

MONITOR

CREATIVE SOLUTIONS TO POWER YOUR MARKETING

FULL SERVICE CREATIVE MARKETING AGENCY

www.monitorcreative.co.uk



We help you look great, get noticed and achieve real results.
Partnering with us means fresh ideas, expert execution and
an experienced team that brings creativity to every project.

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 building long-term relationships with our clients. We love the challenge of getting to know every part of your business, then using that insight to deliver solutions that truly work for you.

WORKING WITH YOU

We like to be part of your journey, supporting you as you navigate the path and helping you reach your goals.

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.

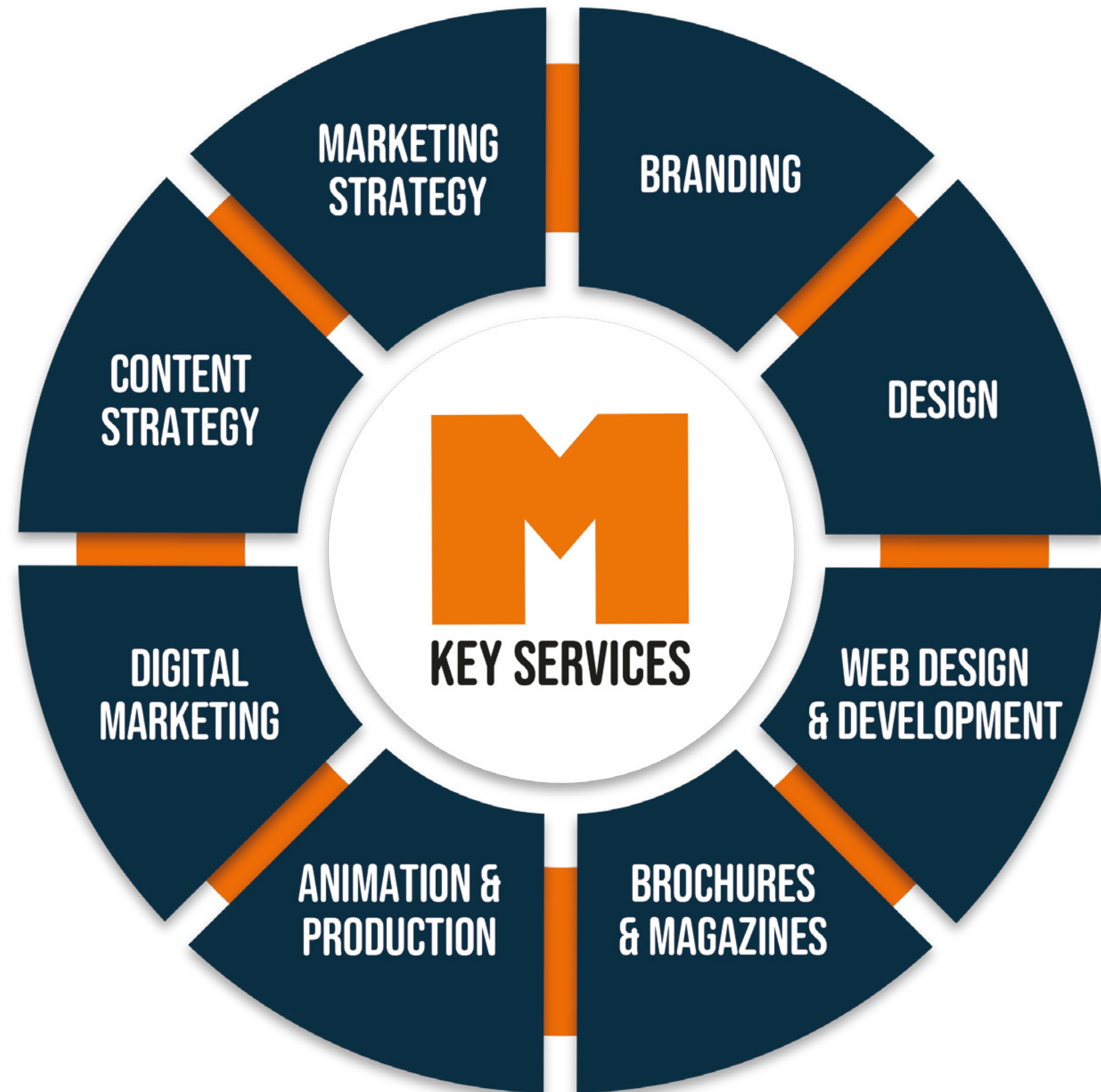
YOU ARE IMPORTANT TO US

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're a full-service marketing and creative agency with over 30 years of experience. We bring a wide range of skills to every project, making sure your business makes an impact at every touchpoint.

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



KEY SERVICES

➤ Marketing Strategy

If you're launching a campaign, refining your brand, or building a digital presence, we create marketing strategies that align with your goals and speak to your audience.

- Conducting in-depth market research, competitor analysis, and customer insight to uncover opportunities and navigate challenges.
- Using a targeted, data-driven approach to refine your strategy and maximise effectiveness with the right audience.

➤ Design

Building a brand, refreshing your look, or rolling out a new campaign? We design creative assets that capture attention and elevate your message.

- Developing bold, effective visuals that stay true to your identity while connecting with your audience.
- Translating brand guidelines into powerful marketing tools, across print and digital to ensure consistency, clarity, and impact.

➤ Branding

From new launches to brand refreshes, we create distinctive brand personalities that capture your identity and express what you stand for.

- From creating a visual identity to messaging and tone of voice, we help define a brand that's clear, compelling, and built for recognition.
- We align every element with your goals and values, creating a cohesive brand experience that connects with your audience and stands out in a crowded market.

➤ Brochures & Magazines

Whether it's a magazine, sales brochure, newsletter or report and accounts, we craft content that aligns with your goals and speaks directly to your audience.

- From initial concept to final delivery, we handle every stage. From planning, content creation, design, and production with care and precision.
- Our focus is always on clear, compelling communication that makes an impact.

“ The Monitor team is professional, friendly, and always committed to exceeding expectations, ensuring exceptional work and service every time. ”

KEY SERVICES

➤ Website Design & Development

If you're launching a new site or upgrading an existing one, we design and build websites that are visually engaging, functional, and aligned with your brand.

- Prioritising a smooth, intuitive user experience that keeps visitors engaged and encourages action.
- Researching, planning, and creating content that connects with your audience and communicates your values clearly.
- We offer ongoing support and maintenance to keep your website fresh, secure, and performing at its best.

➤ Digital Marketing

Boost your online visibility and turn visitors into loyal customers, we build digital strategies that drive engagement and results.

- Reviewing your current digital footprint to uncover opportunities and craft a clear, effective plan for growth.
- Using tools like SEO, content marketing, email campaigns, and social media to connect with your audience and build lasting relationships.
- Focusing on conversion optimisation to ensure your digital efforts deliver measurable impact and strong ROI.

