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BRINGING CREATIVITY TO LIFE

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524 posts 2,409 followers 904 following

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Norfolk's biggest brewer Just 8 miles outside of Norwich, Woodforde's is all about making great tasting beer, using the best quality ingredients.



Who



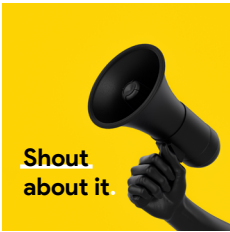
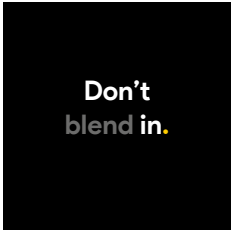
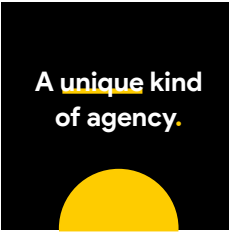
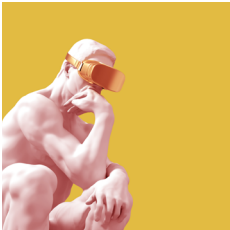
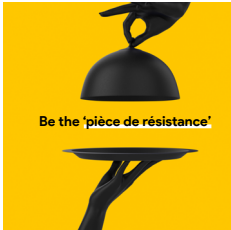
Why



