hope you enjoy this first issue and look forward to catching up again in a few months' time. In the meantime, if there is anything you think we can help you with, please don't hesitate to contact us.

Best Wishes,

David & Elaine Formby  
Directors

*David*  
*Elaine*



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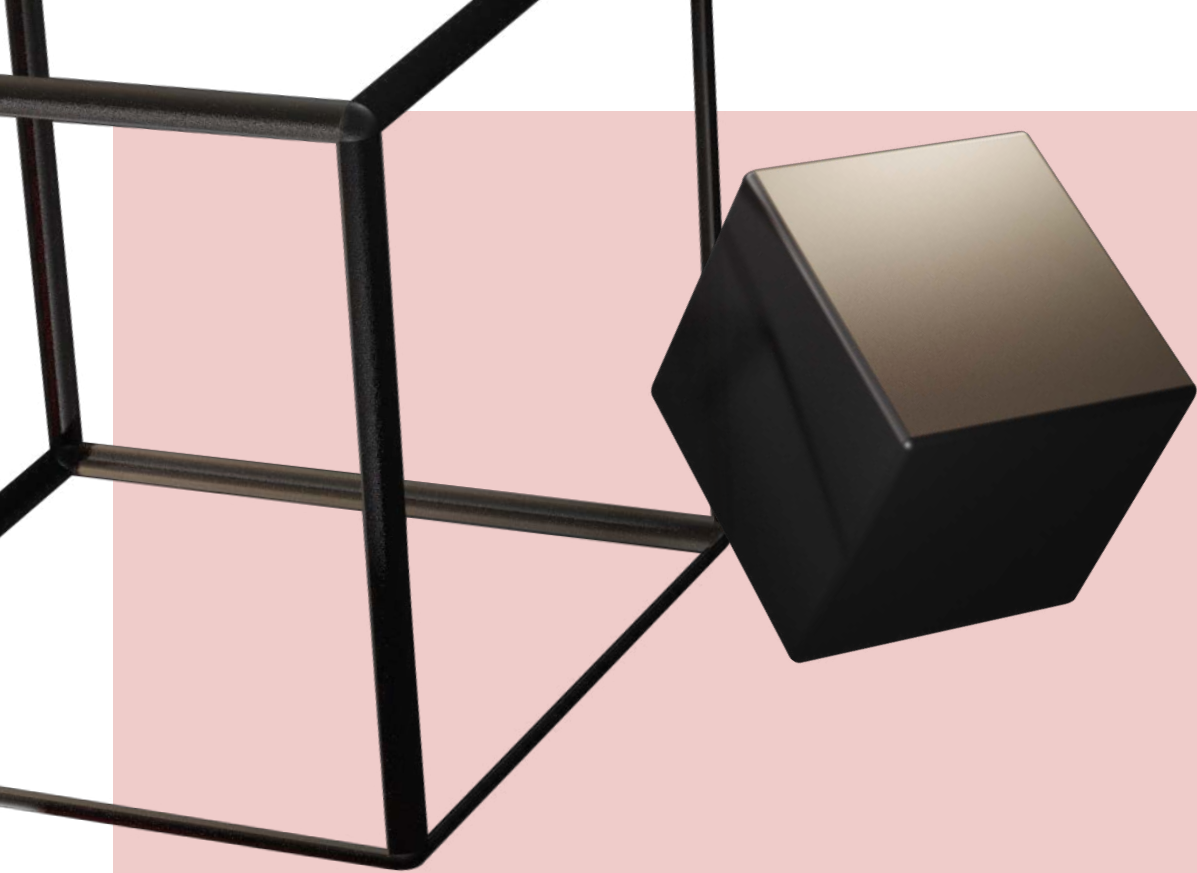
# High Five.

**This April, we celebrated our fifth year of successful business trading. What a time it's been!**

From a global pandemic and a series of national lockdowns, to financial downturns and major shifts in consumer trends, we quickly moved away from our 'business as usual' model. We streamlined our processes to become more agile and dynamic, putting crisis management processes in place to enable us to be better placed to respond to our clients needs.

We have found ways to work around these unprecedented challenges over the past five years, whilst also managing to grow our agency and take on new global clients. We can't say we came out completely unscathed, but we CAN say that the last five years have shaped the very nature of the way we do business and where we are as an agency today. We are poised and ready for the next chapter, doing what we do best – transforming brands and businesses.