➤ Content Marketing

Need the right words to inspire action? We create content that's clear, compelling, and perfectly aligned with your brand voice.

- Crafting messaging that connects, whether it's website copy, campaign headlines, blog content, or long-form storytelling.
- Developing content strategies that support your goals, improve SEO, and keep your audience engaged across channels.
- Writing with purpose to inform, inspire, and drive results, while staying true to your tone, values, and message.

➤ Animation & Production

If you're looking to engage your audience in new ways, we bring your marketing to life with animations that are bold, clear, and memorable.

- Creating interactive presentations, product showcases, explainer videos and visual stories that simplify complex ideas and leave a lasting impression.
- Designing motion content that captures attention, enhances understanding, and strengthens your brand message.
- Managing the full animation process, from planning and storyboarding to scriptwriting, animating, and sourcing voiceovers, we make sure that everything runs smoothly, from concept to completion.

Platform experience...



Custom intergration with...



...and more

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 technology 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!

**WE'RE IMMENSELY PROUD
OF THE WORK WE DO...**

UNIVERSITY OF SALFORD

Project: Website Design & Development and E-learning Animations

Project Type: Branding, Animation, Website Design & Development

The University of Salford launched AI Cyber Nexus to educate Greater Manchester SMEs on the intersection of AI and cybersecurity. To make a strong impact, they needed a distinctive brand, an accessible website, and engaging e-learning content and fast delivery.

We began by developing a fresh brand identity, separate from the university's core branding, including a bold colour palette and padlock-inspired logo to convey trust and innovation.

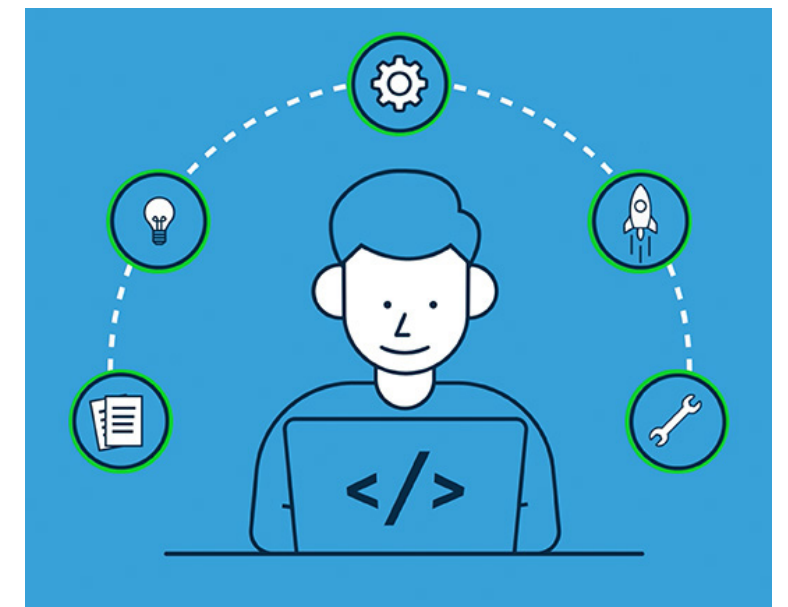
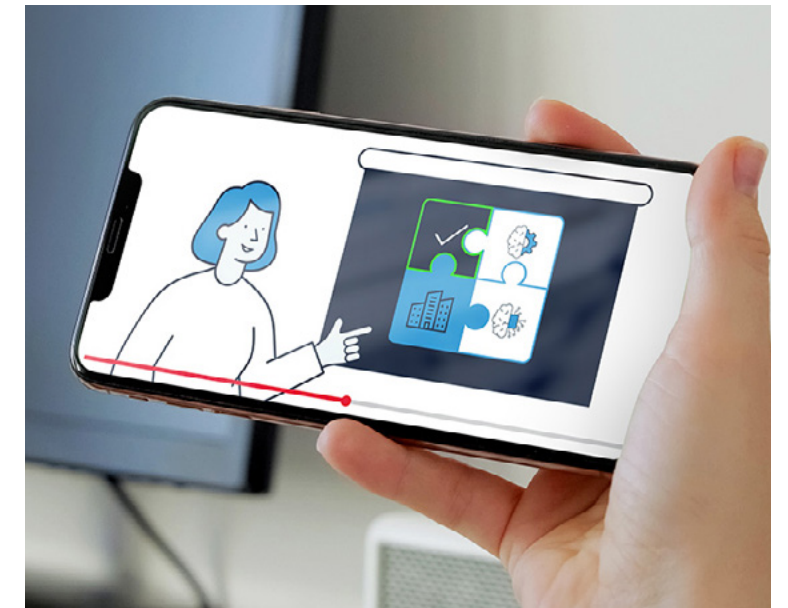
With the branding in place, we designed and built a fully responsive, accessible website, developed to WCAG 2.2 standards and packed with resources for users across devices.

We also created a series of five animated e-learning videos distilling complex academic content into clear, engaging stories, complete with voiceovers and motion graphics.

The result is a future-ready platform that extends the program's reach and impact, helping SMEs build confidence in AI-powered cybersecurity.

“Working with Monitor Creative has been great. Its team took the time to understand our vision and delivered a website that's visually stunning, highly functional, and user friendly. We appreciate Monitor's attention to detail, creativity, and technical expertise.”

Associate Professor (Digital Transformation),
University of Salford



WIENERBERGER

Project: Product Launch Creative Campaign

Project Type: Marketing Strategy, Design

With a heritage dating back to 1819, Wienerberger is the world's largest producer of bricks and clay blocks. In the UK, it operates 14 production sites and was preparing to launch into a new market - extruded brick slips. To stand out in this niche, Wienerberger needed a striking campaign that reflected the precision and quality of its new product.

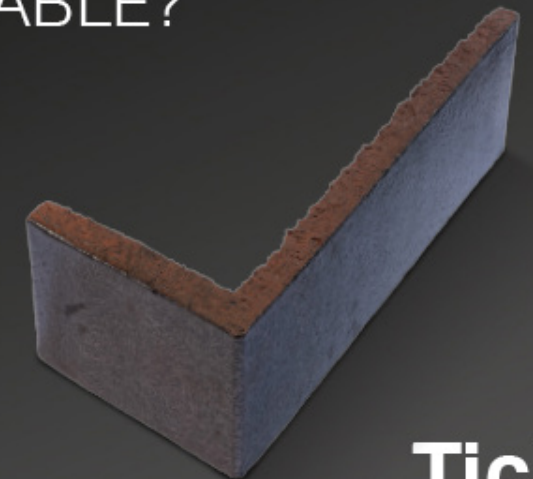
They turned to Monitor Creative for a fresh perspective. Our team began with in-depth competitor research. We developed the bold 'Tick' campaign, using the brick slip's unique corner feature to form a tick mark. It was a simple but powerful visual, cleverly showcasing the product while communicating trust, precision, and approval. Regular collaboration with Wienerberger's team and photographer ensured a smooth process and a campaign ready to make a confident market entry.

