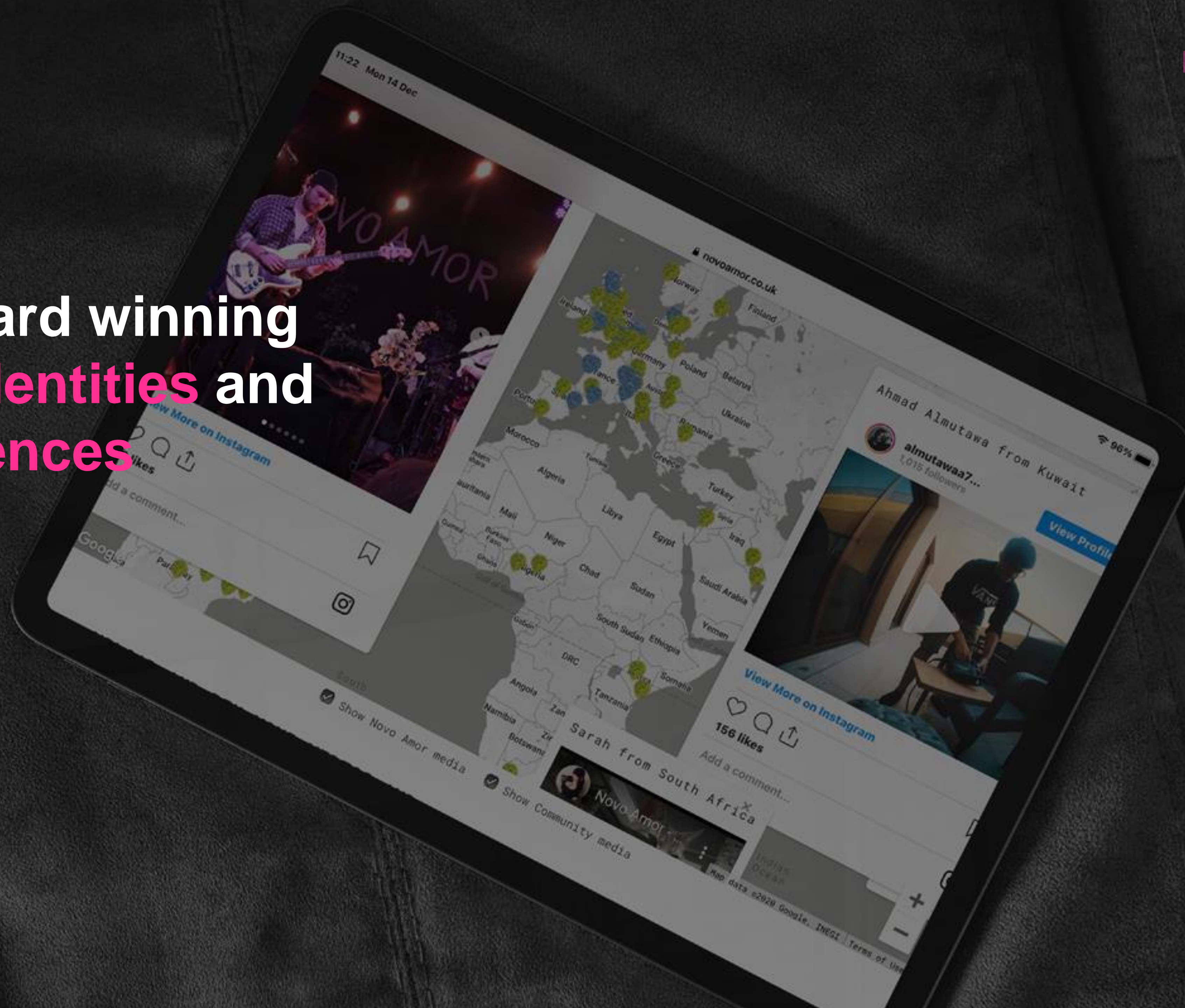


**How to make your
brand uniquely 'you'**

RELISH

We create award winning campaigns, identities and digital experiences



Delicious, sustainable coffee, hand-roasted and delivered to your door

[JOIN THE CLUB](#)

Choose from our range of sustainably sourced, single origin coffees



OUR PRODUCTS

SUSTAINABILITY



OUR STORY

FIND A RETAILER

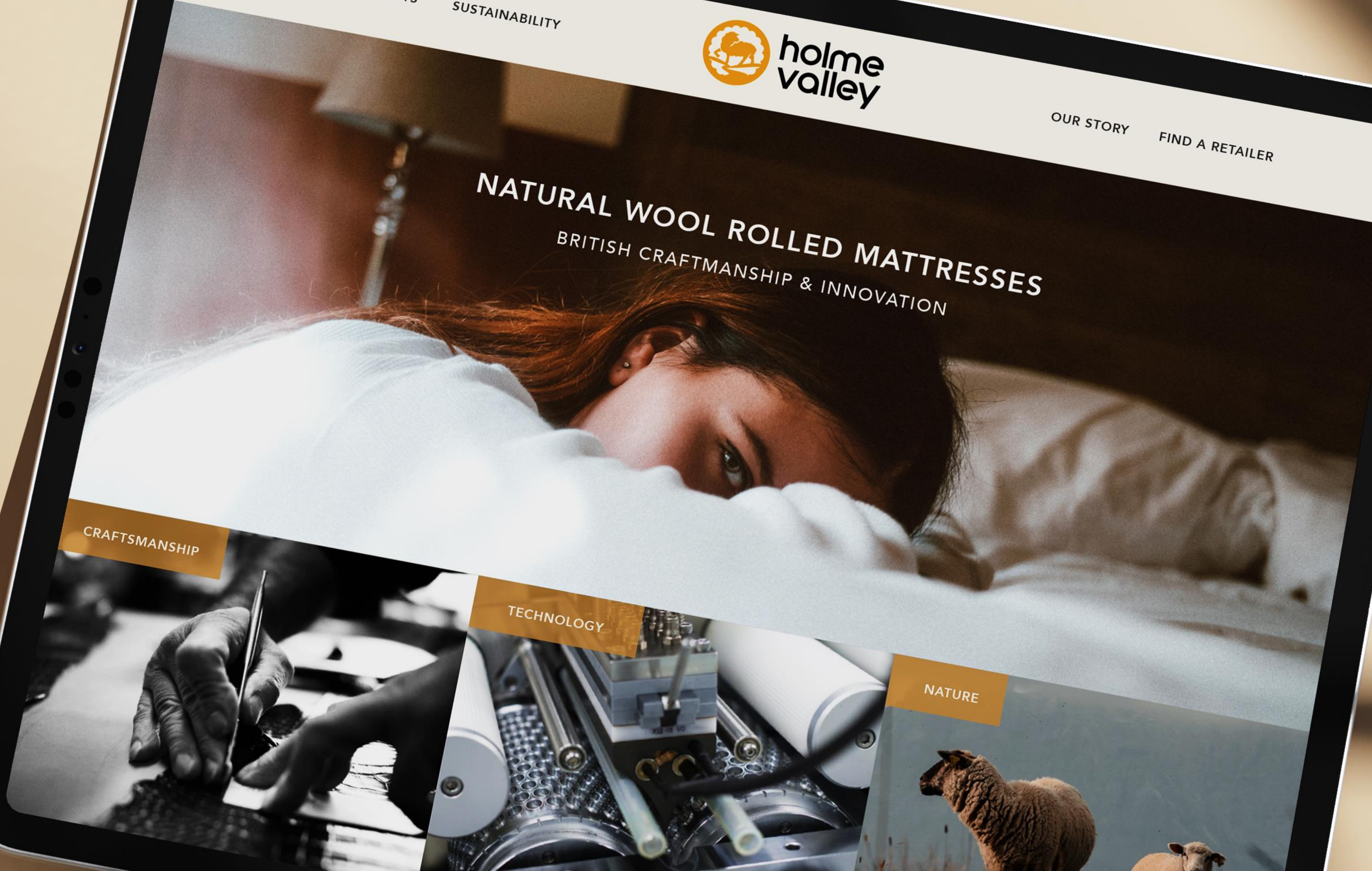
NATURAL WOOL ROLLED MATTRESSES

BRITISH CRAFTSMANSHIP & INNOVATION

CRAFTSMANSHIP

TECHNOLOGY

NATURE



vivid

Case Study -> Burberry SS21 Show

Delivering the Burberry SS21 fashion show to the world

Five unique live streams using cinematic multi-camera production on Twitch and online

