

# Portfolio 2023

Imogen Barton  
[www.studio-b.co.uk](http://www.studio-b.co.uk)

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[Visual Communication Design](#)

[Infographics](#)

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[Art & Creative Pieces](#)

**Branding & Graphic Design**

**HAMPSHIRE  
COFFEE FESTIVAL**

**12.10.2019**

**CRAFT COFFEE  
WORKSHOPS  
LIVE MUSIC**

**Guildhall Winchester**

£15/ticket  
inc. reusable Huskup  
\*whilst stocks last

**BOOK NOW**

f i t  
@HantsCoffeeFest

[www.hampshirecoffeefestival.co.uk](http://www.hampshirecoffeefestival.co.uk)



**Winchester Coffee Festival**  
Branding & Logo Design

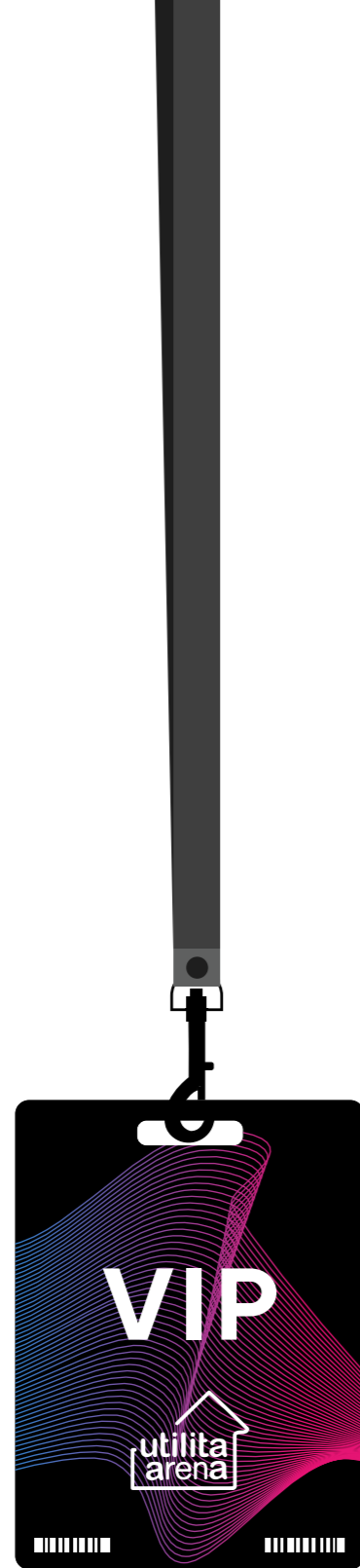
**HAMPSHIRE  
COFFEE FESTIVAL**

**12.10.2019**

**CRAFT COFFEE  
WORKSHOPS  
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£15/TICKET INC. FESTIVAL HUSKUP

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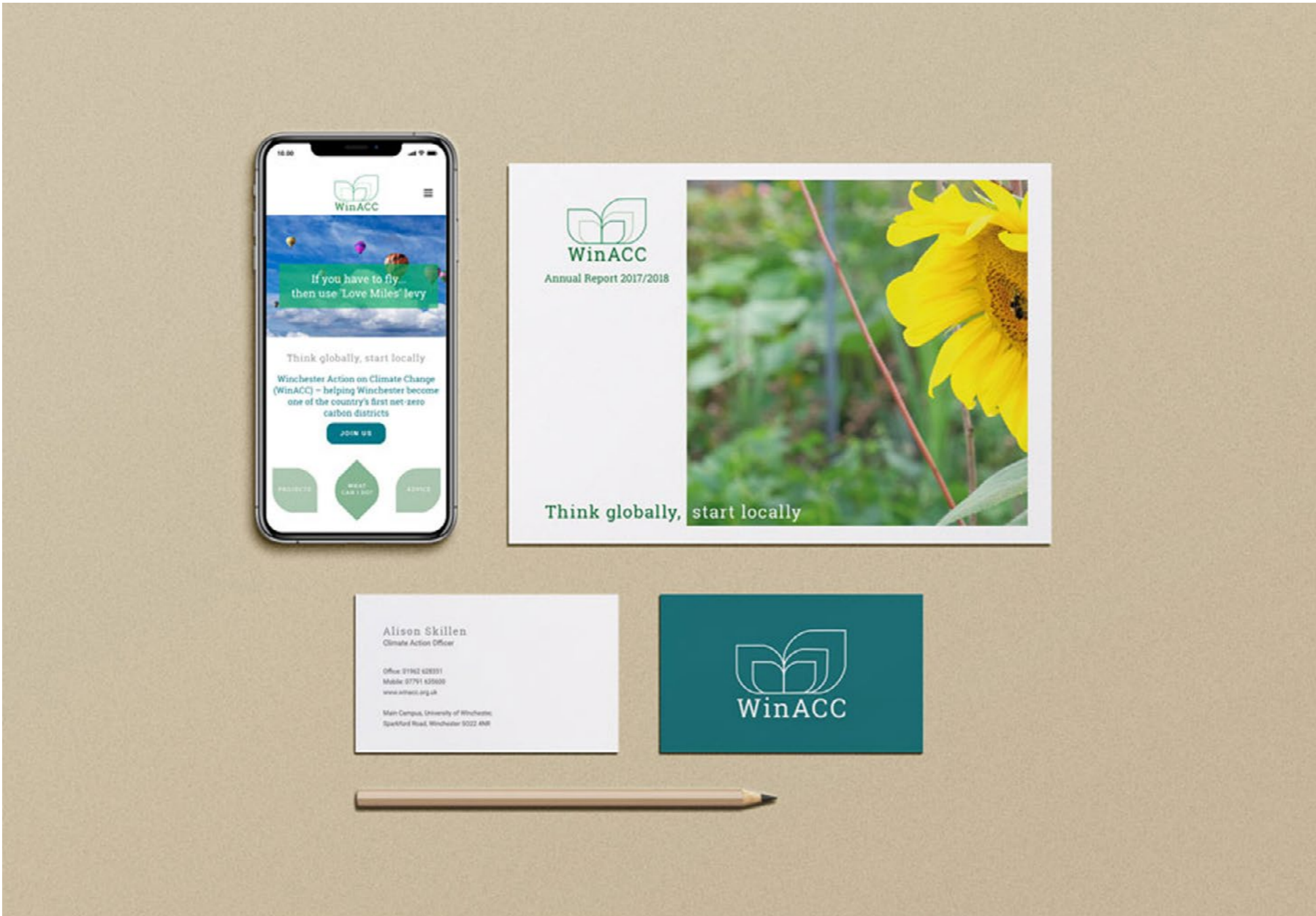


**Utilita Arena**  
Branding & Logo Design

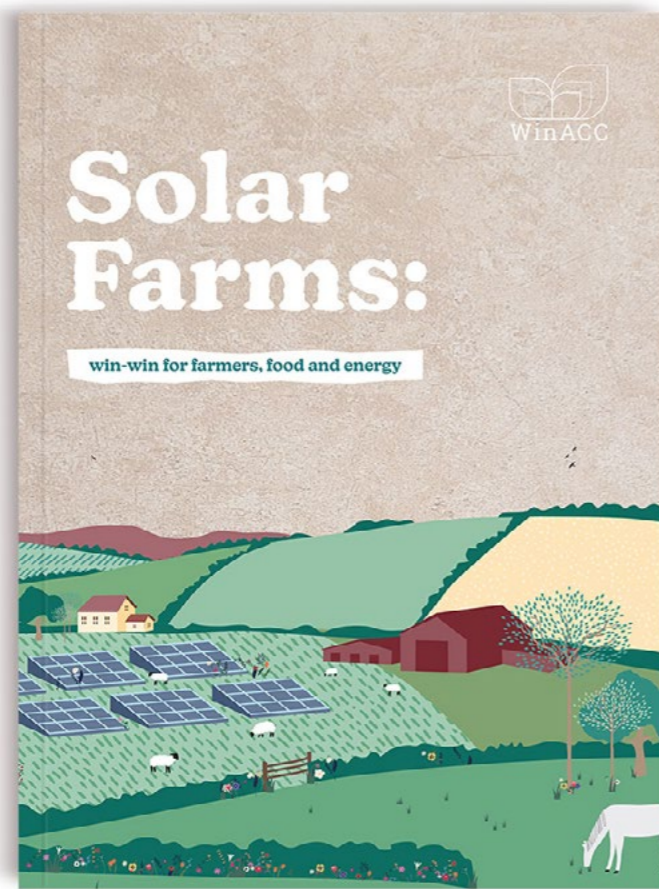


Love From  
Christmas Campaign Design





**WinACC**  
Logo, Branding & Website Design



**In a recent survey from the Government on attitudes towards renewables and energy generation, solar came out top in popularity. Asked about their views on a solar farm being built in their local areas 81% of respondents said they would be very happy, fairly happy or would not mind.**

An important benefit of solar farms is that they give the land a rest from intensive farming. This enables soil to become healthy once more along with significantly improved local biodiversity.

Running a gas plant costs almost **4x** times as much as new solar

Year	Gas	Onshore wind	Offshore wind	Nuclear	Solar
2010	~45	~45	~85	~85	~100
2011	~45	~45	~85	~85	~85
2012	~45	~45	~85	~85	~75
2013	~45	~45	~85	~85	~65
2014	~45	~45	~85	~85	~55
2015	~45	~45	~85	~85	~45
2016	~45	~45	~85	~85	~35
2017	~45	~45	~85	~85	~30
2018	~45	~45	~85	~85	~25
2019	~45	~45	~85	~85	~20
2020	~45	~45	~85	~85	~15

A simple example is the cultivation of wildflowers on a solar farm, creating a bumblebee habitat which assists farm crops in the wider local area through pollination. In most cases, solar farm leases last up to 40 years. After this period, the land can be returned to farming or other uses.

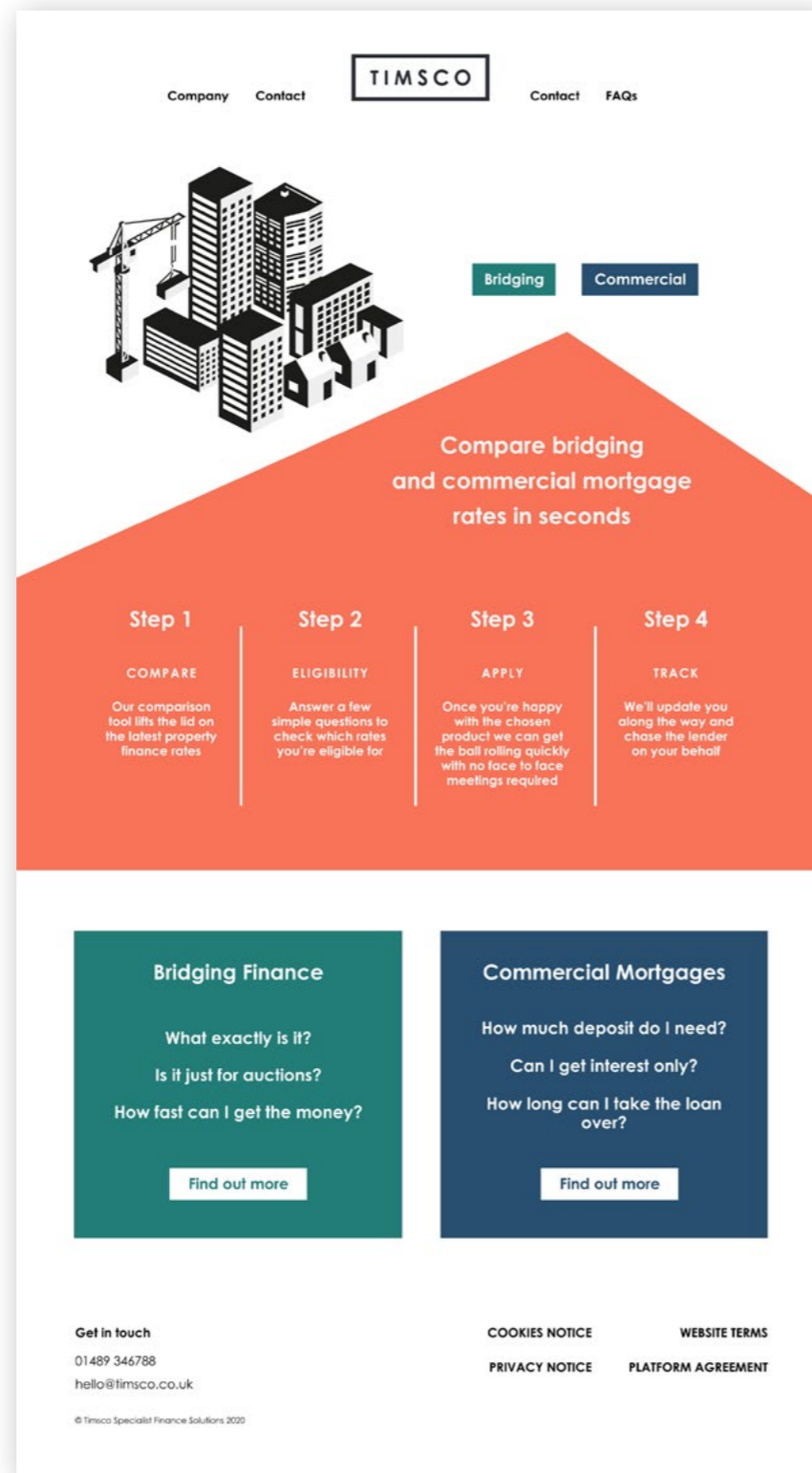
The recent energy crisis has helped us to understand that local electricity generation is urgently needed to reduce our dependence on unreliable overseas sources. Solar is the cheapest available technology and solar farms can be constructed quickly.

The UK has the potential to generate up to **40%** of its electricity from solar power by 2030

The Solar Trade Association reports that the UK has the potential to generate up to 40% of its electricity from solar power by 2030. Running a gas plant in Feb 2022 cost almost FOUR times as much as we'd pay for new solar or wind. They also take only months, not years, to install and connect to the grid.

**Solar farms can co-exist with other farming practices on the same land such as Beekeeping and Sheep Grazing.**

**WinACC**  
Solar Farm Opposition Campaign Brochure



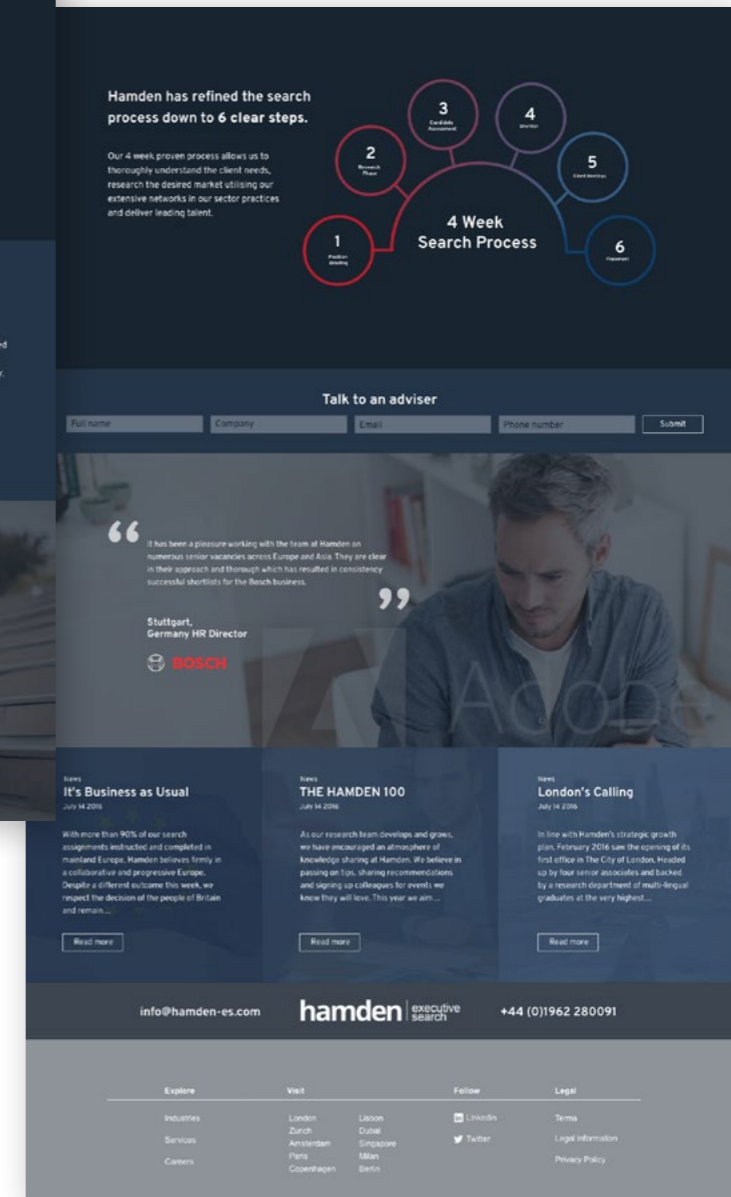
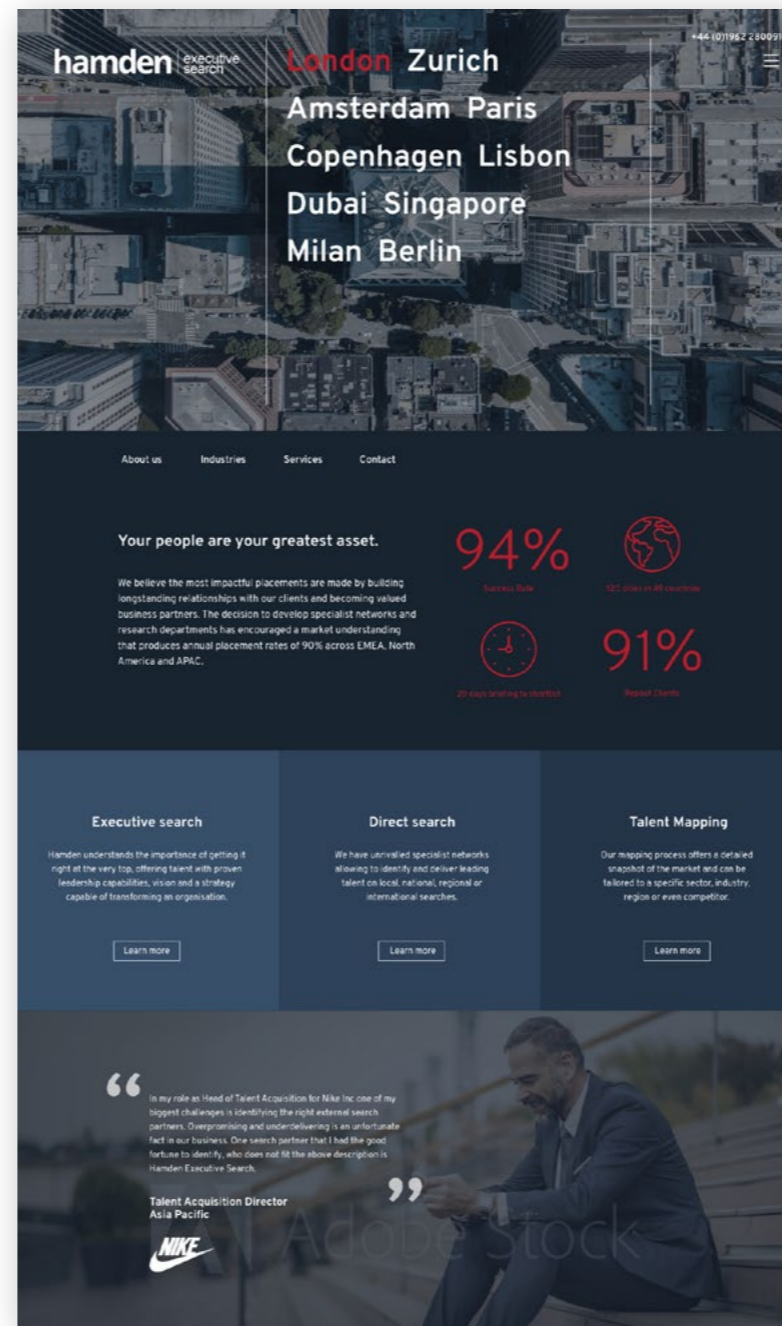
**Timsco Financial Services**  
Website Design