PERFECT
FOR OFFSITE
CONSTRUCTION?



Tick.

WEATHERPROOF
& DURABLE?



Tick.

Core range.

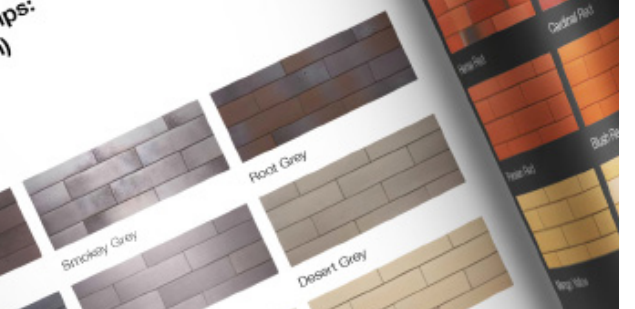
Armis.

Finish: Smooth
Colours: Brown, Red & Yellow



Manufactured Brick Slips:
ARMIS (Smooth finish)

Black, grey and white



“ 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. This was the first campaign that we worked with Monitor on and due to its success it hasn't been the last!

Marketing Communications Manager, Wienerberger UK

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UNITAS WHOLESALE

Project: Product Launch Creative Campaign

Project Type: Marketing Strategy, Design

Unitas Wholesale, the UK's largest Wholesale Buying Group, asked us to redesign its key retailer guides, 'Core Range' and 'Focus On', distributed through member wholesalers and online via the Plan for Profit website.

We modernised the Core Range guides, streamlining up to 112 pages of insights and advice into an accessible, reader-friendly format. Backed by industry research, we refreshed the visual style to highlight top tips, product trends, and actionable advice, making information easier to find and apply.

For the Focus On series, which delivers deep dives into specific categories like RTD coffee and confectionery, we created a cohesive look and feel that aligned with Core Range. The new designs prioritise clarity, brevity, and strong visual signposting, ensuring consistency across all retailer touchpoints.

Together, the redesigned guides strengthen Unitas's support for retailers and enhance engagement across its wholesale network.

Monitor has truly transformed our Core Range and Focus On category guides, turning them into visually captivating and highly engaging resources for independent retailers. Their design expertise elevated the content, making it modern and easy to digest. From the beginning, their team understood our vision and delivered a layout we loved immediately. The Monitor team is professional, friendly, and always committed to exceeding expectations, ensuring exceptional work and service every time.

Category Controller, Unitas Wholesale



WAVECREST TELECOMMUNICATIONS

Project: Brand Development and Website Design & Development

Project Type: Branding, Website Design & Development

Wavecrest, a global voice and messaging provider, had bold ambitions, but an outdated brand and website were holding it back. After years of frustration, they approached Monitor Creative to help reposition the business for long-term success.

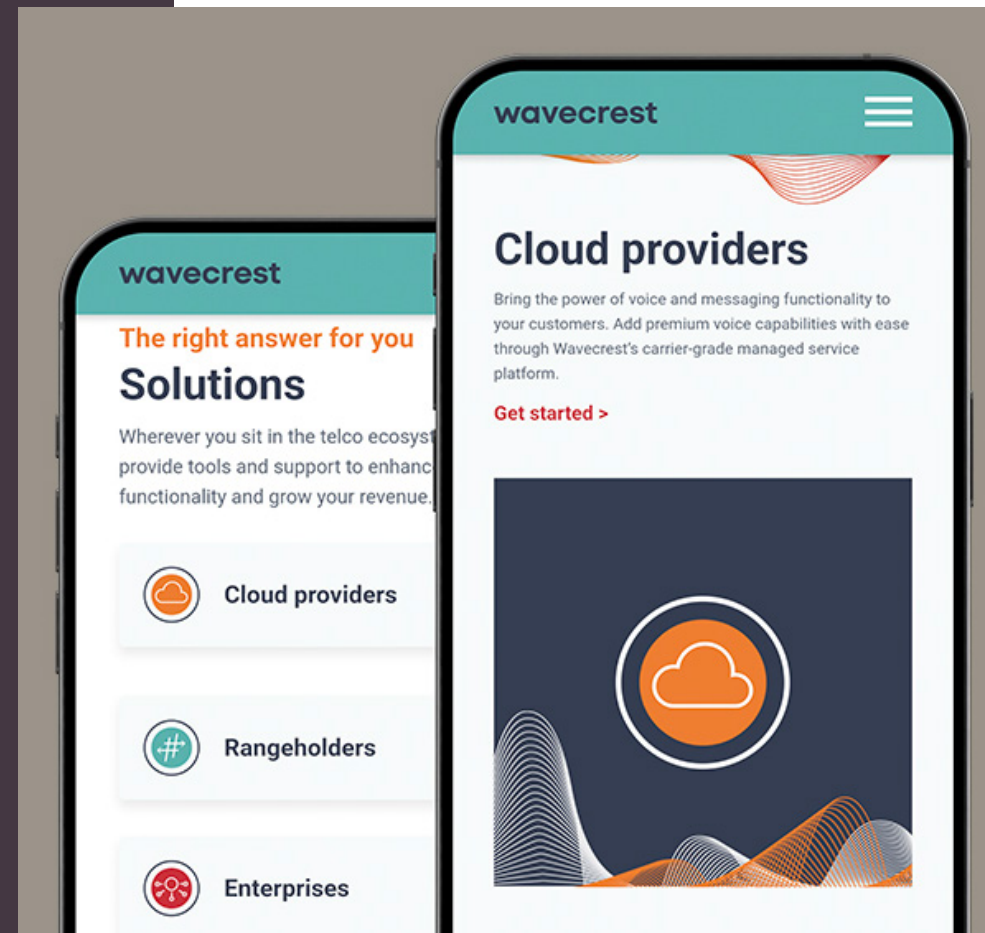
Our goal was clear, create a modern brand and digital presence that reflected Wavecrest's vision and set it apart from competitors. Through in-depth research and collaborative workshops, we developed a fresh brand identity built on trust, innovation, and clarity.

We then redesigned the website from the ground up. Prioritising intuitive navigation, strong messaging, and a seamless user experience. A detailed scoping process and rigorous testing ensured the platform was both high-performing and user-friendly.

The result was a vibrant new identity inspired by a San Francisco sunset and a website that not only enhanced Wavecrest's visibility and SEO, but also left a lasting impression on a global audience.

“Working with the team at Monitor over the last 4 months has been an exceptional experience. Despite the tight deadlines, they continued to deliver the highest quality work. The team has felt like an extension of our business. From watching our new brand come to life to their attentive listening to our ideas, their ability to adapt quickly was impressive. The seamless flow through to the website has created the perfect hub for our customers.”