020 8035 8010

EMAIL

BURBERRY

Client brief

As part of the 2020 London Fashion Week, we provided a cinematic multi-camera production to capture the launch of Burberry's spring/summer 2021 collection, directed by Partel Oliva.

vivid

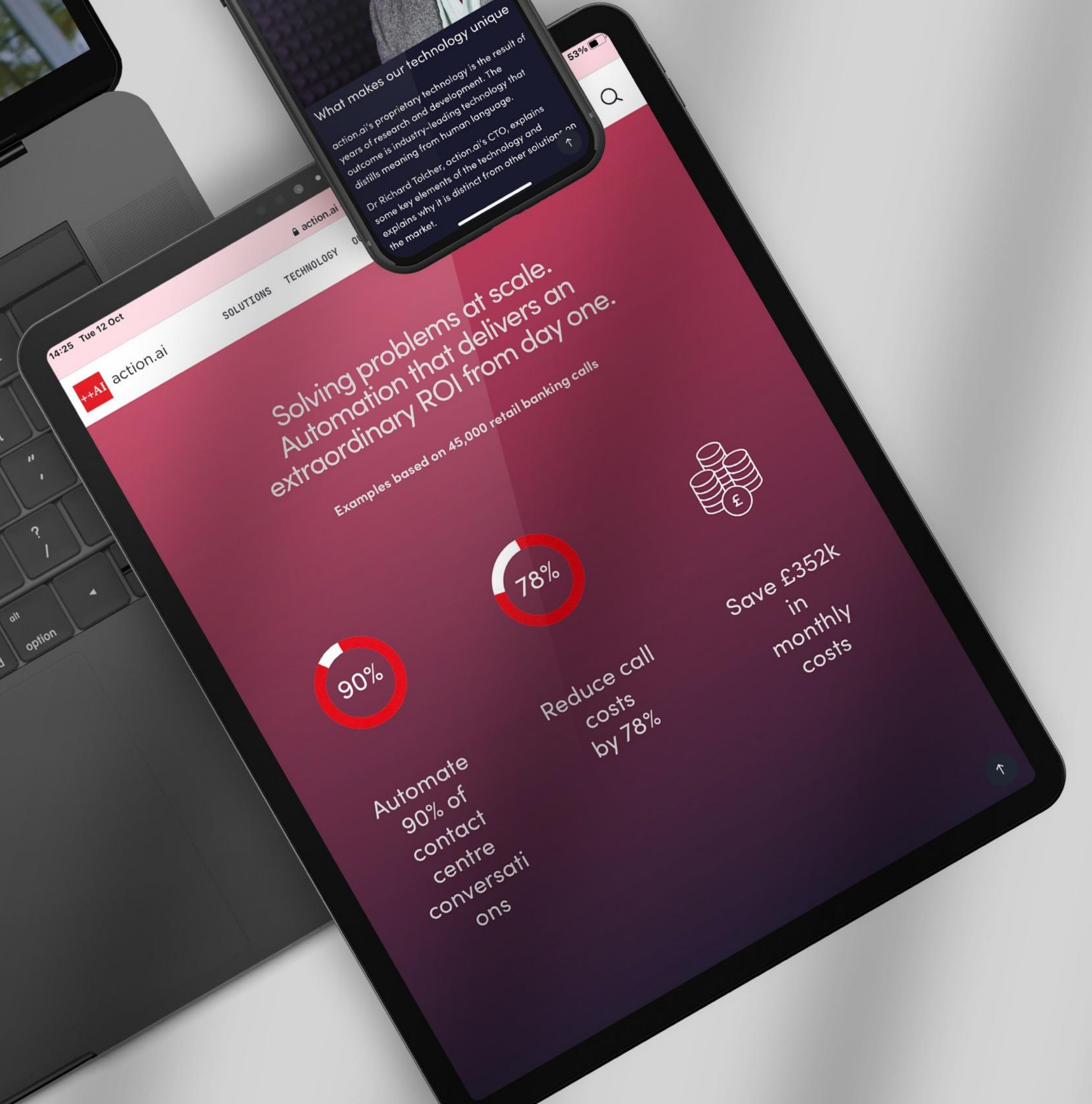
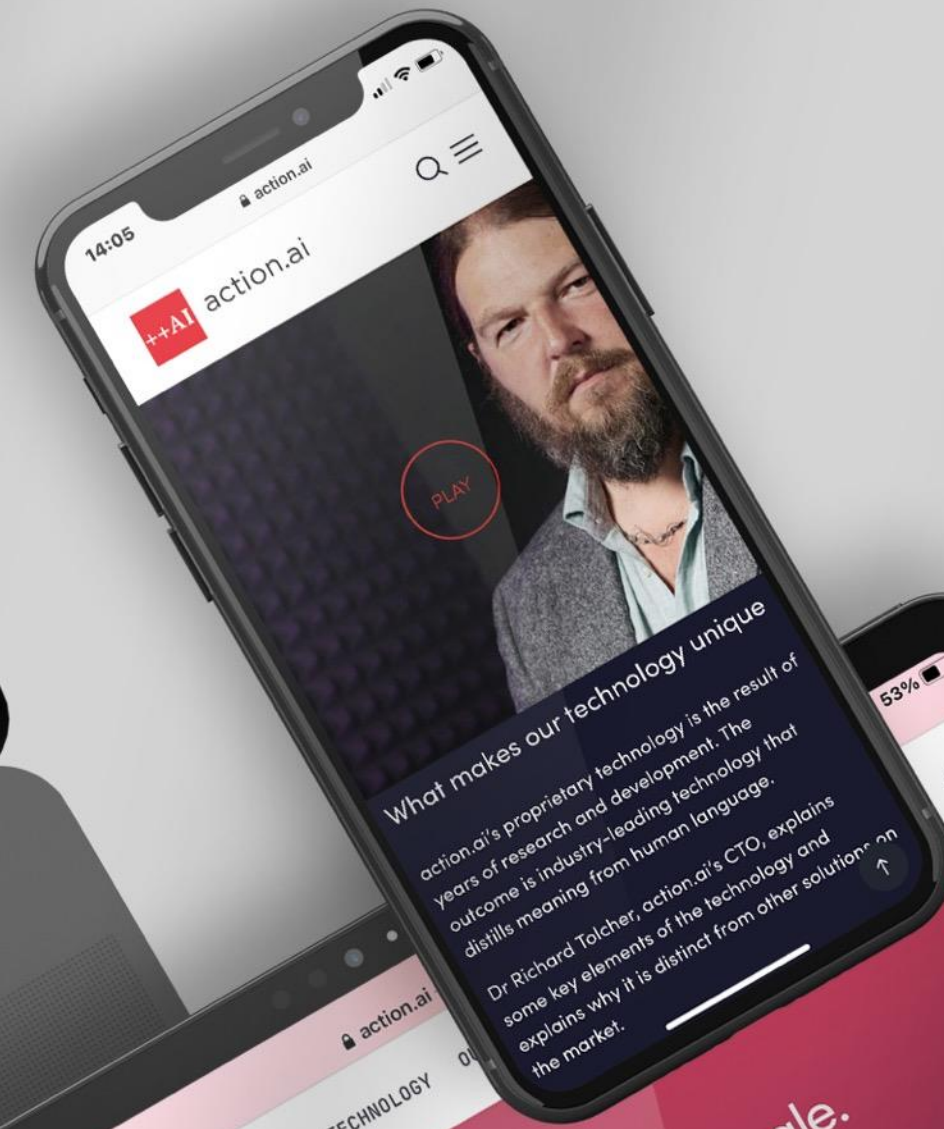
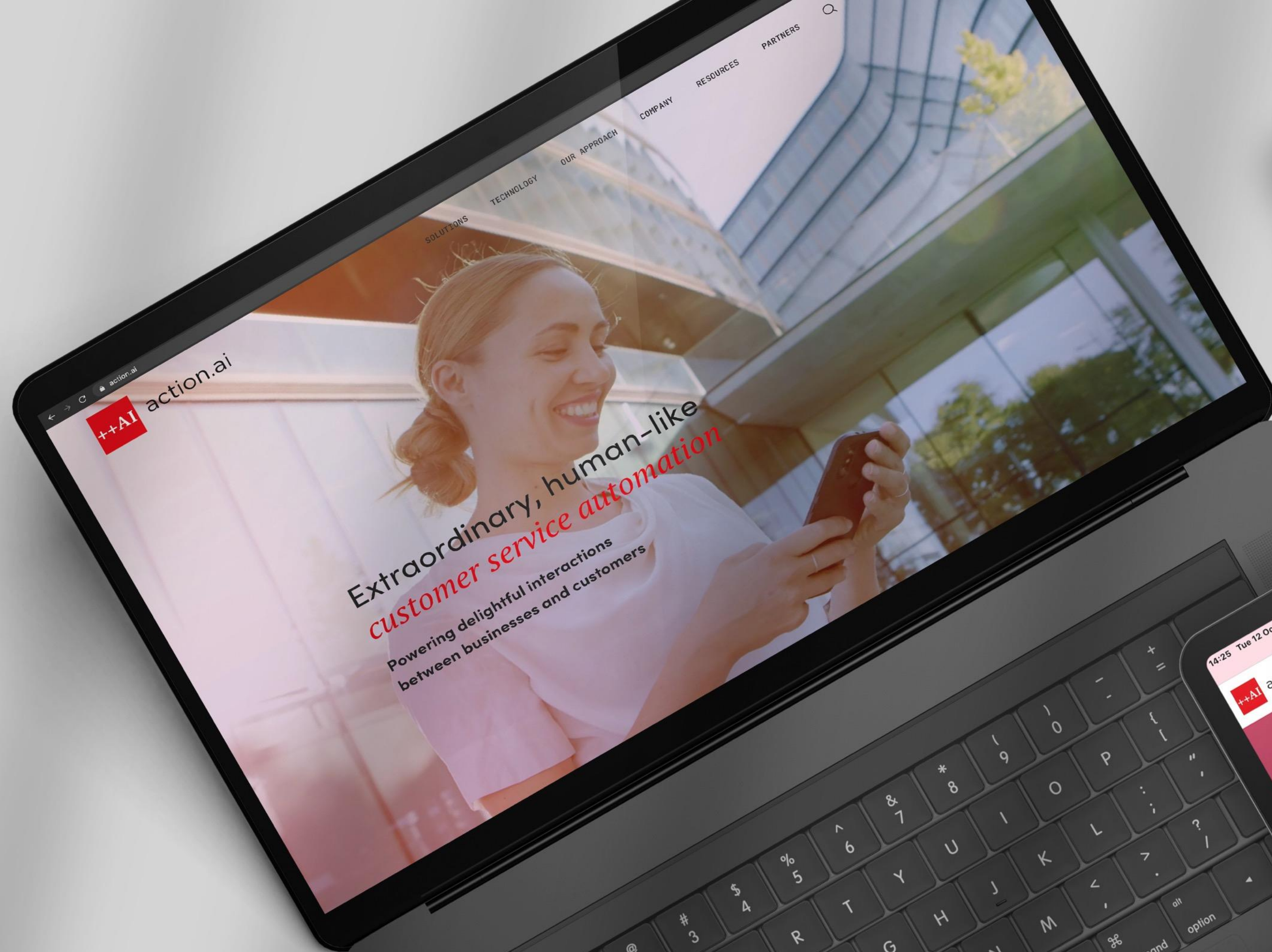
MENU