We can't wait for the next five years, and many, many more.



# Brand and Business Transformers.

How often have you experienced that age-old adage of marketing versus sales versus operations? Here at IvyJack, we too have experienced the constant push and pull of department conflicts, and let's face it, it can be very painful to manage.

# 04



In today's increasingly competitive world, brands need to do more to stand out in the marketplace. There's no magic formula for doing this - it's more about combining sound strategy and exceptional execution across multiple business functions. In our opinion, the key to this is by aligning internal behaviours with external marketing, so your customer receives consistent brand value every single time they interact with your business.

That's why unlike a traditional agency, we recognise these challenges, and we can help your business. We don't just look at campaigns, but we look at your entire business. Since the agency began, we've helped clients strengthen their brand and delivered impactful marketing campaigns on the back of our work, but more importantly, we have also always helped our clients transform their bottom line. Our core ethos is to deliver "brand and business transformation" and that's what drives us every single day.

What exactly does that mean for you as a business? Let us break it down across four main areas.

### Firstly, insight and strategy.

We start by looking at your commercial objectives, looking at the how and the why, whether it's about increasing sales, increasing brand awareness or improved customer retention.

It's all about your customer and the end user. It's about making them feel like they matter. So, at this early stage, we can help you to understand exactly what your audience thinks, feels and does in relation to your market. This is critical to brand success.

We look at customer profiling and audience segmentation, identifying the requirements of your customers so that all your outgoing brand messaging can be fine-tuned to their needs.

By looking for insights and identifying trends, these can be utilised creatively, either through marketing communications or improved business processes, to affect and influence buyer behaviour.

Sometimes, this can mean just a new perspective to unlock potential that already exists within your business. By working with you to identify the pitfalls and pain points, we begin to understand what your customers preferences are and what they expect from your brand.

### Secondly, processes and people.

Before we begin to even think about creative delivery, the next step is to review your processes and how the business can become more efficient.

Whatever sector you're in, the ease of transacting with your business is a critical factor in determining overall customer satisfaction and how likely your brand is chosen again and again. We don't approach this like a traditional agency, as we go beyond looking at brand communications. For us, it's about the ability to evaluate and reconfigure your current customer touchpoints and the systems on which they operate. We work with you to identify areas of friction in the delivery process, to map out your ideal customer journey and turn this into a reality.

It's about transforming your entire customer journey, so your customers receive the best brand experience at every touchpoint.

### Thirdly, creative and delivery.

Once these processes have been aligned, they can be pushed out through external communications to get your brand noticed and talked about. From brand creation, design and advertising to content development, PR, digital, social media and much, much more, our team is brave by nature and bold by design, helping you achieve your commercial and communication objectives.

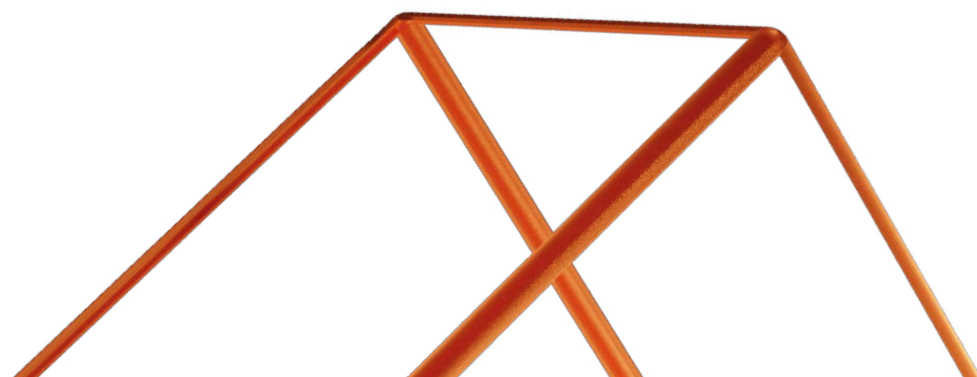
### Lastly, training your team.

This is perhaps the most important step as it's about influencing an entire cultural shift so that all internal behaviours fully align with external marketing. We can work with you to train your team so that everyone in your business is brand and business focused.

By working directly with your internal and customer facing teams, we work with you as a business to educate and inspire your workforce, so that brand values convert directly into lived brand behaviours. Through improved organisational understanding and operational efficiencies, exceptional customer experiences are created - resulting in continued repeat business.

