forty49

Marketing
Communications

Credentials

What we do

We have an integrated approach to marketing communications and brand building.

We create integrated campaigns that combine some or all of our services, in the right amounts, at the right time to get your product or service in front of the right people. In other words, make plans that lead to creative solutions to create greater engagement with your product and brand.

We are passionate about creating work we can be proud of, focusing on brand, guided by strategy and

Services

Branding
Research and strategy
Brand alignment, brand refresh or brand new
Corporate identity design
Brand collateral design
Production

Advertising, PR & promotion
Strategy
Media planning on & offline
Logistics planning for promotion
Concept and Design
Photography
Illustration
Copy writing
Production

Web & digital communications
Website strategy
Online strategy
Design and build
eCommerce
Intranet
eMarketing
CRM
Content: photography, copy, case studies, video, cgi
Social Media
SEO
Digital Marketing

Design & print
Design concepts
Brochures:
Sales, corporate, technical
Point of sale
Packaging
Events and exhibitions
Production and print

Who are we

Richard Barry - Partner & Director
Strategy, online solutions, digital design and planning, client management, project management, business planning.

32 years' graphic design, print and website experience as a client facing designer: Interbrand Sampson & Assoc., Selby Advertising, RMA Design, and 18 years as an owner.

Mark Selby - Partner & Director
Creative direction, campaign development and implementation and production values, website design and build.

41 years' in advertising and design as Senior Creative: BBDO (SA), Freedman & Rossi, Selby advertising,



Karen Selby - Creative marketer

Client liaison, art direction, strategy, conceptual.

36 years' in advertising - art direction and design: Grey Group, McCanns, J Walter Thompson, Selby advertising, S2 A&D (design & marketing consultancy).

James White - Online developer
Specialist bespoke coded online solutions in website, CRM, LMS, and CMS.

Data management and resource.

Philip Levy - Word Press, SEO
Specialist word press website build and developer.

SEO specialist in local and national SEO services

Claire Saxton
Social media experts and digital channel content creator.

Why work with us?

Highly experienced effective compact team.

A friendly, personal approach.

No jargon and honest advice. (If we don't think it's going to work, we'll tell you).

Full access to the people working on your project.

Lots of experience in working with B2B services and manufacturers. When we combine that with extensive experience in all things print to all things on screen, so we can cut through to solutions more efficiently and effectively.

Using individual skills as required means you get just the right, high level, professional services best suited to your project.

A structure flexible enough to give one-off projects the attention they deserve.

What our clients say:

"Nothing was or is too much trouble and their ongoing help and advice has been greatly appreciated..."

Communications & Office Manager - BAMA

"Their ability to turn round work quickly and adapt to ever changing or minimal briefs is nothing short of remarkable..."

Senior Strategic B2B Marketing Professional - IBP Group

"The guys kept their patience even with the most trying client ;-) Highly highly recommended and superb value for money..."

Director - Common Sense

"The brochures certainly have a 'WOW' factor and, if I say so myself, are far better than anything we've seen from the divisions so far..."

Group Marketing Co-ordinator - Lowe and Fletcher UK

"Forty 49 were always available to offer support & guidance, and their technical expertise was put to much use when tasked with finding alternative solutions to design challenges..."

Marketing & Communications - BLE Group

"Feedback from our customers clearly shows that they understand our scope of supply..."

Director - Brown and Holmes

"What impresses us when dealing with Forty49 was their calm approach when dealing with any questions or concerns no matter the size of project..."

Managing Director - Roemheld UK

The way we work

Discovery: To do our job well we will always make that investment in time to get to know about your products, your service and your business. After all, you're the expert in your business and your knowledge will be invaluable. You will also want to get to know who you are working with, so the time is well spent.

Depending on why you made you enquiry, we delve into the background as little or as much as you need. Some clients need us to understand a host of problems, some have already set definite objectives and have a brief, some would just like a simple brochure or a website to help with their marketing and some want complete marketing support.

In any of those scenarios finding out about you is always the first step.

Plan, create, present: We will always start by creating a solid plan around your objectives and may develop a strategy before starting any work. If a project needs further investigation we will tell you why and can conduct research devised in partnership with you. From there we will work with you towards the most effective solution; be it a logo or brochure design, an eCommerce website or promotion.