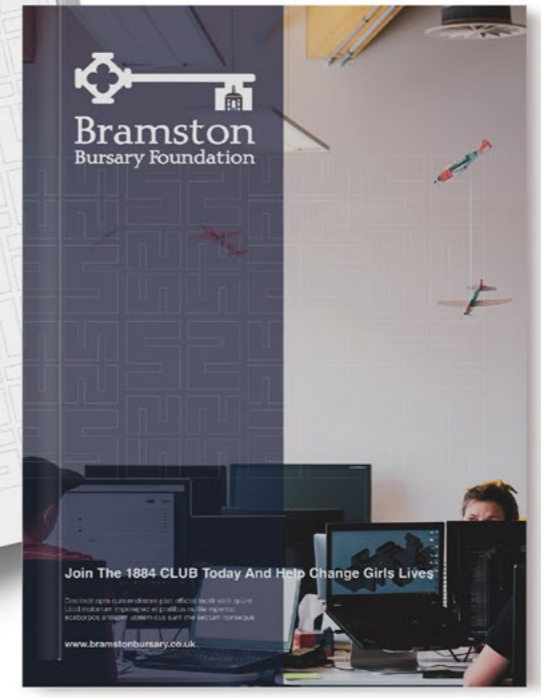






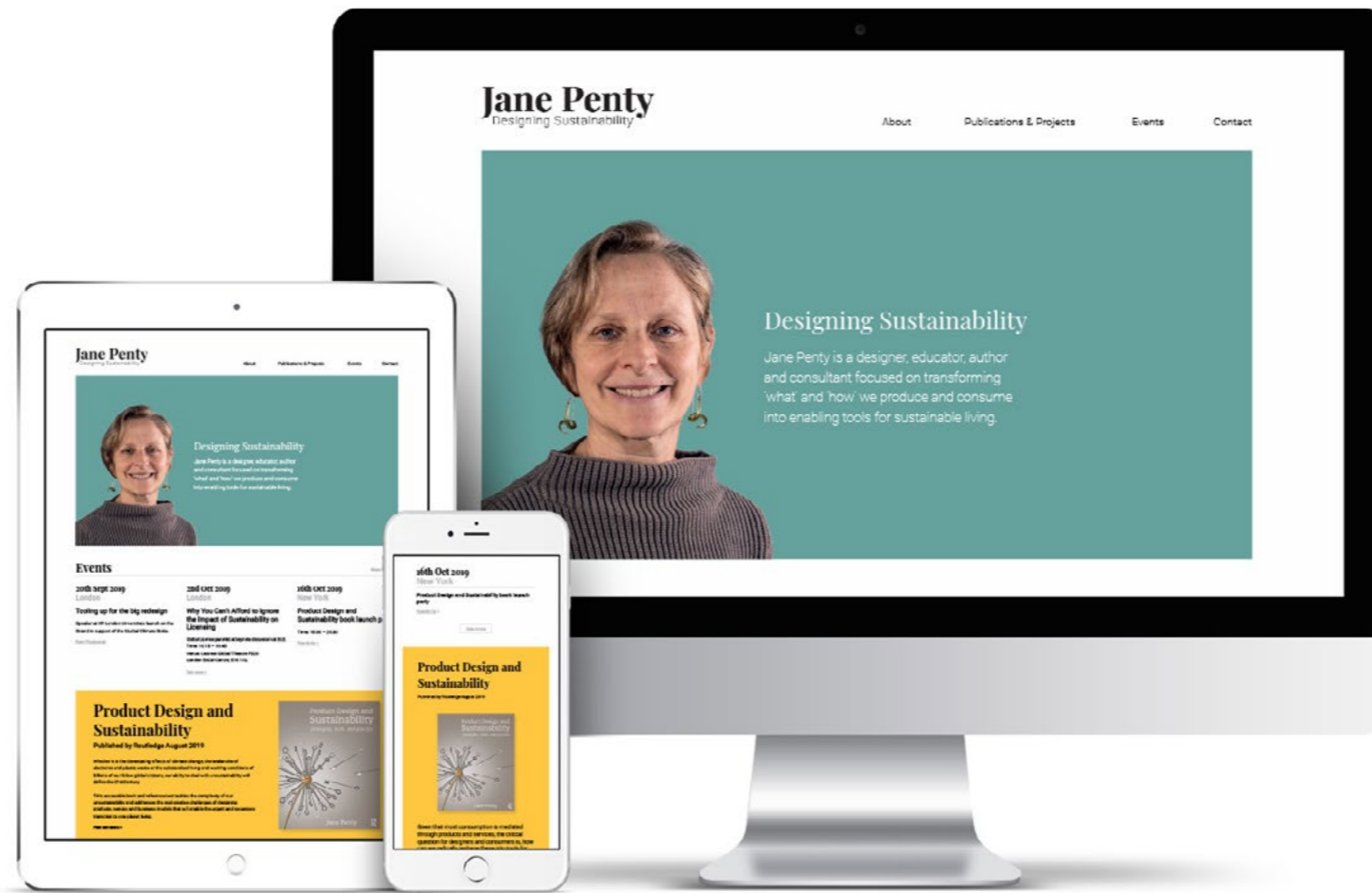
Hamden Executive Search  
Branding & Website Design





**Logo Options & Branding**  
Bramston Bursary Foundation

<p>01</p>	<p>02</p>	<p>03</p>	<p>04</p>
<p>05</p>	<p>06</p>	<p>07</p>	<p>08</p>
<p>09</p>	<p>10</p>	<p>11</p>	<p>12</p>



**Jane Pentyl**  
Website & Logo Design

01942 869900  
info@jcf-financial.co.uk



INDEPENDENT FINANCIAL ADVISERS

About Services Projects News Contact

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### About us

JCF Financial Services LTD was founded by Kit Finney in 1998. Since starting JCF with a small number of clients the business has grown considerably with now in excess of £100 million funds under management.

We take part in very little marketing and a large majority of our clients are the friends and family of existing JCF clients, this makes for a great working relationship with many clients being with JCF for over 20 years and now referring their children. We deem this to be the highest compliment and we pride ourselves in providing the highest level of customer service.



We are fully independent financial advisers and can offer bespoke investment, pension and inheritance tax planning advice, recommending products available by researching the whole of the market available.

Our clients stay with us for a lifetime, we understand that you will go through key events within your lifetime such as, house purchases, children, grandchildren, redundancy and retirement to name just a few! We are here to provide advice at these critical times, once you become a JCF client you are not limited to one annual meeting, we are on the phone or happy to arrange a face to face meeting whenever you need us.

JCF offer a wide range of investment propositions that can be tailored to meet our client's individual requirements. Our most popular proposition is our "Rebal" programme, this is an actively managed investment solution where with your permission we rebalance and alter the portfolio on a quarterly basis to reflect changing market and economic conditions.

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### Independent Financial Advisers

We are Independent Financial Advisers based on the outskirts of Winchester, Hampshire. We specialise in investment advice and planning, Retirement planning, generating income in retirement, Trust fund investment and Inheritance Tax planning.

[Find out more](#)

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[Find out more](#)

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### Investments & Savings

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[Find out more](#)

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### Protection

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[Protection](#)

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### Pensions

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[Pensions](#)


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### Inheritance Tax Planning

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[Find out more](#)

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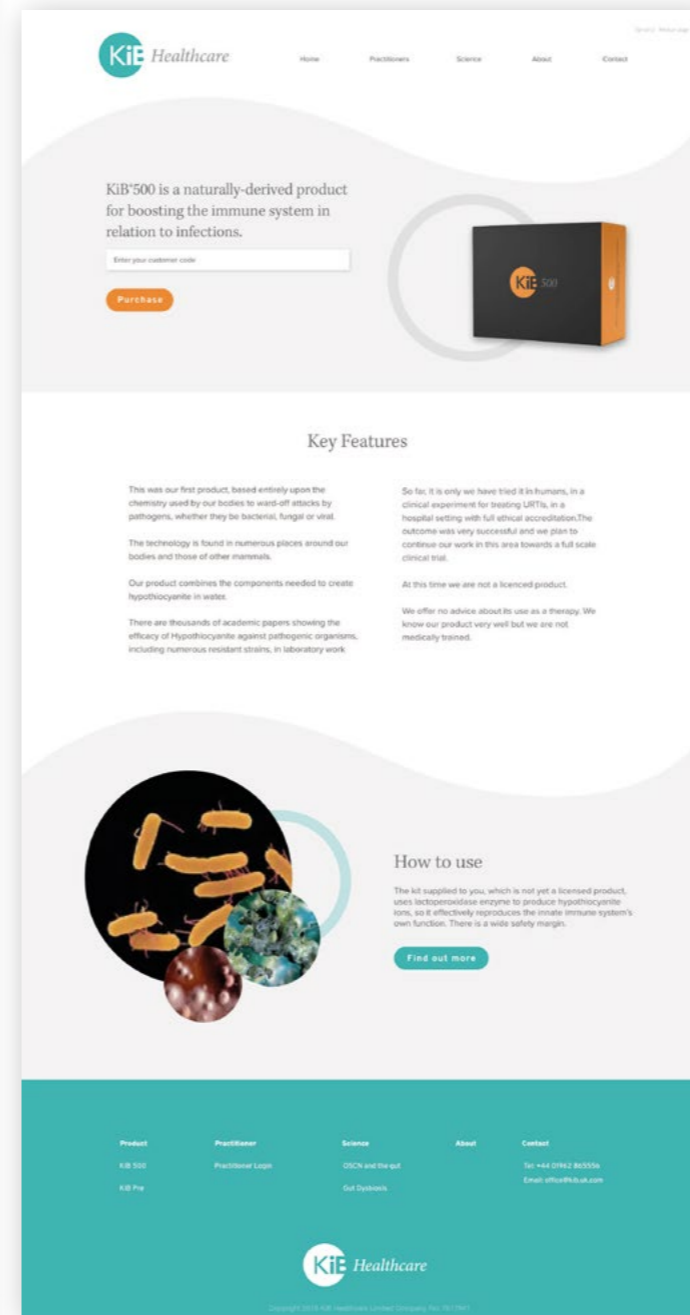
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@FinancialServicesLtd Independent Financial Advisers 2019.

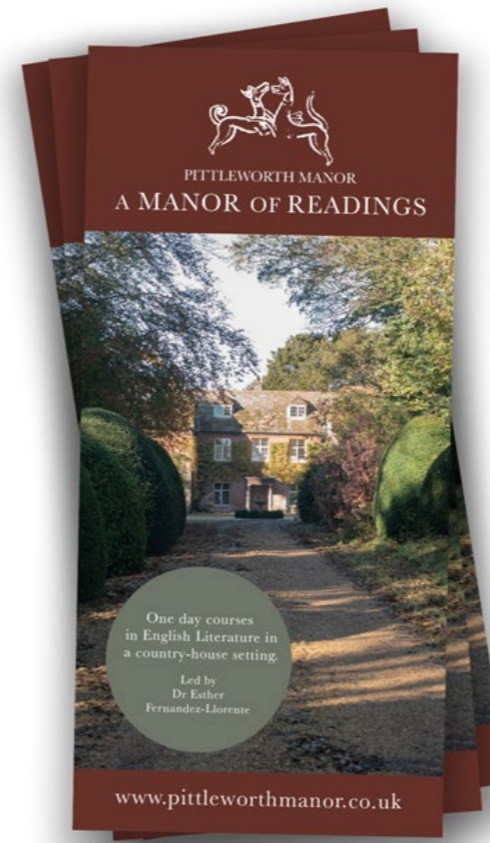
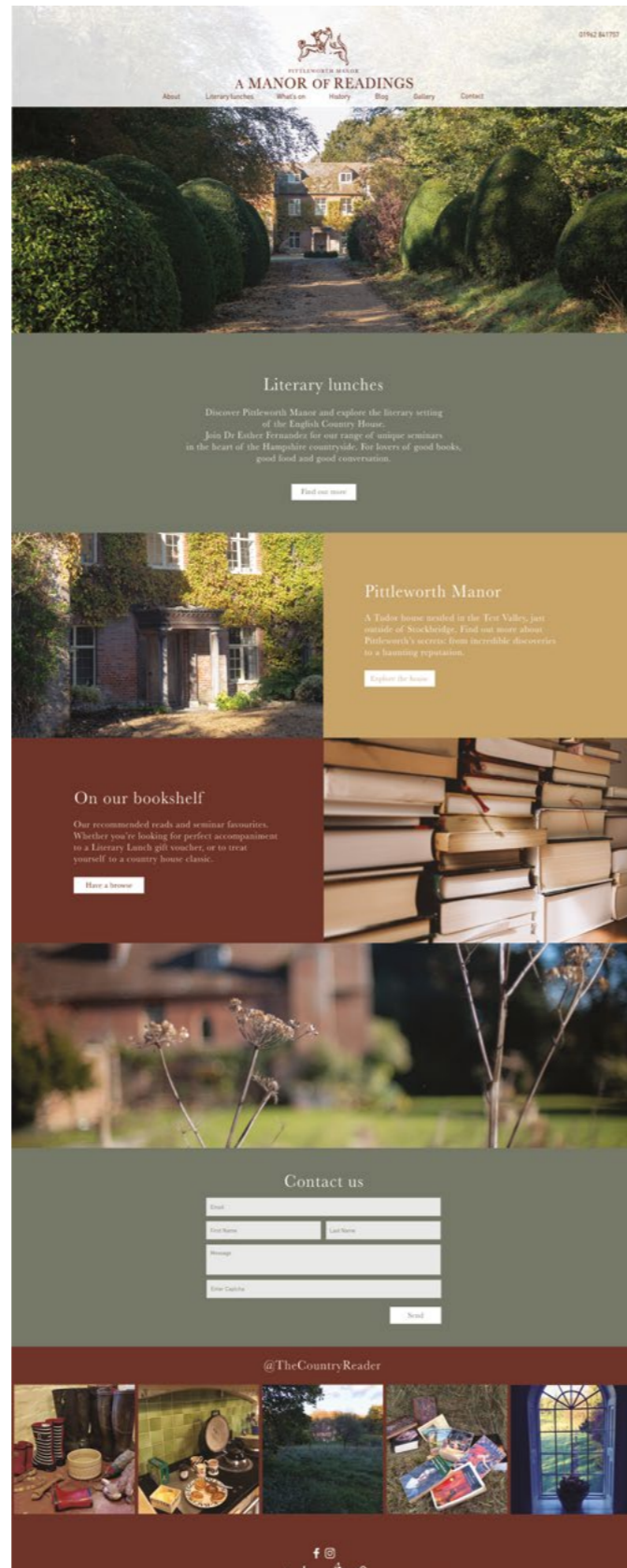
JCF Financial Services  
F10  
Winchester  
SO22 5QR

[Call us](#)  
[Send an email](#)

**JCF Financial Services**  
Website Design & Branding



**KiE Healthcare**  
Pharmaceutical Web Design



**Pittleworth Manor**  
 Webdesign, Brochure Design & Email Design



**The Pastry Corner**  
Branding & Pattern Design  
2023

**Visual Communication Design**



thinkcreative  
Creativity with purpose

2018

# How important is social media for your brand?

Our in-depth guide

Think Creative Consultants Ltd  
2nd floor, 88-89 High Street, Winchester, Hampshire, SO2 1AP UK  
01962 841 757 think-creative.co.uk  
Registered in England and Wales number 1030316

Downloadable Design  
ThinkCreative

## How important is social media or your brand?

Newsdays, it's hard to escape social media. Whether you use Facebook, Twitter, Instagram or more, the presence of business on social media is undeniable. It has the ability to bring people together, spread awareness and help you generate leads for your business. And, do you want to know the best part? This can all be done for free. It's a no-brainer. This in-depth guide will help you understand why you should be using social media and how to use it effectively.

### Who uses social media?

Knowing who uses social media can be a fantastic insight when planning your own social media strategy. What would be the point in focusing your efforts on a platform if you're not reaching your target audience? Here are some of the most popular platforms for a business to use. Facebook, for example, although it may seem obvious to some people which platforms they should use, there is still a significant proportion of people that don't have a lot of exposure to social media that will feed out of their doors. Make sure you use your homework, knowing who uses social media is the first step to your social media success.

**Did you know?**  
The fastest growing segment in social media is video. It's no surprise that YouTube is the most popular video platform.

## Which platform should I be using?

So, you've decided that a presence on social media is essential for your business - but where do you begin? Consider these three key questions:

### Where is your audience?

You first need to establish which platform your target audience are using. Although it is good to have a presence on multiple platforms, you want to be spending your time wisely. By identifying where most of your target audience are, you will know where to focus your efforts and generate interest in your business. If, like a lot of people, you don't know where to start with social media, find social media accounts of brands you admire and those of your competitors. These accounts will, looking for a good indication of where your target audience are on social media and the platforms you should focus your attention on.

### What is your business?

The type of business you are running can massively affect your social media strategy. Social media users have certain expectations of what they will see on each platform and if your content doesn't fit with these expectations it will show. For example, LinkedIn users are not expecting to see a comedy gif on their timeline, as the primary function of LinkedIn is business discussions. Make sure your business fits with the platform.

### Which platform will help me grow my brand?

Every social media platform has its benefits, as well as its drawbacks. When deciding which platform would be most appropriate for your business, you should also consider how the platform can help facilitate growth for your business. Every platform has unique features that result in the purposes of some businesses more than others. The key is identifying what features are of use to you, in your business product based or architecturally pleasing? Then Instagram may be the platform for you. Do you provide a service and want to highlight your expertise in your field? Perhaps Twitter would be useful.

Platform	Best for	Key Features
Facebook	Building relationships	Targeted advertising, video, live streaming
Instagram	Visual storytelling	Visual content, stories, reels
LinkedIn	Professional networking	Business-to-business, articles, groups
Twitter	Real-time updates	Short-form text, trending topics
YouTube	Video content	Long-form video, shorts, live streaming

## How much should I invest in Social Media?

One of the main reasons of social media marketing as opposed to more traditional channels, is the cost. You'll pay a fraction of the cost for a like on Facebook.

**ROI**  
Because we can track leads and conversions from social, the return on investment is far more measurable than with traditional print or television advertising.

**Time**  
One of the most important things to invest in time. Making a good social presence and getting your business to be visible to your community, it's not overnight. Building up a community, it's an investment in time, not money which has its benefits and its drawbacks.

**Advertising**  
Of course there are ways to spend money on social the easier results. Social advertising is a great tool for really being targeted ads. Whether you're a wedding dress shop who wants to target women near your location who are recently engaged, or a car who are looking to attract a different type of customer, almost anything is possible with the all-knowing algorithms.

**Did you know?**  
The average cost of a social media post is just 1p.

## What you need to know to start posting

So you've decided what platform you want to use for your business but are now wondering when you should be posting.

There are general statistics available across the internet stating the best time to post, how many posts you should create a day etc. It can be overwhelming to know which sources to trust and whether they apply to your business. The general figures are always helpful to know where you start up your social media but don't need to be stuck in rigidly. You know your business and you know your audience. Make sure to apply this knowledge of your audience to your social media strategy and you'll be able to answer when you should post to ensure your social media efforts are effective, your audience should be at the forefront of everything you do.

**Checklist:**  
What is your target audience?  
Where is your audience?  
When should you post?  
How much time do you have to dedicate?  
How are you optimized your profile?

**Did you know?**  
On average, the best time to post is during the first few days of the week in your time zone.

Platform	Best Time to Post
Facebook	Monday 10-12pm, Tuesday 10-12pm, Wednesday 10-12pm, Thursday 10-12pm, Friday 10-12pm, Saturday 10-12pm, Sunday 10-12pm
Instagram	Monday 11-12pm, Tuesday 11-12pm, Wednesday 11-12pm, Thursday 11-12pm, Friday 11-12pm, Saturday 11-12pm, Sunday 11-12pm
Twitter	Monday 10-12pm, Tuesday 10-12pm, Wednesday 10-12pm, Thursday 10-12pm, Friday 10-12pm, Saturday 10-12pm, Sunday 10-12pm
LinkedIn	Monday 10-12pm, Tuesday 10-12pm, Wednesday 10-12pm, Thursday 10-12pm, Friday 10-12pm, Saturday 10-12pm, Sunday 10-12pm
YouTube	Monday 10-12pm, Tuesday 10-12pm, Wednesday 10-12pm, Thursday 10-12pm, Friday 10-12pm, Saturday 10-12pm, Sunday 10-12pm

## When setting up your social media make sure you have this check list:

**What's your target audience?**  
Think of your demographic of customers. Do you want to reach young people, middle-aged, or older? Who is it you are targeting and what are your competitors doing? This helps to narrow down your business to the customer and the same can be said for social media.

**What is your goal?**  
Setting goals for your social media efforts helps you to work towards a target. Whether it's growing your brand, increasing sales, or spreading awareness, you need to know what you want to achieve and how to get there. Write down your goals, measure them, and track your progress. Use social media analytics to see how you are doing and adjust your strategy as needed.

