

**ISBA**

# **ISBA 101 Knowledge Sessions**

## **How does a creative agency work?**



# Welcome to the 101 Knowledge Session

- Please be aware this session is being recorded.
- Time doesn't permit questions on the day, but if you do have one, please put it in the chat box and we will come back to you after the session.
- All attendees will be sent a copy of the slides within 48 hours and we will let you know when the recording has been published on our website.
- To find out more about the benefits you have access to through your company's ISBA membership please visit **isba.org.uk**
- Please register on our website to view the recording of this session and our previous 101 sessions and other content.



**I S B A**

# **Pete Davis**

## **Managing Director**

Pete is the former media controller of Nestle and has been an ISBA course trainer for over 10 years. Pete's experience in media and marketing is varied and unique. Working across numerous clients, agencies and media owners, at the last count he has worked on over 800 marketing briefs from the UK Government, Tesco, Direct Line and L'Oreal to start up tech businesses like Rooster Money. Pete was also instrumental in the setting up of ISBA's networking evenings and Webinar programmes. His main focus has always been the advertiser and equipping them to make effective decisions in the media landscape.



**One  
Voice**

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# Josh Tilley Strategy Director

Josh is brand strategy director at Initials CX and has been there over 5 years. Prior to this, he has worked on brand and media strategy for brands as diverse as Nestle Health Sciences and Fridge Raiders, Hovis, KFC and CurrysPC World, Beano and Finish.

**Whilst he enjoys the buzz of seeing his brands on TV and out in the real world, he takes even more pleasure from nurturing smaller brands and influencing their long-term strategy.**





## Today...

1. Why do you need a creative agency?
2. What services do creative agencies provide?
3. How does a creative agency work?
4. The role of the creative brief in delivering great work.
5. How inspire and work with your creative agency.
6. Five key take outs.





Initials is a marketing agency  
that specialises in the  
customer's experience.

# Our expertise spans **across 4 pillars**



## **Brand** Development

Engineering • Purpose • Design



## **Content** Creation

Advertising • Social • Experiential



## **Retail** Activation

Social & E-comm • Amazon • Shopper



## **Technical** Solutions

UX/UI Design • Build • Support

For 18 years we've been trusted by  
the world's biggest brands



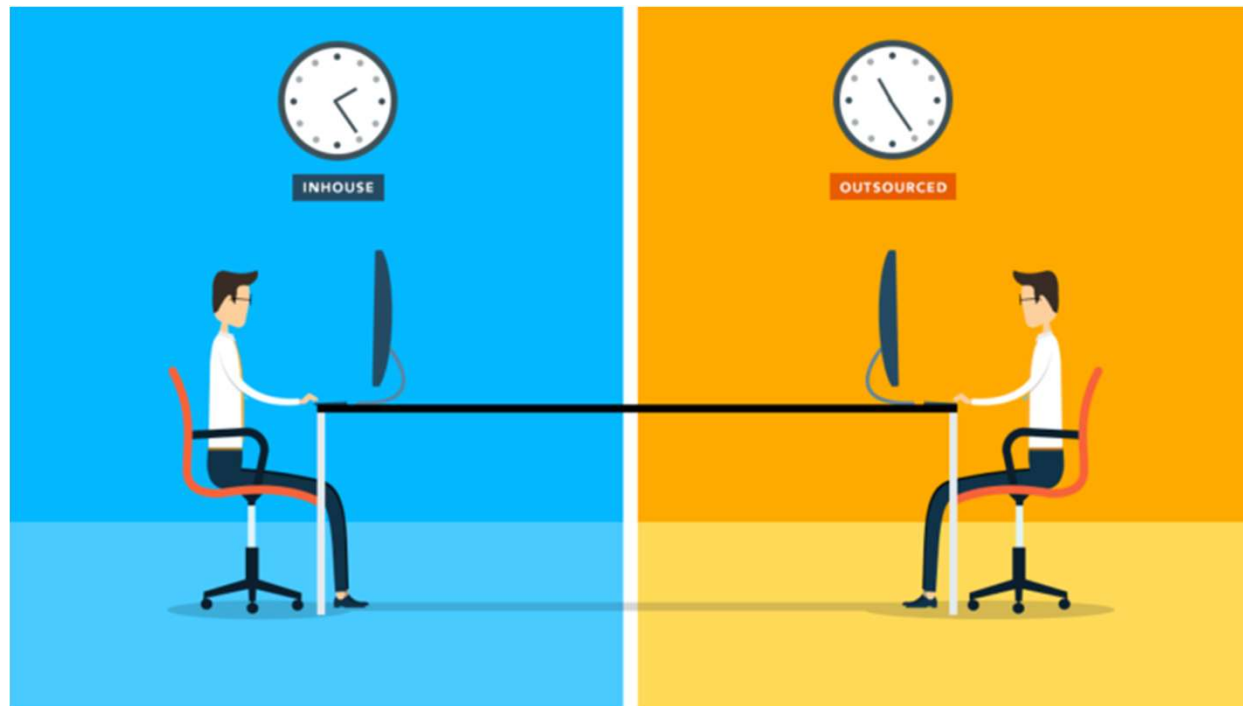


# 1. Why do you need a Creative Agency?





## First question - Understand your resources?



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# campaign

Marianne Calnan | December 20, 2023

How long? | 1 minute

## Fifth of brands considering setting up in-house agency

Two-thirds of large multinationals already have in-house agencies, according to WFA research.



### Global Trends in Agency In-Housing

2023 Update



The Drum

Categories ▾ TV Podcasts Awards Events ▾ Solutions ▾

[In-house](#) [Business Models](#) [In-housing](#)

## IPA: Agencies should 'embrace' in-housing to remain relevant for clients

Share



By Sam Bradley, Journalist  
JULY 5, 2023 | 7 MIN READ

A new report from the trade body says internal ad agencies should not be seen as a threat and that their business model can be borrowed from.