So, there you have it - our take on total brand and business transformation. With our unique combination of skills and experience, let us help you as a business to smooth out those pain points, so you can spend more time on achieving your commercial and brand objectives.

To find out how we can help you, just give us a call.  
[0116 218 2750](tel:01162182750)






# Behind The Scenes

PART 1 - RECEIPT OF THE BRIEF

## From Brief to Delivery

At IvyJack, we are always keen to make our clients' lives easier. With so much scrutiny on budgets and return on investment, there is pressure on both you and us, as an agency, to deliver impactful and effective work. To achieve this, we work closely with our clients to refine the briefing process and how we use a brief, which in turn helps them to create the best brief possible. Creating the right brief will ultimately make the whole process smoother and less stressful for all involved and, believe it or not, writing a comprehensive brief is not as difficult as you might think.

Perhaps the most important point to note is that without a clear marketing strategy in place, it will be very difficult to create an effective brief. Without clear strategic direction, it will be impossible to communicate business objectives and how success can be measured. Essentially, this means a brief needs to clearly identify what the business challenge is, identify the objectives and how these objectives will be measured in terms of success. Decide whether your objective is to acquire new customers, to upsell to existing ones, or increase frequency of purchases (commercial, behavioural or attitudinal). Explaining the "why" will reduce any ambiguity - provide context and take time to clearly explain your objectives. It may be that to address more than one objective means devising more than one brief.



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With this key information, we can then devise and, in partnership with you, agree a single proposition. The agreement of this single-minded proposition needs to be developed before any consideration is given to the tactical delivery and creative outputs. A proposition should be the one compelling reason that a consumer would want to buy your product/use your service. It should be clear and concise, seen as the most important thing that you can convey about your business to your target audience, that differentiates you from your competitors. It is our job as an agency to come up with the creative solution that places this at the forefront of your audiences' minds.

Continuing the subject of being focussed, another point to remember is a basic brief will deliver creative outcomes but could result in a lengthier feedback process with multiple revisions being created as a result, whereas a focussed, clear, detailed and concise brief will help to achieve your desired output faster and reduce your costs.



Talking of costs, it is worth mentioning that the budget for a brief, along with the objectives and target audience, are inherently linked - your objectives will influence the size of your budget and your budget will determine the audience size. In turn, the size of your target audience needs to realise your objectives whilst staying within your defined budget.

Don't be embarrassed to ask for help putting the brief together - we would much rather a client involves us in the early stages as it helps to reduce potential issues later in the project. We can even provide clients with a briefing template to assist with this process. If required, we are happy to collaborate on the brief from the very start, as this can have a positive impact on the desired outcomes and our clients' overall experience of the project. Working like this also helps us just as much, because we are able to gain valuable insight into business objectives, gaining a better understanding of what you want, what you need and why. As part of the briefing process and our due diligence, we will often challenge elements of a brief as this sort of questioning helps us to clarify the true purpose of the request. At this stage, we can also identify any alternatives that may be more beneficial to the client.

When the brief is written it is worth giving consideration on how you deliver it. Sometimes just sending the written document via email may not be enough. Taking time to talk us through your brief, especially if we have not been involved in its creation, creates an opportunity for us to gain a deeper understanding of exactly what is required, allowing us to ask questions and clarify the task we have been given.

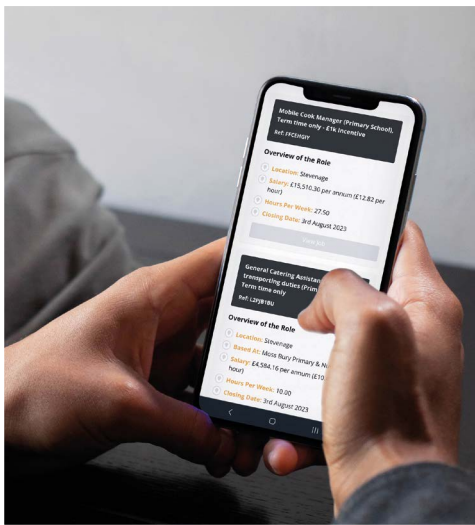
Next Issue:

Part 2 - [How we develop customer personas](#)