Head of Product, Wavecrest



THE FEDERATION OF INDEPENDENT RETAILERS

Project: Membership Magazine

Project Type: Brochures & Magazines

The Federation of Independent Retailers, one of Europe's largest membership organisations, needed a refreshed magazine to match its updated branding and better serve its members.

Since March 2020, Monitor Creative has managed the design and production of The Fed magazine, an average 76-page monthly publication. When the organisation rebranded, we were asked to redesign the magazine in line with their new visual identity.

Our design team delivered the new-look magazine for issue 21, introducing a sleek layout, refreshed colour palette, and modern design principles that aligned with the updated brand. Each issue is now thematically curated and packed with practical features, industry insights, peer-to-peer content, and exclusive offers.

The result is a valuable business tool. Readers benefit from expert advice and tangible cost-saving opportunities, while increased engagement proves the magazine's ongoing value to Fed members.

Our collaboration with Monitor on our member magazine The Fed is a great success. We have worked 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 that last year 'The Fed' was shortlisted for a prestigious award!

National President, The Fed



DELPHI 393

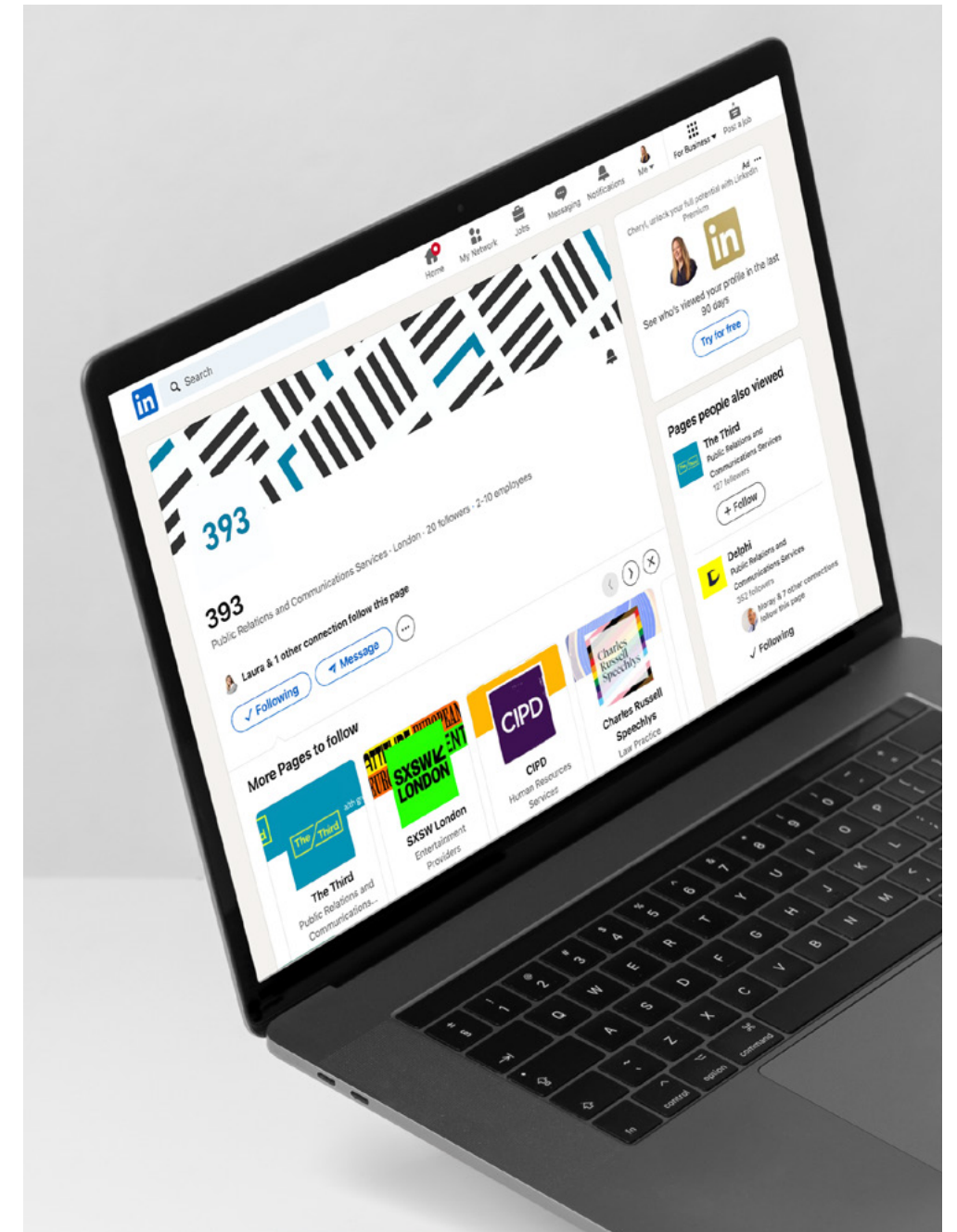
Project: Brand Creation

Project Type: Branding

As a new brand with big ambitions, Delphi 393 wanted an identity that reflected elite performance, discipline, and a nod to its namesake, the final Ancient Olympic Games in AD 393. The challenge was to create a modern, monochrome brand that captured this spirit while standing out in today's market.

Monitor Creative was brought in to develop the full brand. After detailed research and creative exploration, we landed on the concept of the 'Delphi Code', a bold visual inspired by ancient Greek Acrophonic numerals representing '393'. This became the brand's core graphic element.

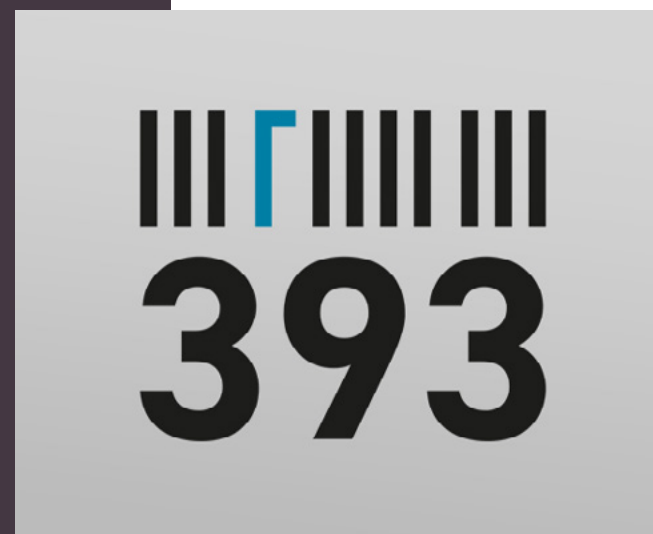
To complement the Delphi Code, we designed a clean, curved logo using traditional numerals for balance and flexibility. The identity was then rolled out across social media ahead of the launch, setting a confident tone. The result is a striking, intelligent brand that reflects Delphi 393's high-performance mindset, designed to evolve as the business grows.



