

LET'S

GO

THERE

What's it all about?

Well what it's not is a book about how great we are.

It's not going to bang on about how different we are from other agencies and vomit up the usual agency spiel.

Yadda yadda yadda. Bore bore bore. Yawn. Move on.

This is a little different.

We hope you find it interesting, and mildly entertaining.

Who knows, it might even inspire you.

See you at the other end.

GOING
THERE
SINCE



A lot's changed over the years.

But we want to share a few things that never do.

Some fundamentals about creativity.

About communication. About connecting with customers.

We've picked up a few hard truths too. But they help us remember the important things about creating original, exciting marketing.

You don't last six decades by doing the same-old.

But there are some principles that will always be true.

If you're ready,

Let's go there.

1965



SO WHERE EXACTLY IS THERE ANYWAY?

It's a journey that starts with the right questions.

As many as it takes.

Looking at where a brand is now, and where it wants to be.

What does your audience really want?

How can you really connect with them?

And who are they anyway?

You've got to dig deep to get to the real truth.

Do you need a giant leap or a gentle nudge?

A dramatic transformation, or a beautifully executed upgrade?

It's not the distance.

It's the difference.

The shift you want to achieve.

The problem that needs to be solved.

You want to totally reinvent your brand? Make it new, dynamic, unignorable?

Great.

You want to be more tactical? To take something strong and make it cut through better?

That can make it pretty unignorable too, in the right hands.

Every brand is different.

Every product has something unique.

Every challenge, every audience, every communication task means finding your 'there.'

Not just your 'why'.

Putting you exactly where you need to be





The question isn't *'are we saying the right thing?'*

It's *'will it even get noticed?'*

Your brand has a powerful story to tell. But how do you make sure anyone's listening? Being louder doesn't work when everyone else in your marketplace is shouting too.

Be smart. Think different. Do something unexpected.

Surprises always stand out.



BE A DINOSAUR IN A FIELD OF SHEEP

When some things just work, why stop doing them? Sure, marketing is changing fast. The way customers encounter brands is evolving every day. But the basics? They never change. A clear proposition. A single-minded message. A standout idea. They never get old. Let the sheep follow the latest trend. Stick to the fundamentals of powerful communication. Some may call you a dinosaur, but when it comes to T-Rex vs Leicester Longwool, I know who my money's on.