# Creative

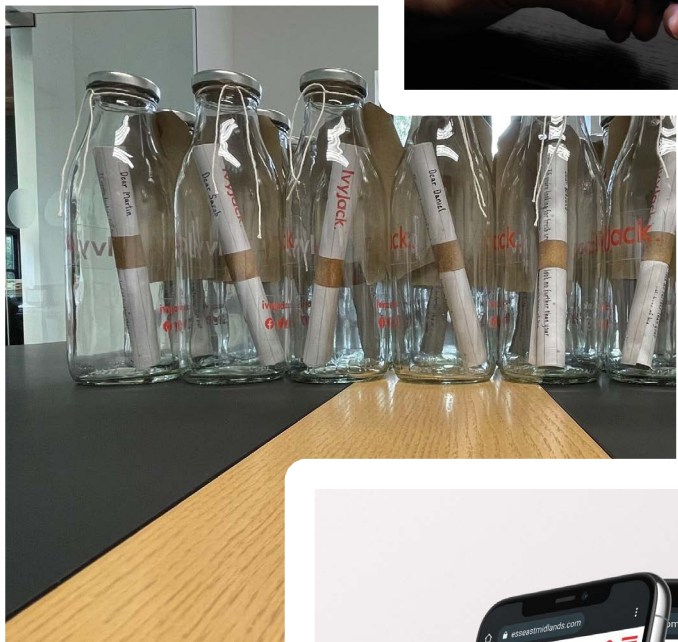
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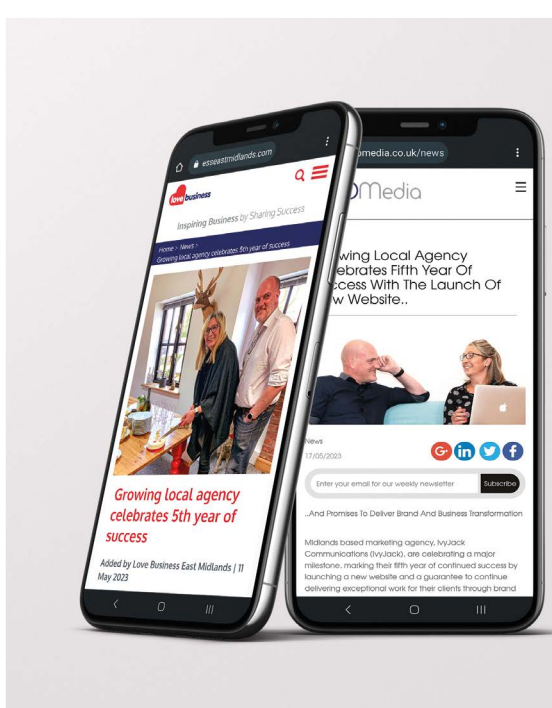
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# SPOTLIGHT

## 1. Brand new website.

Five years in and with the business evolving, we decided to redesign our website so it better suited our objectives and future aspirations. Our Digital, Account Management and Creative teams pulled together to deliver a brilliant website that provides instant access to information, with brand new 'Meet the Team' and 'News & Blogs' sections plus fully updated case study pages. With a distinctive new design, easier navigation and improved user journey, our website is now live, take a look at [ivyjack.co.uk](http://ivyjack.co.uk).

## 4. Coldstream Farm brochure.

Coldstream Farm is a brand-new development of beautiful homes, built to exceptional specifications. Brickhill Homes approached the team at IvyJack to help with the design and creation of the exclusive sales brochure and supporting collateral.

Our team of expert designers got to work. Beginning with the initial concepts, they created the brochure structure, drew up the floorplans and elevated the visuals.

We have been working with Brickhill Homes for five years, initially designing a luxury-orientated brand identity, that was launched with their first major development.

## 2. On your doorstep.

As part of our brand-new local business campaign you may have seen us out and about hand delivering milk bottles. Don't worry, we aren't changing our business model - this is just part of our ongoing activities to establish ourselves as an agency with lots of big brand experience, right on your doorstep.

If you're in the Leicestershire area, you may have already received one of our special deliveries in which case we hope you already know a bit about us and how we can help you. If you haven't heard from us yet, keep a look out for a very special delivery... a milk bottle may just be making its way to you very soon.

## 5. Recruitment portal.

We have been working closely together with Hertfordshire Catering Limited since the formation of IvyJack back in 2018, to evaluate and digitalise their processes.

