

MONITOR

CREATIVE SOLUTIONS TO POWER YOUR MARKETING

FULL SERVICE CREATIVE MARKETING AGENCY

www.monitorcreative.co.uk



Integration, not isolation. Our holistic approach builds your brand with creative campaigns that cut through the noise to engage and grow your audience.

YOU ARE THE CENTRE OF EVERYTHING WE DO

We are dedicated to understanding your challenges, and aspirations, to exceed your expectations.

We do this by providing exceptional services and solutions that address your specific requirements. Our commitment to being client-focused drives us to continuously improve and innovate to ensure your success.



AN EXTENSION OF YOUR TEAM

We pride ourselves on the many long term relationships we have had with clients over the years. We relish the challenge of getting to know every aspect of our clients businesses and then implementing this knowledge in the solutions we provide.

WORKING WITH YOU

We like to be part of the journey with our clients, supporting them as they navigate the route and to reach the goal destination.

GENERATING GREAT RESULTS

Your success is our success! We ensure we are delivering a return on all your budget spend and that we are delivering solutions that meet the objectives outlined.

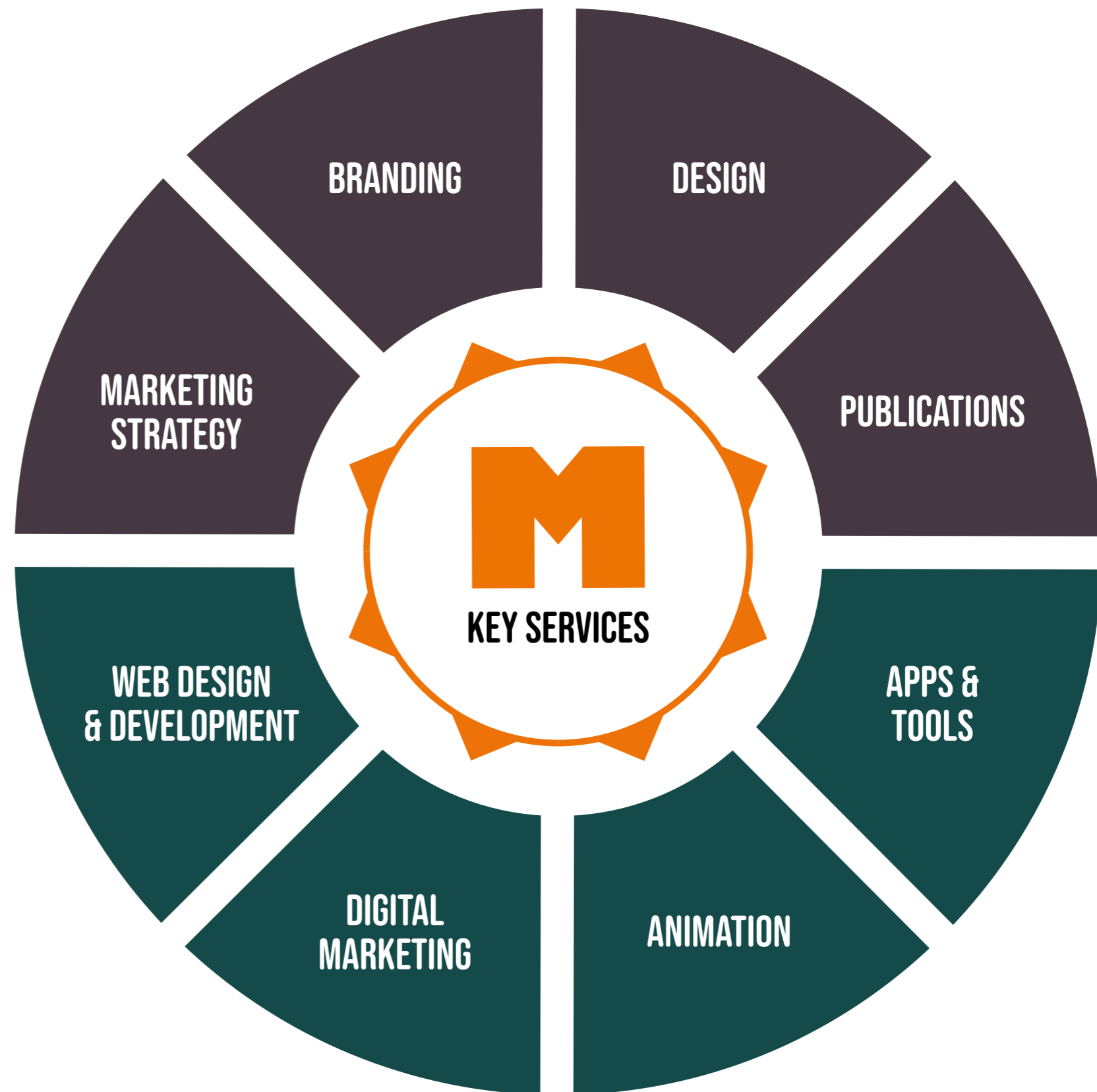
YOU ARE IMPORTANT TO US

We are a client-focused agency and delivering a great service is key to our success, which many of our clients can vouch for. We are a small agency with a big heart.

HELPING YOU TO JOIN THE DOTS

We are a full service marketing agency with over 30 years experience. Providing a multidisciplinary perspective to every project. Ensuring that your business is powerful at every touchpoint.

Our list of services is lengthy! So here are some of the key services and solutions we deliver regularly...



CREATIVE SERVICES

As our name suggests, creativity is at the heart of everything we do. Armed with a toolbox of imaginative strategies and the vision to transform your brand's narrative, you can trust us to deliver fresh ideas and real results.

Read more about the array of creative services that we offer, designed to elevate your brand's presence and connect with your audience in ways that resonate, captivate and inspire.



Marketing strategy & insight

- Create impactful modern marketing and digital presence.
- Develop comprehensive marketing strategies tailored to specific goals and target audience.
- In-depth market research, competitor analysis, and customer insights to identify opportunities and challenges.
- Targeted and data driven approach to optimise strategies for maximum impact with the target audience in mind.



Publications

- Elevate brand credibility and reach.
- From end of year reports to magazines and promotional materials, both digital and print.
- Create meaningful and engaging content designed to resonate with your target audience based on your unique goals and requirements.