Industry leading technical know-how

We pride ourselves on staying ahead of the broadcast curve. From our unique *Remote Production* centre, to our *Cinematic Multi-cam* or best-in-class modular *Flypacks*

020 8035 8010

EMAIL



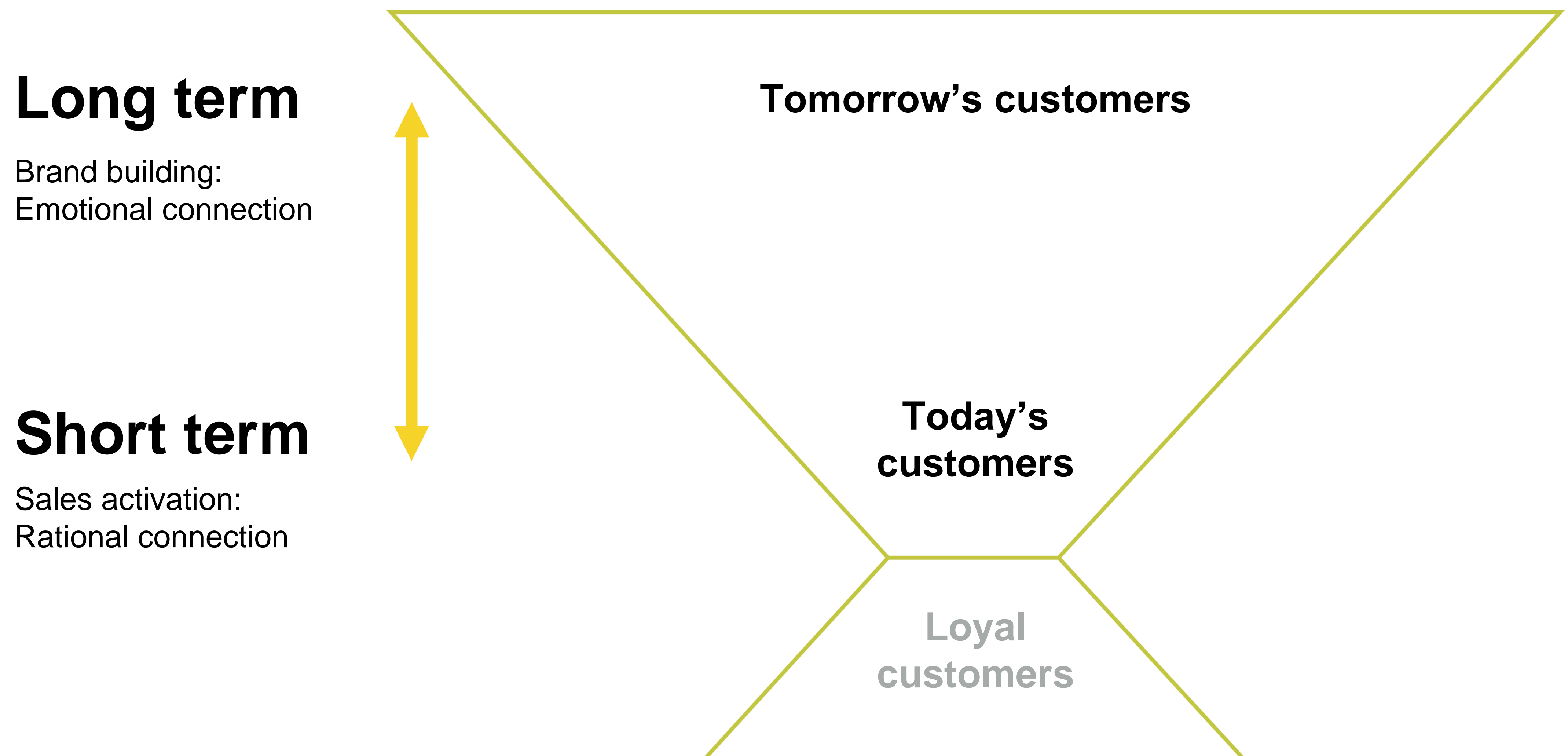
Cutting edge innovation
Infinite possibilities