One project that we have had the pleasure to be involved in, is the creation of an improved recruitment portal. The brief was to improve the experience of job-hunters and make it easier for applicants to apply for roles and make the process of maintaining the portal more efficient.

The result is a portal that delivers better control of job specifications, a faster application process and the ability to apply for multiple roles in one visit. Delivering greater efficiency to the business and improved candidate communications.

## 3. In the news.

In case you've missed us in the local news, we've done a little round up here. We were featured in The Business Post (East Midlands), Love Business East Midlands and Business in the Midlands.

## 6. Innovation Zero stand.

Our client, Circular Fuels Ltd (CFL), recently asked us to help design and create a bespoke exhibition stand for 'The International Clean Tech Congress', one of the biggest energy events of the year, held at the London Olympia.

The event was attended by the energy industries high profile key players and was set up in collaboration with the UK government's Department for Energy Security & Net Zero.

We created a modern and agile design, making effective use of CFL's brand identity with standout visual graphics.

We look forward to the next event in CFL's busy calendar. If you think we can help transform your brand and would like to find out how we can help, please get in touch.





# Masterclass



With the world of PR constantly changing and more businesses keeping tighter budgets in a post-pandemic world, there are still many ways PR can play a crucial role in managing your brand's reputation and influencing brand perceptions.

## Here are our top three tips for how you can use PR to your advantage:

### Focus on the brand mission

Recently, there has been a huge focus on mission and value-based content for all brands. Audiences want to support brands that are visibly living and breathing their brand values, throughout their entire customer journey.

With more customers holding brands accountable for their actions, PR is about highlighting how you deliver your brand mission, every single day.

So, remember when you develop your PR strategies and create your pitches, your brand mission should be at the top of your priorities. Key messages should be purposeful and a reflection of your brand values.

### Quality over quantity

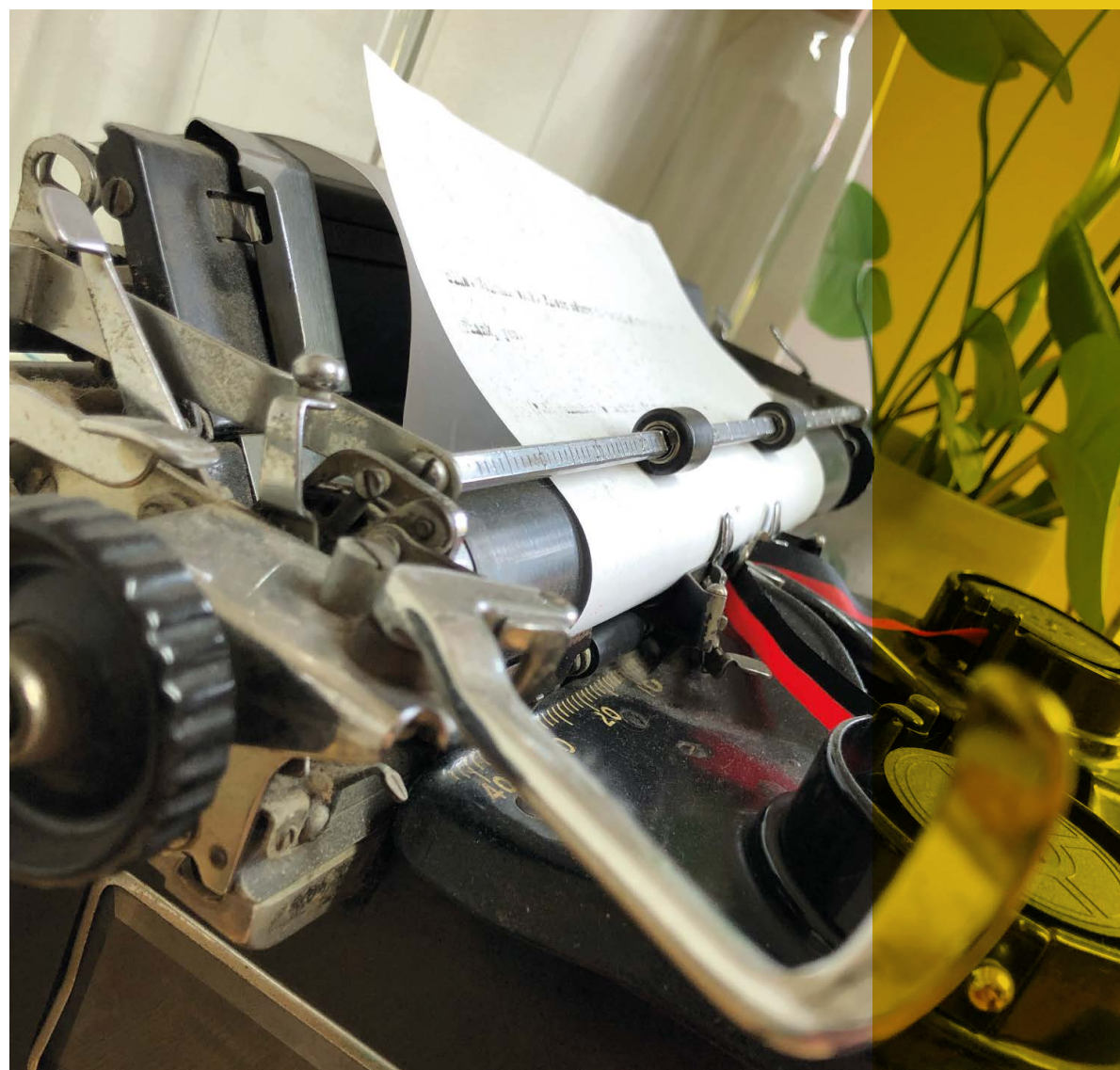
Gone are the days about pitching to a mass media audience. These days, it's more about identifying targeted opportunities and delivering purpose-based communications. By tailoring stories based on your products and demographics, you can create compelling content that is relevant within their industry.