**Where is your audience?**  
Geographically and socially. Are you trying to target local people or internationally? This will affect how you approach your social media. If you are targeting locally, you may want to focus on local community groups and events. If you are targeting internationally, you may want to focus on global trends and events.

**Visually**  
Which platforms are your audience using? It's not just about knowing where your audience is using social media, but also how they are using it. You can use every platform, but you may want to focus on the ones that your audience is using most.

**How much time do you have to dedicate?**  
Social media is not a one-time effort. It requires ongoing attention. How much time do you have to dedicate to your social media? This will affect how you approach your social media. If you have a lot of time, you can focus on creating high-quality content. If you have less time, you may want to focus on automation and scheduling.

**Quality over quantity**  
With social media, very often it's not about how many followers you have, but about how many of them are engaged with your content. Focus on creating high-quality content that is relevant to your audience and that will encourage them to interact with you.

**Social Media Setup Checklist**  
- Profile picture  
- Bio  
- Cover photo  
- Link to your website  
- Consistent branding  
- Regular posting  
- Engage with your audience  
- Monitor your analytics

## Breakdown of a Facebook feed

Facebook's algorithm is designed to show you the most relevant content from your friends, pages, and groups. Here's a breakdown of the different types of content you might see in your feed:

- Your profile picture should be your brand logo.** This helps your audience to identify your brand and makes it easier for them to find you.
- Post - Don't forget to use your captions to link to your website.** This is a great way to drive traffic to your website and increase your conversions.
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## Remember.

You're not over your point of content multiple times.

Content is king. It's the most important part of your social media strategy. Make sure you have a consistent and high-quality content strategy. Focus on creating content that is relevant to your audience and that will encourage them to interact with you.

Post and refresh your strategy - and continuously improving it.

Make a destination to drive your traffic to, whether your website or app.

Define your goal.

Create and Curate High-Quality Engaging Content

Consider your brand voice

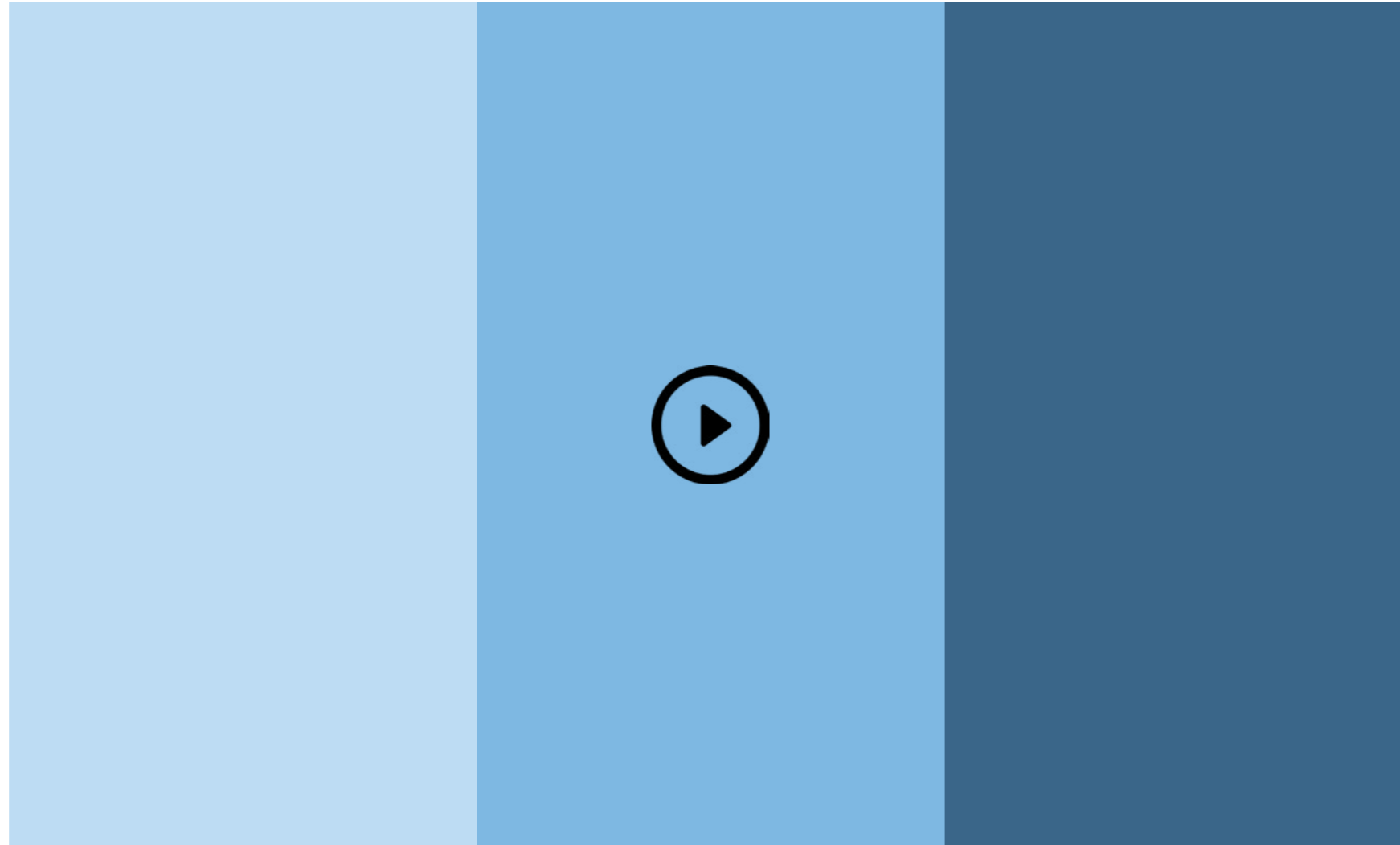
Create a schedule

## Our social media packages

Maintain	Boost	Supercharge
Maintain a consistent brand presence of social.	Boost your brand presence in social and drive growth and engagement.	Build and grow your social. Supercharge your social.
£395	£750	£1100
+ £120 setup and planning fee	+ £320 setup and planning fee	+ £120 setup and planning fee
Content ideas	Content calendar	Content calendar
Dedicated account manager	Dedicated account manager	Dedicated account manager
Content ideas	Regular + custom visual content	Regular + custom visual content
Write and schedule engaging posts	Write and schedule engaging posts	Write and schedule engaging posts
Detailed monthly reporting	Detailed monthly reporting	Detailed monthly reporting
£10 advertising spend included	£40 advertising spend included	£10 advertising spend included
Audience engagement	Audience engagement	Audience engagement
Regular optimisation research	Regular optimisation research	Regular optimisation research
		FREE social media strategy session.

We are a full service creative agency based in Winchester.

Think Creative combines strategic thinking with a marketing capability to ensure that everything we do, from logo design to social media, is with your business goals in mind. Established in 2002, we're proud to work with local Winchester independent alongside larger national brands.



**Winchester BID Ballot Video**  
Awareness Animation  
[Click here to watch](#)

BLACK SWAN

# A SIGN OF THE TIMES

ACCURATELY PREDICT WHEN, WHERE AND HOW MANY?

The world has fundamentally changed; never before have we lived in an age where so many have shared so much, or has this information been so readily available...

Our innovation framework harnesses the power of data & people to seamlessly merge data science and co-creation.

## WHERE ARE WE NOW?

- Focus groups & Surveys **ASK**
- Ethnography & Gonzo **OBSERVE**
- Communities Co-Creation & Workshops **CO-CREATE**
- Big Data & Connected Data **LISTEN**

BLACK SWAN

# THE BEAUTY OF LISTENING

- YOU DON'T NEED TO RELY ON CLAIMED BEHAVIOUR
- YOU DON'T NEED TO FORCE AN AGENDA
- YOU DON'T NEED TO ASK QUESTIONS OF BREAK CONTEXT

## OUR FRAMEWORK

OPPORTUNITIES → LISTENING AT SCALE → IDEAS → EXPLORING CONCEPTS → CONCEPTS

DATA INVESTIGATION → OPPORTUNITY & PRESENTATION → IMPROVED & REFINED CO-CREATION → OPPORTUNITY & PRESENTATION → CONCEPT & INNOVATION BLUEPRINT

## A MIXED-METHODOLOGY APPROACH

- ✓ BUILDING A DATA UNIVERSE MADE UP OF CONSUMER CONVERSATIONS AND SPECIALIST DATA
- ✓ SCANNING THE DATA UNIVERSE AT SCALE
- ✓ UNEARTHING NATURALLY OCCURRING CLUSTERS, THEMES & IDEAS
- ✓ SENSE CHECKING ACROSS SOCIAL MEDIA
- ✓ UNDERSTANDING SHARE OF VOICE
- ✓ CO-CREATING WITH INFLUENCERS & INNOVATORS
- ✓ TESTING FINDINGS THROUGH QUANT LITE
- ✓ DELIVERING BENCHMARKED CONCEPTS
- ✓ BUILDING A BLUEPRINT FOR INNOVATION

BLACK SWAN

# THE WORLD OF DATA

## THE CHALLENGE

ASSESS & ANALYSE THE ONGOING UK AUTO REPAIR CONVERSATION TO IDENTIFY EMERGING TRENDS, THEMES & OPPORTUNITIES

Use data and social listening to uncover key insights and ideas for Belron to capitalize on in 2017 and beyond.

## THE PROGRAMME

### KEY QUESTIONS TO CONSIDER:

- What angers and delights consumers?
- What are the key themes & trends emerging within the space?
- How do Belron's core competitors perform within this category?
- How do Belron's key attributes/core values stack up against the conversation?

## INTRODUCTION TO THE WORLD OF DATA

- DEFINE THE QUESTION AT A MACRO LEVEL**  
During the query based on project objectives.
- AGREE ON DATA SOURCES, MARKETS AND TIME PERIOD**  
Data sources - Social/own social  
- Markets  
- Language  
- Time Period
- BREAK THE QUESTION DOWN INTO ITS COMPONENT PARTS**  
By defining our auto repair universe, through a series of inclusion and exclusion lists for example:  
Services - "car maintenance", "brakes checked", "performance parts", "oil change"  
Repair - "car repair", "automotive repair", "car trouble"  
Brands - DWS Bodyworks, Nationwide Accident Repair, ClickMechanic.com

New Business Poster  
Black Swan



### BLACK SWAN CYGNUS

The Cygnus Platform combined with our software SDKs allows rapid development and deployment of enterprise-grade solutions.

#### SOLUTION OVERVIEW

Product Breakdown

### BLACK SWAN NEWS FROM BLACK SWAN

### BLACK SWAN NEST PLATFORM MAINTENANCE

## WHOSE ROAR IS LOUDEST?

96

@rorysutherland

### MARSH & PARSONS "PEOPLE AS PROPERTIES" ADVERT SOCIAL MEDIA RECAP

Marsh & Parsons latest advert comparing "people to properties" created controversy and drove buzz surrounding the brand in March 2017.

But how many people were actually talking about it? And what effect did it have on the brand?

#### TWEETS

TOTAL CONVERSATION: 641

#### Sentiment

OVERALL SENTIMENT: NEUTRAL (15%), UNASSIGNED (56%), POSITIVE (29%), NEGATIVE (0%)

#### NEGATIVE SENTIMENT OVER TIME

Not all of the conversation was negative. These conversations had a significant amount of positive support for the advert.

"@marshandparsons KEEP THE POSTERS! Some people need to lighten up and get a life. The majority are NOT offended so don't give in!" Gordon Lewis (@GordonLewis)

"Always enjoy their ads. One of few estate agents with the balls to step out of the box and shake it up a bit." @marshandparsons Jive Rooms (@JiveRooms)

#### Countries

UNITED KINGDOM: 34%  
JAPAN: 11.9%  
UNITED STATES: 10.8%  
MOROCCO: 3.1%  
NETHERLANDS: 3.1%

The campaign spread to 77 countries via social media and news outlets.

#### Influencers

- The Drum @TheDrum: 176,944 Influence // 179,944 Followers // 140,240 Posts
- IG: Jamaal369 @jamaal369: 87,745 Influence // 8,296 Followers // 89,745 Posts
- Marketing and Music @marketingmusic: 78,172 Influence // 78,172 Followers // 57,730 Posts
- Zoopa @Zoopa: 74,605 Influence // 74,605 Followers // 39,660 Posts
- Henry Pryor: 65,021 Influence // 22,567 Followers // 79,573 Posts

### BLACK SWAN LEVERAGE NEW DATA SOURCES TO BETTER PREDICT SEASONAL OR UNEXPECTED DEMAND

#### THE CHALLENGE

Seasonal sales fluctuations throughout the year and emerging trends when it comes to customer loyalty and marketing spend.

#### THE SOLUTION

Black Swan's Learning Prediction model combined several data components to create a predictive model for customer demand.

#### THE RESULT

Black Swan's Learning Prediction model achieved 92% accuracy for customer demand, and the model was used to forecast demand for the next 12 months.

#### HOW WE WORK

1. Data Collection
2. Data Cleaning
3. Data Analysis
4. Model Training
5. Model Evaluation
6. Model Deployment

### BLACK SWAN A SIGN OF THE TIMES ACCURATELY PREDICT WHEN, WHERE AND HOW MANY?

#### WHERE ARE WE NOW?

Forecasting & Analytics, Strategy & Growth, Competitive Intelligence & Marketing, Big Data & Customer Insights.

### BLACK SWAN DISCOVERY SPRING BOARD 1

#### EDUCATION

The consumption is engrained in cultures across the globe but a lot of those who love drinking it, have very little idea about its history, origins and complexities.

"A lot of people who love drinking tea don't have any idea about its history, its journey. What I find is that a tea poster is always fascinated with what they learn on a tea tour."

"The tour would include a walk around the gardens, an explanation from the tea house operator about how tea is processed followed by a walk around the machinery to illustrate the tea processing."

"I would create a book - 100 uses for your morning teapot and I would be a real tea expert on tea, mostly your long standard cup of builders tea."

#### VARIETY

Black tea is the go-to tea for the masses, it's familiar and safe and therefore makes the perfect canvas for tea experimentation. New ingredients, varieties and formats can be explored through blending, infusing, floral and spice variant packs and custom blends.

"I would like to prepare a gift which is easy to consume and not only for those who have a tea habit. A pack which includes a green tea and white tea both with a smooth taste in addition to a real, high-quality black tea."

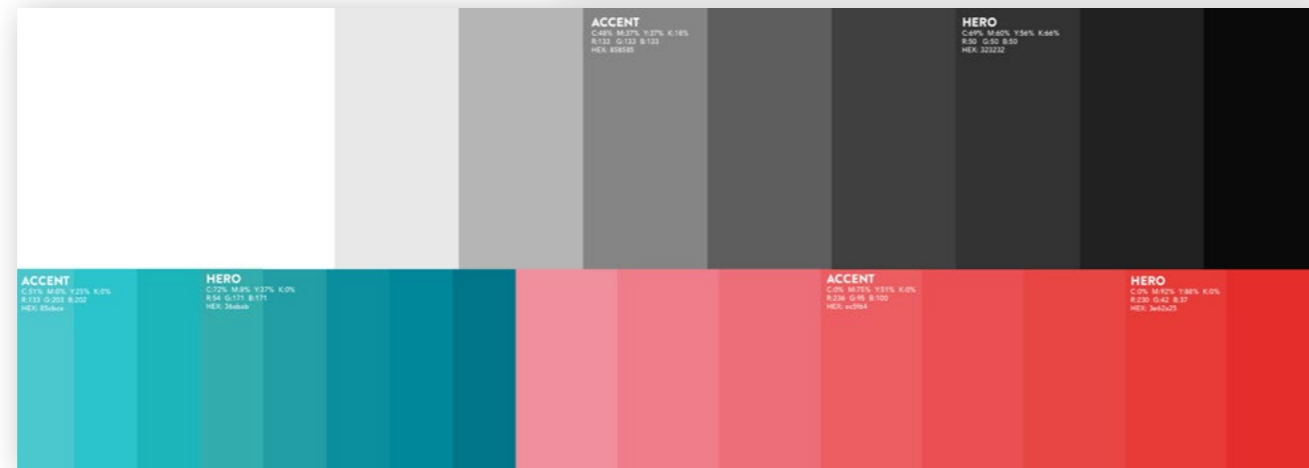
"I would pick a selection pack with plenty of the staples black tea blends and several alternative samples to expand their palate and provide adventure."

"It would be great if we were able to mix tea from tea blends, from a selection of good black tea blends some flower petals, fruit pieces etc. It would add enough to be interesting but not so much that it's like a novelty item."

#### THOUGHT SHARERS

1. How can we harness the rich and colorful complexities of the tea world and make it more discoverable?
2. What permission does PG Tips have to educate consumers around the history & origins of tea?
3. Which variant combinations can we build a competing story around?

Marketing Collateral Black Swan



**Brand Guidelines**  
Black Swan

**MAIN HEADING STYLE IN BRANDON GROTESQUE BLACK**

**SECONDARY HEADING STYLE ALSO IN BRANDON GROTESQUE**

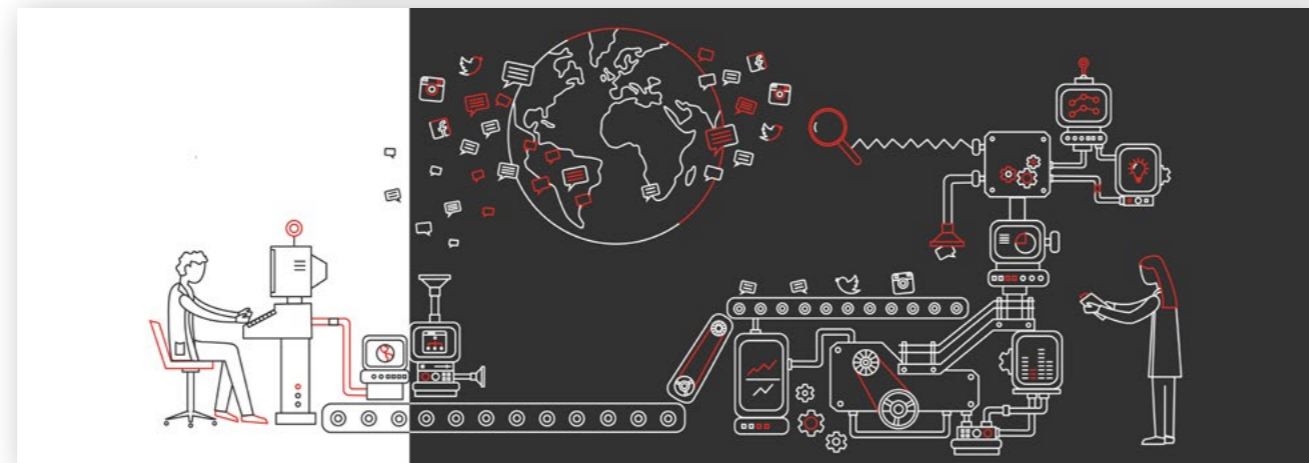
USE AVENIR MEDIUM TO LABEL THINGS OR FOR 3RD HEADERS

Use Avenir Book in all body copy, paragraphs and main text. Lorem ipsum et vel. Igtime non magna que non. Dolorque central massa. Utam. Dignere. Usculla. Pro. Dolor. Num. Quisquam. Omnis. Quibus. Tergit. Ut. Venequid. Dolorum. Que. Partum. Dolores.

# AVENIR BOOK

## AVENIR MEDIUM

### BRANDON GROTESQUE





**Internal Coms**  
Black Swan  
Company Party



Osborne Developments  
Various Brochures



PULSAR Audience Intelligence

here

# HERE: Understanding gender differences to build better location & navigation tools

A case study in social data to drive product development and innovation

Jess Owens  
Riki Nell  
Anja Niehof

MRS February 2016  
Finalist  
Social Media Research

PULSAR Audience Intelligence

Social media intelligence has become an established tool for marketing and advertising insight, helping brands analyse audiences, measure campaigns and create more relevant content.

But this is not all it can do. Social media is not just a means to understand how people interact with brands, but how they interact with each other and the world around them too. It can be a powerful tool for understanding not only what people think, but what people do – and their needs and motivations.

In this paper, we demonstrate how we used social data to inform new domains of innovation and product development – and propose a ‘behaviour + bias’ model, which works with psychological biases to understand behaviour and attitudes to deliver insight.

We hope you enjoy reading.

“Social media is not just a means to understand how people interact with brands, but how they interact with each other and the world around them too.”



PULSAR Audience Intelligence


## 2.2 Focus groups

We carried out eight two-hour focus groups in the US and Germany, split by gender (56 participants in total).