# So, do you need a creative agency?

YES if.....

- Wanting experts to manage your communication
- You are looking for strategic input and direction
- Looking to develop a brand led creative idea and/or wanting to activate a series of campaigns
- You are running any form of ongoing communications budgets
- Wanting to understand the value of creativity
- Attempting to maximise your ROI
- Under resourced (people & tools) to keep pace with the ever-changing landscape





## **2. What services do Creative Agencies provide?**



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# Resource Flexibility

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# Research, Data & Insight



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## Case Study Guinness Effectiveness in Black and White

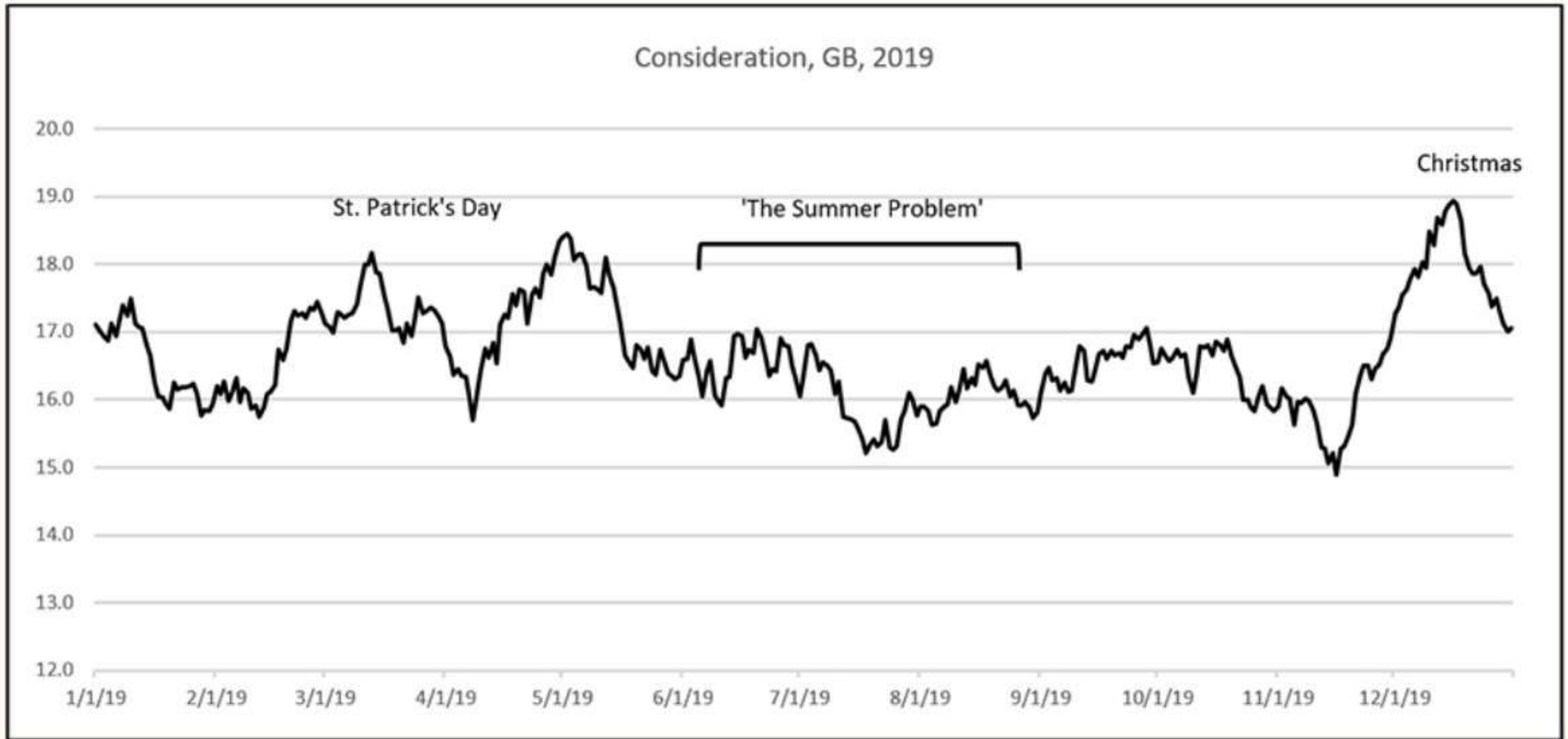


Institute of Practitioners in Advertising, IPA Effectiveness  
Awards, Gold & Presidents Prize, 2024

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Voice

Source:WARC

The 'summer problem' saw brand value and volume share decline every summer.



Source:WARC





Source:WARC

01



### Positioning

Use for consumer differentiation and communications

Includes: target audience, frame of reference, emotional and functional benefits and reason to believe

02



### Equity Pyramid

Use for equity communication, packaging guidelines, social, packaging, POS.

includes: brand persona, tone and voice of the brand, personality, attributes, functional benefits, emotional benefits and essence

03



### Brand Pillars (Commitments)

Use for product development and quality standards for existing products

Includes: guidelines for how these commitments are measured and competitive comparison

04



### Category Expansion Zones

category expansion opportunities and direct sequencing of product development

Includes: equity bridges, close in and further out expansion areas and "no go" danger zone

05

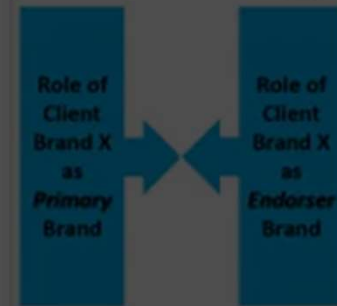


### Rules of the Road/ Guidelines

Organizational alignment and processes – management processes

Includes: Identifying brand keeper of the flame and organizational processes to manage brand, stylebook