Review, pro-act: We are keen for you to reap real rewards from any of the work we do and we have the expertise to measure your

marketing activity, review the findings and adjust further activity to better your advantage. We are always reading about new ideas and when they coincide with your objectives, we'll be sure to tell you about them.

Keeping contact: Successful projects are ones where everyone is kept up to date with others thinking and progress. We have a number of measures in place to help with that: Contact report of project meetings, F2F, status updates on projects, real time management tools if needed and we're always at the end of the phone.

Sound advice: Part of getting to know new clients is often at the beginning when people start by asking for advice or sounding out their ideas. We believe in knowledge sharing and are always happy to give advice. At the same time, because of the benefit of our knowledge and experience, we may advise you straight away if we feel that for any reason, a course of action is not in you favour or of value. We will always have your best interests at heart.

The following are some scenarios of our process:

Logo design: After discovery stage we will present our findings. If we are in agreement at this stage, we will then present design options to discuss, adapt and narrow down to final choices that you are

absolutely happy with. Once the final choice is made it will be

provided in any file types you require with a simple guideline on how it is to be used. This can be taken further if you would like to see design options for different types of collateral.

Online: Again the discovery stage will be part of the process unless we have worked with you beforehand. It will be really important to discuss how your business works and pinpoint your objectives for your website.
Depending on the complexity of the work we will present a

proposal with costs to discuss with you further. Parameters will need to be agreed with discussion on content generation, work allocation e.g. database, new photography etc. Once these are agreed we will finalise costs and present a navigation scheme that sets the

placement and levels of content through the site, and the pages most relevant to convince you of the scheme. The development will then proceed from there to an agreed timetable.

Who we work with:

National Farmers Union, Conex Bänninger, Bladder Health UK, Lowe & Fletcher Group, BLE Group, **British Aerosol Manufacture Association,** Brown and Holmes, North Star Logistics, Euro-locks, Lorien Trust, Hydrus Group, National Express, Quadros IFA, Sold Secure MLA, SIG Building Solutions, Roemheld UK, Repton Hockey, AC Hydraulics, Hayes Manufacturing, Eydens, Equity Select, Common Sense Finance, Grove Design, Scanlans Property Management, Scanlans Consultant Surveyors, Pick Me Locksmiths, Arvada Strategic Marketing, **Dunham Beauty Clinic**, Oakley Medical, DessertLab, QEP, Topps Tiles, Plater Chemical Group...

Process

- Each project is started with a briefing session when all aspects of the project can be discussed and ensure that we are all working to the same goal. Even if you don't have a clear brief we will help you consolidate this.
- Cost, process and more concise timings for each piece of collateral is estimated for approval before starting any work.
- The brief/parameters of each item/service is approved by you before starting any work.
- We can provide any aspect in the supply of the proposed work barring the monthly Social Media posting schedule and posting (although this is managed by 4049). We provide all Social Media assets and key messaging strategy to ensure brand consistency. i.e. what is posted when.

A note on managed services

Depending on the level of service you need:

- We Contact Report all key meetings. Actions will be attached to the report for each party to fulfil in order to stay on schedule.
- For ongoing campaigns especially SEO, creating content and social media set to an objective, a monthly meeting to discuss content, review analytics and goals, and any other marketing matter is arranged.
- Social posts and assets are provided on Google sheets. Agency to provide deadlines.
- For longer term projects i.e. a website or an ongoing campaign, a weekly status report can be sent to you to keep you up to date with progress.
- We Basecamp projects on shared digital management for ease of notifications and updates.
- Serviced support agreements are offered fo onging online support.

Fees

- All works are estimated in full on request prior to agreement
- Our terms and conditions are stated on estimates or available on request
- We will contact you for all estimating and accounting information prior to on boarding
- We are open to discussions on estimates and understand budget constraints

Website and online solutions

Hosting is not included but estimated on request it is project dependent

Deposits are standard on our estimate for projects online or larger commisioned works

Monthly support packages are available to assist in budgeting

Terms

We are standard 30 days and new large projects or clients will be charged a deposit please request our terms and conditions

Fees (standard agency fees will vary client to client and depend on the relationship)

A guide on our fee rates:
Full service day rate: 840.00
Full service hourly rate: 105.00

Case Study: Java Roastery

Background

Java Roastery is an independent coffee house chain and a reseller of coffee and machinery with stores in Moseley, Solihull, Colmore Row in Birmingham and Coventry. The existing visual identity was dated and did not have 'stand out' in a crowded market. Along with a requirement for a visual revision, the intent for the brand was to be all things coffee; knowledge and expertise, machinery, workshops, accessories and clothing, with the possibility of further product developments in the future.