Advanced lollipop cutters for
complex components

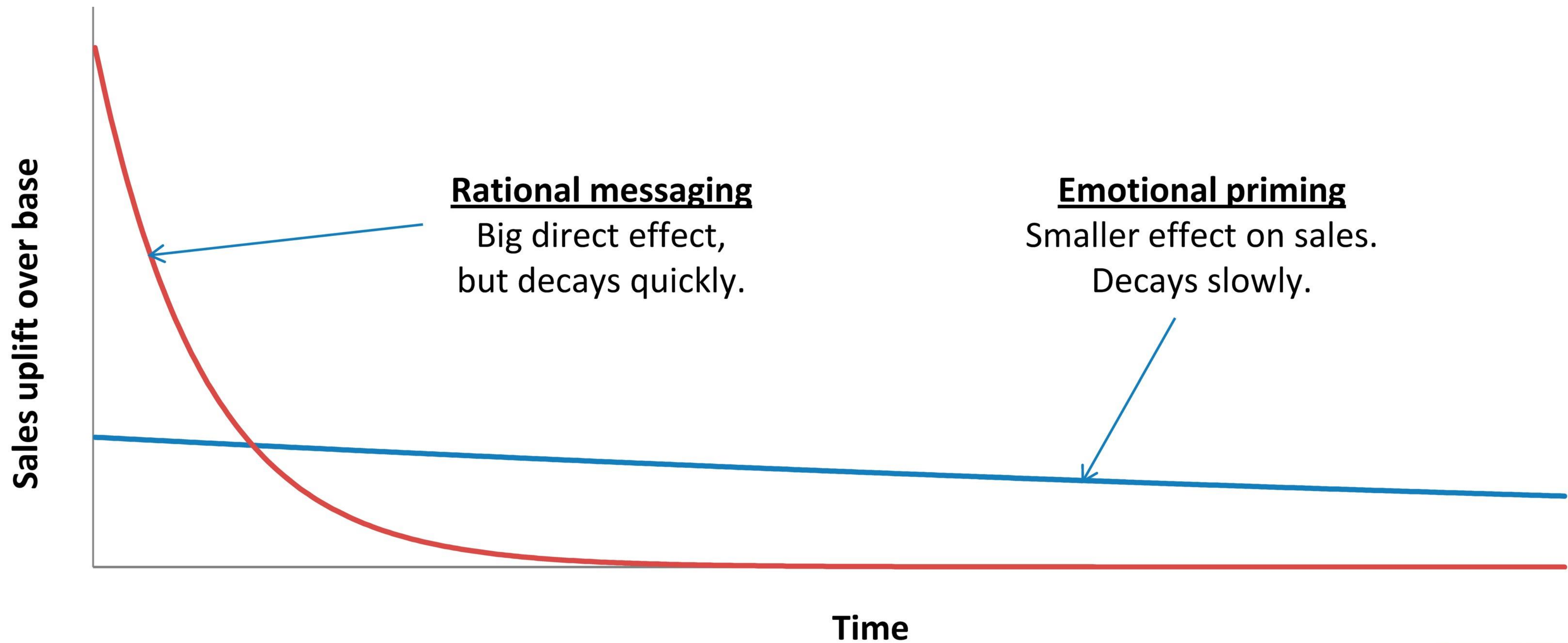




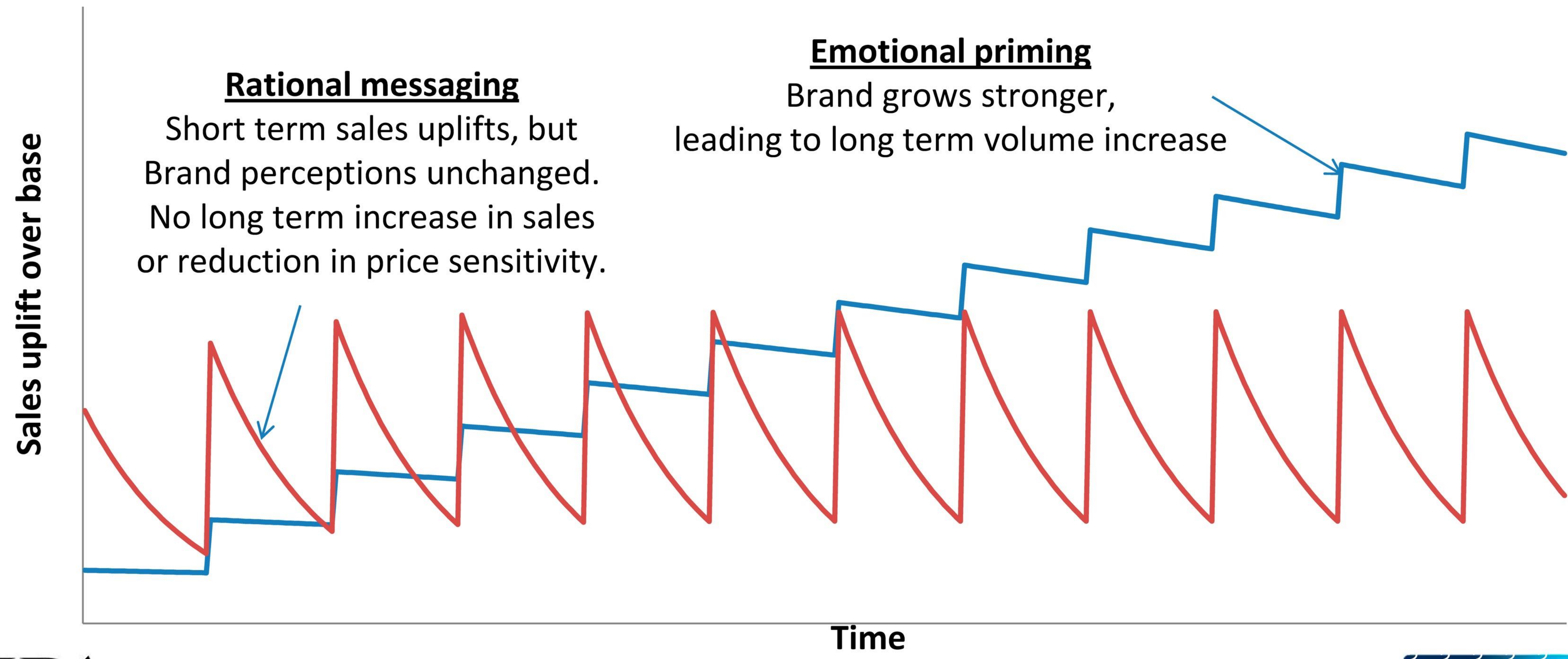
The funnel problem



Effect of rational vs emotional messaging



Multiple marketing engagements

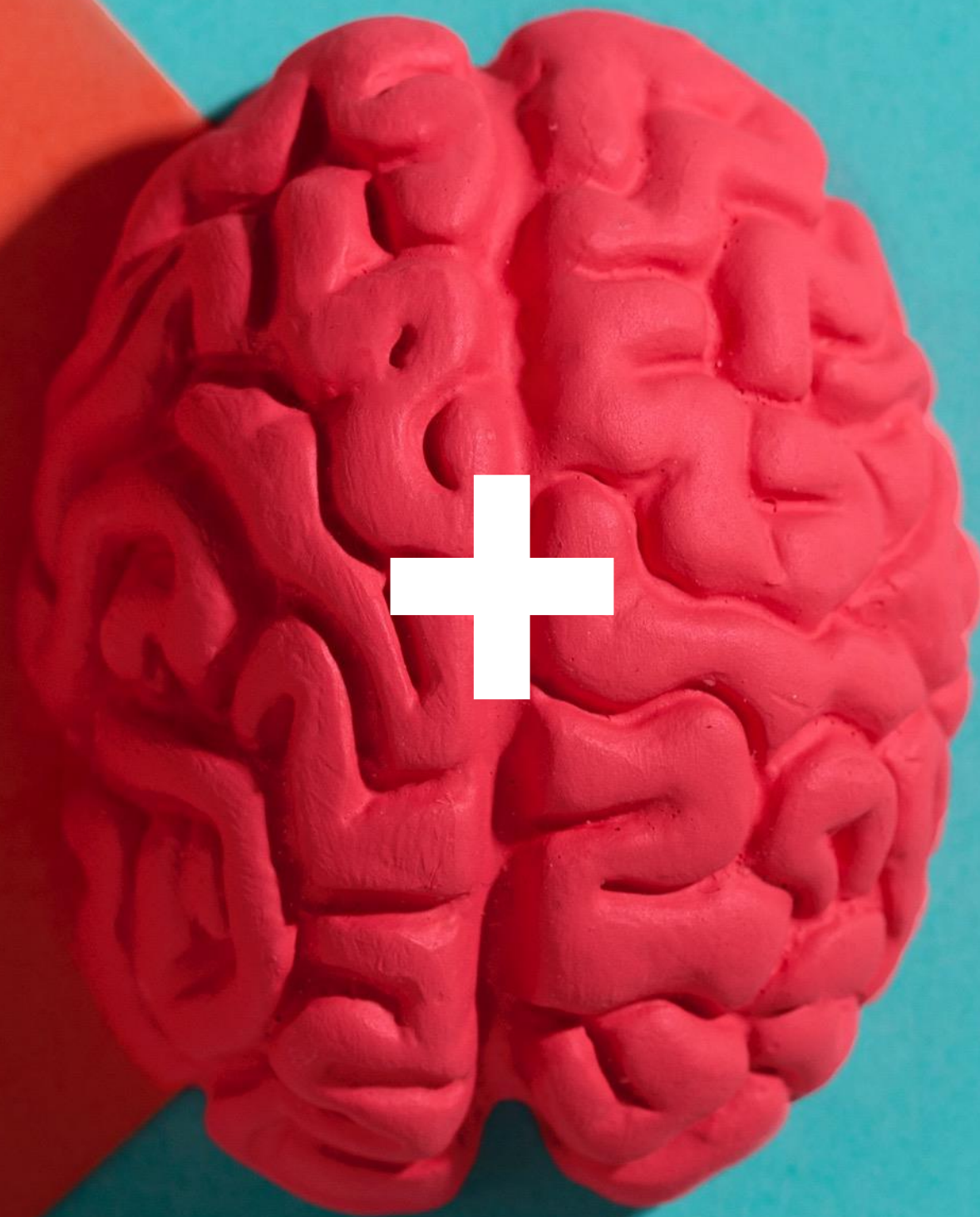


Uniquely 'you' =

Rational

+

Emotional



**Unique brand = stand
out from the crowd**

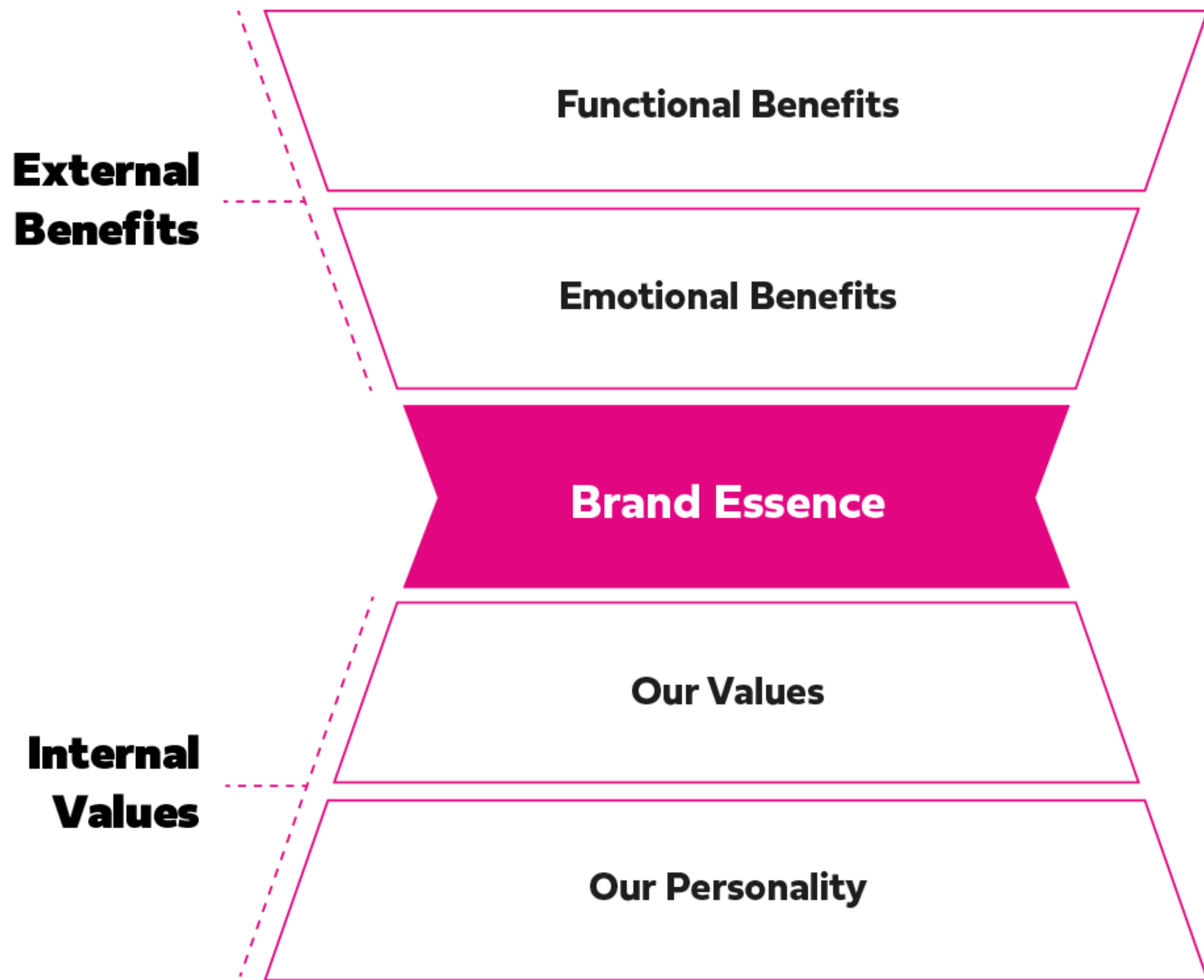


What is your 'brand'?

Your brand is not your logo.

Your brand is how people 'feel' about you having seen, read, swiped or watched your content. It is unique. You are unique.

How to uncover your brand





External Benefits

Price / Good value for money / An alternative
Accessibility of Virgin / Part of network

Functional Benefits

Egalitarianism / Beating the 'big boys'
Feeling contemporary
Association with Richard Branson