“ Having worked with the Monitor team before, we knew they were the perfect choice for our latest project. They listened attentively to our vision and brought our ideas to life in a way that perfectly encompasses what we aim to achieve with our brand. Their dedication and creativity are unmatched.

”

Founder, Delphi 393



PURE OFFICE

Project: Occupier Magazine

Project Type: Brochures & Magazines

With a growing network of centres across the UK, Pure Offices recognised the importance of regular, high-quality communication with its occupiers. They asked Monitor Creative to refresh The Hub magazine, ensuring it aligned with their evolving brand while delivering greater value to readers.

Initially tasked with a visual redesign, we quickly identified a larger opportunity to refine the magazine's content strategy and publishing approach. Through occupier workshops and nationwide surveys, we gathered insights that led to a new format and a stronger focus on community-driven content.

Our design team created a sleek, modern look with a true magazine feel, distinct from corporate marketing. Meanwhile, our copywriters crafted editorial features that informed, inspired, and reflected the occupier community.

The result? A refreshed Hub magazine that Pure Offices was proud to share nationwide, which builds stronger connections with occupiers and reinforces the brand's commitment to excellence.



AIR VENT TECHNOLOGY

Project: Website Design & Development and Digital Strategy

Project Type: Digital Marketing, Website Design & Development

As one of the UK's leading ventilation manufacturers, Air Vent Technology needed a new website that not only reflected its brand but actively attracted and engaged customers. To ensure a strong launch, the team turned to Monitor Creative to develop a targeted digital strategy.

Our goal was clear, build awareness, communicate core values, and drive both new and returning visitors to the site. We rolled out a multi-channel launch plan, using digital marketing techniques to highlight key product ranges and generate early momentum.

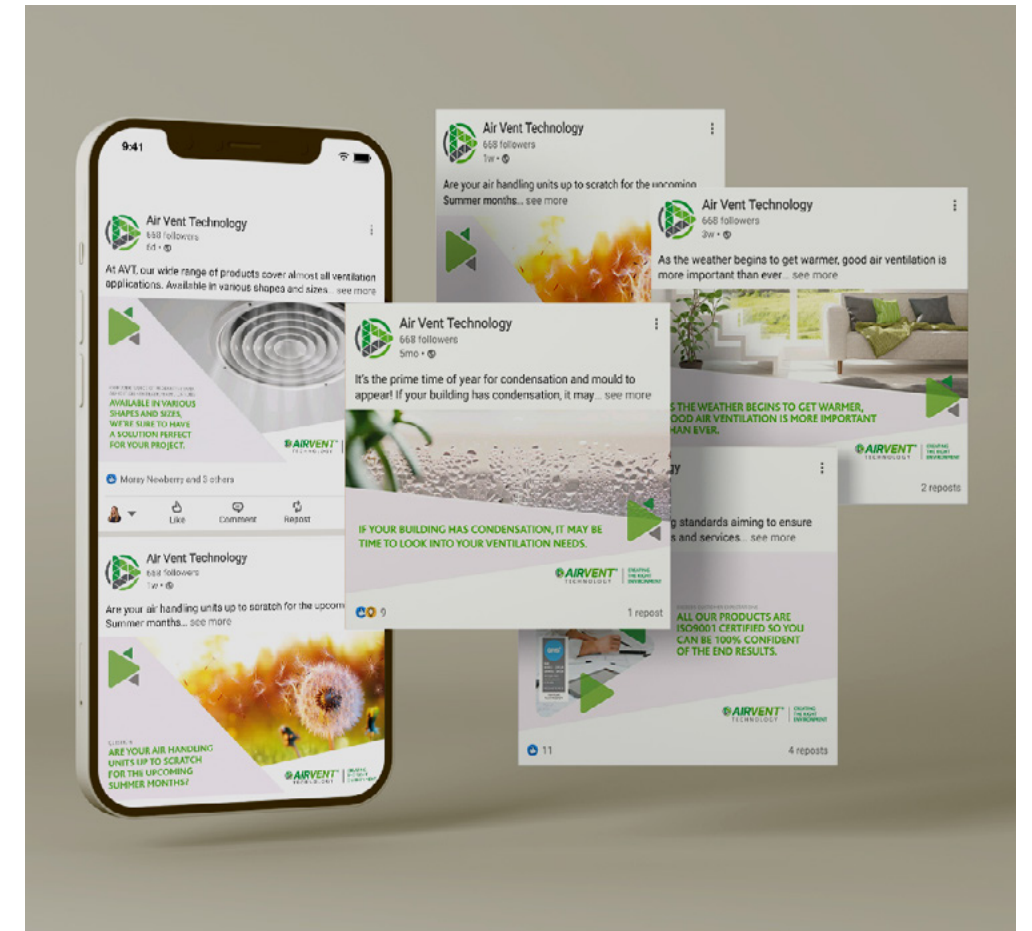
But the work didn't stop at launch. We developed an ongoing digital strategy that includes content marketing, search engine optimisation (SEO), and performance tracking. With Google Analytics and Tag Manager in place, we're able to continuously monitor user behaviour and refine the experience.

The result is a growing, high-performing website that's helping Air Vent Technology strengthen its online presence and attract qualified leads.

We have been working with Monitor for several years now; the support and knowledge they bring have been key to the growth of our online presence and the success of our ad hoc projects. As well as our monthly programme, by extension, they have become valued members of the AVT team who are a pleasure to work with.

Customer Support Manager, AVT

”



POLYPIPE BUILDING SERVICES

Project: Digital Marketing

Project Type: Digital Marketing

PBS needed a more effective digital approach to increase conversions, improve ad performance, and build brand awareness across search and social. They turned to Monitor Creative to help optimise every stage of the digital journey.

We started by redesigning key landing pages, aligning them with best practices. CTAs were placed above the fold, unnecessary content was removed, and messaging focused on clear value. The result? Higher average time on page, deeper scroll depth, and stronger conversion rates.