The launch of the brand was developed to coincide with the enlargement and refit of the original Moseley store.

Approach

Initial research into the coffee offering/store market served to confirm owner, Akram's business direction and involved the change of the business name from JAVA LOUNGE to JAVA ROASTERY. This served to encompass a move to a complete coffee offering.

Utilising research we conducted in the market, Forty49 developed the brand positioning, vision, mission statement, brand values and the rationale behind the visual identity.

A clean, fresh logo design created a motif of the A and V shapes in the name. The design and colour choice was a deliberate move away from typical coffee iconography that can get lost in a crowded market.

Brand identity launch

The reopening of the Moseley store attended by suppliers, customers and press was the ideal platform to launch the new brand. Interior design utilised the zig-zag motif and colours from the logo in the flooring and counter design. The clean, rustic wood elements echo the Scandinavian touches in the poster. We then designed labels and icons for each of the house blends' packaging to tie in with the identity.

The brand story

Coffee culture, and the brand owner have roots in Yemen. To extend this story to customers, we designed a piece of large-scale wall art which tells the story of coffee and its origins in Yemen as well as the owner's family connection. The design took the clean lines and colours of the logo as a launch pad for the design, graphics and appealing typography which engages interest for customers in the stores.

'The fresh new design is so modernistic and so much attention to detail has been made.'

'I absolutely love the concept Java has done.. the fresh new design is so modernistic and so much attention to detail.. this is a much larger, brighter, lighter, modern and impressive interior and exterior.'

Comments from Trip Advisor













Case Study: The Hub Plus

The brief

Bring together two non for profit medical support organisations under one new umbrella brand, with a new name, identity website and support collateral including a new online learning facility for client engagement.

The work

Initial consultations and discovery on the why, leading to naming consultations, followed by creation of new logo and full brand identity.

Brand identity structures and consultations support on roll out and guidance on usage for team

Website, full design on website including a in built bespoke Content Management Solution, complete build of website with content including creation of video and imagery, page structures and responsive designs.

LMS, Learning Management System, integrated LMS with the website, to populate and develop online learning, multiple features for course content, course layout and course features.

Data management for stakeholders, on course sign ups, course usage and course completions, live tracking and metrics. Reporting on usage and reporting on content application in courses.

Result

From inception to completion, the journey has been a collaborative one. Working closely with the client to reach a great new brand identity the whole team can get behind.

The concise and positive look and feel have really cemented the team approach and gives them the positive approach to take it to the marketplace.

The new website, is broken down into bite sized information making it fast and very user friendly to drive up engagement.

LMS is high end solution, allowing the admin team to add content, set up courses, mange users and groups. Plus added data management to track progress do reports to stakeholders and qualify the training to the whole of the membership.



Case Study: Eydens

Overview

Eydens Locksmith and Security business based in Coventry were seeking to gain brand traction and increase online presence. A local company with 26 years trade and spending a large amount per month on online advertising to gain sales.

The work

First we undertook the website as a project to improve the position of the services offered and start to improve traction online vs. paid for advertising. An extensive audit and plan was put in to place leading to a brand new website and improved brand presence.

Following this we invested time into the brand collateral, by creating a clear and strong set of brand guidelines along with several marketing collateral items. We assisted the client in creating a new membership card, and a range of E-shots and online SEO programmes.
We have since assisted the client tin creating a secondary website dedicated to the auto locksmiths market as this is niche and specific. The approach to doing this was very well planned as we do not want hurt the main brand.

We now run extensive SEO programmes per month improved social media and content , creating an integrated approach to the marketing of the businesses.

Paid for advertising barring promotion is reduced and overall online rankings is at its highest it can be for the sector and location of the business both locally and nationally.

Result

Eydens local brand awareness has increased locally, with a store that is accessed by consumer and trade on a daily basis.

Online rankings have gone up organically resulting in a big saving on paid for advertising.

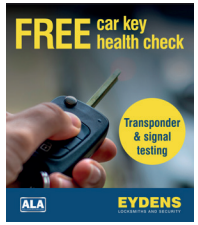
Websites rank highest in the sector for given keywords and in terms of national on Google the company sits on page one for all areas of its services.