**THE RISKIEST
THING YOU CAN DO
IS PLAY IT SAFE.**

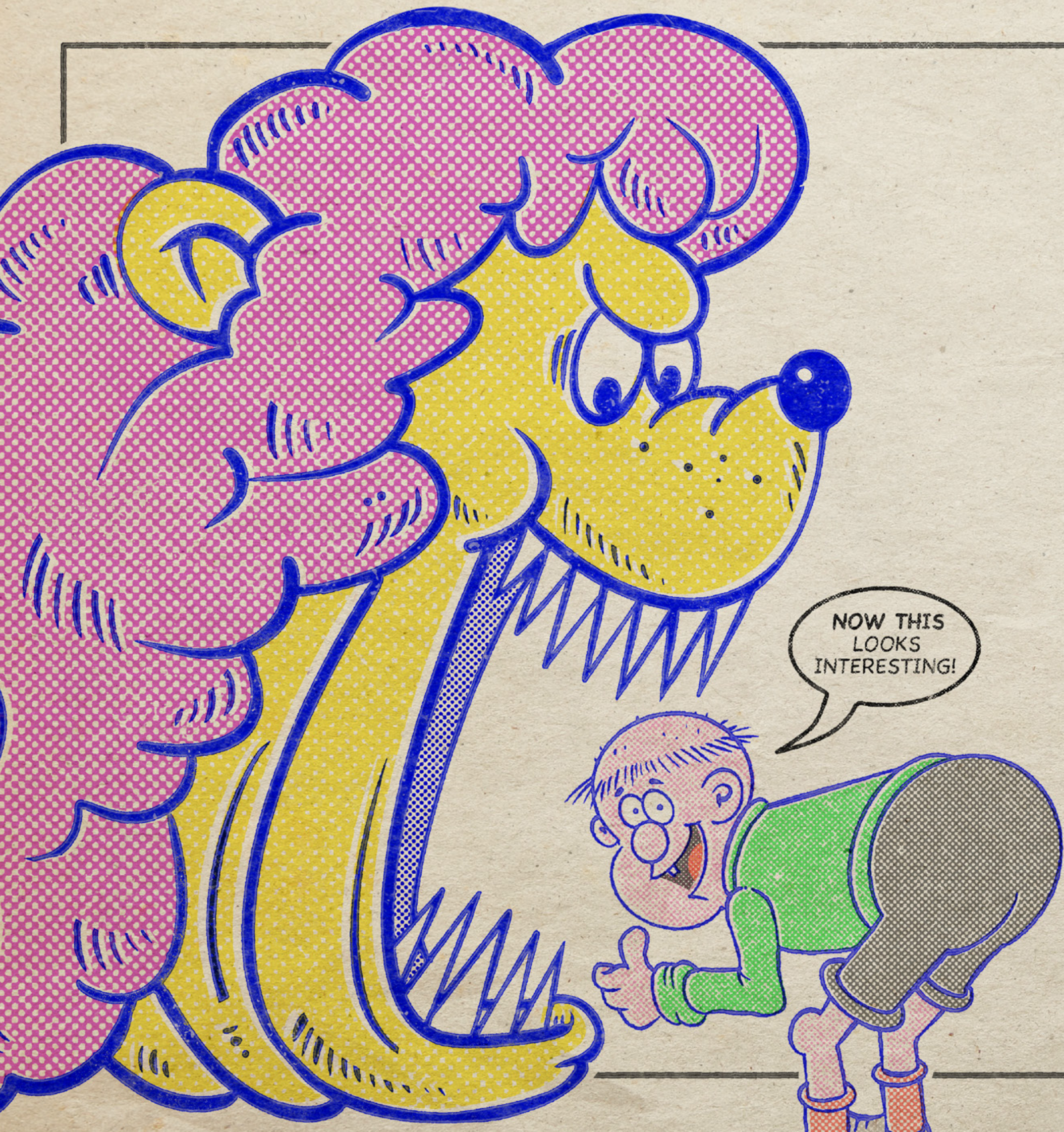


Safe is dangerous. Lethal, even. It may be easy to approve, but it's even easier to ignore. And the more you dumb things down, the more your brand looks like an idiot. Work that gets noticed has the padding taken off. Safety kills, make sure your brand doesn't die a slow, comfortable death.



The man who chases two rabbits, catches neither.

When you're in two places at once, you're nowhere. Sure, every brand has lots of amazing things to share. Stacks of features and benefits. Piles of USPs. Oh, and a tidy upsell too. But the fact is, nobody's got time to care. Say one thing. Say it clearly. Say it really well. Then you might, just might, stand a chance of catching that bunny.

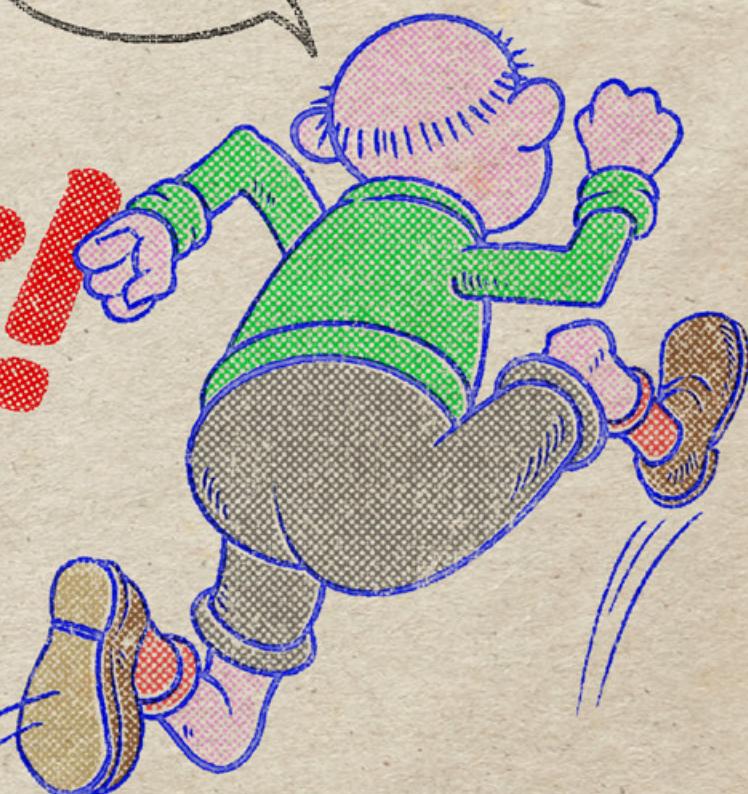


**YOU CAN EITHER
LEARN FROM IT,**

**OR RUN
FROM IT!**

STUFF THAT!