Goals for this stage were:

- To flesh out and validate insights which we uncovered in the social data by understanding users’ own experiences.
- To expand our understanding of the social findings by using projective exercises and testing. The participants trialled multiple map applications prior to the groups, to give them a recent, immediate experience to draw on. Then, the groups were able to explore the underlying perceptions and mechanisms that drove gender differences, in order to derive further commercial implications.

Findings from both stages were then workshopped internally by the Pulsar and FACE team and presented in a combined insight report to HERE’s insight team led by Anja Niehof, who then communicated the results to and worked with the respective teams throughout their organisation on ways to apply them.



PULSAR Audience Intelligence

## 3. Considerations in research design

### 3.1 Creating mass scale exploratory research

Psychology research has identified traits in behaviour, cognition and interaction that cluster into ‘masculine’ and ‘feminine’ types – but huge variations within genders exist as well. Consequently, the research had to be conducted at scale to overcome individual effects – which would typically require quantitative methods.

However, scripting a survey requires a prior definition of the categories we are researching. Conventionally, small scale qualitative exploratory work would identify attributes for the survey to investigate. But here, in order to indicate whether the identified differences in behaviour were actually gender-based phenomena at all, we needed large scale enquiry.

Social data was a solution allowing us to take a relatively open scope for the research, using broad search terms to gather diverse behavioural and attitudinal data. Content visualisations let us identify naturally-occurring topics rather than imposing a predetermined coding structure – that is, we could work from the conversation ‘up’ rather than from hypotheses ‘down’. This allowed us to find behaviours and user priorities that we would otherwise not have known to search for – making it truly exploratory research.

“Social data was a solution allowing us to take a relatively open scope for the research”

PULSAR Audience Intelligence


## 3.2 Identifying gender in big data

In order to use social data in this way, we needed to consider how we identify gender. We were able to use social data in this analysis because the Twitter search API (available through Gnip, and built into Pulsar) offers ‘gender’ as an analytical field. This gender data is inferred rather than user-declared.

Twitter does not disclose its methods, but it is likely to include Bayesian inference on probabilities generated by analyzing names, word choice, topics of discussion, and accounts followed. Other computer scientists have reported an accuracy of 92% for gender detection on Twitter data using these data points (Burger et al. 2011). Within social media searches on Pulsar, we ourselves found similar rates of accuracy when comparing Twitter’s gender attribution against users’ photos and profile information.

So, while gender is not a perfect or complete information field, it enabled us to identify patterns at a macro million-message scale no other method offered. Qualitative social media analysis, followed by focus groups, then enabled us to identify nuances that algorithmic analysis may have missed.

“while gender is not a perfect or complete information field, it enabled us to identify patterns at a macro million-message scale no other method offered.”



White paper design  
Market research paper  
Pulsar Platform





# Mapping women for HERE: Understanding gender differences to build better location & navigation tools

Jessica Owens  
Associate Director, FACE

## 1. Introducing the business problem

HERE are a global mapping and location data company, supplying maps and location data as both a business-to-business proposition, and in their own consumer smartphone map application. Analytics data on their mapping app had revealed a big discrepancy: a substantial majority of their users were male. Where were the women?

HERE came to research consultancy FACE to understand why this gender bias existed – and what design principles might help them overcome it, and grow their female userbase. **The goal: ensuring the app was reaching its total addressable market as effectively as possible.**

Working in partnership, FACE and HERE identified a key hypothesis to test. Given known gender-based variation in navigational and spatial preferences (discussed more fully later), it seemed likely that the bias HERE saw would not be unique to their product. Therefore, was the gender skew:

- A category issue
- A brand issue
- A product issue
- A mix?

The goal of this research was to identify new opportunities for HERE's product and brand development. FACE would identify which opportunities offered the greatest potential strategic advantage in the competitive landscape. Then, through in-depth visualisation of use-cases, behaviours and pain-points, we would give HERE's designers the collateral they needed to design these features and user experience flows.

What made this project different from any previous UX research we'd done was that we saw the potential for using social media data. This may seem an unusual choice for a study about behaviour: don't social media posts only reveal people's attitudes? However, social provided both a quantitative dataset showing gender differences at mass scale and a source of vivid, emotive expressions of needs. Allied with traditional qualitative focus groups, we were able to:

In this case study, we show why we chose social, how it worked in the research mix – and develop a model to explain what social data can offer behavioural research.

2.

## 2. Our research approach

We used a two-phase method to address this challenge:

### 1. Social media listening

Using Puroor, the social media tool we developed in-house at FACE, we ran two English language keyword-based searches:

- Mapping & navigation behaviour, tracking keywords such as "I'm lost" and "looking to get to"
- Mapping apps, tracking 15 apps (including Google Maps, Waze and Yelp) by name

Data was collected from public social media channels: Twitter, Tumblr, forums, blogs, and review sites (e.g. Google Play store app reviews). We chose not to use Facebook topic data in this project as we needed access to the exact text of consumer messages to confirm data accuracy and generate qualitative insights. Tracking in October and November 2015 produced a large-scale dataset of 590,000 social media posts.

Our analysis combined both machine and human-based techniques to understand the data. First, data visualisation and analytics enabled us to understand patterns on a wide, quantitative scale. Next, qualitative content analysis was then used to dive into the detail, identifying emotional reactions, needs and pain points.

Outputs were twofold:

- Quantification of behavioural differences by gender (e.g. needs, issues, app usage).
- Qualitative insights into different behaviour patterns by gender, e.g. how women vs. men deal with being delayed.

Insights were treated as hypotheses and taken forward to the qualitative stage to test validity and flesh out in greater depth.

3.

## ii. Focus groups

We carried out eight 2-hour focus groups in the US and Germany, split by gender (total 50 participants)

Goals for this stage were:

- To test the hypotheses we had in the social data by understanding users own experiences
- To expand our understanding of the social findings by using projective exercises and testing. Participants trialled 3 map applications prior to the groups, to give them recent, immediate experience to draw on. Then, the groups could explore the underlying perceptions and mechanisms that drove gender differences, and derive further commercial implications.

Findings from both stages were then workshopped internally by the FACE team and presented in a combined insight report to HERE's insight team led by Anja Niehor, which was then distributed further throughout their organisation.

4.

**We are FACE**  
a Market Research company that helps you answer questions

How can we find new growth areas within a developed market?  
What is the right language for this audience on social media?  
Is this new product really ready for launch?  
Why are my customers leaving my product for another brand?  
What is it that we don't understand about our audience?

**How do we do this?**

We combine qualitative, quantitative, & social data research to create projects that provide fresh perspectives.

We understand that the world has changed, with people more interconnected than ever before, we use socially intelligent research to think not just about your user, but to see your audience as a part of your brand.

**So far, we've helped Microsoft....**

1. Create needs, pain points and delight frameworks, to support and guide innovation
2. Test over 100 ideas in the space of a year, identifying the potential and learning lessons along the way
3. Understand why users give up on technology; identifying strategic and tactical opportunities to increase retention

Along with many more projects.

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**?**

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Research paper & Email Design  
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## Case Study Rubicon British Asian Millennials



### BRAND CHALLENGE Identifying a fuller picture of British Asian Millennials

As a brand whose heartland has always been British Asians, Rubicon identified a need to better understand the British Asian millennial audience. The goal was to find out how they could continue to have a connection with British Asians, even as the identity and aspirations of the younger generation continue to change.

The brand came to Pulsar to help them gain a more fully fleshed-out picture of the British Asian Millennial audience, not only in their offline lives, but also within their digital lives.



### THE APPROACH Methodology

In order to achieve this, we used a mixed methodology approach, utilising the best of digital and face-to-face research methods. This mix enabled us to get to more in-depth insights about the target audience by leveraging:

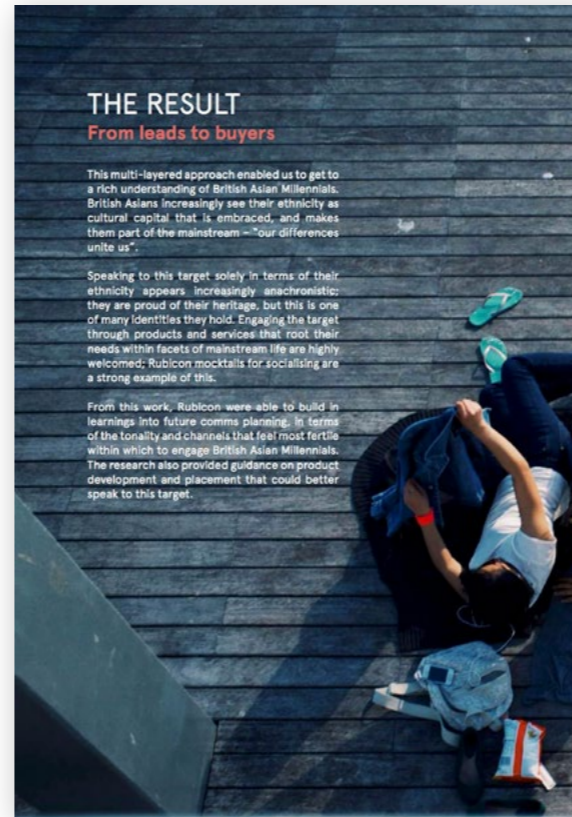
- 1 WhatsApp to understand consumption: getting participants to capture their drinks and media consumption via WhatsApp resulted in a more intuitive and simple research process, leading to greater engagement with the research process. This approach enabled us to quickly build patterns in response, from uncovering the extent to which a lot of the target were really digging Big Bang Theory, to the growing significance of mocktails
- 2 Storytelling mechanics to uncover emotional resonance: by getting participants to describe their background and future through a family story, we were able to diminish discomfort around revealing intimate aspects of family life, and get to the emotional weight (positive and negative) that made up their wider familial and socio-cultural relationships. Understanding these relationships was key to being able to identify the changing ideas of identity around
- 3 Face-to-face friendship interviews to build on response in real-time: by the time of the friendship interviews, we had already established a relationship with our participants via WhatsApp; as a result, the face-to-face sessions became much more open and intimate, leveraging the bonds of friendship between participants to get to deeper understanding of the target

### THE RESULT From leads to buyers

This multi-layered approach enabled us to get to a rich understanding of British Asian Millennials. British Asians increasingly see their ethnicity as cultural capital that is embraced, and makes them part of the mainstream – “our differences unite us”.

Speaking to this target solely in terms of their ethnicity appears increasingly anachronistic; they are proud of their heritage, but this is one of many identities they hold. Engaging the target through products and services that root their needs within facets of mainstream life are highly welcomed; Rubicon mocktails for socialising are a strong example of this.


From this work, Rubicon were able to build in learnings into future comms planning, in terms of the tonality and channels that feel most fertile within which to engage British Asian Millennials. The research also provided guidance on product development and placement that could better speak to this target.



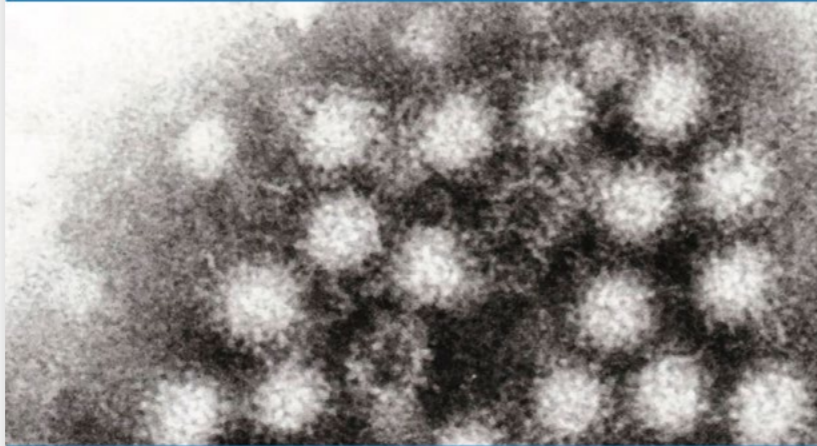

### Case Study Design Pulsar Platform

# HOW TO PREDICT NOROVIRUS

The Food Standards Agency Used Social Media Data to Predict Norovirus



July 2016

**Case study Design**  
Pulsar Platform 2016

## THE CHALLENGE

**How Twitter & Lab reports give a different view**

Monitoring this manually at first, the team decided to start using Pulsar as one of the tools to keep track of activity around the disease online due to its flexibility when it came to the range of needs expressed by the FSA and the platform's fundamentally real-time approach.

"The problem with lab reports is that they only give you the 'hindsight' view. They are useful, but you are working with old information which obviously doesn't help much in terms of predicting to a certain level outbreaks of the Norovirus. Plus, it's often elderly people who go to the GP with these types of diseases. Younger people are more likely to deal with it on their own terms and might not even visit the GP. So in that sense, the lab reports give a skewed view. It's just very hard to say how skewed."

Sian Thomas,  
Head of Information Management at the FSA



## THE SOLUTION

The agency's analysts created an algorithm by using historical data from Twitter, and started comparing the volume of mentions to Norovirus lab reports, reporting confirmed cases of the disease in the UK. Combining the data sets of the lab reports and Twitter could give them a more complete picture on the topic.




Plus, the fact that there is a correlation between the two indicates that Norovirus cases are likely spread fairly evenly across age groups, meaning the unrepresentativeness of the datasets is actually unimportant.



## THE SOLUTION

Using Pulsar's word cluster visualisation (below), we see which words are mentioned together with the flu. In this case, it becomes visible that people mention natural remedies like garlic soup and cloves & red onion rather than names of pharmaceutical cures. This could have to do with the fact that pharmaceutical solutions might not be well known, not readily available, or perhaps even that people accept this particular flu is one to 'sit out', and there is no quick fix.

Looking at what is said, rather than how often things are said, a clear picture is painted of what people say in relation to the virus.




## THE RESULT


**How data science can help health care**

Using Tweets to communicate early warnings to the general public about the Norovirus is now something the FSA can do, thanks to their approach to different types of data. (Social) data science can definitely make a difference in health care, as Sian Thomas and the team can attest to:



"More people turn to the internet than ever to find information about disease areas, and they are open about sharing information too. Mining this information in the right way can help us raise awareness with the general public - which in turn can result in disease prevention. There is huge scope for using social data this way, we've only scratched the surface. I'm excited about the opportunities it offers for researchers, health care professionals, and ultimately, the wider public."



# HELPING MAZDA GAIN VALUE FROM ITS SOCIAL MEDIA ACTIVITY



June 2015

**Case study Design**  
Pulsar Platform


## THE BRAND CHALLENGE

**Becoming a social brand**

Mazda Motor Europe wanted to introduce social media listening as a new way to gather customer feedback and inform its first branded marketing campaign in Europe.

Mazda came to us in the position of being a global brand who wanted to push the visibility of social media across the organisation.

In this context it was also clear that their social presence throughout Europe had considerable scope of improvement. The role of our continuous research: to identify opportunities to improve and to provide additional value to users via social.




## THE APPROACH

**Continuous social media reporting**

To meet Mazda's needs we created our on-demand social media reporting model: a bitesize, cost-effective way of delivering social media insights that can be easily shared across business units, going beyond just research or digital teams into marketing, brand and PR.

We recognised that many clients do not have the time nor desire to trawl through lengthy reports with deep strategic recommendations, but instead need an output that gets to the point and measures purely what is necessary.

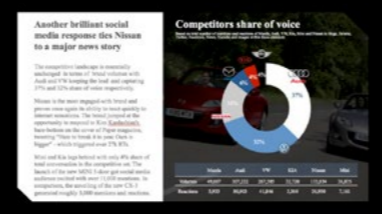


## OUTPUTS CONTINUOUS, REAL-TIME, ACTIONABLE, SOCIAL MEDIA INTELLIGENCE

Highly responsive social media reporting, able to turn around requests in a couple of days – and thereby operating seamlessly with internal teams

Alongside the reporting, what's just as important is the way that we work with Mazda in partnership:

- Our bespoke and easily deployable training program has been successfully rolled out in 12 markets
- Established relationships with regional stakeholders and deep understanding of challenges and business needs in each market.
- Pulsar's integrated account team provides Mazda with ongoing support to ensure the success of the project and clear



## THE IMPACT

**Helping Mazda become a social brand**

"We chose Pulsar as our preferred social media listening partner because of its advanced analytics capabilities and world-class research team. The Pulsar team has worked closely with the local markets to ensure they understand the benefits and limitations of social media research and are prepared to take on quick turnaround research (i.e. product recalls).

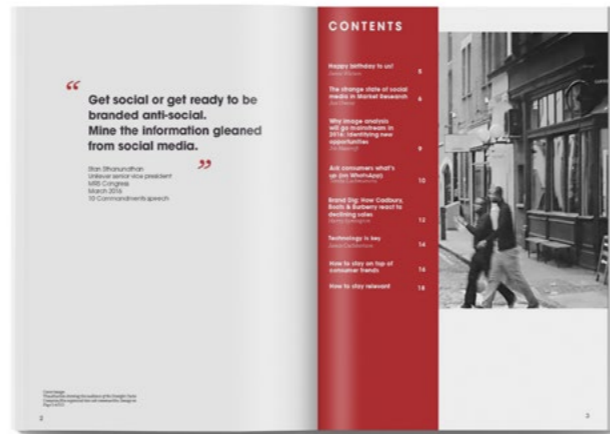
The fact that Pulsar also offers a social customer engagement system – in addition to the social media listening platform – was another reason we decided to work together, as we could use just a sole platform and set of KPI's across all our social teams."