Emotional Benefits

People's Champion

Internal Values

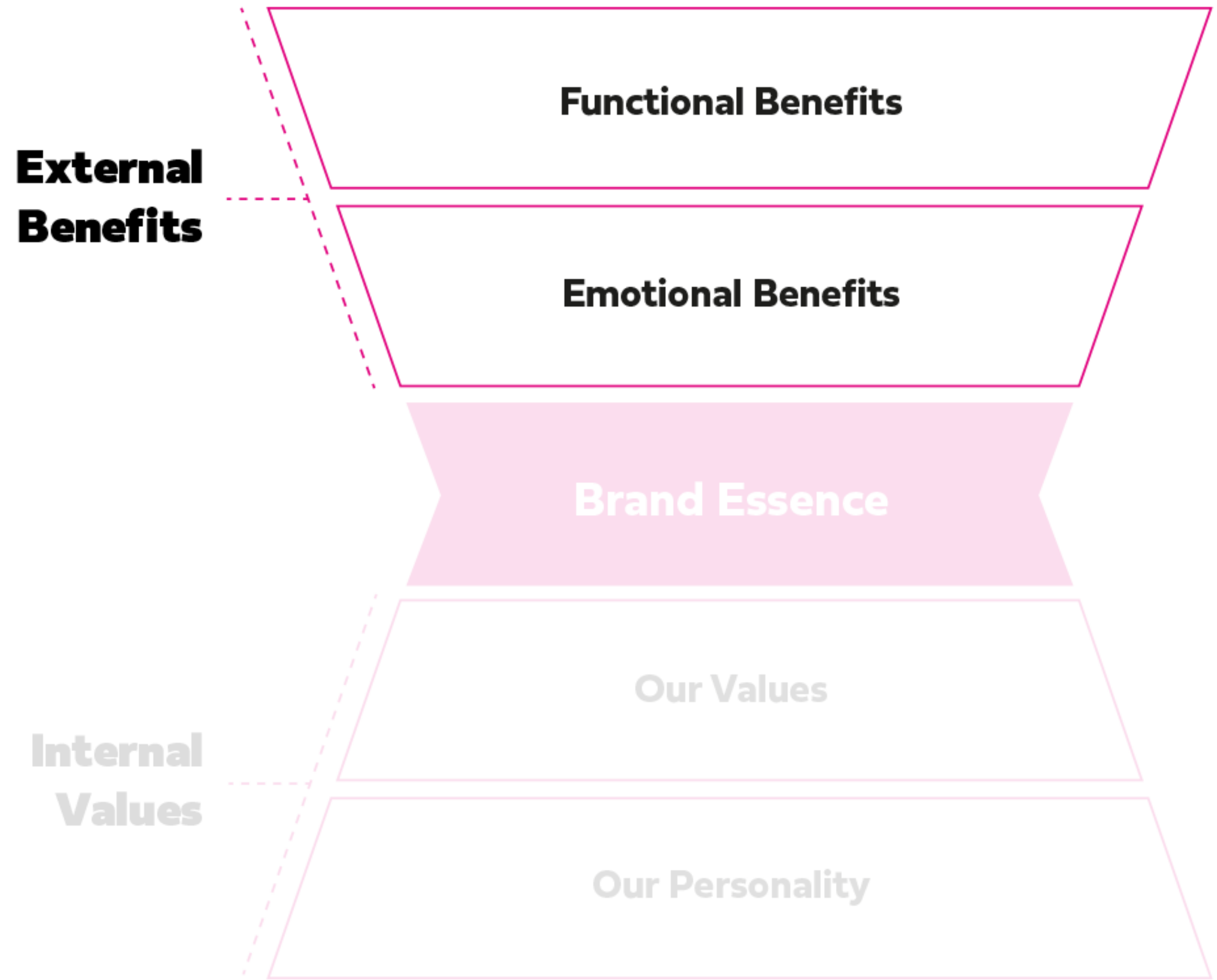
Fun / Innovative
Quality / Competitive

Our Values

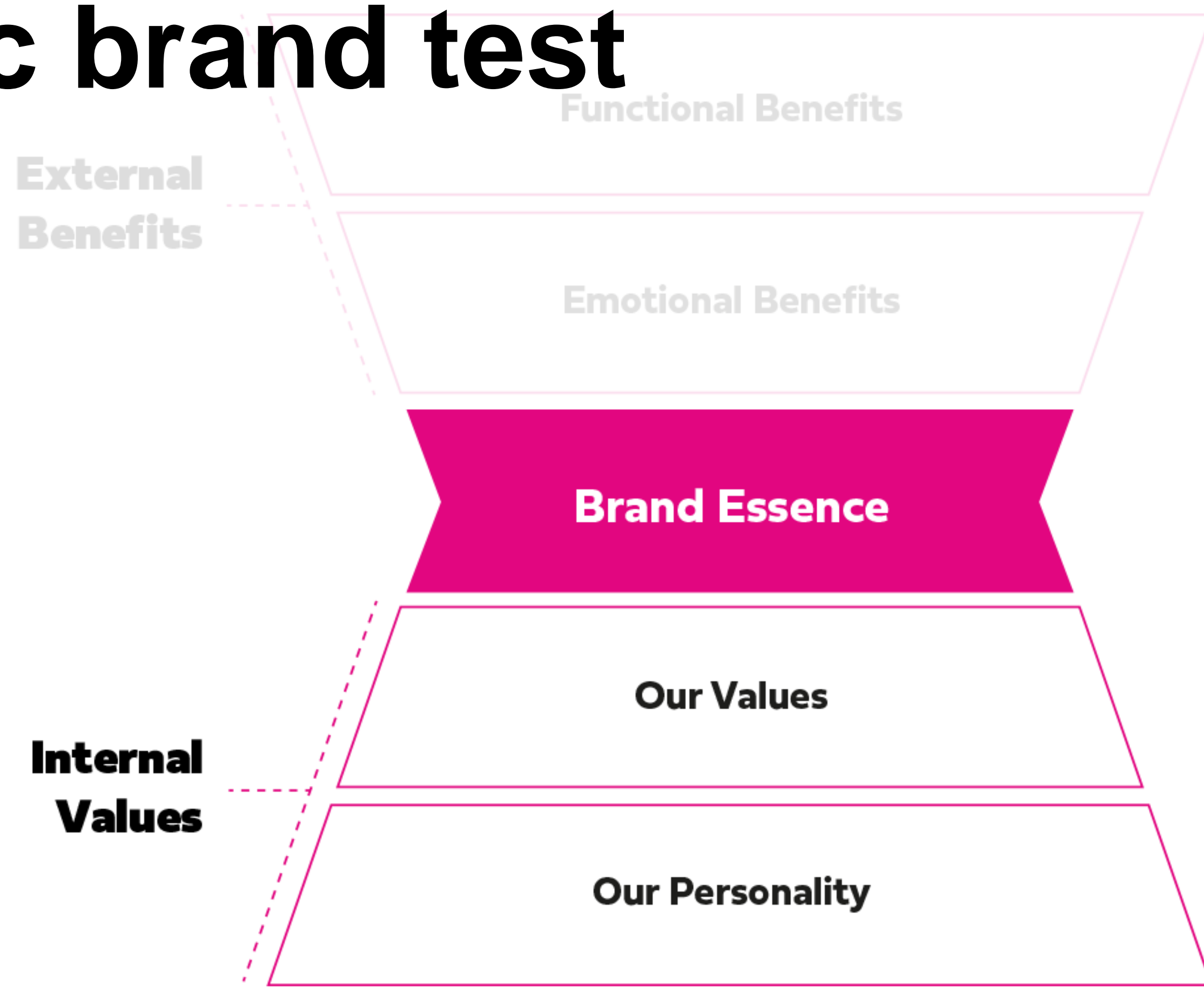
Irreverance / Simple / Youthful
Friendly / Proactive

Our Personality

Questionnaire



Psychometric brand test



Psychometric brand test

15 → Which **ONE** of the below 'values' is the biggest thing you receive from using Brand IMS*

(What word describes **the thing you value the most from working with them**)

A SAFETY: It's a place of Purity, Wonder, Trust or Honesty

B WISDOM: It's a place of Understanding, Intelligence, Truth-seeking or Clarity

C FREEDOM: It's a place of Independence, Non-conformity or Self-sufficiency

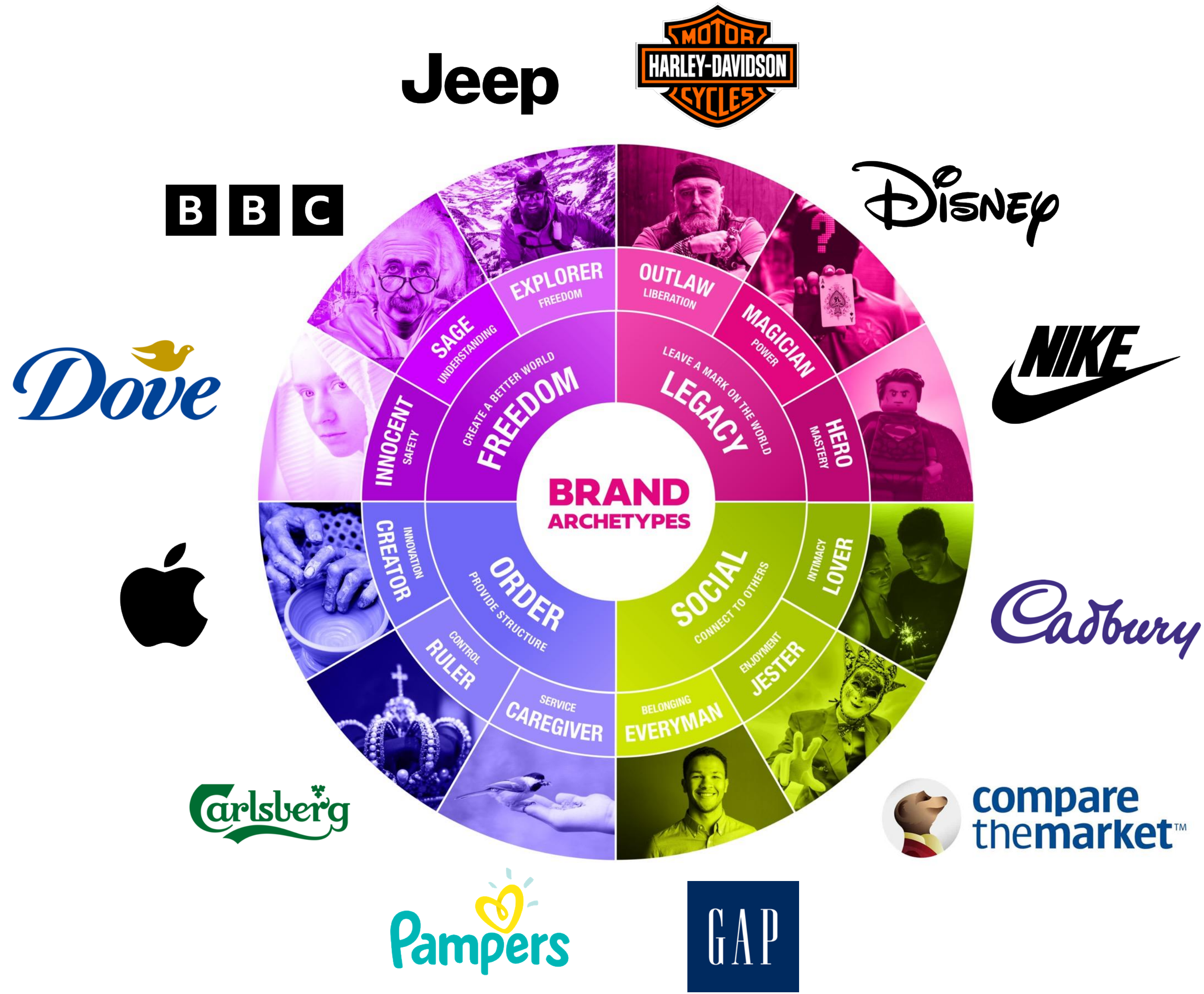
D LIBERATION: It's a place that encourages Risk taking, Progressiveness or Bravery