SCARPER!!!!





PEOPLE ARE LIKE SPEED
CAMERAS, THEY ONLY
PAY ATTENTION WHEN
YOU BREAK THE RULES.

There's a 'right' way to be creative. Tried and tested. Campaigns and brands developed in line with established formulas. It worked before, right? But that's the problem. If your customers have seen it once, why bother looking again? Stop being ignored and start breaking the rules.

D O N T

L E T

Customers don't care what you've spent on an ad, or how long it took to create, or how many hours were racked up on the dreaded time sheet. They only care if it moves them. Budgets are real, we get that. But we also never forget that it's important to put the right resources into making work that works. When you really invest in ideas and craft, there's a strong chance you'll get a better return.

C O U N T I N G

T A K E O V E R

F R O M

W H A T

C O U N T S

YOUR BRAND HAS A **SUPERPOWER**

(JUST NOT THE ONE YOU'D LIKE)

IT'S THE POWER TO BECOME INVISIBLE.

THE ABILITY TO COMPLETELY DISAPPEAR FROM THE VIEW AND MINDS OF YOUR AUDIENCE. OR ANY AUDIENCE.

NO RADIOACTIVE SPIDER BITE OR ALIEN MUTATION REQUIRED.

JUST MARKETING THAT DOESN'T WORK.

GENERIC. UNCLEAR. MORE OF THE SAME. NOBODY'S GOT TIME FOR THAT.

YOU'RE NOT ALONE.

IT'S ESTIMATED THAT AROUND 90% OF ADS DON'T GET NOTICED. LET ALONE ACTED ON.

ALL WITH AN ANNUAL BUDGET SOMEWHERE NORTH OF £16 BILLION.

VANISHED.

IN THE BLINK OF AN EYE. THE SWIPE OF A THUMB.

THAT'S NO DISRESPECT TO THE CRAFT. THE HOURS SPENT STUDYING THE MARKETPLACE. TWEAKING THE COPY.

FINESSING THE TYPEFACE. PERFECTING THE MESSAGE AT THE HEART OF IT ALL.

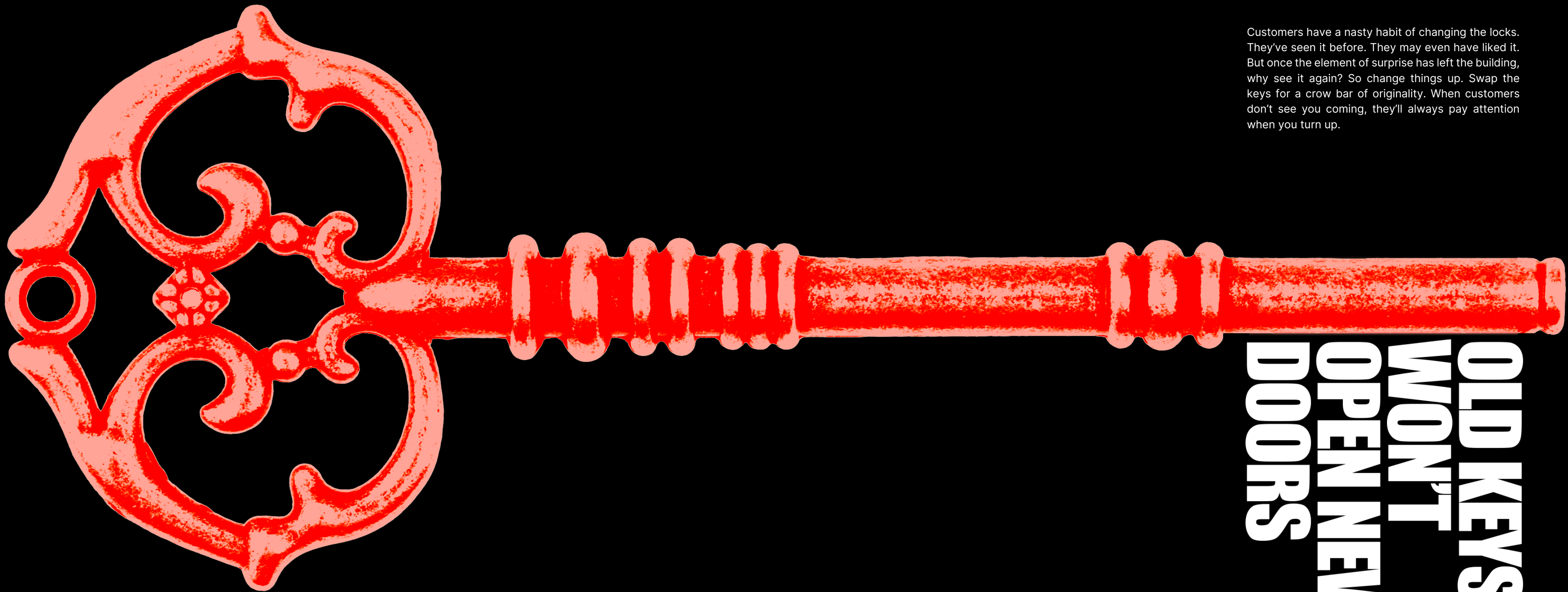
YOUR CAMPAIGN MAY BE PROFESSIONAL. POLISHED AND HIGHLY TARGETED.

