



AGENCY CREDENTIALS 2011

Award-winning integrated
creative marketing agency.



Hello. We are Marketing Industry Advertising Agency of the Year 2010, Recommended Agency 2011 and in UTalk's Top 20 UK People's Choice Creative Agencies.

Our entire focus is driving our clients' sales, building their brands and forging lasting relationships with their customers.

We engage. We excite. We drive brand performance and get **mouthwatering results**.

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1. A bit about us.

Creative. Strategic. Effective.
Big thinking. Hard working.
Top agency experience.
Straight talking. Fast moving.
Intuitive. Accurate. Energetic.
Optimistic. Commercial. Insightful.
Results focused.
Award-winning.

Marketing today is a very complicated business. Which is why we are not. We believe in keeping things very simple. When Thinking Juice was launched in 2003, our aim was to create the type of integrated agency that a client would want to work with - full of energy, wildly commercial, effective, packed with creative dynamite and the ability to make 'it' happen fast.

So, that's what we did.

Today, we haven't lost any of the youthful enthusiasm that we had when we opened our doors. We are now rated amongst the best in the industry delivering our work regionally, nationally and across the globe. And we have proved to be one of the most effective agencies in the business - making big things happen with budgets large or small, for consumer and business products and services.

We come with top international agency and client side experience (Saatchi, JWT, Ogilvy, Mother, Grey, Fitch and beyond), we challenge perceptions, we question assumptions, we are relentlessly easy to work with and we give our clients mouthwatering results.

Welcome to the world of Thinking Juice.

2. The way we work.

We give our clients exactly what they want.

Fresh ideas. That work.

First, let's talk about you. As a client, a key concern is how to maximize the return on your marketing investment finding new ways to engage, excite and drive brand performance. And, with budgets being squeezed more than ever, you need a fresh approach.

Now, let's talk about us. Thinking Juice is an award-winning advertising, digital and brand communications agency. We are a results driven ideas business that has a reputation for being incredibly effective, creative and great value for money.

We've picked up a number of awards because of our approach to our work. Meticulous planning based on years of experience, research and insight, rigorous briefing processes challenging all norms and a focus on getting a true understanding of you and your business.

We ignite businesses, briefs and brands, create a buzz and cut through the clutter. We move fast (really, really fast), think big and deliver creative and strategy that relies on smart thinking, not just hefty spending.

Projects and budgets don't always have to be big to get us excited. At Thinking Juice we get the biggest buzz from finding new ways to turn customers' heads, spark interest and drive sales for our B2C and B2B clients in the UK, Europe, Middle East and USA.



3. AMIN Worldwide.

We give you a truly global reach.

As an agency, we have big ambitions and are part of the \$2.6 billion global advertising agency network AMIN Worldwide (Advertising and Marketing International Network).

This gives our clients a truly global reach, allowing us to deliver campaigns worldwide with absolute control, precision, insight and regionalisation in any language.

In 2009 we were unanimously voted into AMIN Europe as UK agency, against very tough London agency competition. Coming into the network is a very prestigious position as the European group only has one agency per country within, with the UK seen as a key market for our network partners.

Spanning North America, Europe and Asia the network is made up of over 50 independent agencies - all full service and highly regarded for creativity, strategy and effectiveness in their regional markets. The network currently works for some of the World's leading brands, government bodies, tourism groups and trade associations.

4. Key services.

We produce award-winning advertising, digital and brand communications.

ADVERTISING Conceptual thinking to finished production across all media channels.

BRANDING Not just analysing, but shaping, creating and delivering a powerful and profitable image, through naming, design, brand strategy and communications planning.

DESIGN Award-winning design that informs and excites, cutting through the clutter whether it's corporate literature, identities, packaging, point of sale or anything else.

DIGITAL We turn visitors into customers and followers into believers through powerful digital, social, viral, direct, SEO and eCommerce strategies.

DIRECT From TV to data handling, sourcing or manipulation we create campaigns that couldn't be any more direct if they tried!

EXPERIENCE In-store, on the street or up a mountain, we know how to take your message to hard-to-reach customers with impact.

MEDIA Planned, bought and heavily negotiated through independent houses with excellent buying power with complete transparency across all media.

PACKAGING We create packaging that screams "BUY ME" from the shelf, maximising every touch of consumer time.