E POWER: It's a place that encourages me to grow in my Intuition, Cleverness, Charisma

F MASTERY: It's a place that encourages Self-sacrifice, Courage, Redemption or Strength

G INTIMACY: It's a place that encourages Faithfulness, Passion, Intimacy or

Brand archetype



Jeep



Disney



Cadbury

comparethemarket



Pampers

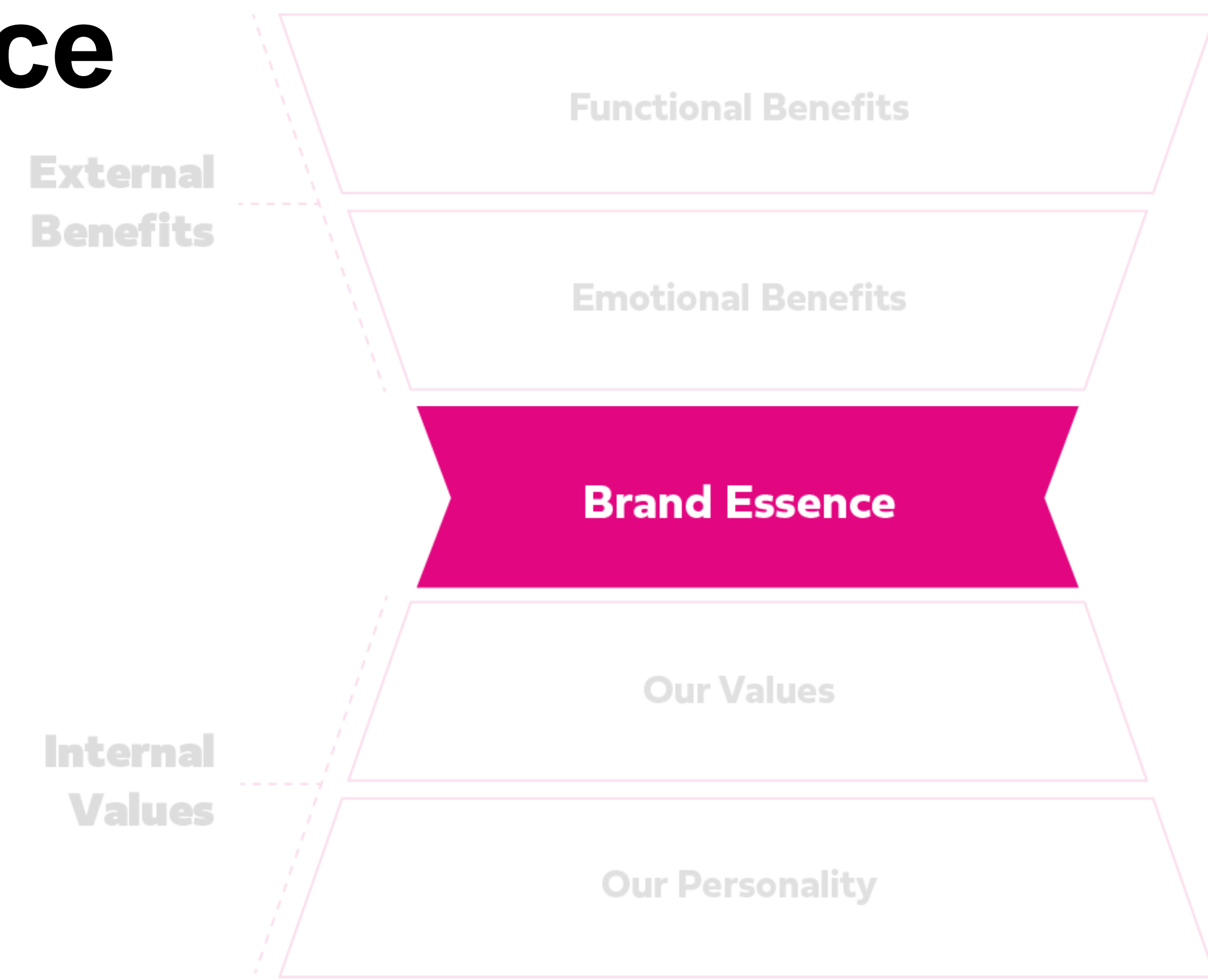
Carlsberg



Dove

BBC

Brand essence



Brand essence

Your Brand Essence is “the core characteristic that defines and drives your organisation – the motivation behind everything you do”

Not a ‘strapline’ but will inform one (if needed)

Brand Essence



HAPPINESS



BELONG ANYWHERE

Brand essence

Your Brand Essence is “the core characteristic that defines and drives your organisation – the motivation behind everything you do”
Not a ‘strapline’ but will inform one (if needed)