06



### Architecture

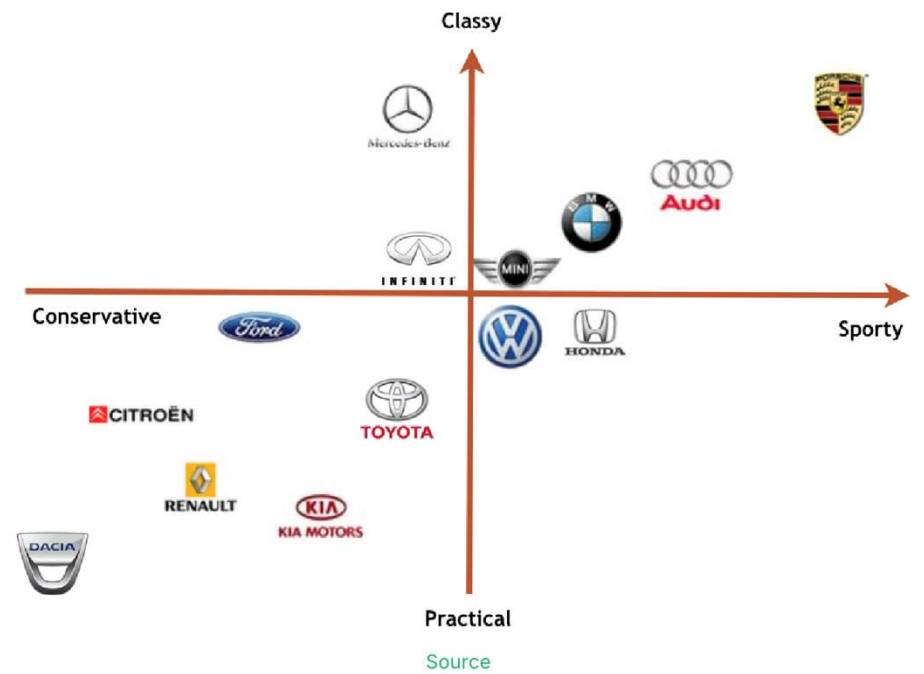
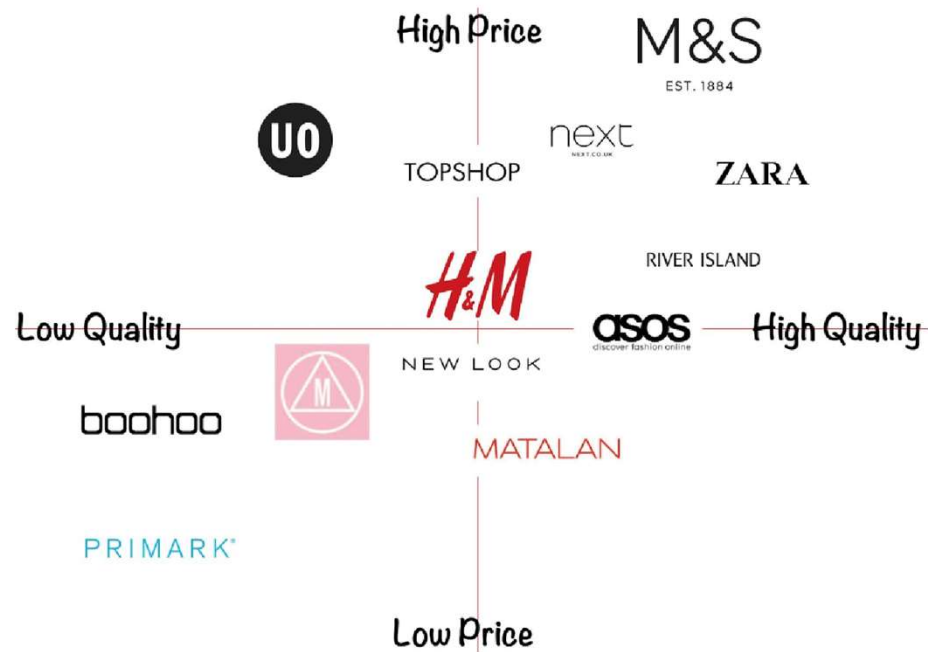
Use for branding/sub branding applications