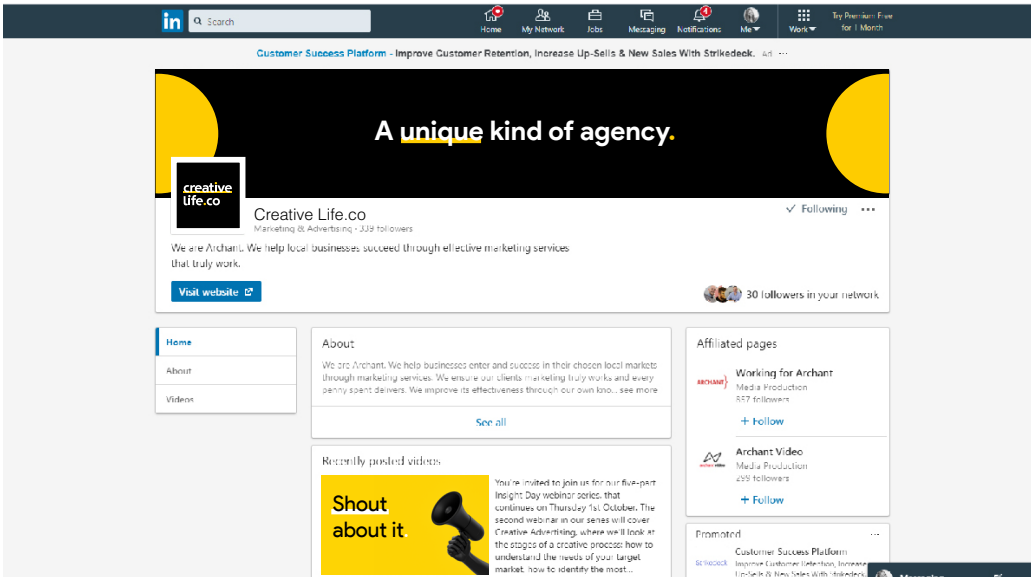
Clients



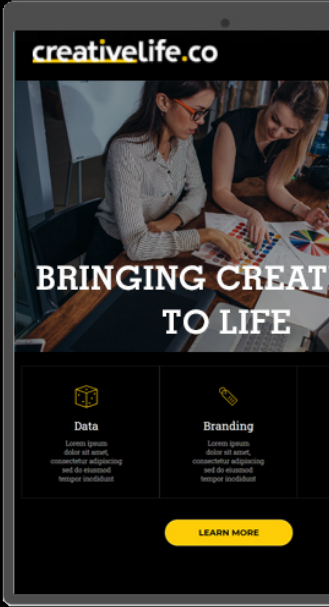
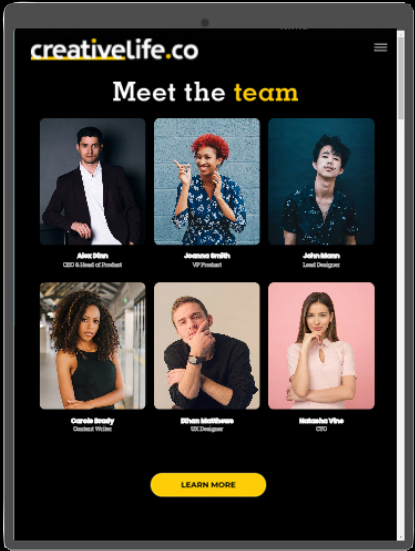
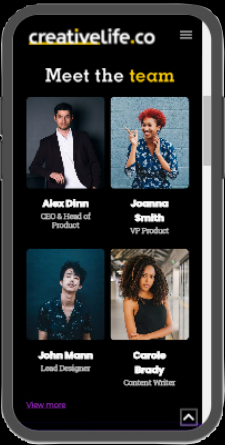
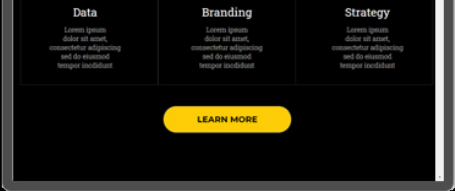
Ethos



Making a social impact



Website



ARCHANT } Our knowledge. Your results.



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Audience data
and insight.

Data and insight.

107,000
SMEs are in
our region

88,500
are key decision
makers



find online ads most
helpful when making a
purchasing decision



8% find newspaper ads most helpful when
making a purchasing decision – 6% more
likely than the UK average

.....

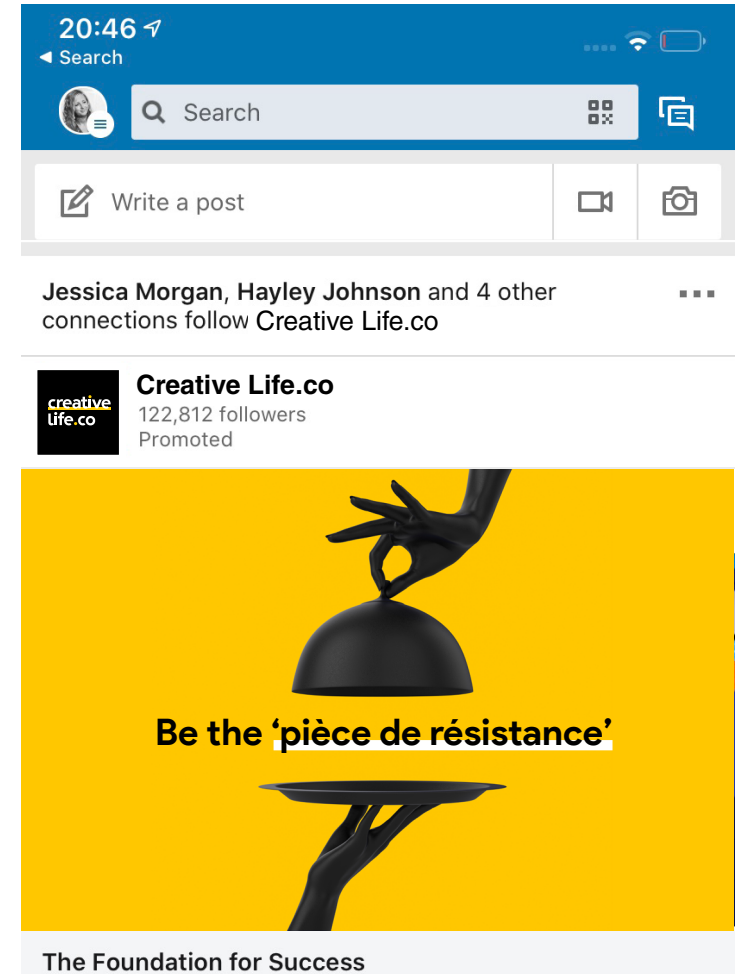
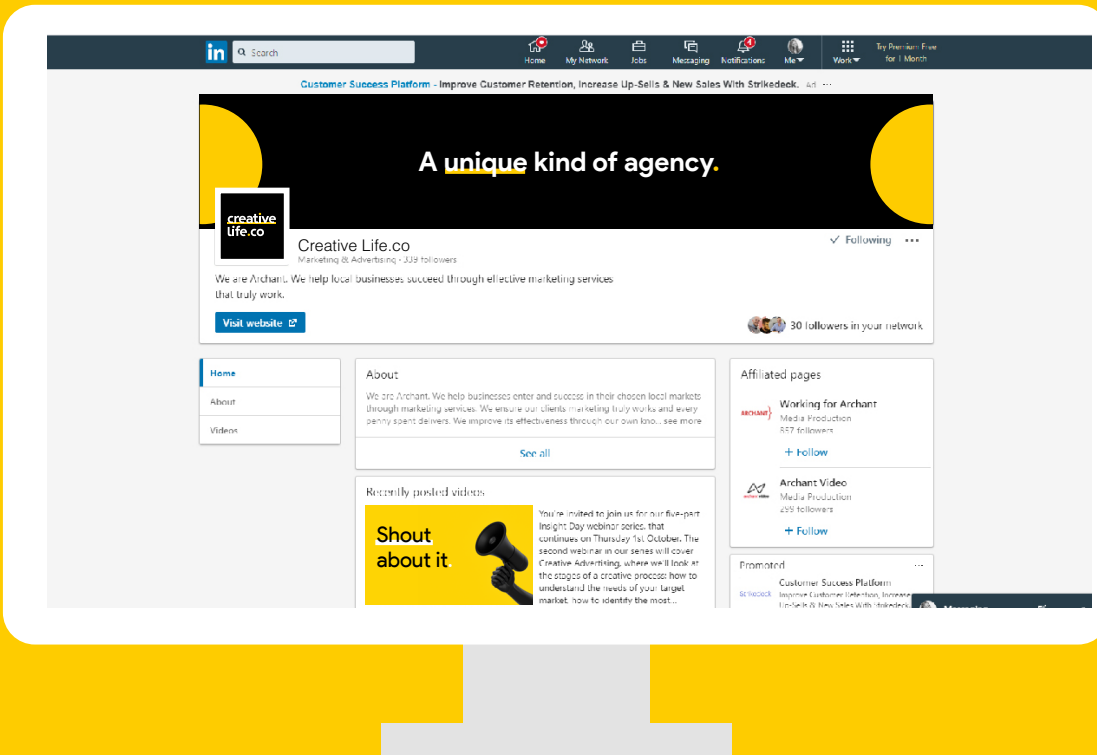
8% find magazine ads most
helpful when making a
purchasing decision – 13% more
likely than the UK average