PUBLIC RELATIONS Through PR partners we generate big ideas with impact that engage, cut-through and stand-out.

RETAIL COMMUNICATIONS Changing buyer behaviour with powerful window, in-store, POS and interiors produced to the highest quality and delivered fast.

STRATEGIC PLANNING & MARKET RESEARCH We place great emphasis on the planning process basing our recommendations on marketing fact.

5. Why us?

Because second best is never good enough.

RESULTS We exist to drive your sales, profitability, brand and reputation forward. We are a creative agency that understand business.

FIRST CLASS CLIENT EXPERIENCE Putting you right at the heart of what we do means we create long-term, close and enjoyable relationships. And we keep them that way by delivering time after time after time after time.

COST EFFECTIVE We drive excellent value from our clients marketing spend by generating measurable results.

COLLABORATION We know our job is to drive the results, devise the ideas and create the strategy but we also work closely with our clients to ensure our work utterly complements the wider business strategy.

HUNGER We started our agency to prove that things could be done better, smarter and faster. And because we're independent we can't afford to fail on any project. We either deliver tangible results or we die. It adds an edge to our work and maintains a hunger to continually deliver our best.

FLEXIBLE How you engage us is up to you. Whether it's fee based, project-by-project or as a rostered agency, we are absolutely flexible about how we work with our clients.

REGIONAL, NATIONAL & INTERNATIONAL We work with companies large and small from a wide variety of backgrounds and can mount international campaign of the highest standards through our AMIN Worldwide network partners.

RELENTLESS Not only are we relentlessly easy to deal with as a company (it's a fun, friendly and happy team) we are absolutely committed to making things happen fast and to the best quality. We move at a pace that most agencies would find impossible, with no loss of quality. How? By being enthused by what we do, loving the industry, staying lean and knowing that we exist purely to drive YOUR business and brand forward.

6. Recent industry recognition.

2010 - 2011 Awards.

INDUSTRY AWARDS 2011



Recommended Agency Awards
Best in Creativity 2011



Recommended Agency Awards
Best in Effectiveness 2011



The Drum Advertising Agency
of the Year 2011



RAR Recommended Agency
2011

INDUSTRY AWARDS 2010



Marketing Industry Awards
UK Advertising Agency of the
Year 2010



Marketing Industry Awards
South West Company of the
Year 2010



RAR Best in Advertising 2010



RAR Recommended Agency
2010



The Drum Advertising /
Branding Agency of the Year
2010



UTALK People's Choice Top 20
UK Creative Agency 2010



Communicator Awards 2 Gold
and 6 Silver



Davey Awards 3 Gold

7. Recommended Agency 2011.

The best recommendation for our work... **our clients.**

The Recommended Agency Register is an independent evaluation of marketing services companies. RAR research is constantly ongoing and client companies are asked to rate their agencies in a number of categories. Today on the Recommended Agency Register, we are one of their highest rated agencies.

Throughout the research, the RAR also collect a number of comments from clients about the agencies they are reviewing. Below is a selection of some of the fantastic comments the were given about Thinking Juice:

“Unbelievably good team of people with the most fantastic ideas! Cannot recommend Thinking Juice highly enough. BEST IN SHOW”

“Quite simply, everything you could ever wish for in an agency you get with Thinking Juice. They make it seem easy; but its surprising how so many others get it so very wrong. As an organisation making a giant leap forward, we needed to match this with our creative and marketing ambitions. Thinking Juice have made that happen.”

“I have tried be objective in my rating(s) yet have found it impossible to score less than 100% across each category.”

“We’ve been with Thinking Juice pretty much since the start - and I can’t say I’m at all surprised to see them growing so quickly. It’s all due to hard work, great results and maintaining excellent relationships with clients whilst delivering value for money.”