**Christian Ohm Manager**  
Head of Consumer & Market Intelligence

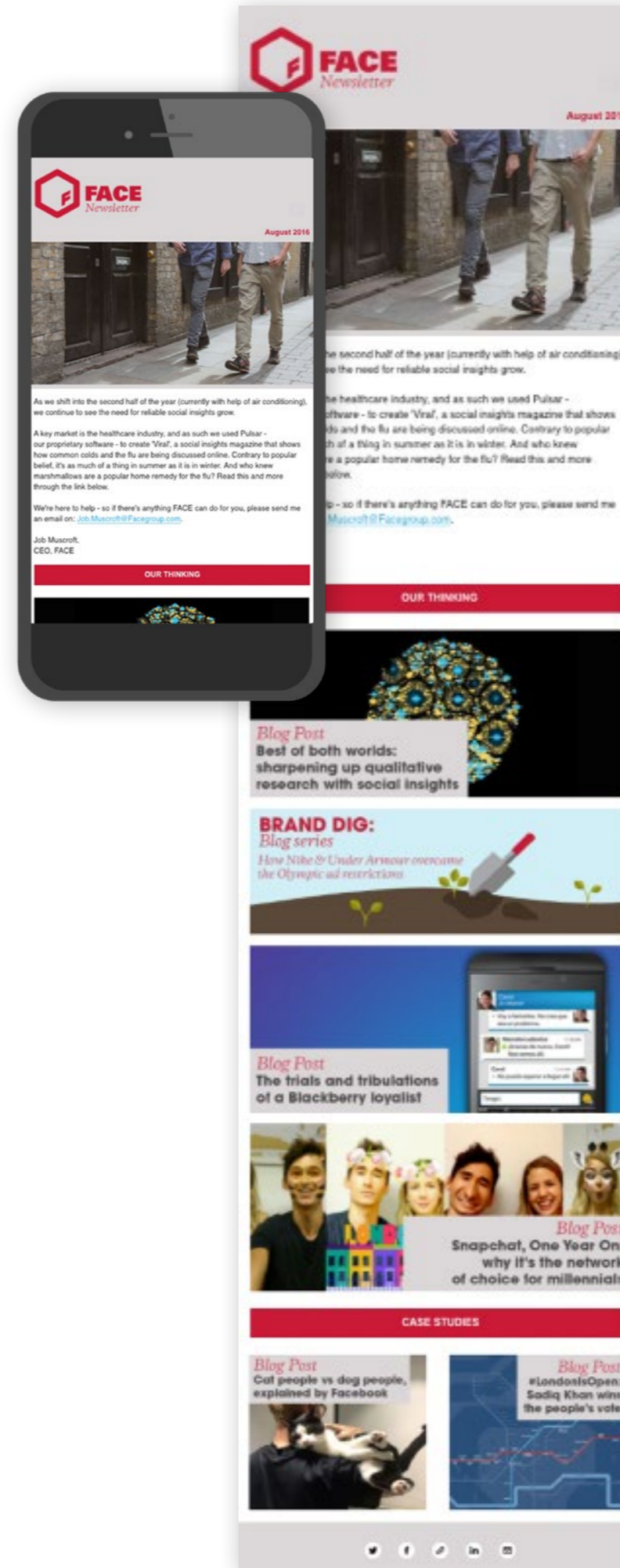
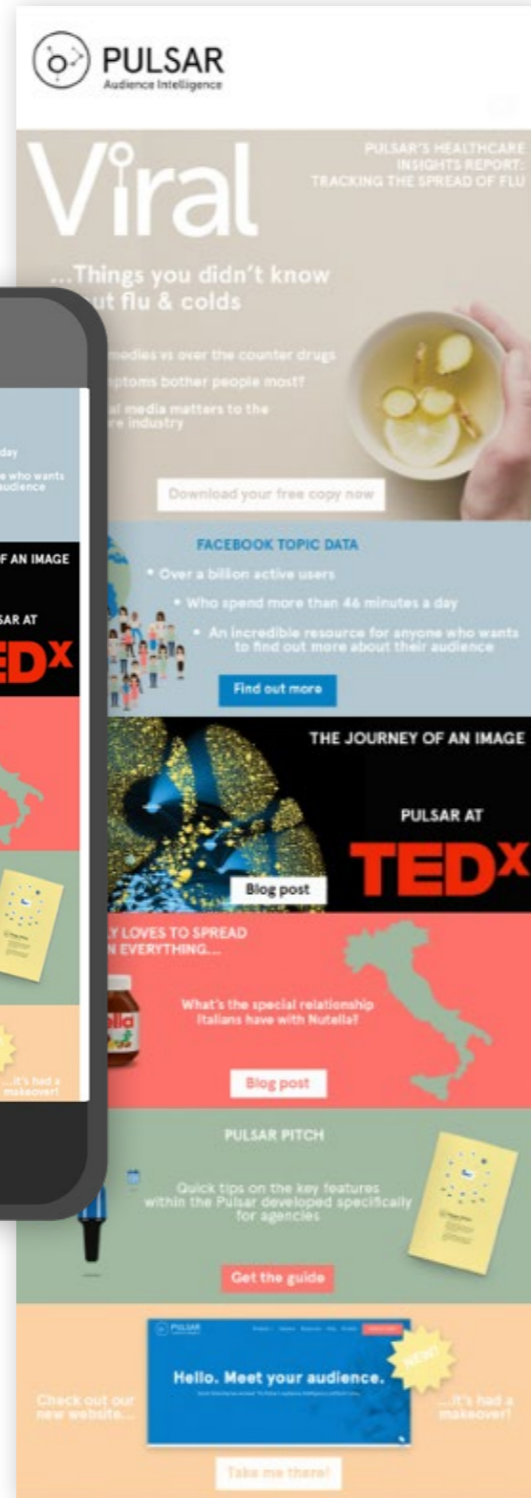
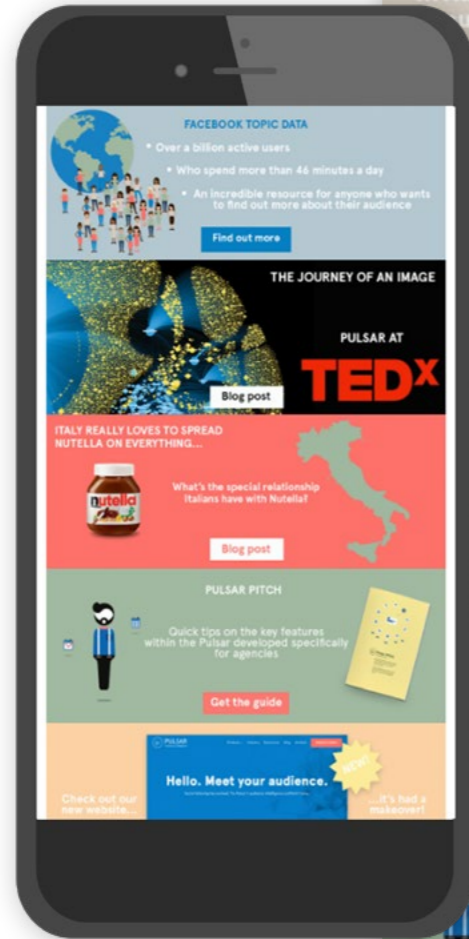




Digital Transformation Magazine  
PDF Marketing magazine for Unilever  
Face Group



Newsletter Campaign redesign  
Pulsar Platform & Face Group





Whitepaper design  
Vuello

## The evolved press kit

Getting your brand featured in a major publication or website is the ultimate goal for PRs. However, regulating the information that is published can be a daunting task in the digital age where information is exchanged and shared across multiple platforms by just about anyone with an internet connection. Having a structured and well defined go-to place for company information has therefore never been more important. While press kits are by no means a new concept, the information that they should include and the way this information can be represented has advanced considerably.

This white paper is aimed at helping PR professionals get the maximum exposure for their news by creating a press kit designed for the digital age, giving journalists, bloggers, customers or anyone interested in learning more about the company, a one-stop source for everything they need to know in a way that is attractive, accurate and in sync with the company's objectives.

Having a structured and well defined go-to place for company information has never been more important.

Press kits were originally pre-packaged sets of promotional materials created to support press release distribution. While their purpose remains to assist news coverage, digital media demands the press kit be much more. Gone are the days when a folder containing endless leaflets, CDs and a free USB stick is considered a valuable resource. This is because the way we consume information has evolved, and with it so must the press kit.

The press kit should continue to be a showcase of the brand's best work, an accumulation of the best stats, a narrative of the best employees and a parade of its best clients. But today it is also about how this information, with the help of the right tools, is presented and communicated to digital savvy audiences.

Press kits should continue to be a showcase of the brand's best work, an accumulation of the best stats, a narrative of the best employees and a parade of its best clients.

\*\*\*\*\* TWEET THIS GUIDE ► 1

## Management

**TOP TIP**  
The aim is to make it easy for journalists to introduce the company in their story - this ensures that the message going out is the right one

While profiling every member of the company in the press kit can work for smaller organisations, for the bigger brands it is sufficient to list just the senior management and the company spokesperson. Headshots with the managers' names, titles, contacts and professional information is key. PRs can also use video to make this section more interactive and personal. Listing social media profiles helps readers learn more about the team and assists in building the company's social profile.

\*\*\*\*\* TWEET THIS GUIDE ► 4

## Clients & projects

The press kit can be used to showcase some of the best work the business is or has been involved in. It's a good place to name-drop some high-profile client names the company is working with and showcase the outcome of the partnership. For potential clients, this is social proof that other companies trust the work this business does, giving them a fair idea on what they can expect from signing up. Adding testimonials and linking back to case studies supports the claims made here.

It's a good place to name-drop some high-profile clients the company is working with.

## Distribution

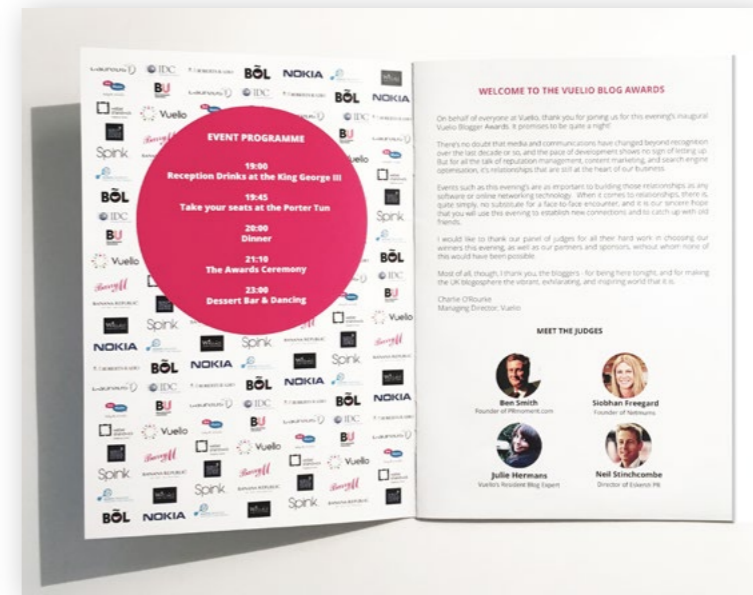
So now that your press kit is ready, what do you need to do to make sure it doesn't just sit on your website? Distribute and market it right as with any PR. Identify the publications you want to get coverage in and time distribution around some news that you would like to get out there. Investing in a media database will help PRs get access to journalists and understand which publication/reporter can best cover the story you have to tell.

Investing in a media database will help PRs get access to journalists and understand which publication/reporter can best cover the story you have to tell.

While printed press kits are becoming obsolete, they continue (with the lure of freebies) to be a prominent part of trade shows and conferences as marketing collateral. Companies need to make sure the aim for these printed press kits is to, after a cursory glance, avoid landing up in the bin but instead direct traffic on to the website. Including a quiz, an online poll or a giveaway are some ways to motivate users to move online where, hopefully with the help of this white paper, your digital press kit is ready with more to offer.

\*\*\*\*\* TWEET THIS GUIDE ► 5





Branding for the first ever Vuelio Blog Awards & Marketing Collateral



Hello Imogen,

Social media's matured. How about your approach to it? Our latest whitepaper tells you how [social media listening can help your organisation achieve its goals.](#)

You'll learn:

- who in the organisation should be listening to social media, and how they should go about it
- how to turn customer complaints into testimonials, influencers into advocates, and opportunities into revenues
- when to lead, when to engage, and when to walk away from the conversation

With social media growth showing no sign of slowing, it's more important than ever to understand how the right kind of listening can bring benefits right across your organisation. Download our whitepaper and make listening to social media count.

[Get the free guide!](#)

All the best,



Marketing Collateral  
Vuelio





**Design of the Vuelio Blog  
awards Badge**  
Back linking scheme  
Vuelio

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Power. Your. Story

Cision gives marketing and communications professionals the tools they need to identify, understand and engage with the influencers in their markets. Our software brings together the best integrated tools for markets, SEOs, community managers, and PRs, whether they work for communications agencies or marketing, digital, and communications functions.

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2015  
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 TOP 10

Cision gives marketing and communications professionals the tools they need to identify, understand and engage with the influencers in their markets. Our software brings together the best integrated tools for markets, SEOs, community managers, and PRs, whether they work for communications agencies or marketing, digital, and communications functions.

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 Section 1  
**World Index**

Advertising rates: US / Canada  
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**willings**  
 Press Guide

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- 4. MASTER INDEX 724

**WORLD**

Advertising and rebranding  
 Cision

**Infographics**

WELCOME

Our door is always open. Our dedicated team will be ready to meet you with a cup of coffee, or even some cake...



It's all about youuu! We want to get to know you. By having an indepth discovery session we will find out more about your business and what your objectives are



Once we know your customer inside out our experienced marketing & design team will produce some initial concepts



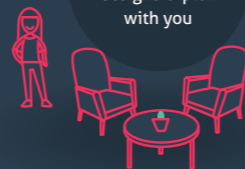
Time for more coffee! We will present some carefully planned concepts to you and see what you think



With your feedback we will work our magic and bring your ideas to life



Time to finalise the details of our designs & plan with you



We will then launch your sparkly new digital campaign that boosts your enquiries and expands your sales - while taking care of all hosting and technical aspects



We are always here to help market and support the growth of your business, as little or as much as you desire



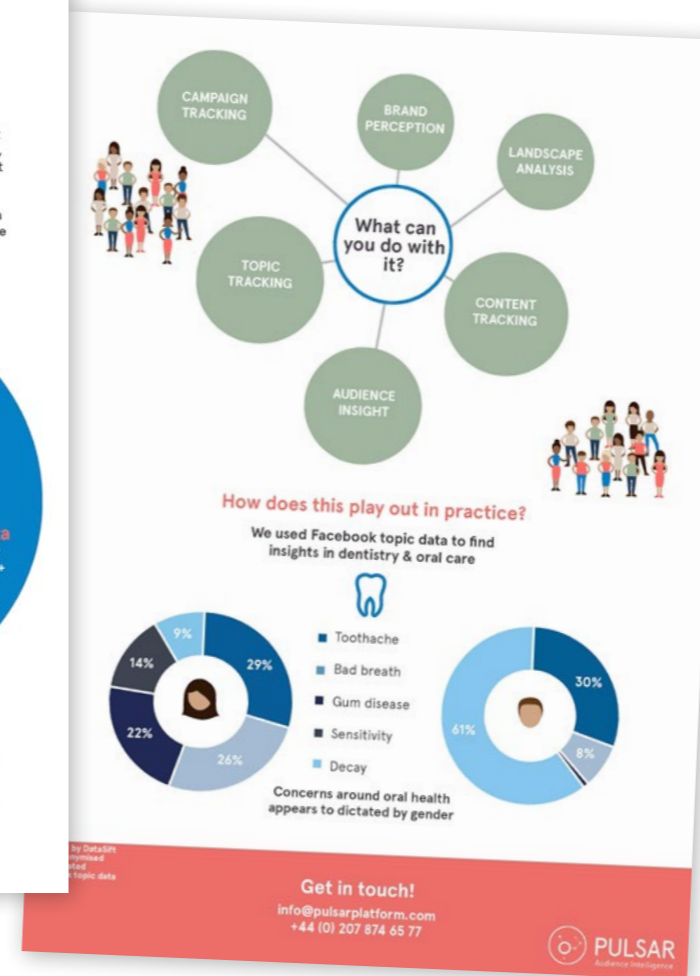
All completed under one roof in the beautiful city of Winchester



Think Creative Process Infographic  
New Business Campaign



**Roadmap Infographic**  
Pulsar Platform



**Facebook Topic Data Infographic**  
Social Media Event  
Pulsar Platform



## Oral Health PULSAR SOCIAL INSIGHTS

Some things we prefer to share with friends and family. This is why aggregated and anonymised Facebook Topic Data can be the most valuable source of insights into healthcare topics like dentistry and oral care.

Engagement around oral health is vast, female & American



Understand what drives consumer interactions

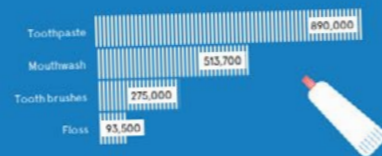
Facebook interactions are driven by big, one-off dentistry (e.g. wisdom teeth and biopsies) more than the daily tooth brushing routine. Oral care brands can use this to guide the stories they tell on the platform and beyond.



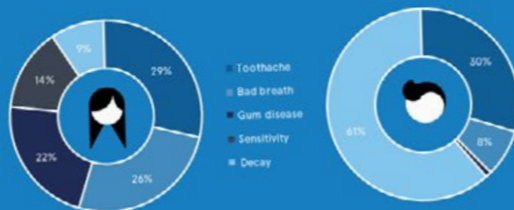
Continuous insight into consumer needs

The power of Facebook topic data comes from when you overlay custom frameworks on top of the interactions from 1.5B+ billion people. Search for simple product names or build up more complex user needs, typologies of needs, journeys to purchase and more. For example:

PRODUCTS DRIVING MOST ENGAGEMENT



CONCERNS VARY BY GENDER



WHAT DO "IDEAL TEETH" LOOK LIKE



Powered by Deloitte  
using aggregated  
& anonymised  
Facebook Topic Data

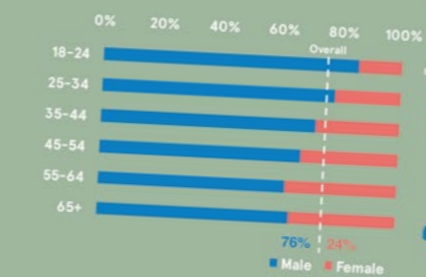
PULSAR  
www.pulsarplatform.com

## Sports & Dental Infographics Pulsar Platform 2016

### 2016 UEFA European Championship

Use Pulsar to get quick demographic insights into any audience, including football fans.

(Data gathered from May 30th - Friday June 3rd 2016)



1 Younger women express the least interest in Euro 2016, but as age goes up, so does the amount of interaction for females.

2 People interact the most about the French host team. Wales' return to international tournaments also generates buzz!



Top 10 Individuals



3 Managers take the top spot when it comes to engagement around individuals, as do those missing out. Absence might make the heart grow fonder!

By understanding who makes up your audience, and the topics they are engaging with, you can easily build up your creative strategy to reach the right people with the right content, at the right time. Use Pulsar for these in-depth audience insights so your creative & advertising planning becomes not just easier, but better.

PULSAR

Powered by Deloitte  
using aggregated  
& anonymised  
Facebook Topic Data

### Did you know?

Pulsar understands over **175 languages!**

Pulsar recognises positive and negative sentiment in these languages...

PORTUGUESE ITALIAN  
SPANISH FRENCH  
ENGLISH TURKISH  
ARABIC GERMAN

Pulsar makes sense of topics written in the following languages:

German Portuguese  
French English Russian  
Turkish (Facebook only) Italian Spanish  
Swedish Dutch (Facebook only)  
Polish (Facebook only)

Have truly **global coverage** for your Market Research using Pulsar

### I don't understand engagement rate, what does it really mean?

engagement rate is a percentage

a combination of LIKES COMMENTS SHARES

on a given day, week or month

total number of posts published at this time

$\times 100$

then

total number of people reached by the posts in the same time interval

Engagement rate is important because it means you can instantly see how well your content is performing, therefore making it possible to benchmark and streamline your marketing strategy

### In TRAC what are the differences between Volume, Visibility & Reach?

**VOLUME**  
= the total amount of posts collected in a given time frame, split by posts and reactions.

**VISIBILITY**  
= a score we assign to each post, across all channels, designed to measure the impact of a piece of content on the social web.

**REACH**  
= the measure of the amount of impressions generated by a message hence telling you how many times a post has been visualised in a timeline.

Reach is important because it means you can see how far your content has traveled

**'How to' Infographics**  
Retention campaign design

**Brand Application**

**meridian** ABOUT ALL PRODUCTS ORGANIC VEGAN RECIPES BLOG CONTACT

**WHY WE'LL NEVER USE PALM OIL.**  
 We never use palm oil in our products because we believe you don't need to use any palm oil to create delicious nut butters. So we don't, ever.

[MORE INFO](#)

**GO NUTS FOR COCONUT BUTTERS!**

Introducing our AMAZING, DELICIOUS, INCREDIBLE Coconut Butter range, our latest additions to the Meridian family.

[MORE INFO](#)

**Crunchy Almond Butter** [SHOP NOW →](#)

**Crunchy Cashew Butter** [SHOP NOW →](#)

**Crunchy Almond Butter** [SHOP NOW →](#)

**Crunchy Cashew** [SHOP NOW →](#)

**Crunchy Almond Butter** [SHOP NOW →](#)

**Crunchy Cashew** [SHOP NOW →](#)

**WHAT'S GOING ON**

**19th January 2020**  
Why you should be eating more Almond Butter!

**18th September 2019**  
Upna's Rich Roast Peanut Butter Chocolate Mousse Tart.

**10th November 2019**  
New rich roast peanut butter for nut butter connoisseurs

[MORE INFO](#)

**Crunchy Almond Butter** [SHOP NOW →](#)

**Crunchy Cashew Butter** [SHOP NOW →](#)

**MERIDIAN ORGANIC COLLECTION**

Inil esequatem re moluplatem ipso magni modica quat autestorem que etuscisim officio eate ne moluptam, isciet qui consed mo ellam, net, volorum aplenimo to omibilib.

[MORE INFO](#)

**SPECIALITY NUT BUTTERS**

Deliciously nutty in texture and taste our speciality nut butters are packed with nutrients and make a healthy choice for enjoying as a spread or used in cooking.

[MORE INFO](#)

**GADO GADO SALAD BOWL** [GET THE RECIPE →](#)

**CHOCOLATE & BANANA PANCAKES** [GET THE RECIPE →](#)

**ALMOND SATAY DIP WITH FLAT BREADS AND VEG** [GET THE RECIPE →](#)

**meridian**

PLANT BASED PALM OIL FREE 100% NUTS GREAT TASTE

FAQS FOOTER MENU 1 FOOTER MENU 2

We are nuts about nuts! Our range of organic and natural nut and seed butters are packed full of nature's energy to fuel the whole family.