6% pay most attention to
magazine ads

15% pay most attention
to **online ads**

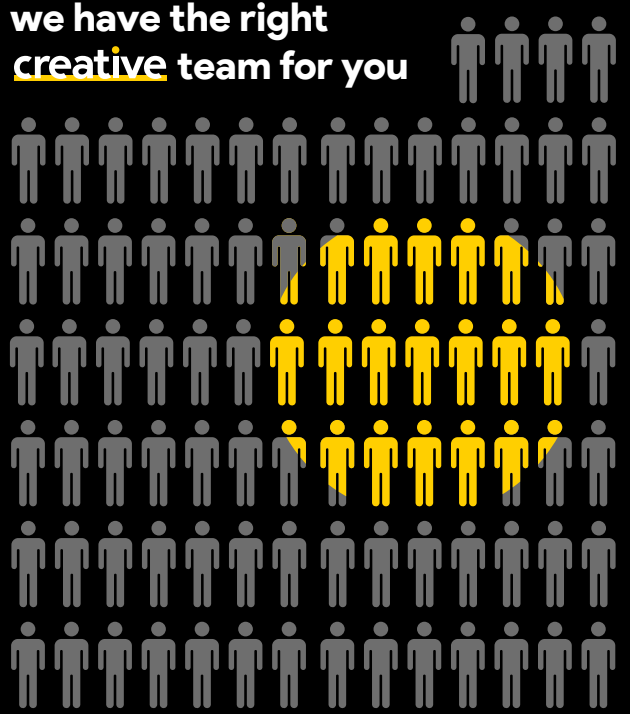
11% pay most attention to
newspaper ads
7% more likely than the UK average

LinkedIn is the #1 channel B2B marketers use to distribute content at 94%.