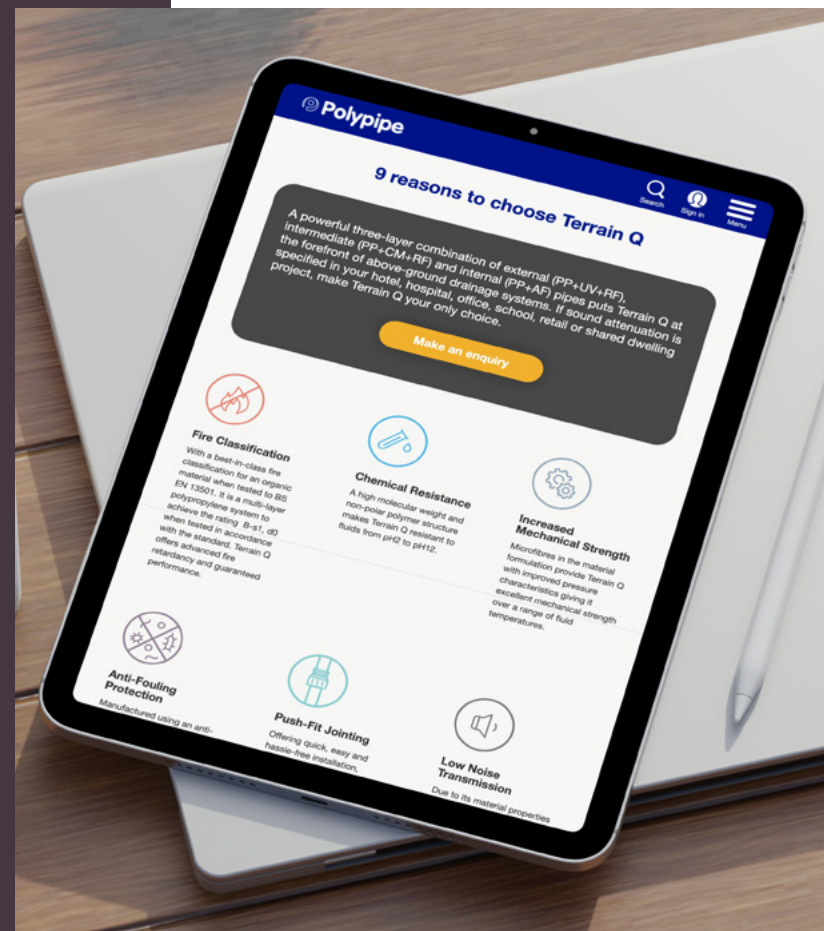
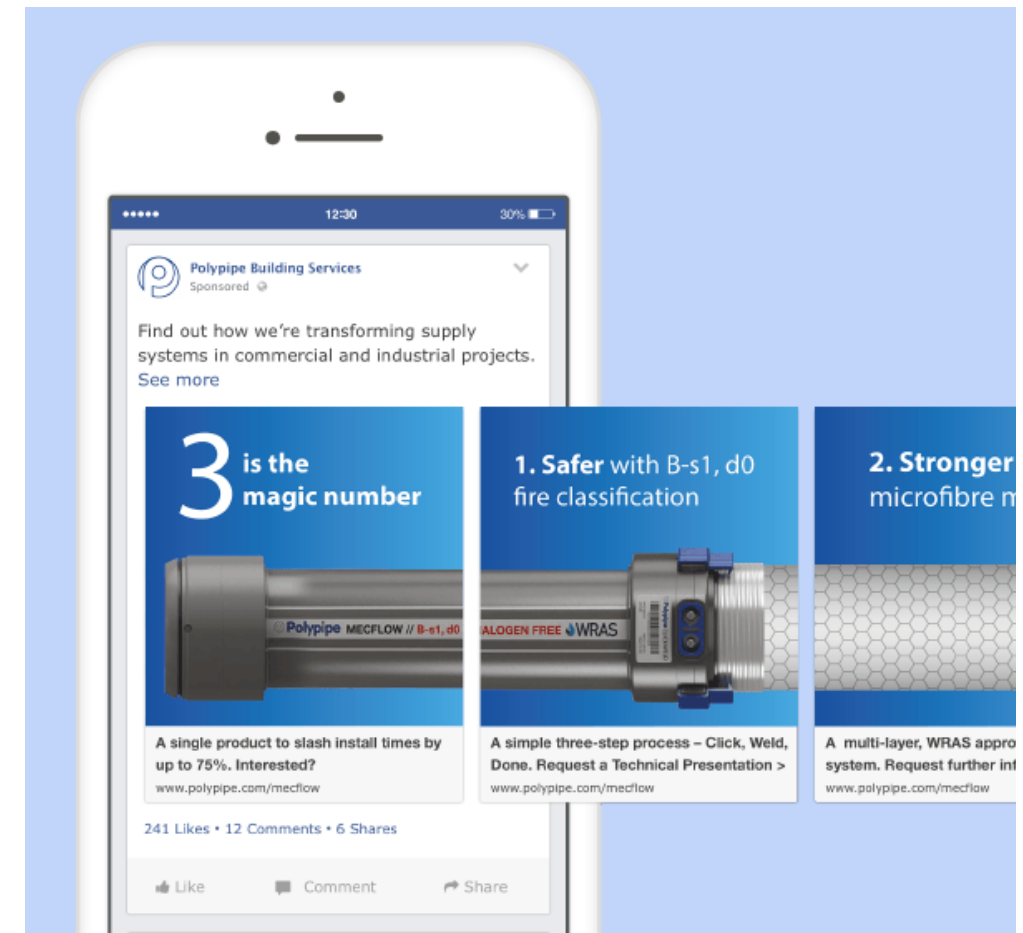
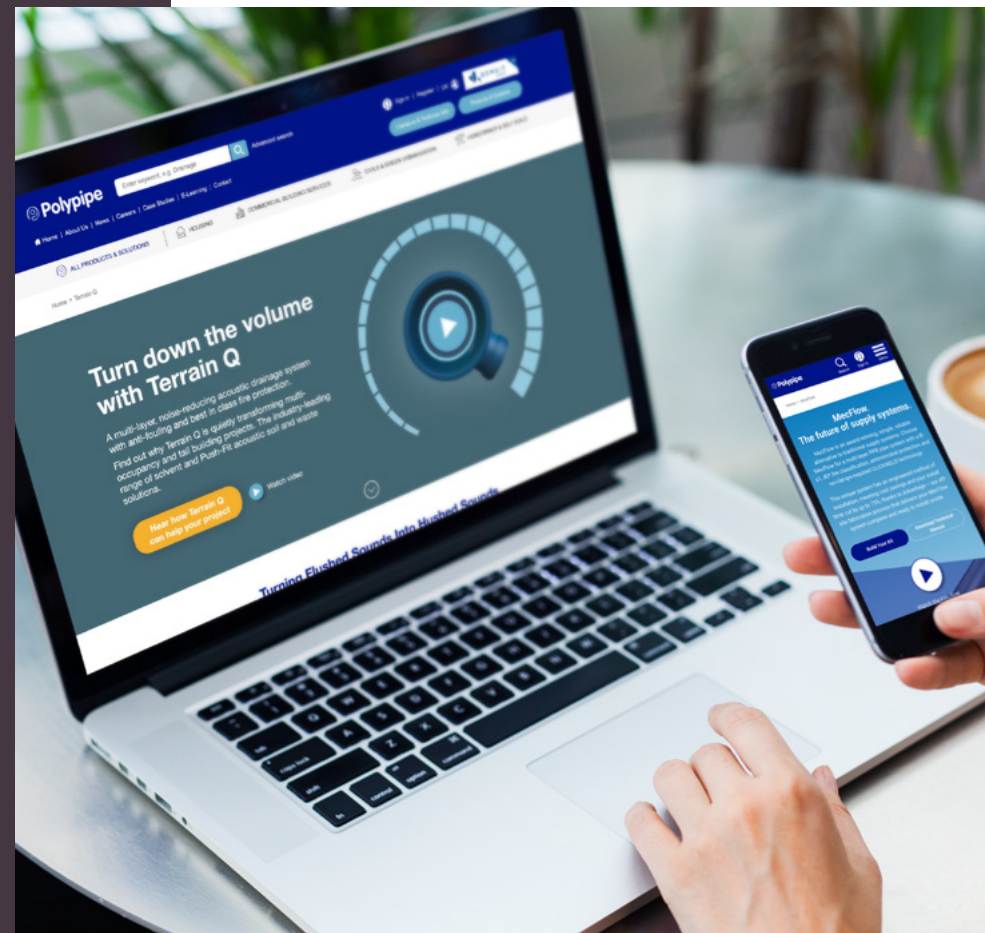
Next, we launched a full SEO strategy to support both paid and organic traffic. Pages are now updated monthly with relevant keywords and UX improvements, boosting visibility and engagement.