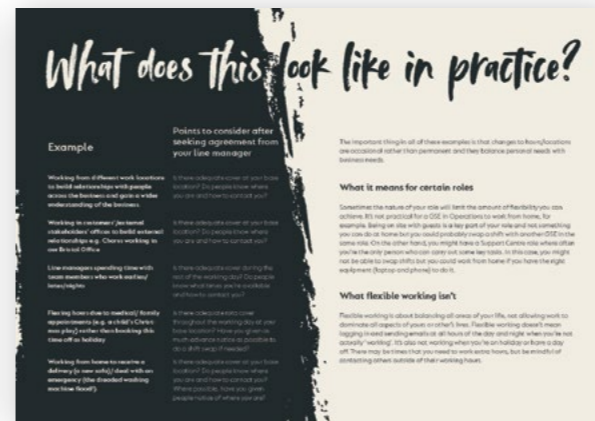
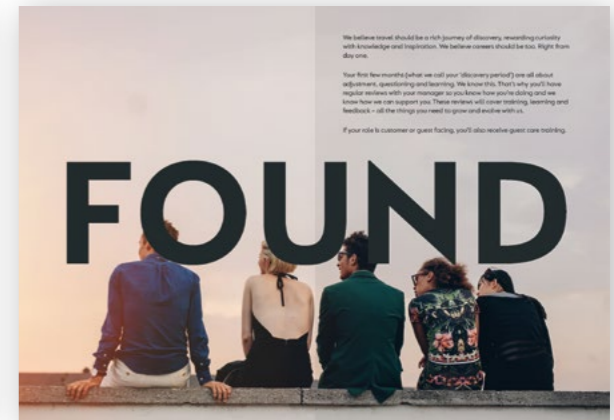
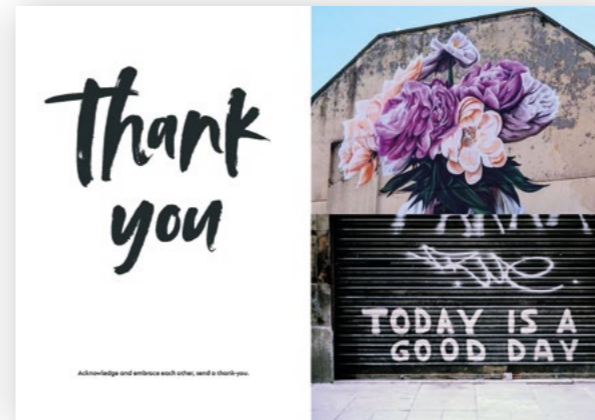
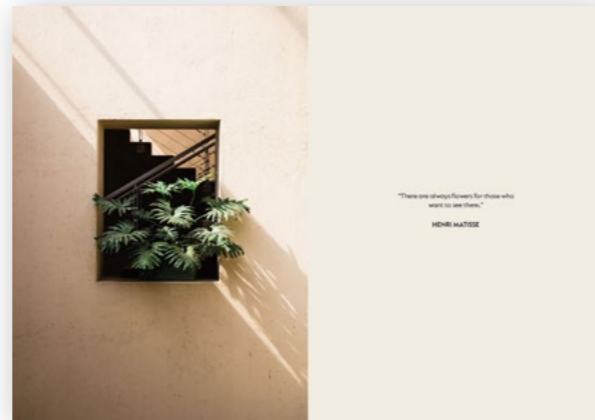
[Web site terms & conditions](#) [Privacy & cookies](#)

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 Registered in England number 09442065.

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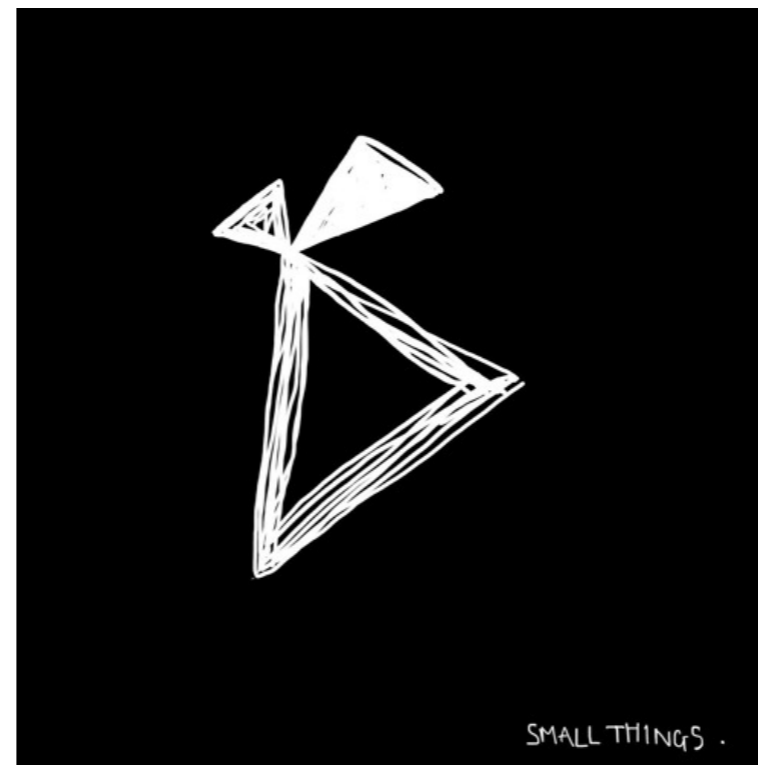
**Meridian Website**  
 Shopify Website & Email Design  
 Constructed in alignment with the client's brand guidelines and instructions

Creating sanctuaries where free-thinkers belong.



Edyn Handbook  
Brochure & Marketing Collateral design  
Constructed in alignment with the client's brand guidelines and instructions

**Art & Creative Work**



Album Artwork  
Music



Quiet Pill Music Platform  
Branding & Website



## WHO ARE WE?



### Music

At QTPLL we believe in supporting new home studio music and musical experimentation. We aim to create a community for electronic artists – a gateway for getting new home made electronic music heard by eager ears.



### Events

For some heavy bass electronica get the Quiet Pill DJs down to your event, email us to book.



### Quiet Pill Records

If you want to release your music on iTunes & Spotify with creative support from Quiet Pill and join the Quiet Pill community.

## LATEST NEWS...

The first home grown tune produced by QTPLL studios is out now.

Out now on iTunes // Spotify

Dip (Singles Club #3) – Single by Quiet Pill

Click on the artwork to listen now.

To find out more about how to get your home studio creations released with QTPLL email us at quietpill@gmail.com

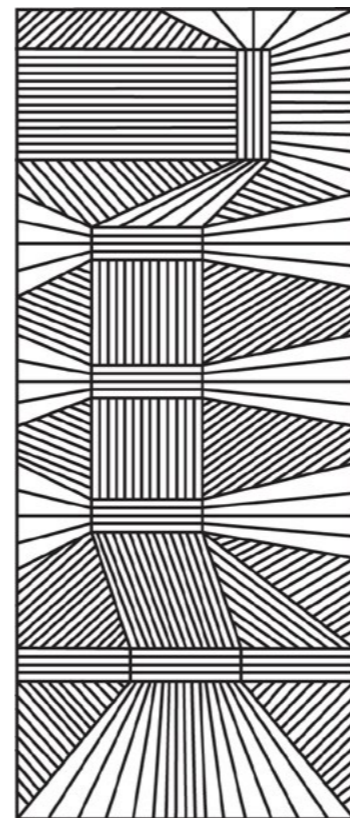
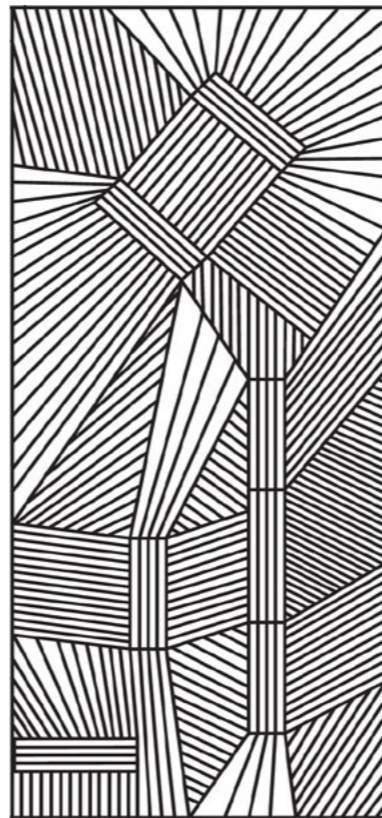
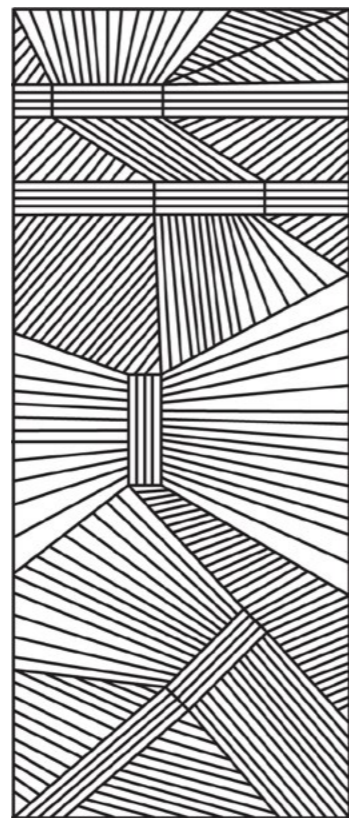
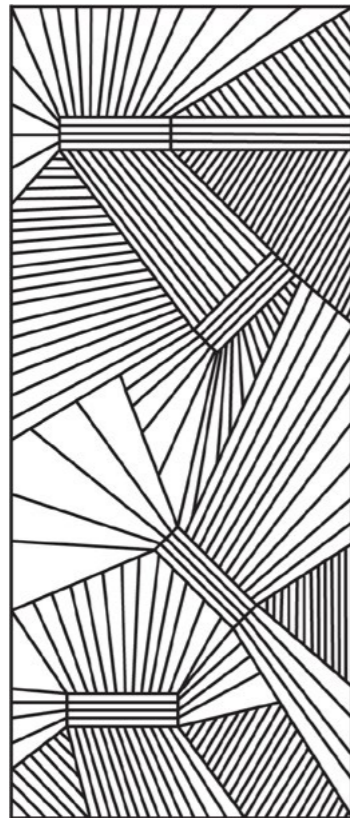






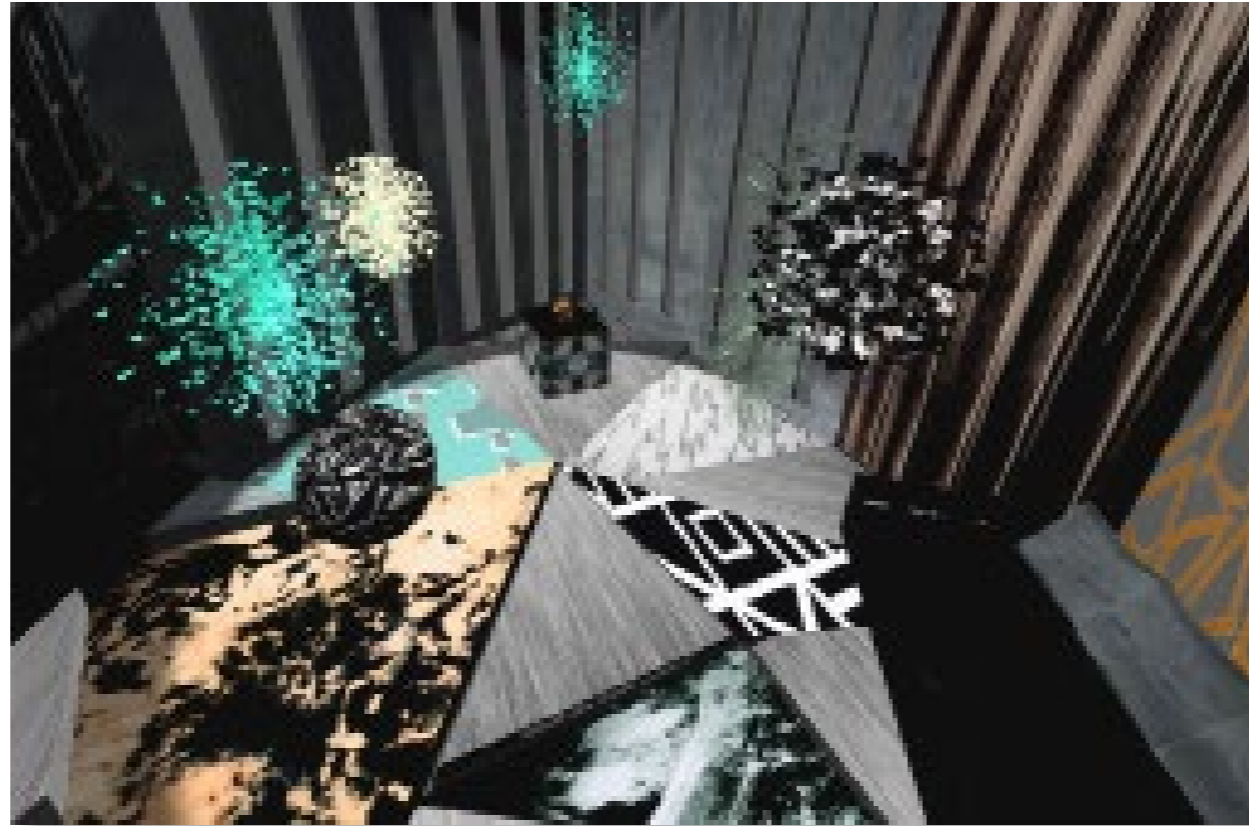
**Garudio Youth (Art Collective)**  
The Secret Club Zine  
Denmark

**Screen door designs**  
Private commission piece for Terracine House  
Quatra Bornes , Mauritius

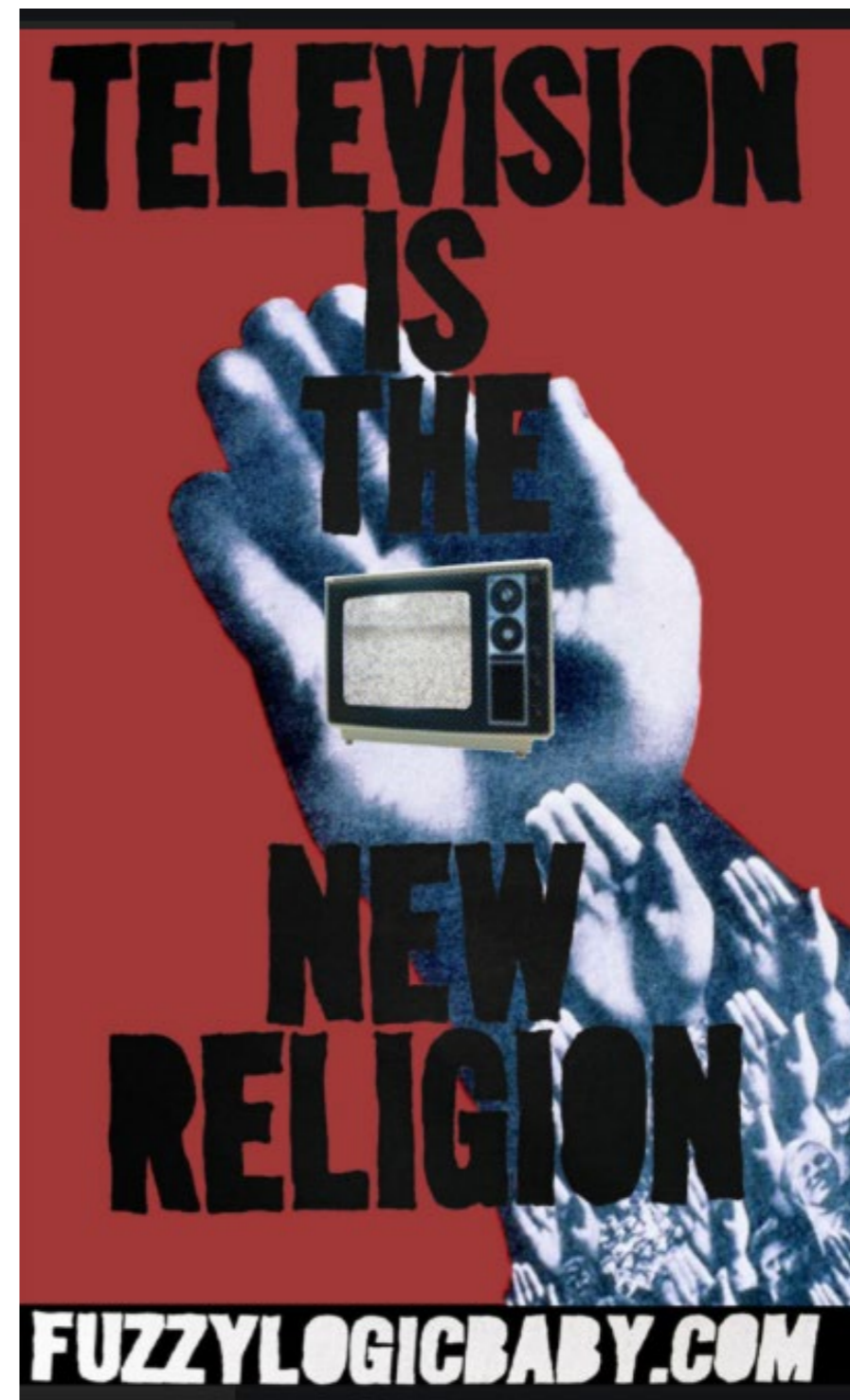
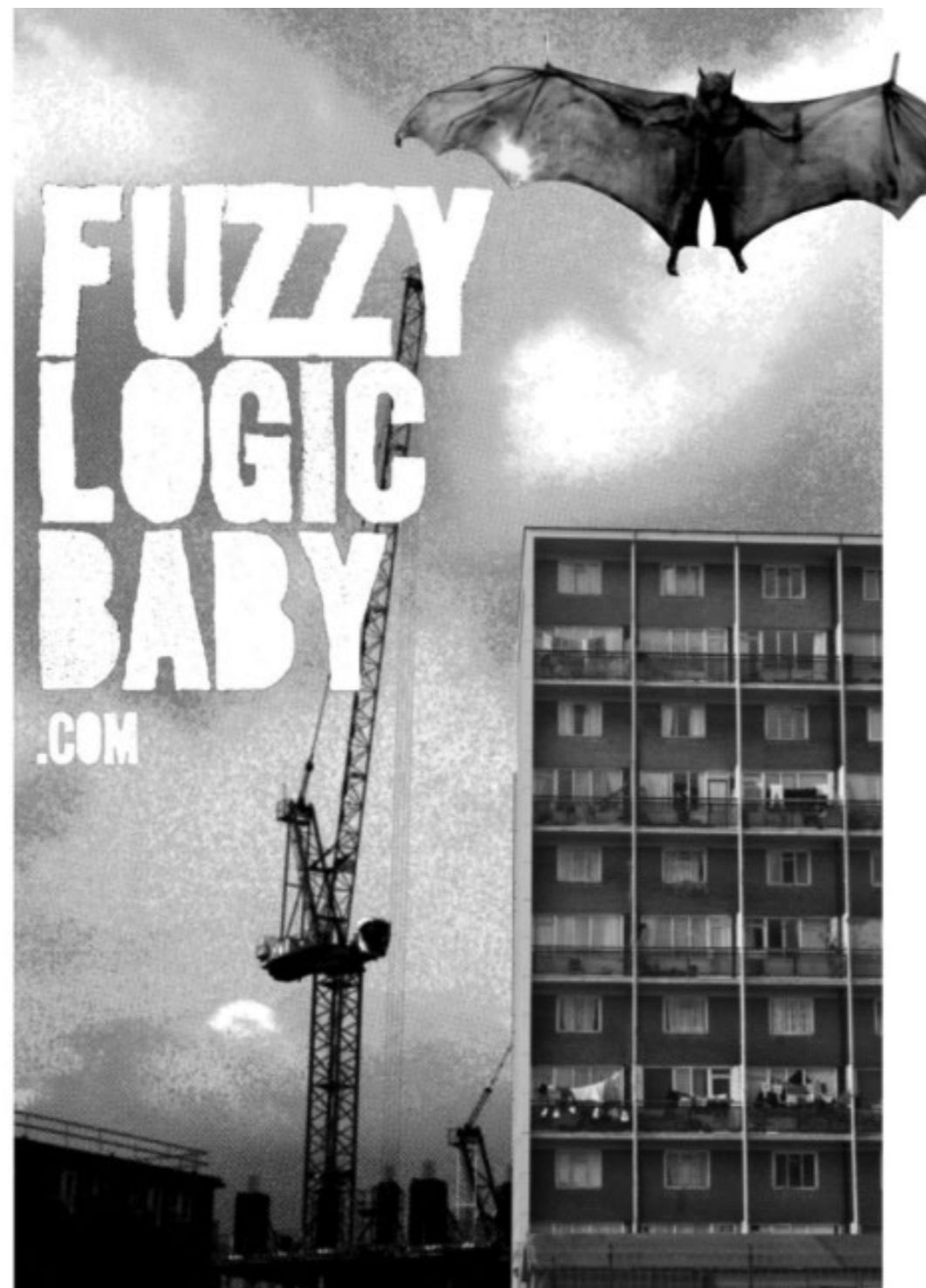