Includes: guidance for brand, sub brand and endorser brand

One Voice

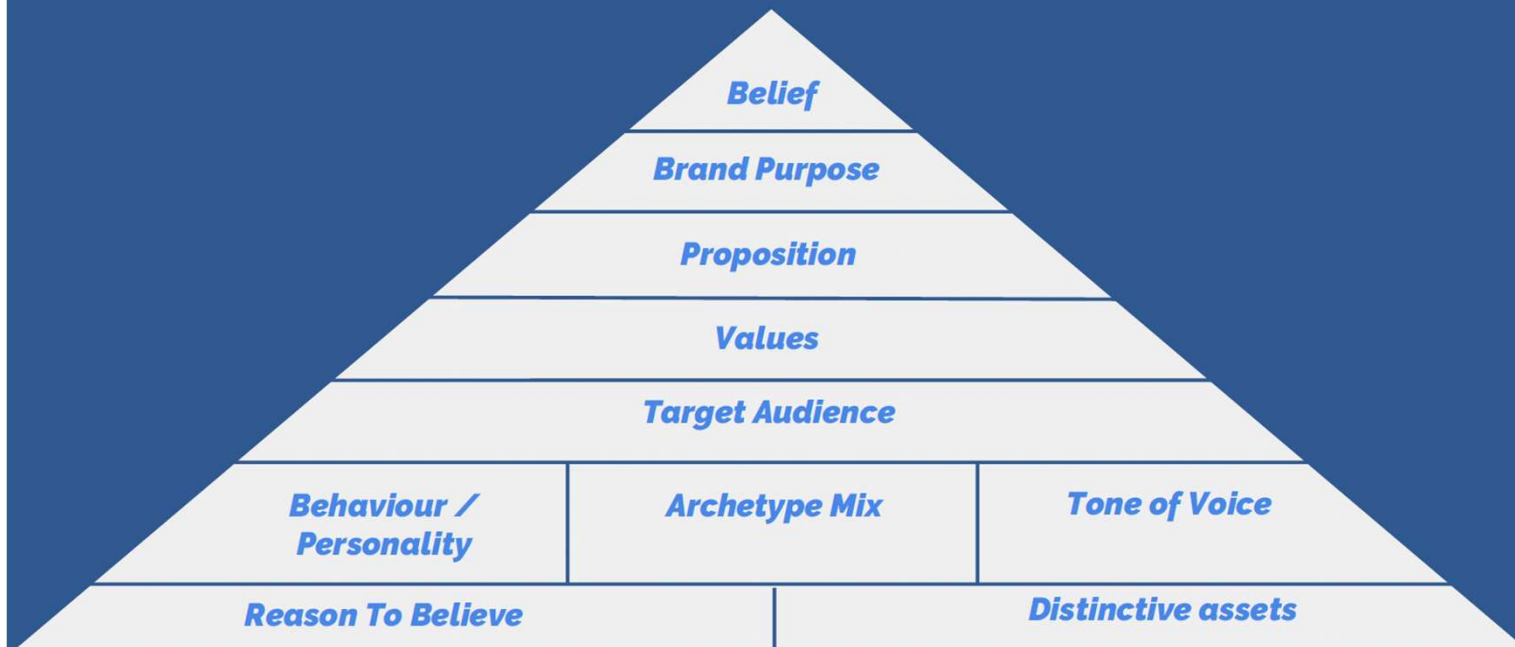
# Strategic Planning & Consulting



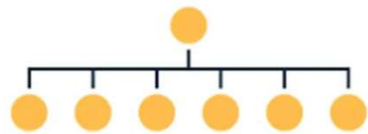


***Within this deck we aim to deliver clarified and focused brand foundations***

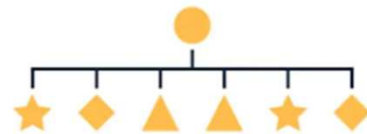
*To facilitate a emotional connection with your audiences*



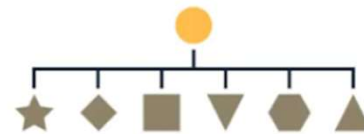
## Branded House



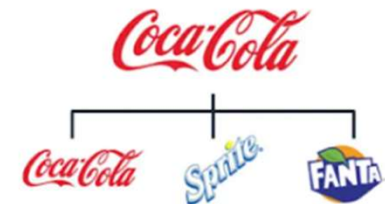
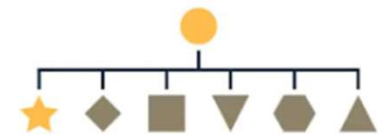
## Sub-brands



## House of Brands



## Endorsed Brands



The background of the slide is a collection of numerous light bulbs of various shapes, sizes, and colors (including white, yellow, orange, red, purple, and blue) scattered across a light-colored surface. Some bulbs are standard incandescent, while others are more modern or decorative.

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# Creativity & Concepts

**101**  
KNOWLEDGE  
SESSIONS

One  
Voice



Concept 1



WEIGHTLESS

MAKING WAVES

*This route is about showing how together, we can make great things happen.*

Adcept exploration



**YOUR HAIR DID THE HARD WORK**  
WE JUST GAVE IT A *silky nudge*



**Enjoy the locks you know. Just with a blue agave glowup.**



**Your hair's a wavy 10. It just hasn't discovered Cantu yet.**



CANTU x INITIALS CX

Concept 2



WEIGHTLESS

UNLEASH THE WAVES WITHIN

*This route is about proving that your hair may be more than it seems on the surface.*

Adcept exploration



**FRIZZY ISN'T YOUR HAIR TYPE**



**PROBLEM HAIR? Not a problem**

Unleash the waves within



**FLYAWAY HAIR just needs a destination**

Unleash the waves within



CANTU x INITIALS CX

Concept 3



For *actual* natural waves

*This route is about uncovering the real meaning of natural and inviting you to embrace it.*