We also rebuilt their Google Ads campaigns from the ground up, refining keywords and audiences to reach high-value commercial construction prospects while reducing CPCs and internal competition.

Finally, we rolled out a LinkedIn campaign targeting niche B2B audiences by job title, industry, and company size, building brand recognition where it matters most.

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.

Marketing Manager, Polypipe Building Services



NAUNTON DOWNS

Project: Member Brochure

Project Type: Brochures & Magazines

Naunton Downs, one of the Cotswolds' most scenic golf clubs, partnered with us to design a new club brochure updating members on key highlights and future events.

After touring the facilities and consulting with the club's new general manager, we developed a content plan and sleek design inspired by leading golf magazines. Our longstanding connection with the club shaped the tone and style of the publication.

We created a 12-page brochure blending editorial features, event previews, and dining menus, all brought together with a clean, minimalist design using the club's familiar blue and green palette.

The final brochure strengthens Naunton Downs' brand, supports member engagement, and serves as a powerful promotional tool throughout 2025.



Working with Monitor Creative has been a seamless and inspiring experience from start to finish. Their ability to capture the character of Naunton Downs and translate it into a designed magazine has exceeded all expectations. Ella's and the team attention to detail shown throughout the project have been second to none. We're incredibly grateful to the Monitor team for their hard work and look forward to continuing our collaboration in the future.

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General Manager, Naunton Downs Golf Club