- From concept to finished product through the stages of planning, content creation, design and delivery, we understand the importance of conveying your message effectively.



Branding

- Build brand personalities.
- Define brand identity to establish a unique and recognisable presence in the market.
- Develop a brand architecture that aligns with business's goals and values.
- Develop effective communications strategies to resonate with target audiences.
- Maintain brand consistency and relevance in competitive markets.



Design

- Develop distinctive assets to help position a brand.
- Enhance visual appeal whilst maintaining brand consistency.
- Develop creative concepts that resonate with audiences.
- Creation of traditional print media that has impact and delivers results.
- Translate brand guidelines into effective marketing tools.

DIGITAL SERVICES

Our holistic approach to digital marketing takes into account your audience's journey across your website, social media, email communications and more. We identify gaps your users are falling through and create a seamless journey across touchpoints. Ensure your digital presence works smarter, not harder, with Monitor.

Our digital strategy consultation and advice services are supplemented by specific services to boost your digital presence.

Platform experience...



Custom intergration with...



Web design & Development

- Create visually appealing and functional websites, prioritising a smooth and intuitive user experience.
- Create a robust user experience.
- Build and deliver websites that draw visitors and maintain attention, while conveying a brand's message and values.
- Research, plan and create engaging content.
- Provide support and maintenance to keep websites up to date.



Animation

- Bring your marketing to life with captivating animations.
- Convey messages in an engaging manner.
- Create interactive presentations, product showcases and more.
- Tell stories that simplify complex concepts for better audience understanding.



Digital Marketing

- Review and analyse your current digital footprint and define a strategy to boost your visibility.
- Use cutting-edge tools to engage your audience and help to turn website or social media visitors into loyal customers.
- Conducting a thorough online presence assessment.
- Craft digital marketing strategies that include SEO, content marketing, email marketing and social media to enhance visibility and engagement.
- Focus on conversion optimisation to deliver the best ROI.



Apps & Tools

- Analyse the benefits of an app or tool and develop a strategy that is reflective of this.
- Create custom apps or web tools to help to set businesses apart from the competition.
- Bespoke web, app and mobile development tailored to your needs and objectives.
- Improve the user experience with UI/UX.
- Improve brand loyalty.
- Update existing apps to improve user experience and conversions.