It's all about identifying the right opportunities, where audiences are seeking and consuming content like yours – remember, it's not about quantity, but the quality of your audience

## Owned media is just as important as earned media

Whether it's using your social media, blogs, emails or spokespeople profiling, using your own channels is a fantastic way to speak to your audience directly. It allows you to have full brand autonomy and opportunity to communicate your brand values and mission statement in your own way.

By using owned media, you can grow your audience organically, increase your brand network and convey a positive brand perception, all in a cost-effective way. It's a win win.





# Mind Over Matters.

A staggering 61% of people said they left their job in 2021 or planned to leave in 2022 due to poor mental health.

Our Account Director, Steve Ballinger, gives us his thoughts on the importance of wellbeing in the workplace.

With the launch of our new website, I began to think of ways in which we could use it to highlight that IvyJack is a great place to work. We want our site to resonate with talented creatives whenever we are recruiting. With so many websites having accreditations displayed, I thought maybe this was one way signalling our appeal. So, I began to explore various certifications and whilst researching numerous accreditation processes, the topic of wellbeing in the workplace came up repeatedly and it got me thinking...

The statistics around poor mental health make for sobering reading and the impact poor mental health has on the workplace is a compelling argument for employers to take wellbeing seriously. Insights from Great Place to Work's Trust Index Survey shows that the organisations participating identified the single most important people/HR issue as health and wellbeing. Deloitte's research published in 2022, stated poor mental health is costing UK employers up to £56 billion a year, which is a 25% increase on 2019. Champion Health's Workplace Health Report 2023 identified the top 10 causes of stress at work, with stress being a major factor in poor mental health. These include: workload, lack of control, lack of support, senior staff members, job security and insufficient training.

The more I read about formal accreditation criteria, the more I realised we were already doing a lot of things informally to help improve the team's wellbeing. When I shared a presentation internally, I was surprised by how well it was received and how the subject matter resonated with everyone. So much so in fact, that the Directors agreed to creating a framework to embed a culture of wellbeing at IvyJack. Just two weeks later our Directors announced that they had secured a comprehensive Employee Assistance Programme (EAP) for everyone to use with immediate effect, as the first step to meeting this pledge. It has a wealth of resources and multiple different ways of accessing them and it has been welcomed by everyone in the team. We are now on a tangible journey and it feels exciting. Any accreditation...well that would just be a bonus now.



# IvyJack.

Brand & Business Transformation.

## Departures

Leicester - London St Pancras International

| Time  | Destination | Expected  |
|-------|-------------|-----------|
| 07:15 | LONDON      | CANCELLED |
| 07:32 | LONDON      | CANCELLED |
| 07:43 | LONDON      | DELAYED   |
| 08:01 | LONDON      | CANCELLED |
| 08:14 | LONDON      | DELAYED   |

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