POLYPIPE BUILDING PRODUCTS

Project: Underfloor Heating Tool

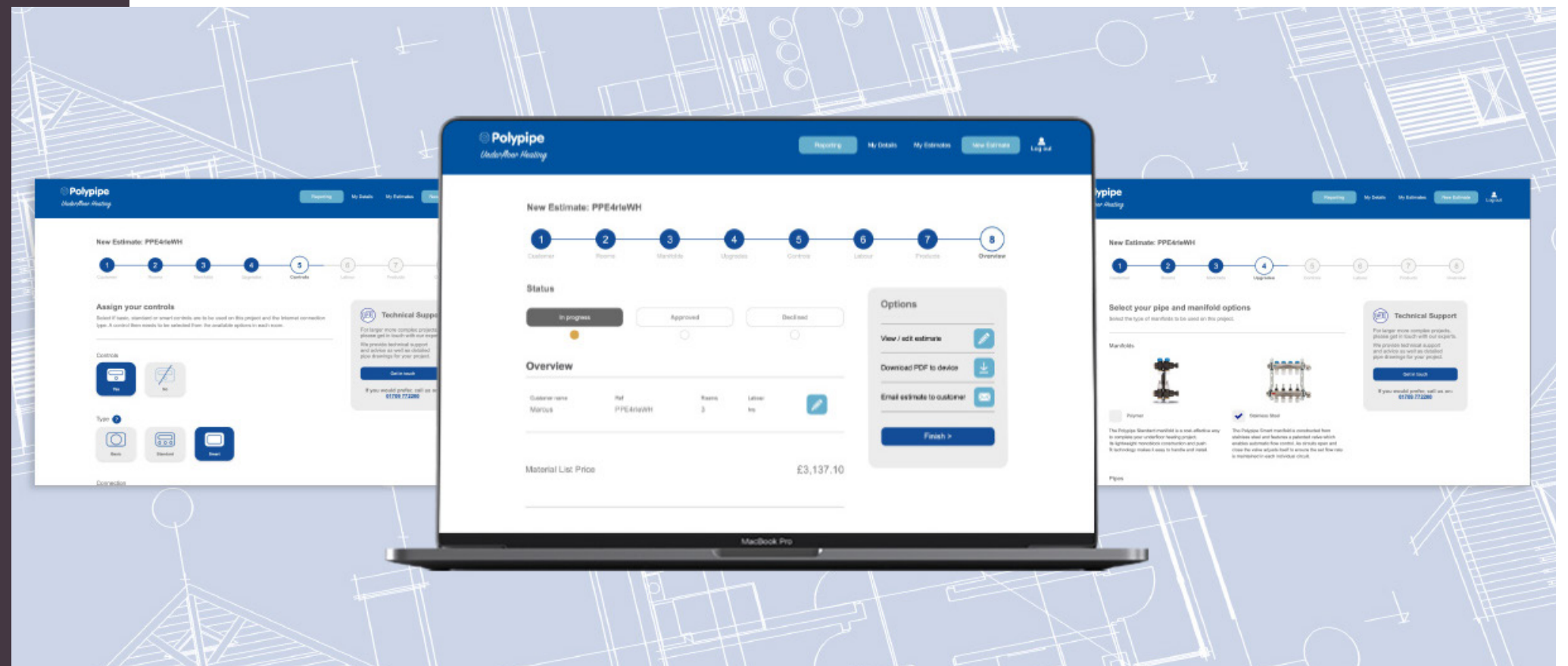
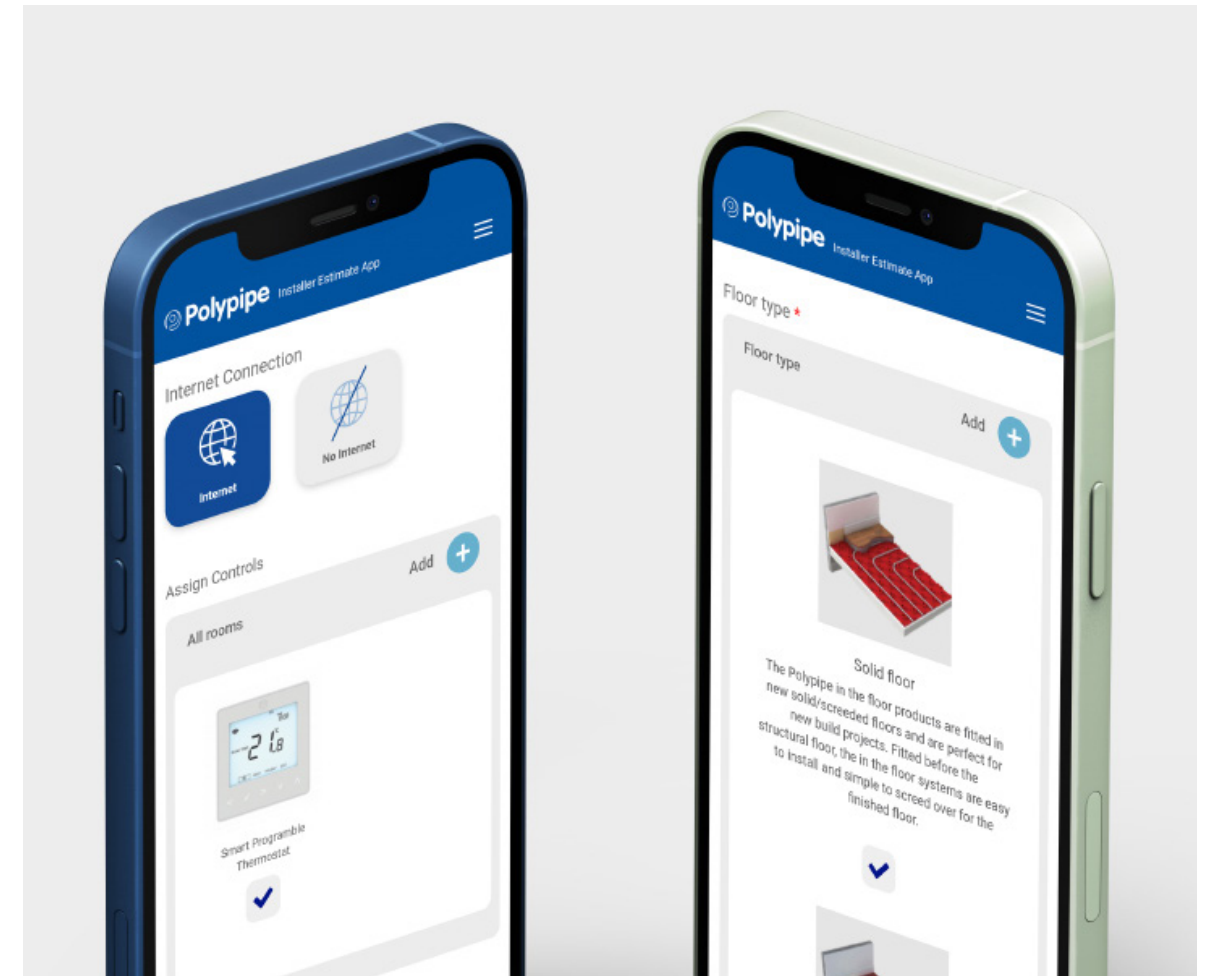
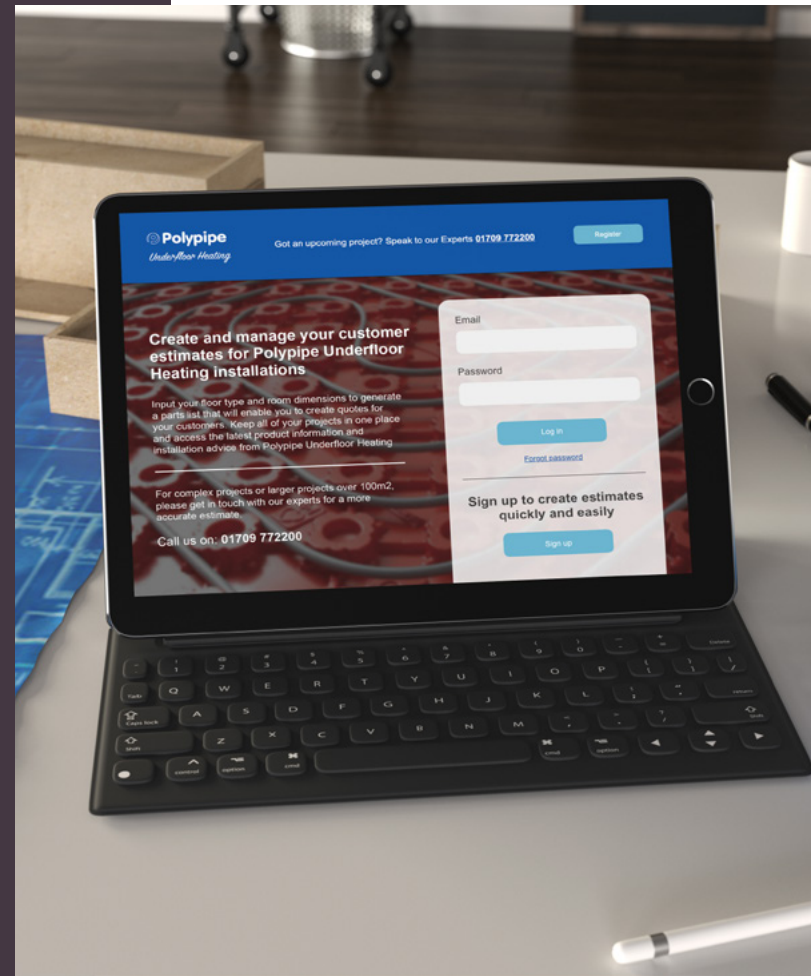
Project Type: Website Design & Development

Polypipe Building Products first partnered with Monitor Creative to develop a custom Underfloor Heating (UFH) estimate tool designed to simplify quoting and strengthen relationships with merchants. As the tool grew in popularity, Polypipe returned to us to help unlock even more of its potential.

We were tasked with improving usability, increasing estimate completions, and enhancing visibility for the sales team. After a full UX and performance review, we delivered a strategic update: a complete reskin, refined user journey, and improved tracking from initial request through to final acceptance.

The updated tool delivered impressive results. Completed estimates increased by 115%, unique sessions rose by 210%, and bounce rates fell by 59%. Over 1,500 estimates moved to the next stage of the pipeline, driving stronger leads and better customer engagement.

This evolution of the UFH tool showed how thoughtful digital optimisation can deliver real commercial impact.



“We’re delighted with the outcome of this project. The team at Monitor Creative did an absolutely great job. It was a real pleasure working with them.”

Head of Technical and Customer Experience, Polypipe

GOT YOUR ATTENTION?

Now it's time to get in touch!

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