ACTIONS SPEAK LOUDER THAN WORDS

Employing a range of expert marketers, creatives and techies, we provide a multidisciplinary perspective to every project.

While we offer a range of services as a marketing agency, at Monitor we pride ourselves on being a flexible full service marketing partner. Whether you need support for a specific project or have a wider range of marketing needs, we're here to help. We can act as your sole marketing partner, alongside in house marketing teams, or even work on smaller day to day maintenance tasks.



ESTABLISH GOALS

Form follows function at Monitor. What you want to achieve is the key to deciding the vehicle of delivery, so [let's chat](#).

BUILD THE STRATEGY

We don't cut corners, every solution is planned bespoke for your brand, audience, and goals.

IMPLEMENT THE SOLUTION

Using the latest tech and expertise, all our solutions are delivered with an unwavering attention to detail.

REAP THE REWARDS

We pride ourselves on tracking our work with analytical tools wherever possible, using the results to refine the solution. And repeat!

DELIVERING REAL RESULTS



Our current clients say it for us, and these testimonials are more than just words. They represent the results of our partnerships built on collaboration, expertise, and a shared vision for success.

Here at Monitor Creative, we believe that our clients' success stories are the truest reflection of our commitment to delivering excellence. But you don't have to take our word for it!

"Our collaboration with Monitor on our members' magazine The FED is a great success. We work with them throughout the whole process, from monthly editorial meetings to plan content and discuss ideas, through to sending the magazine to print. The team at Monitor is always willing to work with us to enable us to achieve our goals. So much so, that earlier this year The FED was shortlisted for a prestigious award!"

MUNTAZIR DIPOTI, NATIONAL PRESIDENT,
THE FED

"I wanted to say a big thank you to all of the Monitor Creative team for all of their hard work over the first half of the year. I know it's been very busy with us handling many different projects at once but to have you as an extended team has been great and we couldn't have executed such great work without you."

EMMA, MARKETING MANAGER,
POLYPIPE BUILDING SERVICES

"My experience working with Monitor on the manufactured brick slip campaign was fantastic. From initial campaign concepts to creative ideas we felt that Monitor really understood what we were trying to achieve. I'd like to give a special mention to Rachel and Marcus who really stepped up to ensure that the campaign was delivered on time and to the high standard we expected. This was the first campaign that we worked with Monitor on and due to its success it hasn't been the last!"

TOM, MARKETING COMMUNICATIONS MANAGER,
WIENERBERGER



WORK WE'VE DONE

The proof of the pudding is in the eating, so here's a selection of work we've done for other clients.

We foster a unique relationship with our clients, in which projects start as a conversation. Our in-depth knowledge of your brand allows us to create successful campaigns like these.

MEMBER MAGAZINE

CREATIVE



The Federation of Independent Retailers is one of Europe's largest membership organisations. Each month as a team, we plan and produce the issues which average, around 76 pages.

We have managed the design of their member magazine since March 2020 and recently updated the magazine to suit the Feds new style and branding.

It has delivered measurable bottom-line benefits to its readers. Industry insights and advice have enabled readers to achieve tangible savings in each issue, while peer-to-peer content has driven significant member engagement.

Our team of designers produced the new-look Fed magazine in time for issue 21. We made certain that the new colour palette and design principles created a refreshingly sleek look that was consistent with their new branding. Each issue is themed and packed with useful new features and offers, driving direct benefits to the Fed members by making it easy to quickly access the advice and support they need to build their businesses.

PRODUCT LAUNCH CAMPAIGN

CREATIVE



Founded in 1819, Wienerberger is the world's largest producer of bricks and clay blocks.

In the UK alone, it has 14 production sites and is now aiming to move into a new market - extruded brick slips. Wienerberger UK knew it needed specialist support to create an eye-catching campaign that exuded precision engineering excellence. Monitor's team began extensive competitor research, which revealed that most precision engineering campaigns relied heavily on visuals that emulated the style adopted by many German car brands.

After several brainstorming sessions, our designers offered a 'Tick' campaign concept. The campaign featured a clever use of the brick slip corner, not only showcasing the product but also using its own features to create a second meaning in the form of a tick. The new brick slips are part of a portfolio of sustainable construction materials from Wienerberger.

Through the process, we collaborated regularly with Wienerberger and their product photographer to ensure all parties were on track to deliver exactly what was needed.