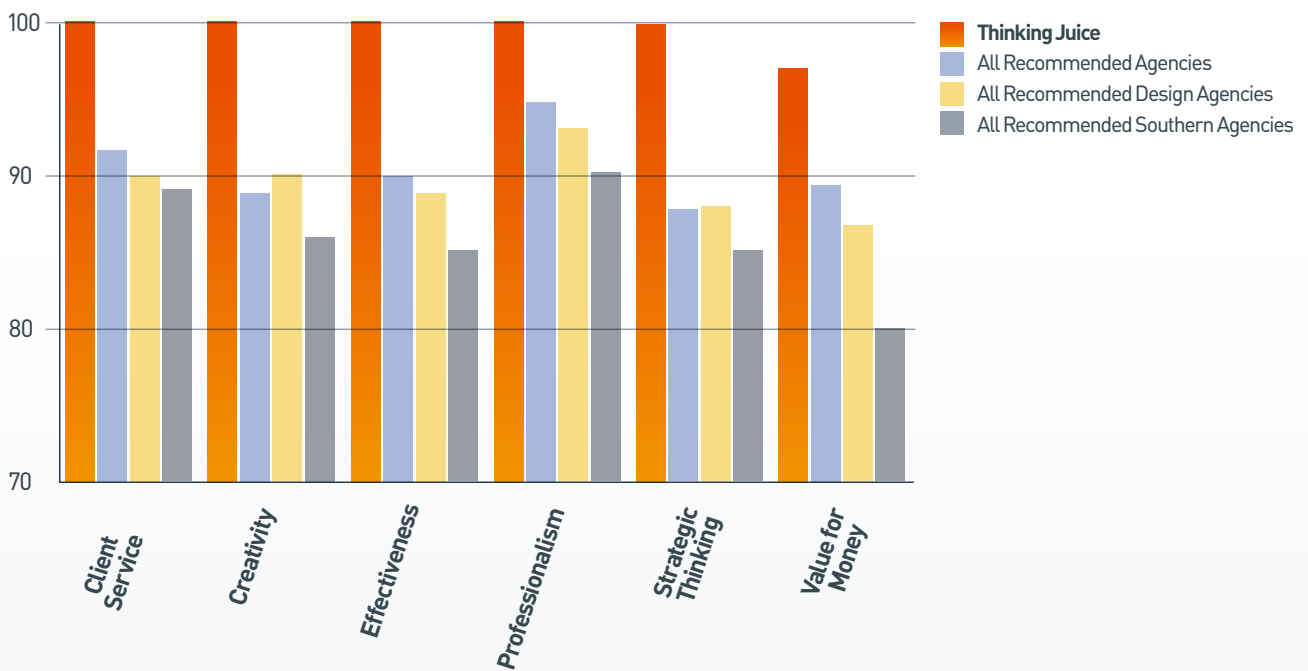
“Thinking Juice is a fantastic marketing agency, not just on the south coast, but UK-wide. I have worked in marketing for circa 15 years and have rarely worked with an agency that is so good across the board. Their strategic approach, creativity and value for money are excellent, not to mention the passion they put into client projects.”

“A highly professional organisation providing a creative approach to meeting the needs of their clients. Highly recommended”

7. Recommended Agency 2011.

A snapshot of our research statistics... and other agencies.

RECOMMENDED AGENCY 2010 RESEARCH STATISTICS



8. Infrastructure / Resource.

There's no point bringing together a great team, and doing great work if you don't have high quality processes, systems and technology to back you up and allow you to grow with confidence. This is and continues to be a key area of investment. Below is an overview of the IT and communications infrastructure currently in use.

ADMINISTRATIVE NETWORK/ EMAIL

- Fully networked administration and job management system
- All PCs with latest MS Office tools and Traffic by Sohнар
- All Macs with latest Adobe Creative Suite, Traffic by Sohнар and latest } MS Office tools
- Fully networked email system

TRAFFIC by Sohнар

A fully networked enterprise and information management system incorporating:

- Account services time analysis
- Briefing procedures
- Budget and cost control
- Creative, client service and production time analysis
- External purchase recordings
- Full detailed costs analysis
- Historical and current project information
- Job progress / status reporting

PORTFOLIO

- Logo and image databases
- PC to Mac compatible

DIGITAL STUDIO

A fully integrated cross-platform (Mac to PC) design and artwork studio with:

- Digital output facility, Adobe workflow
- Each station equipped with all the latest software and fonts
- Full image manipulation and retouching
- Networked Mac & PC workstations
- Wide internet pipeline
- FTP file transfer

CONTINUITY & RECOVERY

- Daily and weekly live work and system back-up
- Daily and weekly network storage back-up
- Offsite back-up

9. Our clients include:

They come from a range of
consumer and business markets.



10. Talk to us.

Together we will make
big things happen.

If you would like more information or to arrange a meeting, please get in touch.

We look forward to working with you.

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