**Product Design**  
Wall Chart

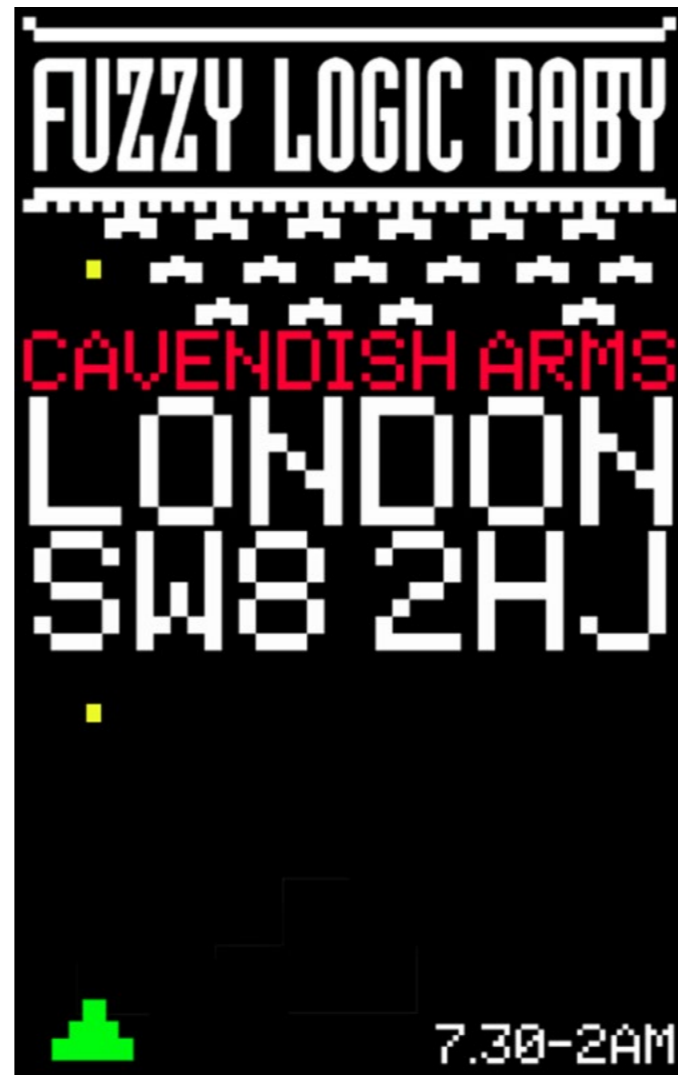




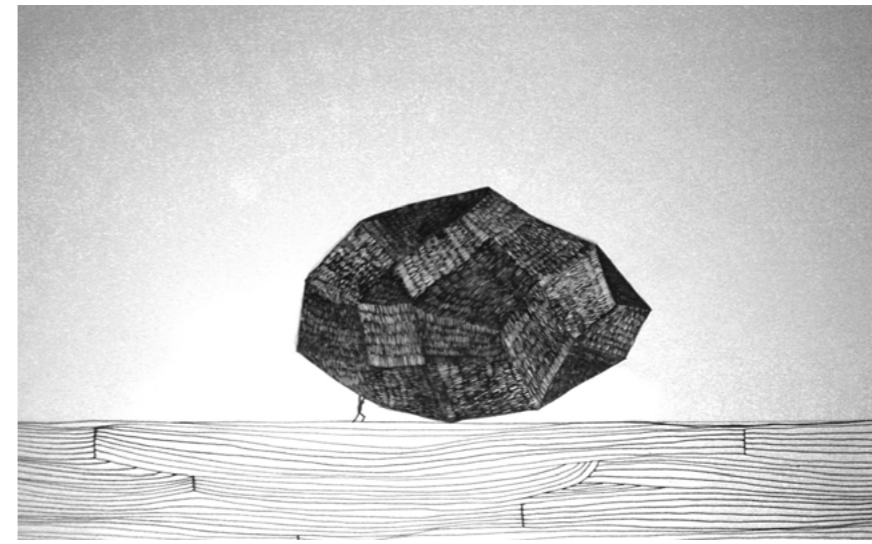
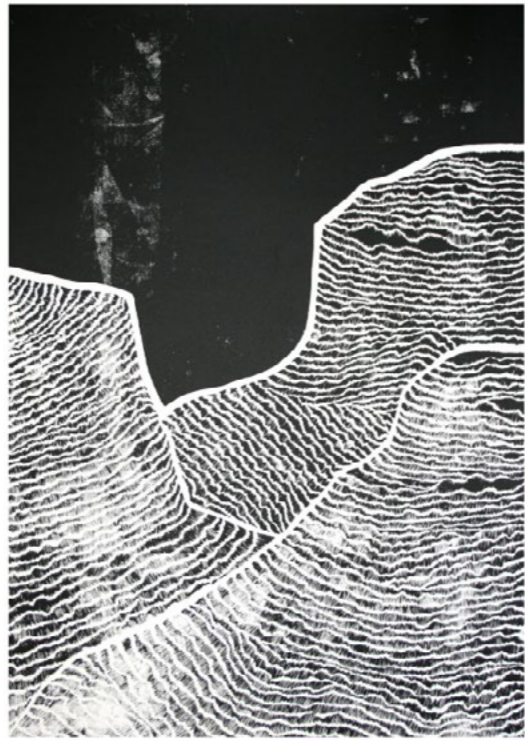
**Abstract insitu design**  
3Ds Max Animation



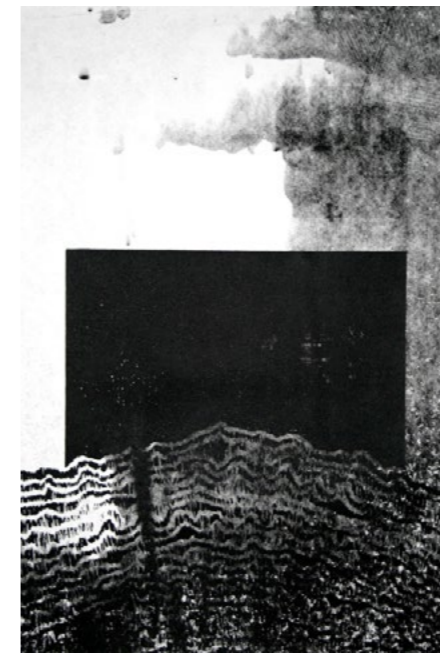
Band Music Posters

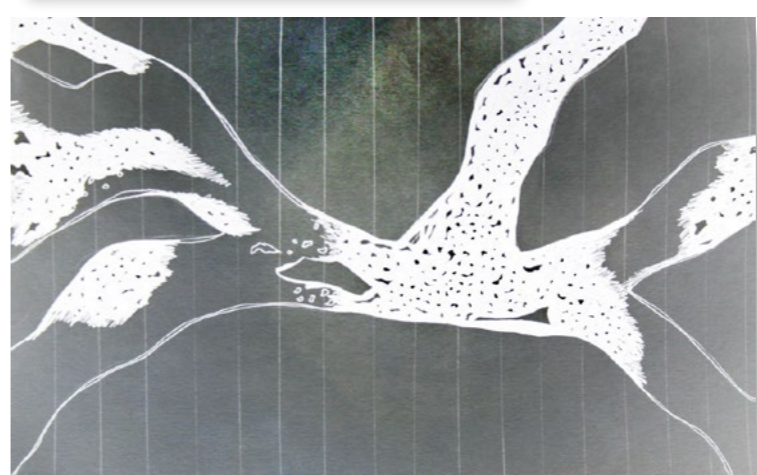
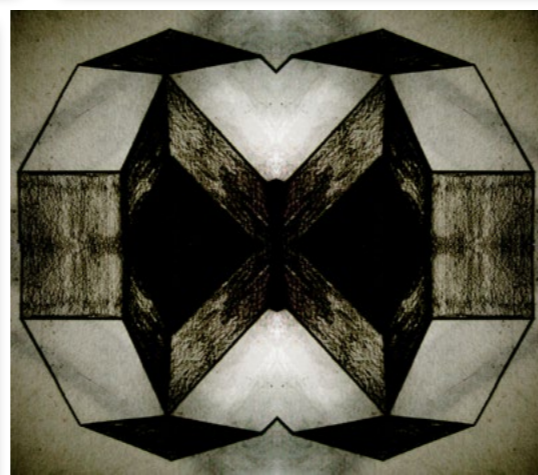
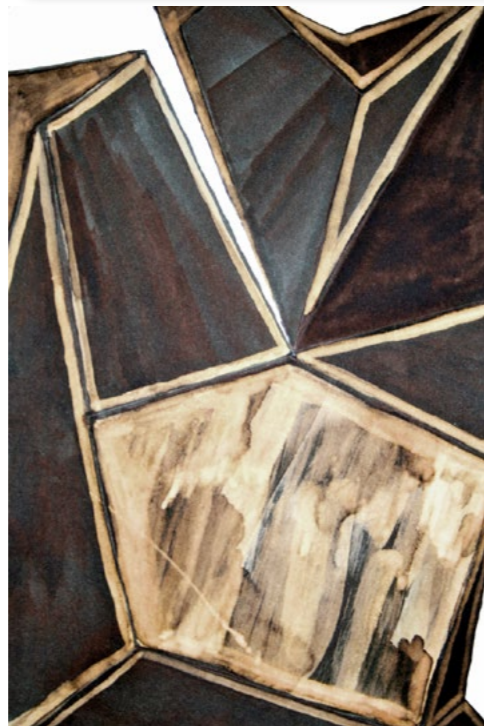
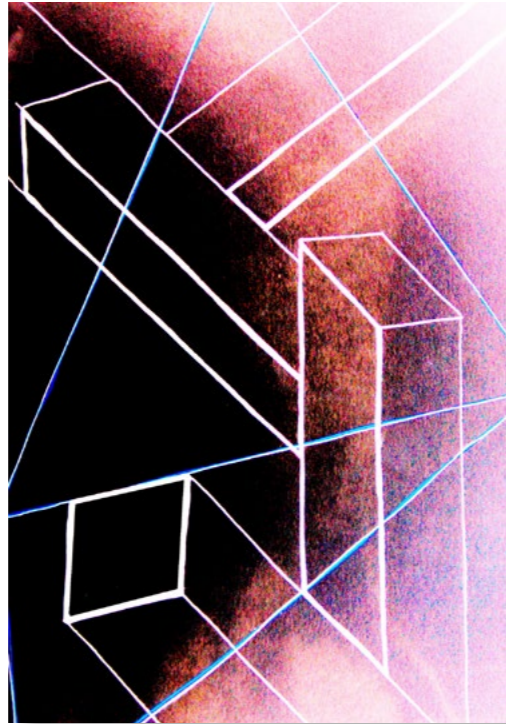


Music Event Invitations  
Fuzzy Logic Baby



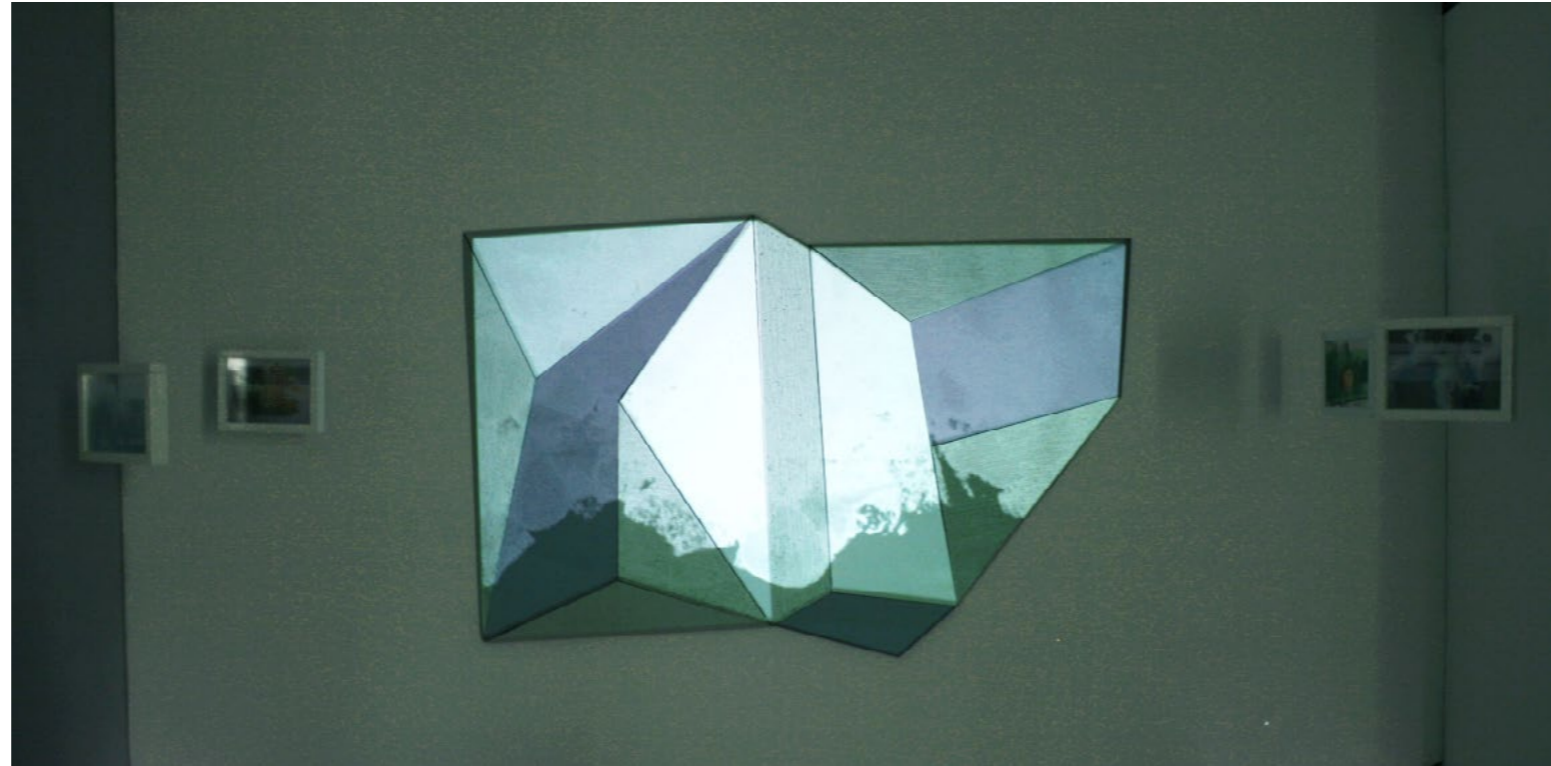
**Carbon Culture**  
Fine Art  
Screen Print Series  
University of the Arts



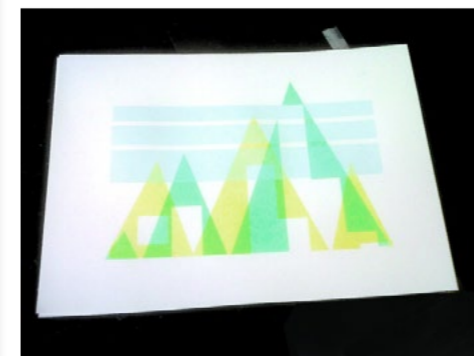
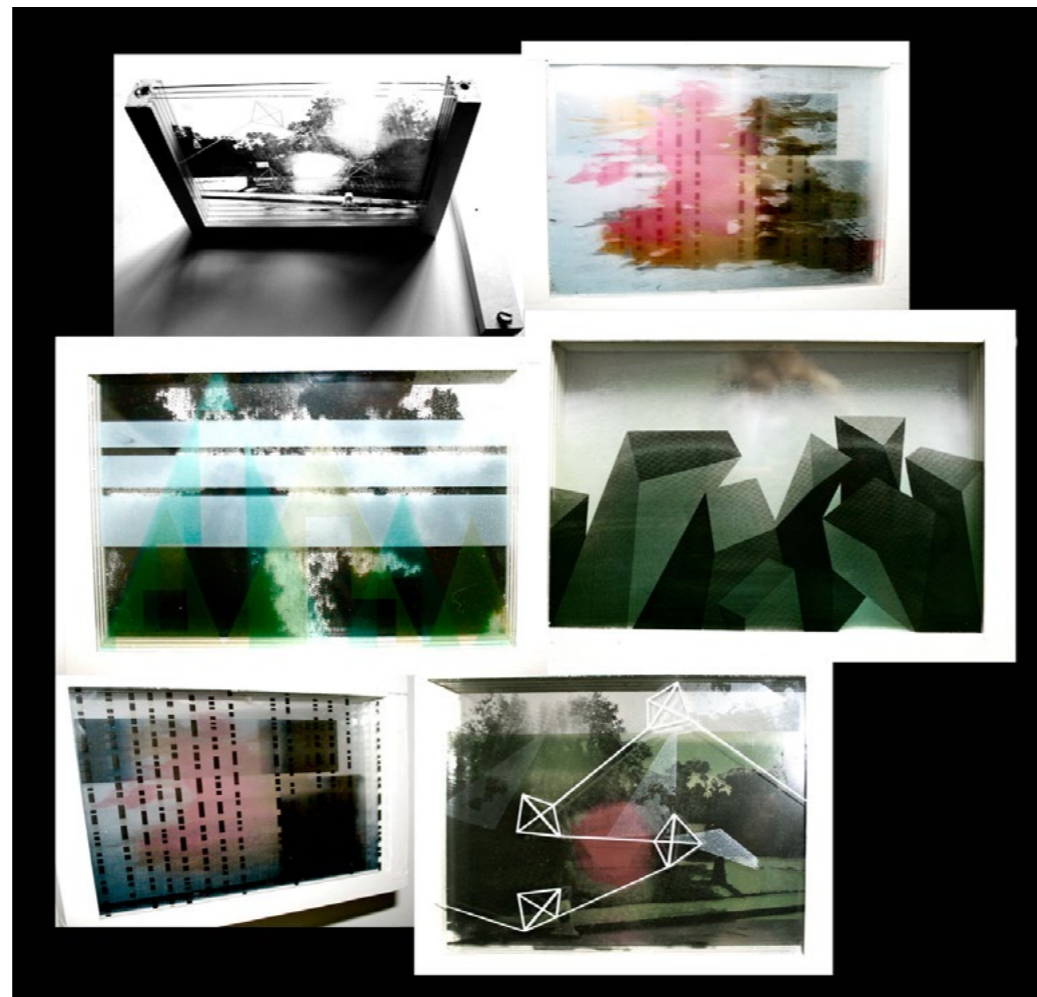


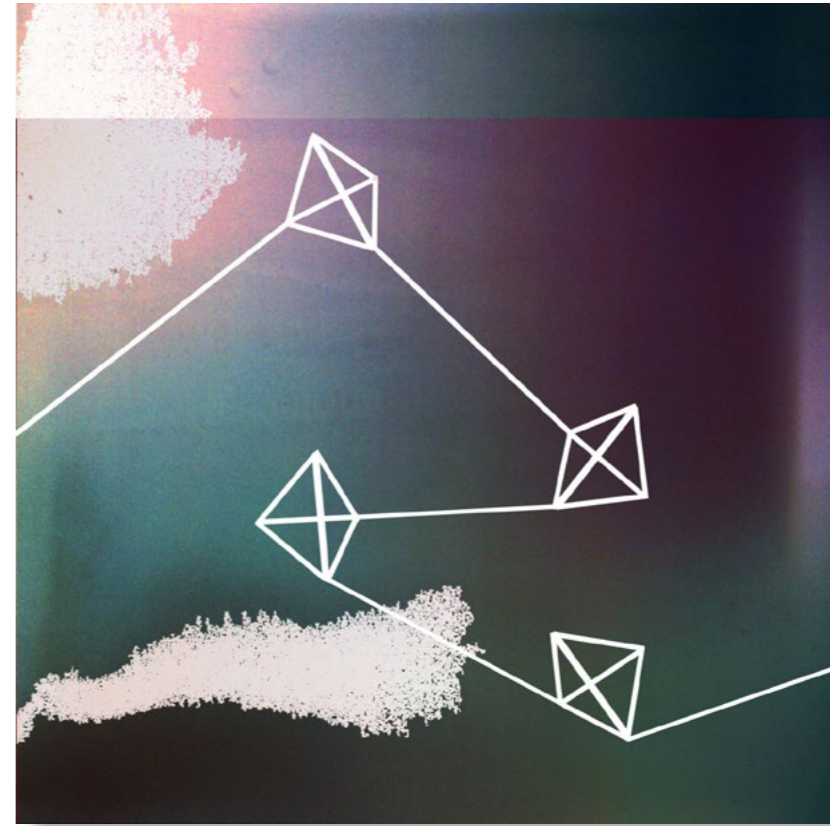
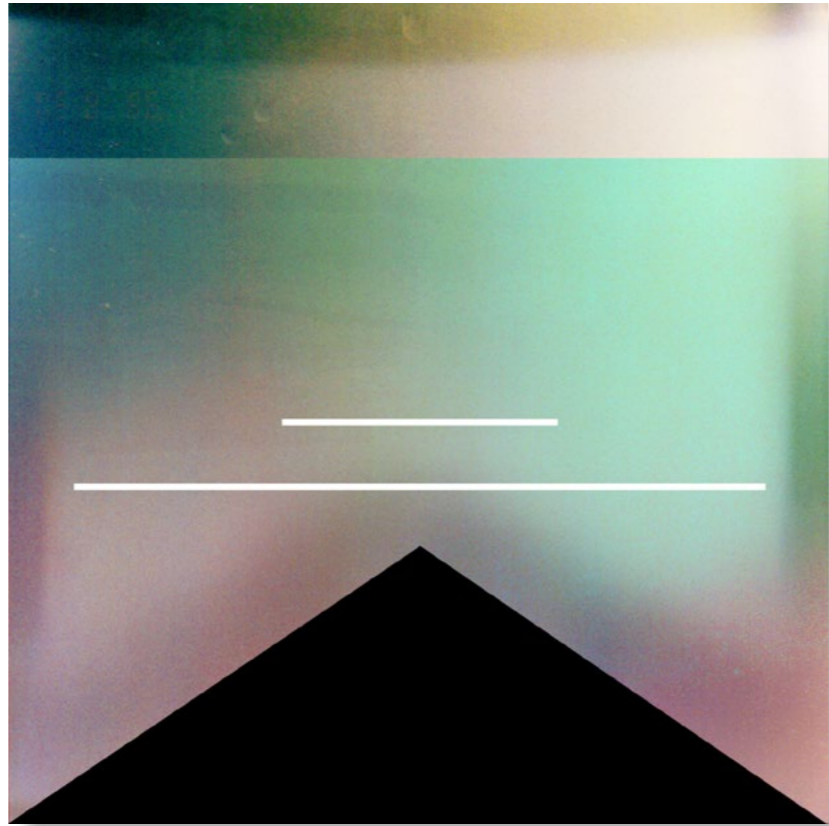
**Pattern Design**  
Experimental style