BUT IF IT'S NOT DIFFERENT ENOUGH TO HIJACK THE ATTENTION OF PEOPLE WHO ARE TOO BUSY TO CARE...

SEE YOU AROUND. MAYBE.

Customers have a nasty habit of changing the locks. They've seen it before. They may even have liked it. But once the element of surprise has left the building, why see it again? So change things up. Swap the keys for a crow bar of originality. When customers don't see you coming, they'll always pay attention when you turn up.

**OLD KEYS
WON'T
OPEN NEW
DOORS**





The Devil is nice. Or rather, nice is the Devil.

Nice is the enemy. Nice obliterates great ideas.

And it's really good at it, too.

Because nice is very seductive.

So many clients – and agency people, for that matter – like nice.

A nice piece of work they can show their boss. Or take home to their partner.

And say 'Look what I did today, nice isn't it?'

A nice design with a nice headline and a nice shot that'll look really, really nice on an office wall or in a portfolio.

Work that ticks every box of the brief, in a nice way.

Feathers unruffled. Boats unrocked.

Just, nice.

Problem is, our business isn't nice.

It's nasty.

Competitive. Cut-throat. Bloody.

A bare-knuckle brawl for precious seconds of your audience's attention.

Gaining market share one battle at a time.

And if you're just being nice, no-one cares.

Our industry adores nice. But 99.9% of people aren't in our industry.

So nice just passes them by.

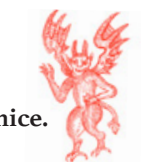
It's the ideas that play dirty that win.

Breaking the rules, subverting expectations.

Causing a fuss, being effective.

Selling stuff.

So if you want work that really works, stop being so f*cking nice.



I DON'T KNOW

**OPENS THE
WAY FOR
SOMETHING NEW**

Creativity and contentment. Never a good mix.
A mind that's settled is a mind that's closed.
An enquiring mind is only ever certain about one thing:
There's always something we don't know.
A different perspective. Another truth. A fresh inspiration.
An infinity of experience to explore and learn from.
It's better to have endless questions than all the answers.
So embrace the unknown. Look for it. Play in it.
That's where you find the ideas that change everything.



THE BRAND THAT TIME FORGOT

WATCH RECKLESS BRAND DESTRUCTION!

SEE! AUDIENCES CONFUSED! TERRIFYING INCONSISTENCY! NON-EXISTENT RECOGNITION! ££££££'S WASTED!

STARRING: COMPETITOR OBSESSION • OVER COMPLICATION • VAGUE GENERIC VALUES

DO NOT CONFUSE THE TWO

EFFORTLESSNESS
IS DOING THE
RIGHT THINGS

CLIENT

Of course, your brand matters. It's important. The centre of your world.
But – not everyone sees your brand like you do. It doesn't fill every minute of their waking life, no matter how much you think it does.



CUSTOMER

They may only see your brand when there's a problem, or a need, or no other choice. It's most likely an inconsequential thing in their daily lives- small, insignificant even.

Try putting yourself in the customer's shoes and see how your brand looks from their point of view. It's only when you're able to see it through their eyes that you'll realise just what their experience is and how hard you have to work to make an impact. Bringing that small insignificant thing into much greater focus.





What you fear..



..is always worse than reality.