Adcept exploration



**Do your hair 'au naturel' and mean it**



For *actual* natural waves

**Make wavy magic without the wand**

For *actual* natural waves



**Stop googling natural waves. Just jump in the shower.**

For *actual* natural waves





# Campaign Architecture

## Comms Planning

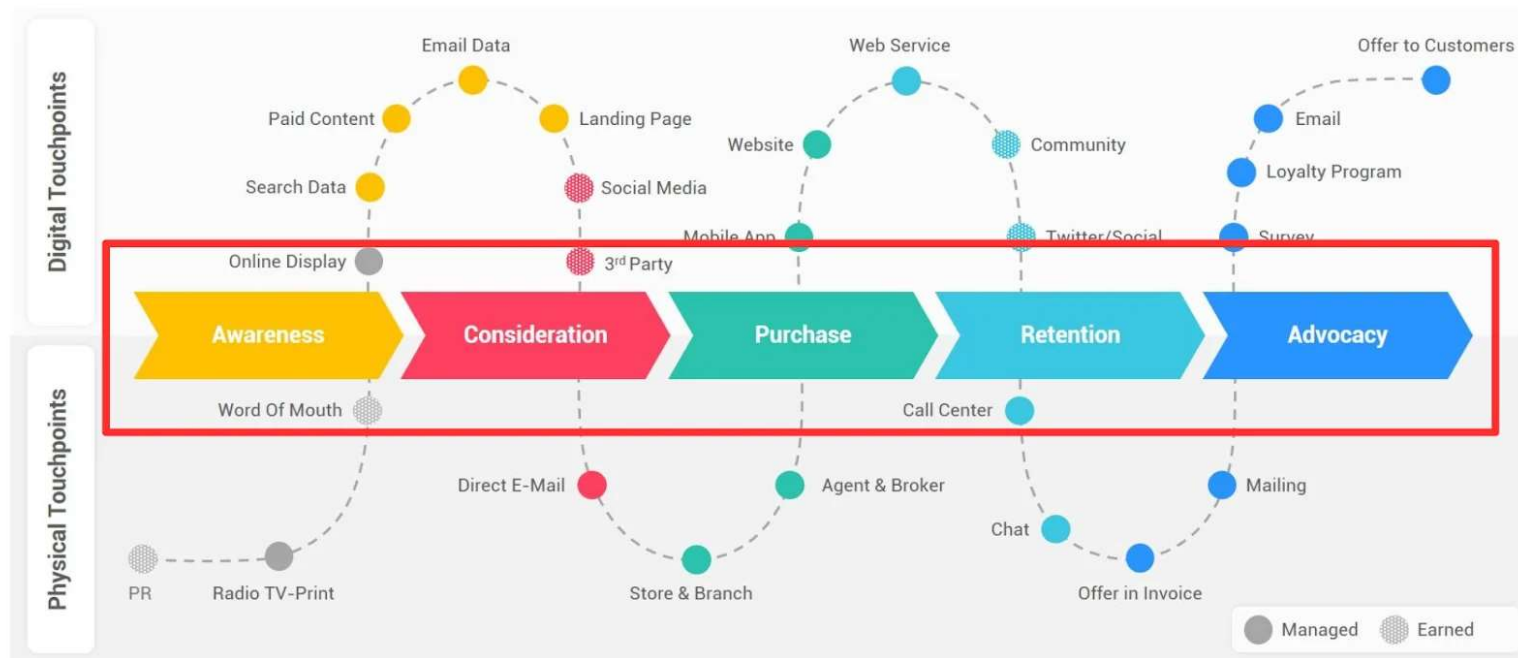


## Campaign Architecture



# Customer Journey Maps

Type The Subtitle Of Your Great Here



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CHANNEL	CHANNEL ROLE	CHANNEL FOCUS			RATIONALE
		ATL 1	ATL 2	ATL 3	
TV / VOD	INFORM & INSPIRE				
OOH	INSPIRE				
RETAIL LOCALISED OOH	INSPIRE & CONVERT				
PR & SAMPLING	INSPIRE & CONVERT				

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# Content Creation & Production