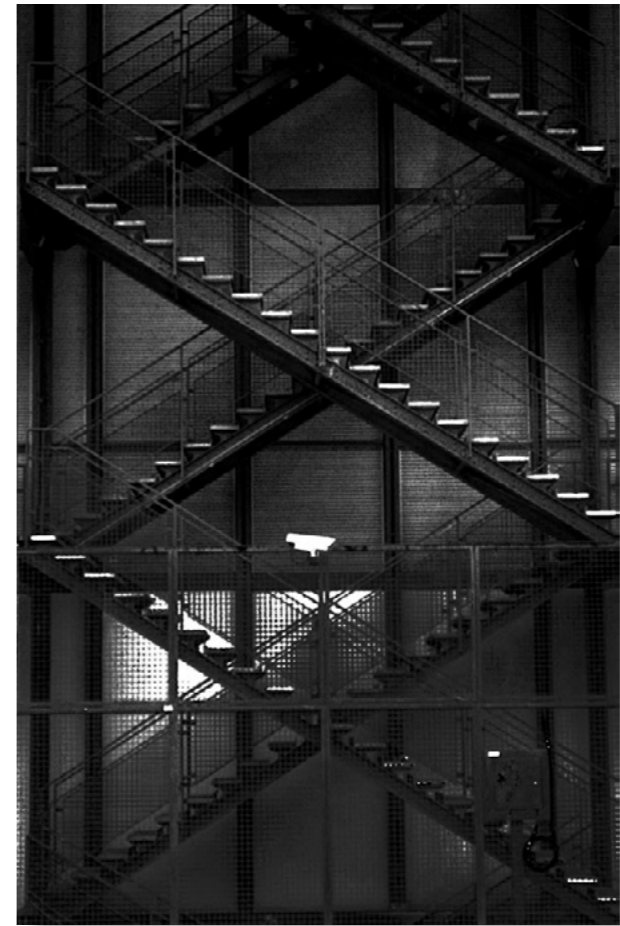
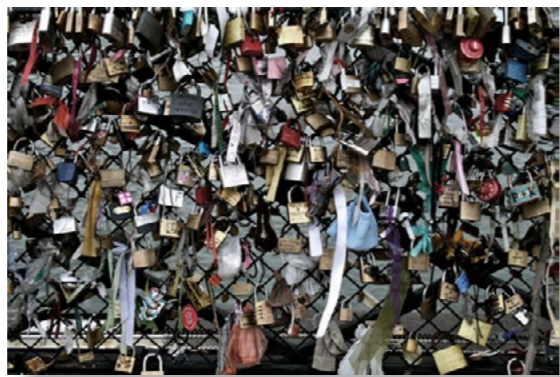


**Urban Decay Installation  
& Transitional Prints**  
Exhibition, University of the Arts





**MRF**  
Giclee Prints



Photography Series  
Paris



**Artwork**  
Creative Experimentation



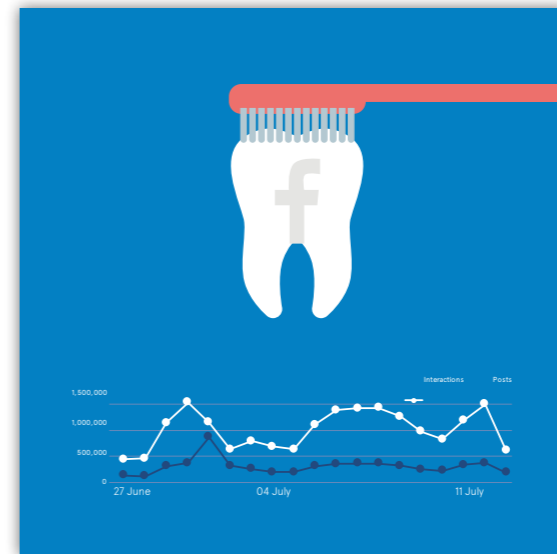
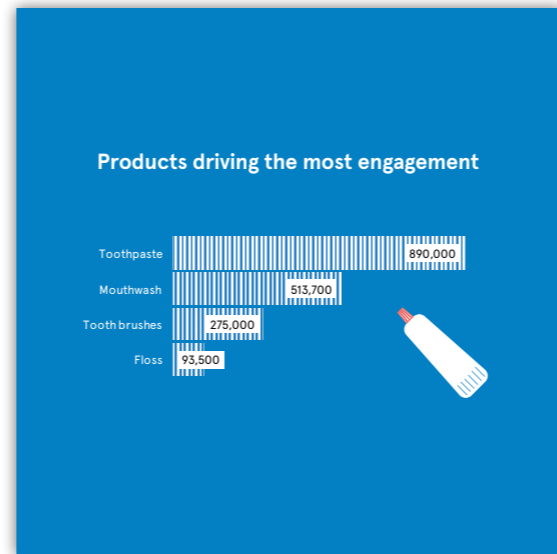
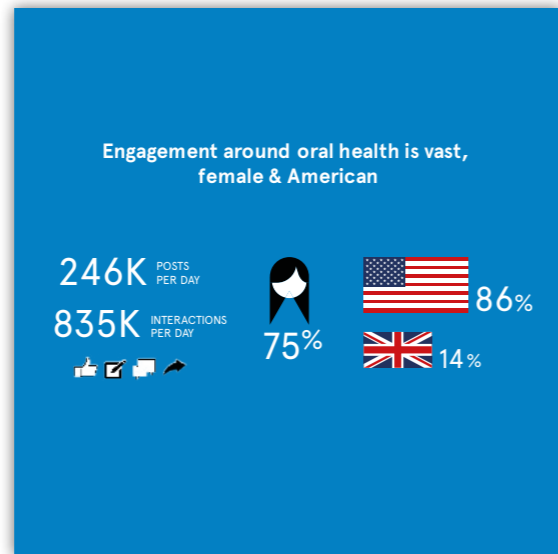
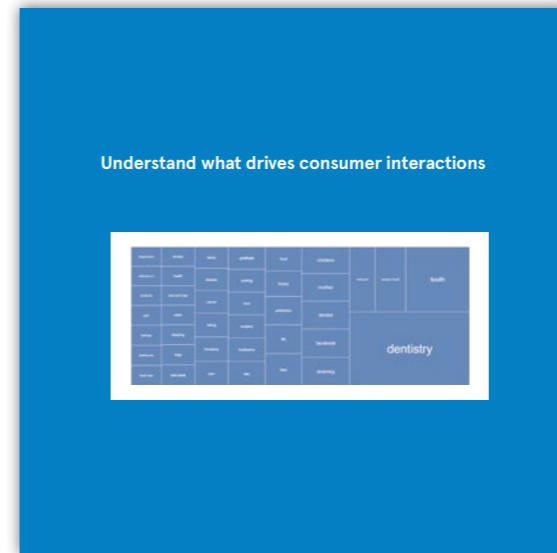
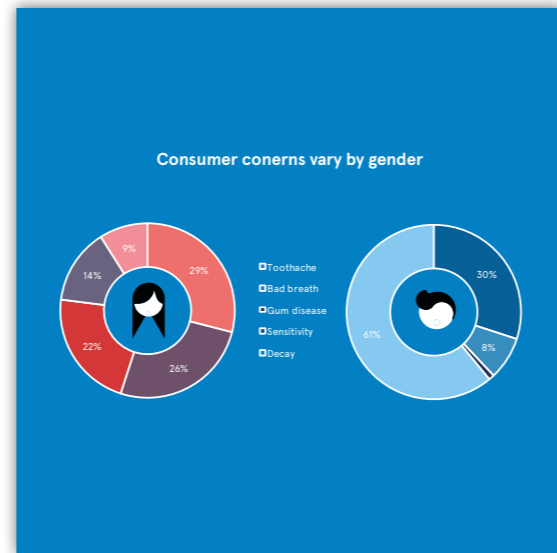
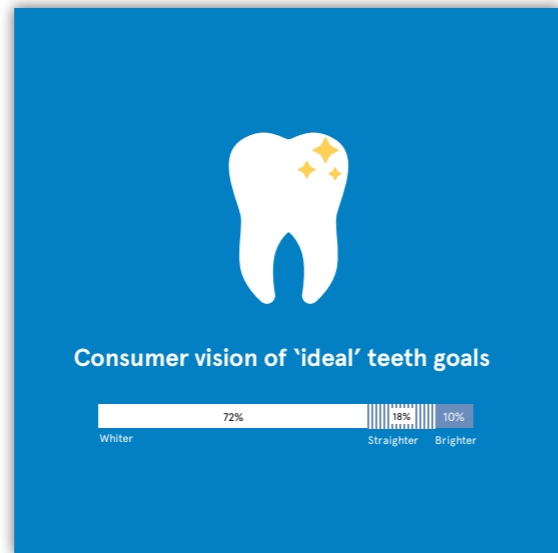
**Photography Series**  
**'London Looking Up'**





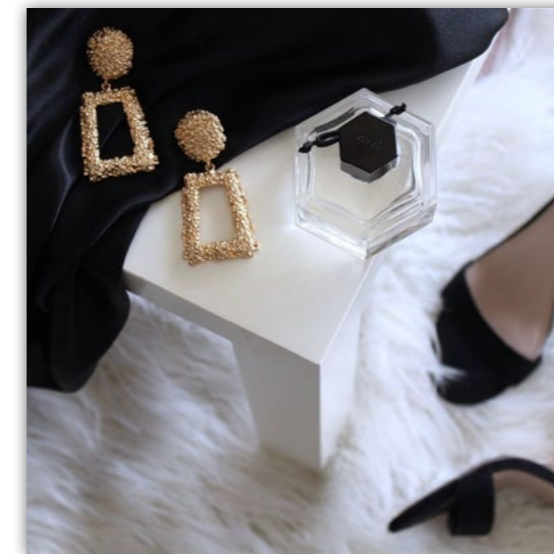
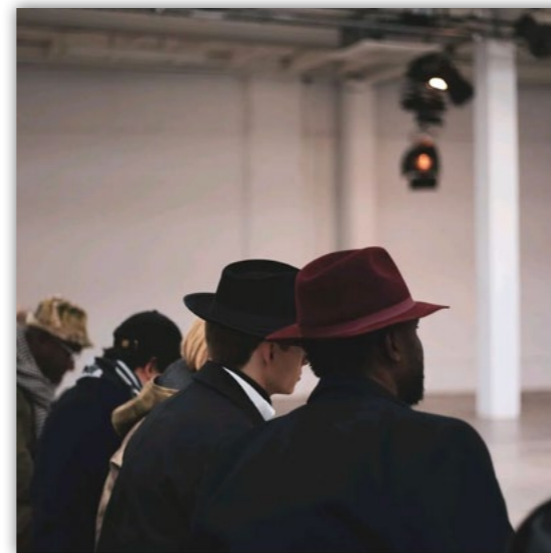
**Cake Decoration &  
Chocolate work**  
National Bakery School

## **Social Media Campaign Examples**

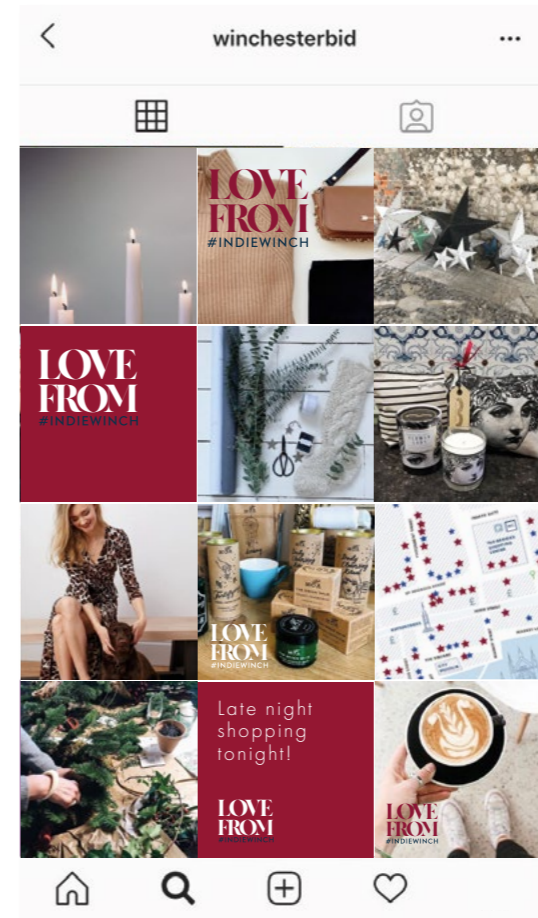
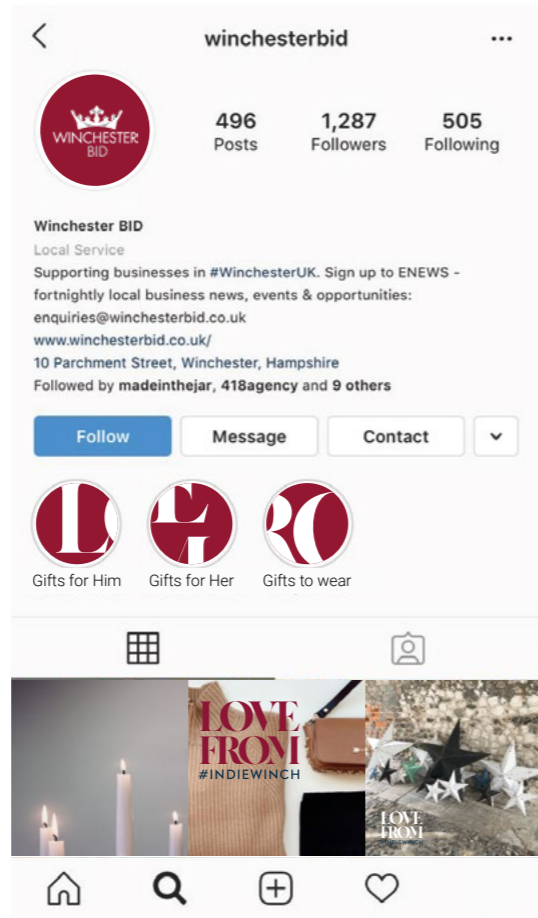


Social Campaign showcasing Facebook Topic Data for Pulsar Platform - this particular campaign was based around the Dental Industry.





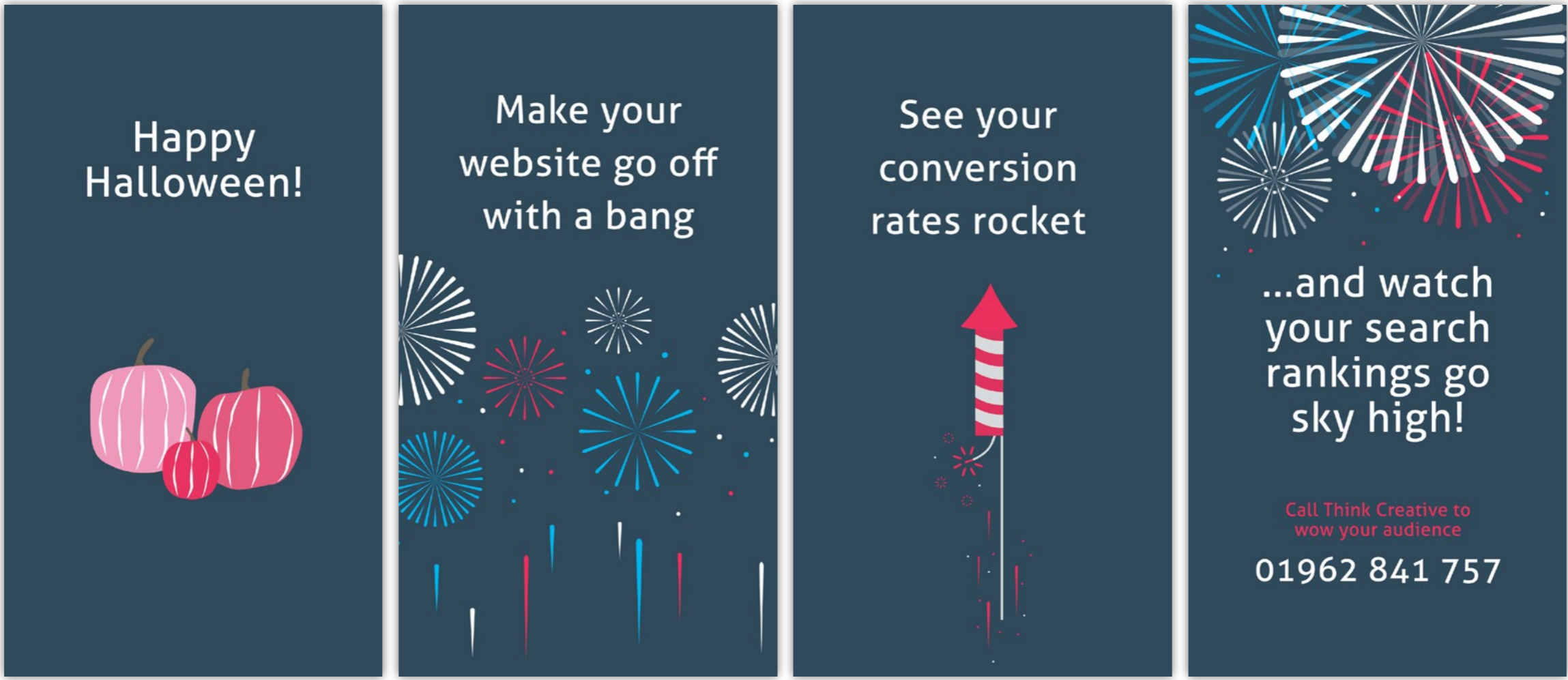
Instagram posts created for the Winchester Fashion Week awareness Social Media Campaign.



Instagram style for the Love From campaign Winchester BID.

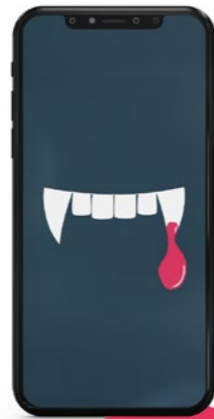


Instagram posts created for the Winchester Coffee Festival Social Media Campaign



Think Creative Bonfire Night Instagram story campaign.

Happy  
Halloween!



...want to  
get more  
bite from  
your  
website?

Try having a  
call to action  
on every page



...and try using video  
to create more  
engaging content



"...and always include  
testimonials."



For more web tips...  
Don't be  
scared to get  
in touch

01962 841 757

...fangs for watching!  
thinkcreative

Think Creative Halloween Instagram story campaign.



**Imogen Barton**

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[imibarton@gmail.com](mailto:imibarton@gmail.com)

07815528525