The company has grown and added services and products brought in with updated data and consumer contacts growing via the loyalty card scheme.











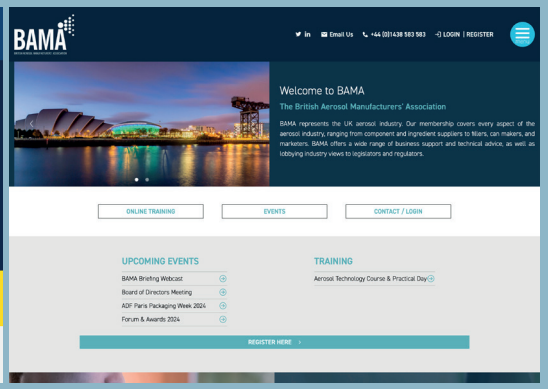




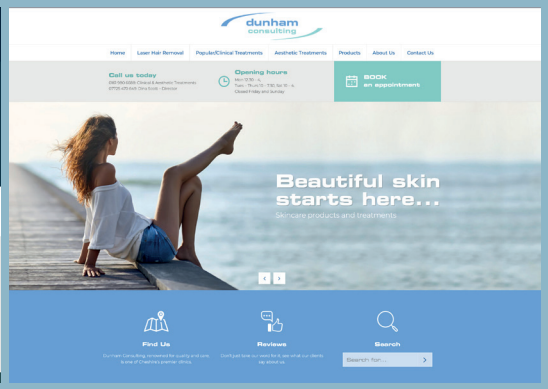
Online project examples



Eydens locksmiths



BAMA Association



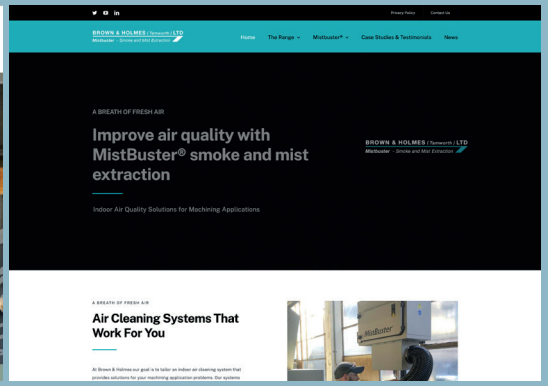
Dunham Consulting



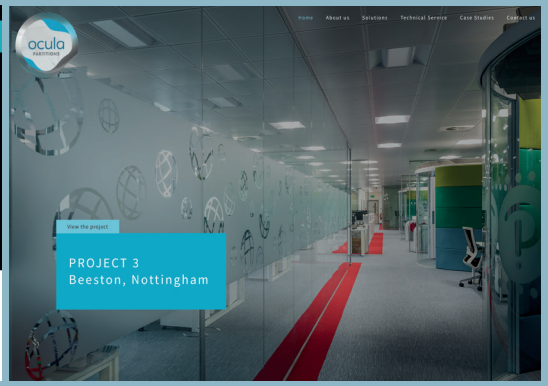
Bladder Health UK



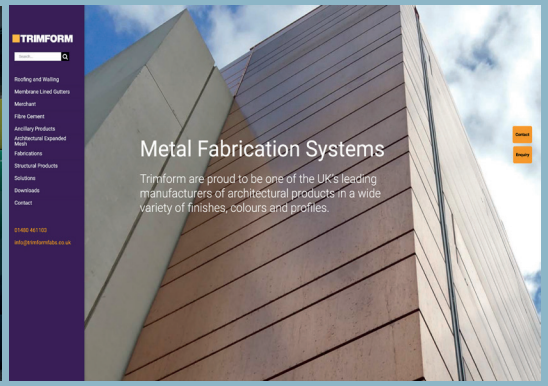
Packington Building



B&H Mistbuster



Ocula Partitions



Trimform Fabrications

Next steps

We welcome face to face discussions for all managed works and projects if not we can use digital communication tools.

- Arrange a meeting
- Follow up with planned works and or managed solutions
- Agree budgets and planning
- Execute
- Support and collaborate
- Build a long lasting relationship

We look forward to speaking soon.
Richard and Mark

e: richard@forty49.co.uk or call us on : 01283 533 196