One  
Voice

101  
KNOWLEDGE  
SESSIONS

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# Activation

One  
Voice

KNOWLEDGE



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PEPSI WALKERS Doritos

# GRAB A TASTE OF THE ACTION

PEPSI MAX PUNCHY PAPRIKA BURSTING WITH SPICY FLAVOUR

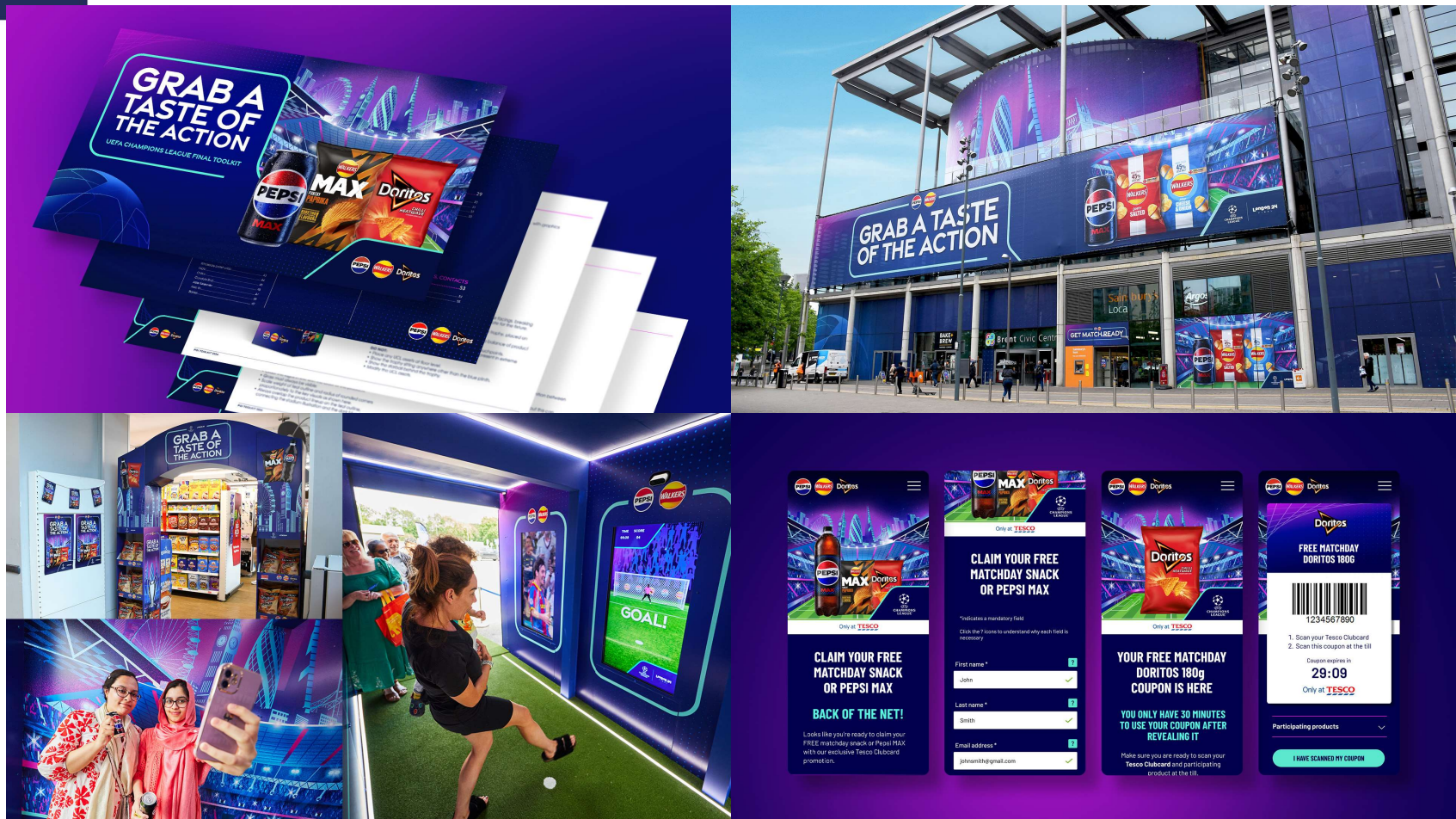
Doritos CHILLI HEATWAVE

CHAMPIONS LEAGUE

London 24 FINAL

The graphic features a vibrant blue and purple background with a stylized city skyline and a soccer stadium. In the foreground, a can of Pepsi Max and bags of Walkers Max and Doritos are prominently displayed. The text 'GRAB A TASTE OF THE ACTION' is written in large, bold, white letters. The bottom right corner includes the UEFA Champions League logo and the text 'London 24 FINAL'.

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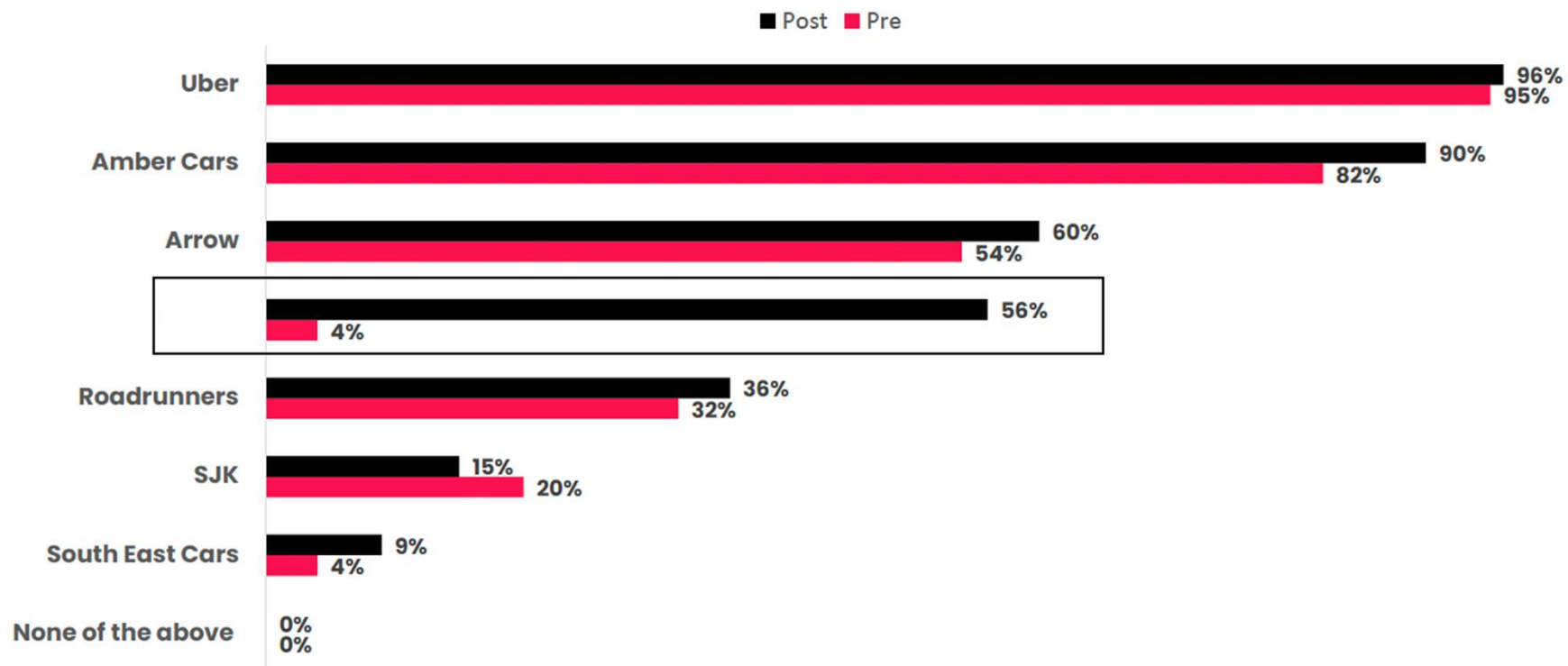




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## Building and sales activation work over different timescales





# Guinness – Effectiveness in Black & White

## Results & Key Learnings

- The brand became the **UK's best-selling pint for the first time**.
- **Net Sales Value (NSV) grew by 30%** in both Great Britain and Ireland.
- The campaign delivered **strong revenue ROIs**, achieving **1.89 in GB** and **3.22 in Ireland**.
- Results demonstrated the **power of investing in brand equity**, even during challenging times.