WORK WE'VE DONE

DIGITAL PUBLICATION

DIGITAL



Having rebranded from the International Netball Federation, World Netball is the sole internationally recognised governing body for Netball, and were looking to refresh the brand into a modernised version of itself. World Netball lay out their strategic plan every four years. The plan needed to align visually with their rebrand and set the tone for their communications going forward. Plus, it needed to be accessible to netball families across the globe.

This is why we suggested a digital brochure. Not only did the Strategic Plan lay out World Netball's vision and plan for increasing participation in netball, empowering women, and much more - it did so in an interactive style. Readers can play videos, access links, and more right from the page they're reading.

The creative design gives the Strategic Plan a simple but powerful appearance that highlights key information with an emotive flair. [Take a look here >](#)

DIGITAL MARKETING

DIGITAL



Air Vent Technology has been one of the leading ventilation manufacturers in the UK for the last 20 years. To guarantee the success of Air Vent Technology's new website, it was essential to implement a digital strategy ensuring a successful launch via various online marketing channels. It was imperative that the new digital strategy was effective in generating awareness of the new website, communicating the company values, and promoting the products available to prospects and existing customers. All with the same goal of driving more traffic to the website.

Once the website is live, the work doesn't stop though, our ongoing digital strategy is delivering success for Air Vent Technology through content marketing, search engine optimisation (SEO), and performance reporting - we set up a google analytics report and tag manager to analyse user behaviour to provide continuous digital improvement.

WORK WE'VE DONE

ANIMATION

DIGITAL

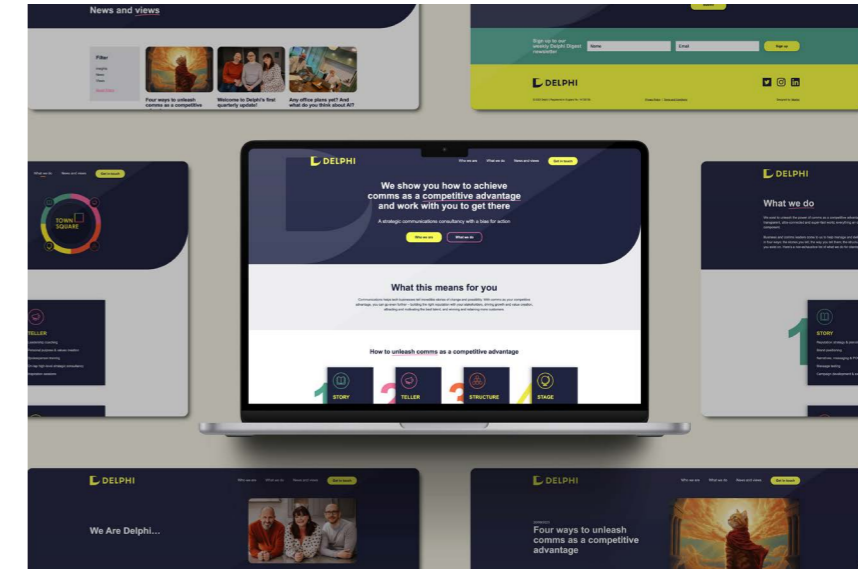


Wienerberger showcased its large offering of sustainable products at the Housing 2023 event; Europe's largest housing festival that takes part at Manchester Central. We were tasked with filling their metres high video wall with animation. Given incredible creative freedom, our brainstorming session was a wild ride. Taking Wienerberger's visuals into a whole new world, we began by storyboarding and then animated a community of the future - on the moon!

[Watch the animation here!](#)

WEBSITE DESIGN & BUILD

DIGITAL



Delphi is a strategic communications consultancy firm that was founded by three partners in 2023. As a new business in a market traditionally dominated by large firms, they faced unique challenges surrounding their visibility, credibility and future proofing. For their website we took an in depth look at their branding and company values to create a site that would reach their target audience and act as an effective shop window for their business. We achieved this by planning a clear user journey to show the details of the team credentials and experience, before moving on to design a website that conveyed the brand's story, approach and services.

The site was then built in WordPress to allow for future proofing, and launched with GA4 analytics to enable analytics reporting.

“They brought our new brand to life beautifully across the website they created for us, making it such a powerful – and flexible – shop window for our growing business.”

[Read more about what delphi had to say here >](#)

GOT YOUR ATTENTION?

Now it's time to get in touch!

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