Print Concepts

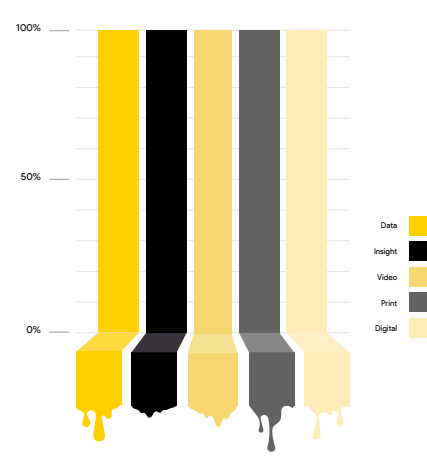
Across our agency,
we have the right
creative team for you



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Brand led

Data & insight.
Allowing creativity to flow.

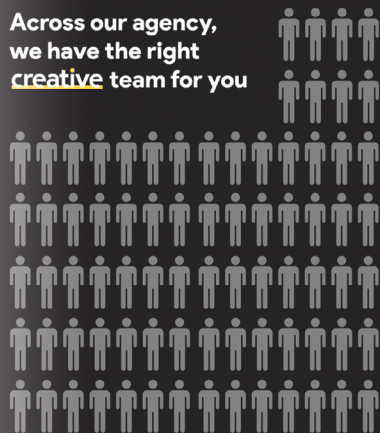


Media Type	Percentage
Data	100%
Insight	10%
Video	90%
Print	80%
Digital	70%

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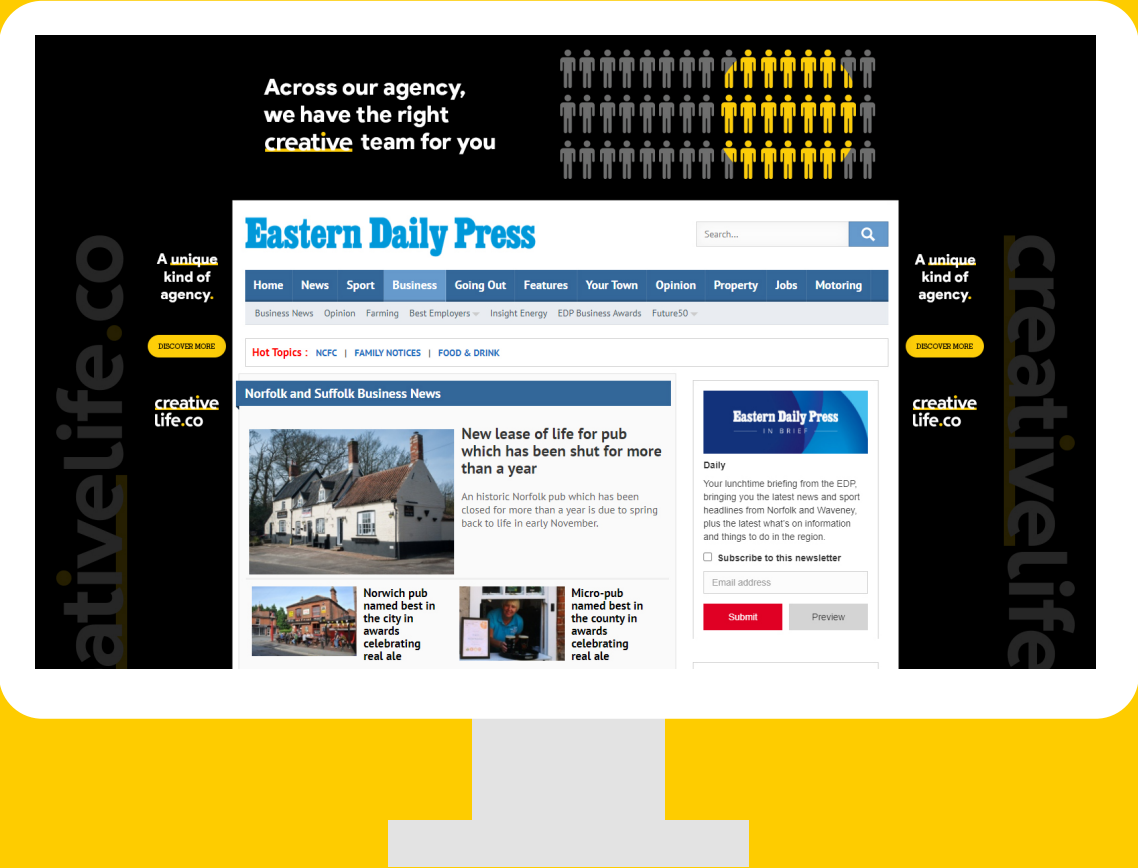