Playing it safe starts with being scared. That anxiety that creeps in when brands think about doing something just a little bit different. A little bit unexpected. Will colleagues back it? Will the audience get it? Will they engage with it or run a mile? Every question makes the monster of doubt bigger and badder.

But the fact is, people just don't think like that. Your customers aren't waiting to be offended. They're waiting to be interested. To be surprised. To be pulled out of the everyday, even if it's only for a moment. The real danger isn't trying something different. It's second-guessing yourself into something invisible. When you stop having nightmares about the worst-case scenario, you give your audience the best chance to discover something exciting.

1.7 seconds.

That's all.

The average time someone spends looking at an ad in their feed.

Not enough time to pack in all the features and benefits.

Not enough time to add the upsell.

Not enough time to be a sector clone.

Not enough time to be unoriginal.

Not enough time to be boring.

Not enough time to ignore what the audience really wants.

Not enough to please everyone.

But a good idea. Simple, strong, fresh.

That can cut through in an instant.





THE SCARIEST
PLACE TO BE
IS THE SAME PLACE
AS LAST YEAR.

**A GREAT AD CAN STOP YOU. MAKE YOU THINK.
MAKE YOU SMILE. EXCITE YOU. STAY WITH YOU
FOR THE REST OF THE DAY. BUT WILL IT MAKE
YOU BUY?**

MAYBE. BUT ONLY IF IT'S THE RIGHT TIME, SIZE, FLAVOUR, MATERIAL, SERVICE,
COLOUR, PRICE, LOCATION...

...OR ANY ONE OF A MILLION OTHER FACTORS THAT MAKE IT JUST RIGHT, JUST THEN.

AND THAT'S A PRETTY SMALL CHANCE.

IT'S JUST A FACT OF LIFE.

BUT IF AN IDEA'S GOOD ENOUGH.

AND DELIVERED AT THE RIGHT TIME AND IN THE RIGHT PLACE.

IT'S GOT A FIGHTING ONE.





SCREW THAT.

Builders, plumbers, dentists, mechanics, electricians. We trust them to know what they're doing. Because they're professionals with years of experience, education and training. We trust them to identify if there's a problem and fix it. No questions how and with what tools. We don't insist that the tooth ache we're experienceing is in any other place than where the dentist tells us it is. Or that the builder you've engaged uses a screwdriver to bang in a nail. So why is your marketing issue any different? Any agency worth their salt is in the business of doing what's needed, not what's wanted. Screw that.



**Remember that really
safe, sensible campaign
that everyone thought
would work really well
because it had been done
loads of times before?**

Us neither.



uncomfortably

When was the last time you tried being uncomfortable?

It's usually something we avoid. But in advertising and marketing a little discomfort is good. Healthy, even. Because when things feel unfamiliar – when they have a few sharp edges – you might find you become more engaged in the moment. Senses heighten. Thoughts and feelings focus. Curiosity kicks in as you try and figure it all out.

It's the energy that comes from a new experience. And new experiences create interest and interest, creates engagement, and engagement means growth.



familiar

And that's what you want, right?

Think about it for a moment. Anything new and remotely groundbreaking has generally been greeted with a very audible degree of teeth-sucking and head shaking. But over time it becomes familiar, mundane even. Then that mundanity is replaced by something else that makes us uncomfortable. Which becomes accepted. Which becomes familiar. The cycle goes on.

So if you want to keep growing, keep moving. Embrace the unfamiliar. Go somewhere new. Because if it feels uncomfortable, you're doing it right.



**PLEASING
EVERYONE
MEANS
MOVING
NO-ONE**

**Let's
go...**

***DIFFERENT, TOGETHER, SHOPPING,
RED, NOW, CLASSIC, BOLD, HARD,
FURTHER, WARMER, FLY A KITE,
ONLINE, ITALIC, CGI, SCIENTIFIC,
UNCOMFORTABLE, FOCUSSED, UP,
HONEST, STRATEGIC, SOCIAL,
ORIGINAL, OUTDOORS, DOWN,
BIGGER, SUBTLE, ALL THE WAY,
TO THE PUB, EASY, EDGY, STRIPY,
ELECTRIC, SHORTER, NUTS, OUT,
FASTER, TO BED, PLAY, AGAIN.
...THERE.***



So, how was it for you?

Maybe you found something in here that made you think. Or smile. Or see things differently.

Maybe you'll go back and take another look. Mull over some of the more important messages.

Wherever you go next, we hope this shapes your next marketing, creative or brand journey.

And if it does, let's go there together.