## Key learning

**Investing in brand-building, even in tough market conditions,  
drives long-term growth.**



Source:WARC



### 3. How does a creative agency work?





**A look at a project from start to finish**





**What are we doing?**

**The Challenge:**

- **Refine Nature's Bounty UK&I positioning and audience aligned to the founding purpose of accessible, simplified nutrition from nature. Connect with founding philosophy/social purpose of simplified, effective, accessible wellness for all.**
- **Increase brand awareness with our audience and generate positive brand value perception vs. other mass market brands.**
- **Consider how we can connect more with the company social purpose in the UK and create a tangible benefit to consumers. What would**



*/How have we identified the Nature's Bounty audience?*

### NATURE'S BOUNTY CORE AUDIENCE (10.4M)

Healthy attitude towards fitness

Agree that portrayals of beauty in advertising can be damaging

Believe brands can do more

Regular supplement takers (15M)

Specific Product Range Audiences

Source: YouGov Profiles, GB, Q3 2020

INITIALS

"What the supplement industry has done most subtly and beautifully over the past few years is to arrange nutritional imperatives and vague beauty aspirations in the same basket."

Supplements are for your body and your mind.  
The health of your bones and the glow of your cheeks.

They fit perfectly in the heart of the wellness industry, which has so gracefully erased the line between self-care and medicine. It's all about buying things to make yourself better"

VMS has shaken off its dusty, staid image of health foods and natural remedies, and become far more mainstream



In culture, there's a huge disconnect between what we believe healthy and well as meaning, and what we're actually seeing

7% of men globally relate to the way masculinity is depicted by the media

Centre for the study of men and masculinity (2019)

47% of first-time mums feel pressure to be perfect based on depictions of motherhood in media and advertising

Canva8 (2020)

A fifth of women say they feel worse about themselves after scrolling Instagram (rising to 36% for women in their 20s)

Harpers Bazaar 2019

Our insight is powered by the tension between category behaviours and human truth:

**The mass VMS category has aligned itself with health and beauty brands, but their version of 'wellness' doesn't reflect consumers' view of the real world**

INITIALS


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### *Our purpose could be focused on confidence*

#### Our Beliefs

- We believe that we have a responsibility to consumers to have a positive impact on their lives
- We believe that we should all try to be kinder to each other
- We believe being happy and confident is a real mark of being well

#### Purpose

Our purpose is to inspire and galvanise everyone in the UK to feel good about themselves

### *Our purpose could be focused on fulfilment*

#### Our Beliefs

- We believe that everyone has the right to live a satisfying, independent life
- We believe in celebrating our unique differences
- We believe that we should always help each other where we can

#### Purpose

Our purpose is to support people in squeezing every last drop of what they want out of life

### *Our purpose could be focused on holistic health*

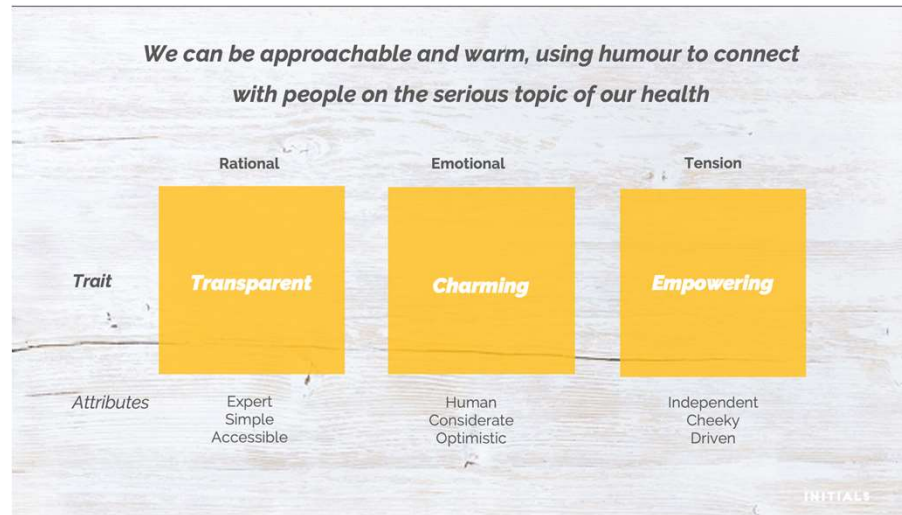
#### Our Beliefs

- We believe that wellness should always be about physical and mental health
- Though times are changing, we believe brands have neglected mental health for far too long
- We believe that people should be able to talk about how they really feel, and that brands like Nature's Bounty should be there to support them

#### Purpose

Our purpose is to support people everyday in their holistic wellbeing, recognising that wellness is as much about helping with mind as body





*Our purpose could be focused on fulfilment*

#### Our Beliefs

- We believe that everyone has the right to live a satisfying, independent life
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#### Purpose