A unique kind of agency.

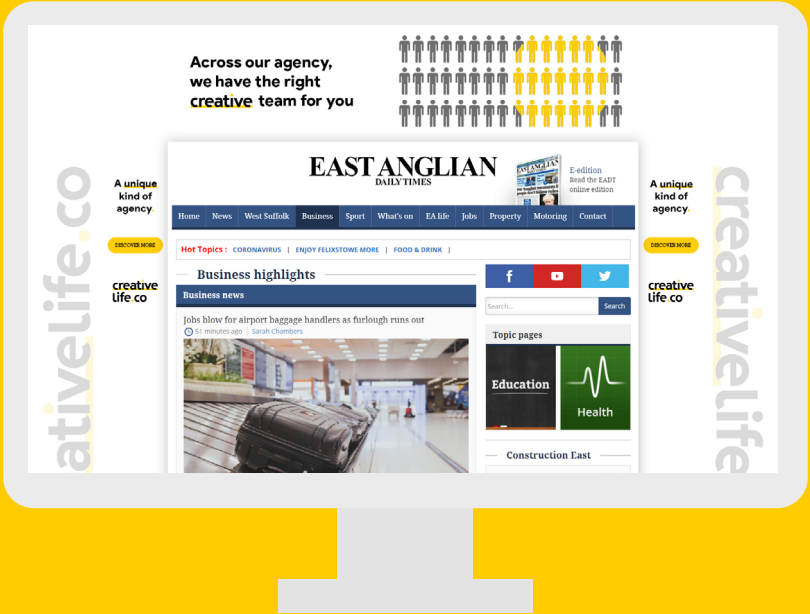
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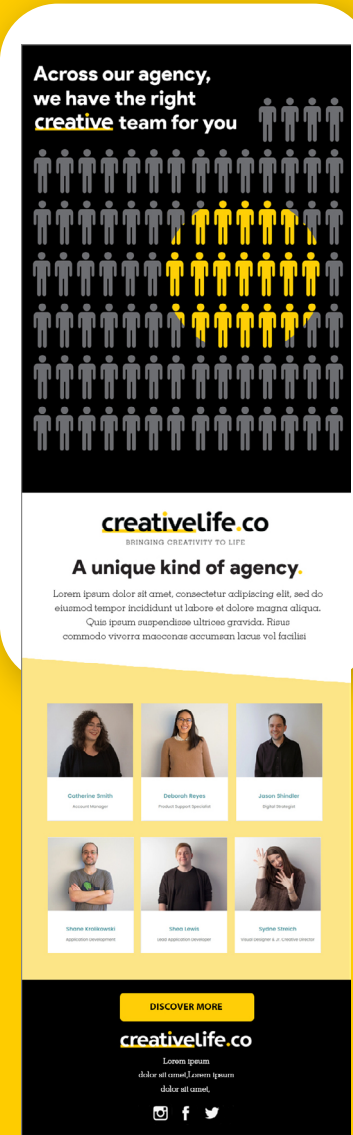
Digital Concepts

Homepage Takeover



A/B Creative Test





Email Campaign

Making a good impression



Collaborating.



The Beginning.

- Discussed initial ideas
- Wanted to push it as far as possible!
- Started designing individually
- Communicated with Concierge and DDI



Jamie Marrison
Team Skipper



Samantha Lowry
Branding Guru



Dan Etchels
Video Nut



Natasha Smithurst
Magazine Boss



Calvin Pearce
Design Maestro



Paul McGonagle
Digital Wiz