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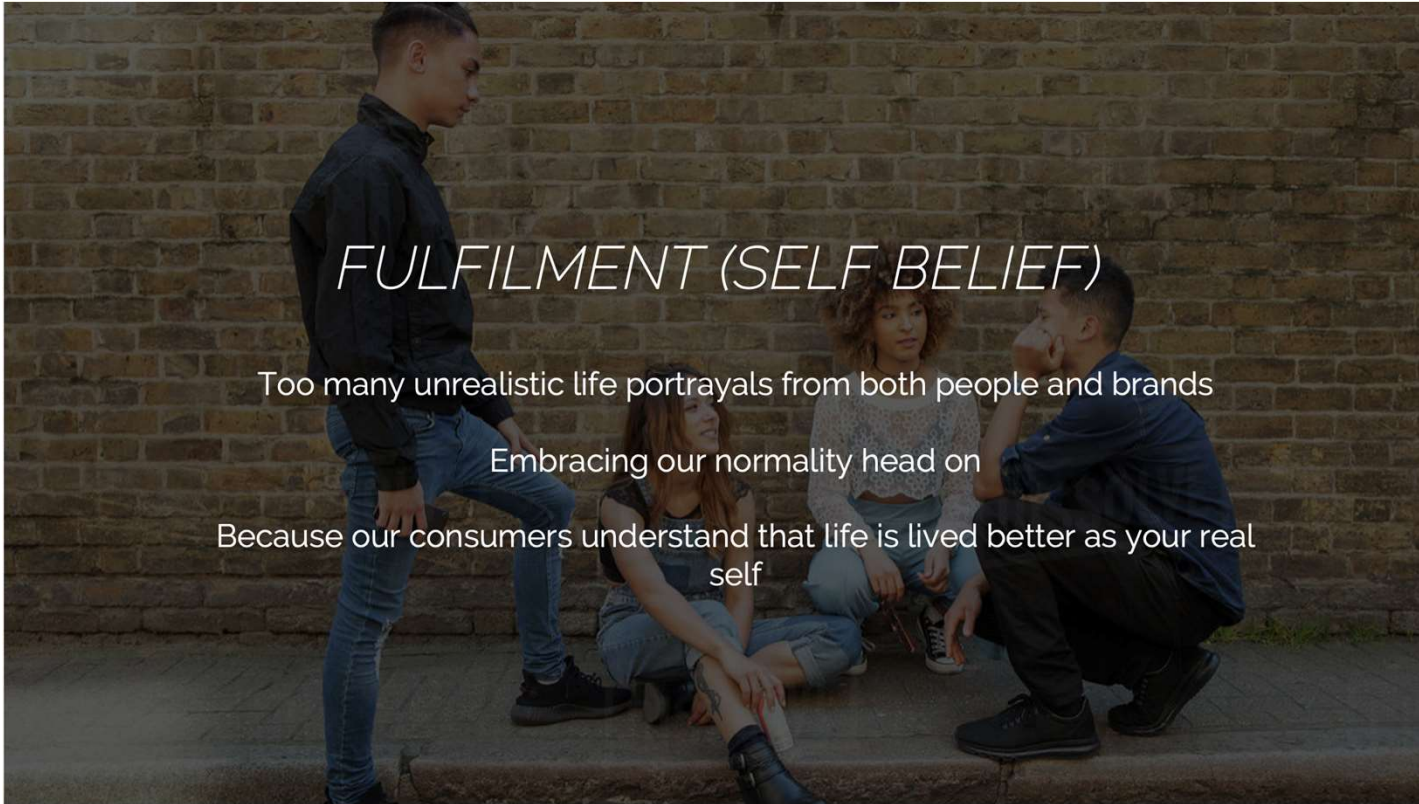
INITIALS

## *FULFILMENT (SELF BELIEF)*

Too many unrealistic life portrayals from both people and brands

Embracing our normality head on

Because our consumers understand that life is lived better as your real  
self







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NATURE'S BOUNTY.

Zinc supports normal immune function & the maintenance of normal skin, hair & nail health. Vitamin B12 contributes to the reduction of tiredness and fatigue.

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[illegible][illegible][illegible]

So your dog research wasn't quite up to scratch

No biggie. Our everyday energy vitamins will help you through the day, even with a few extra steps to squeeze in.

50 YEARS OF TRUSTED QUALITY

NATURE'S BOUNTY  
*We've got this.*

CoQ10 100mg  
Complex B  
Complex B

So your dog research wasn't quite up to scratch

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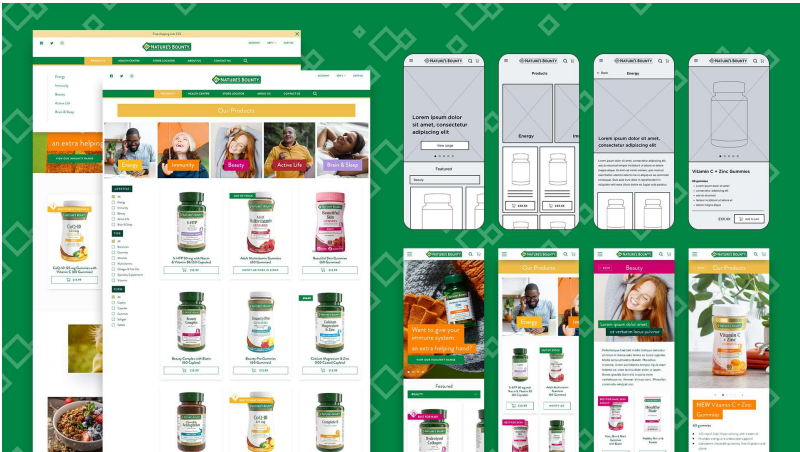
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## **4. The role of the creative brief in delivering great creative work**



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The client brief is the  
most important  
document we receive



TIME



FOCUS



CRAFT







## **5. How inspire and work with your creative agency.**

## **How to get the most from your agency and review and manage them?**

1.  
Onboarding

2.  
Setting  
Objectives

3.  
Regular  
Check-ins

4.  
Continuous  
Feedback

# **The ideal: Partners not suppliers**

**Some tips for building and maintaining strong agency relationships,**

**Be adaptive, responsive, and culturally compatible**

**A mutual shared passion and chemistry across teams**

**Trust and transparency, and making a commitment to always having an open dialog**

**Open to alternative thinking and strategies**

**Prioritising expertise and quality**

**Being resourceful, collaborative, and innovative**

## **Key Takeouts**

- 1. Understand everything that a creative agencies can offer you to get the most out of them**
- 2. Consider how you want to / need to work with your agency/agencies – there's more than one way**
- 3. An insight into what happens in a full creative pitch response (and whether it's what you thought it was!)**
- 4. How great briefs deliver great results and create partnerships between clients and agencies**



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## Next 101 Sessions

6.6.2025	Understanding Marketing Mix Modelling (MMM)	RECORD
11.6.2025	Best in Class Creative and How to Judge It	LIVE – 101 CALENDAR
13.6.2025	Cinema	RECORD
18.6.2025	TV, VOD and Connected TV	LIVE – 101 CALENDAR
20.6.2025	Public Relations and Sponsorship	RECORD



Visit [www.isba.org.uk/What](http://www.isba.org.uk/What)'s on to book on these sessions.