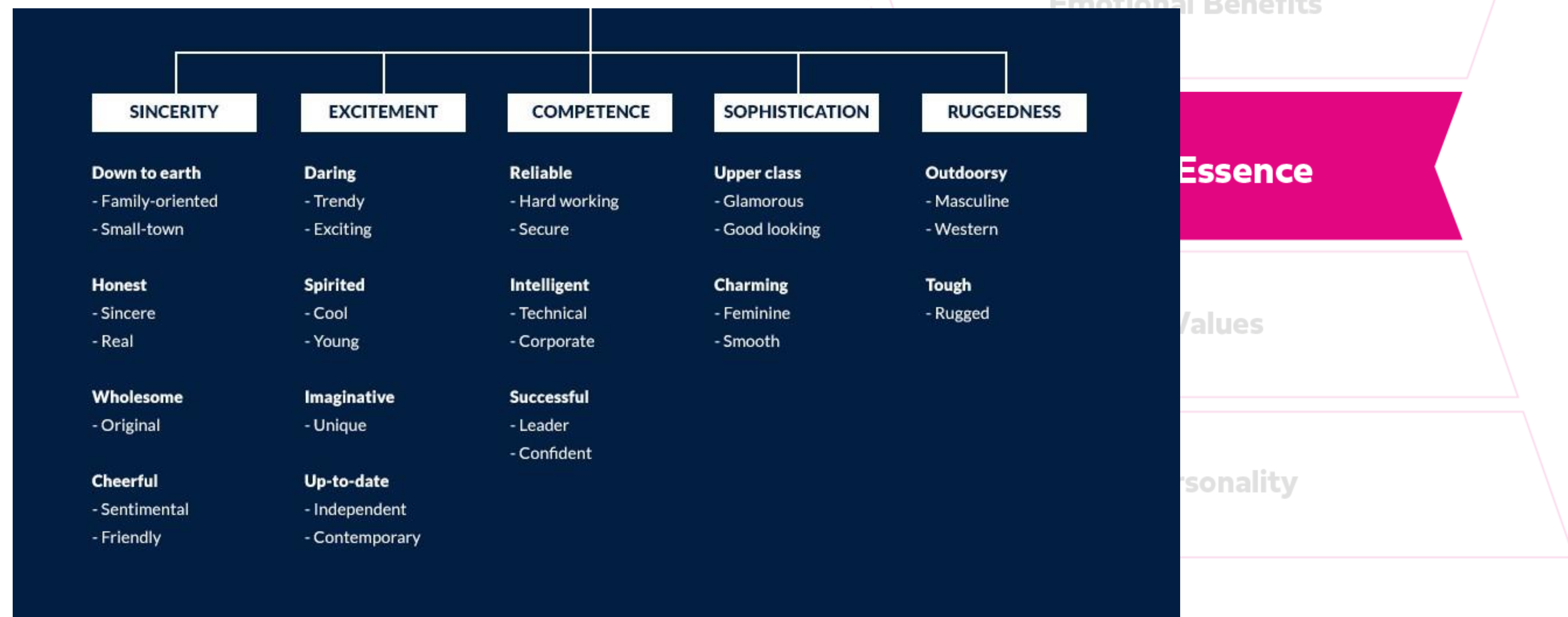
SAFE



*PROGRESS THROUGH
TECHNOLOGY*

Brand essence

Test 1: Brand Essence Territory test



Brand essence

Test 2: Find your enemy

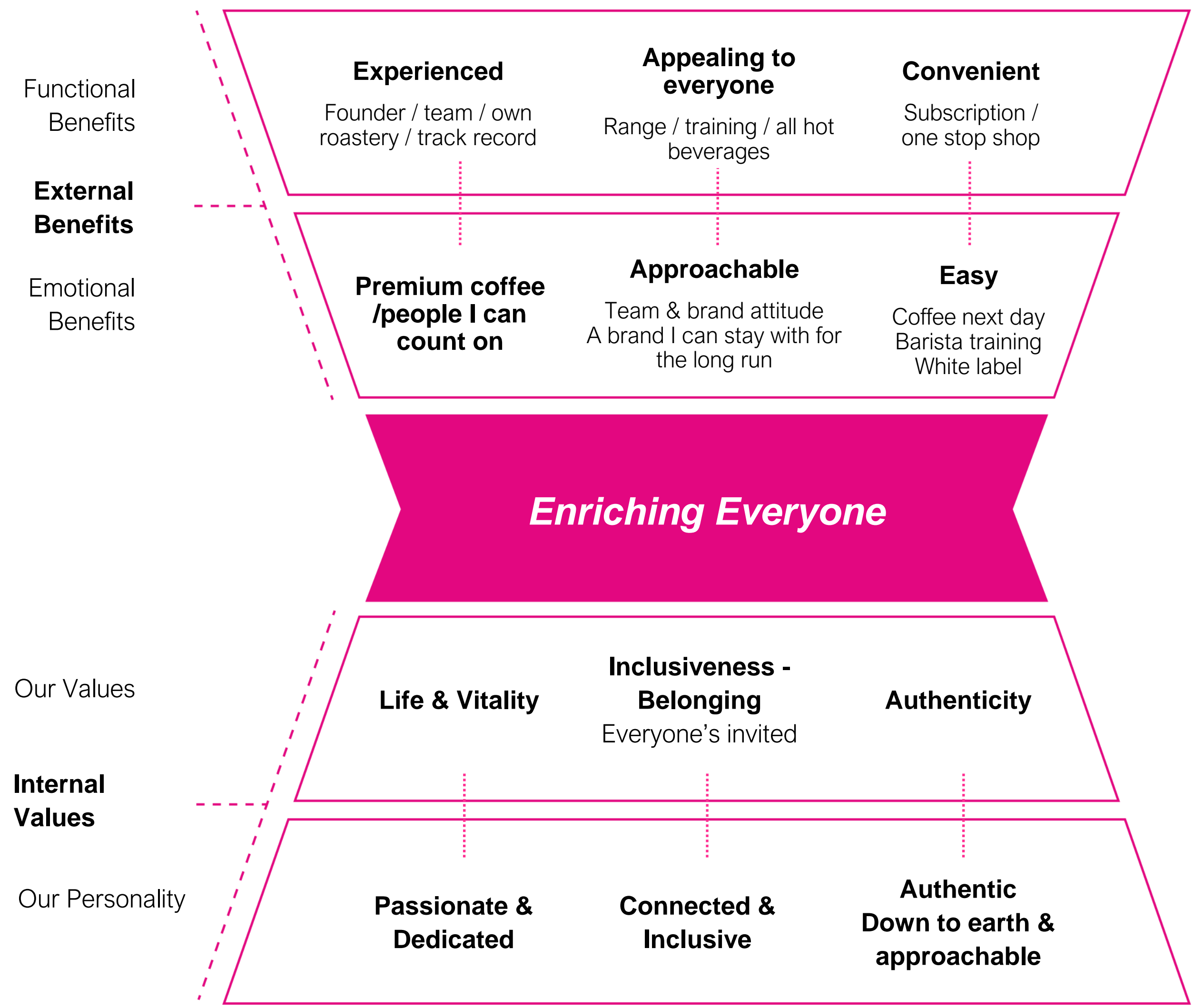


Example



500+ coffee roasters in the UK
No brand definition
Tired management

Example





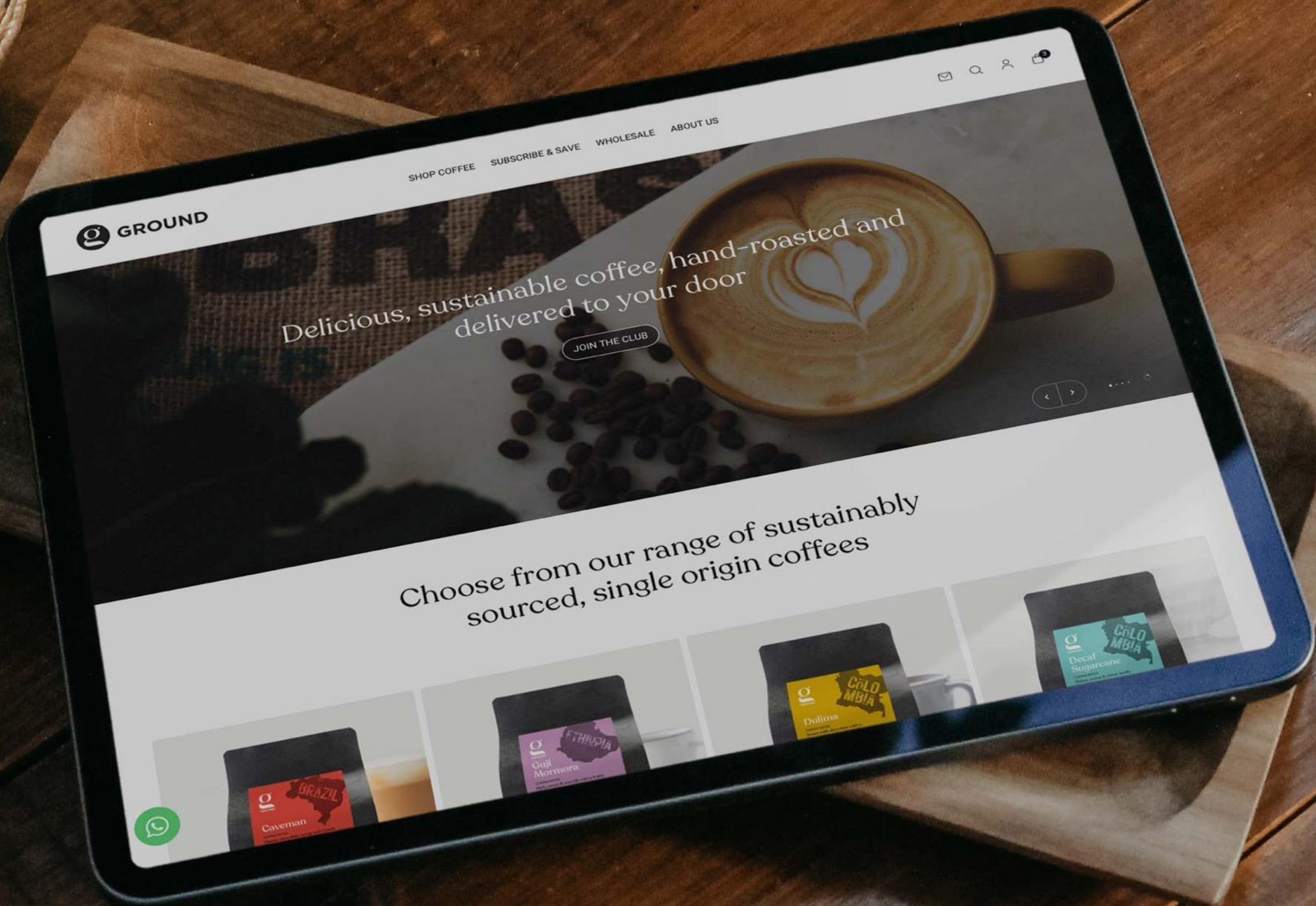
@GROUND



On a mission



Our mission is to craft the best es-
sible, from green to roast to yo-
Sustainably sourcing some of the
quality coffees in the world, we ro-
them with love, science and a keen
attention to detail.





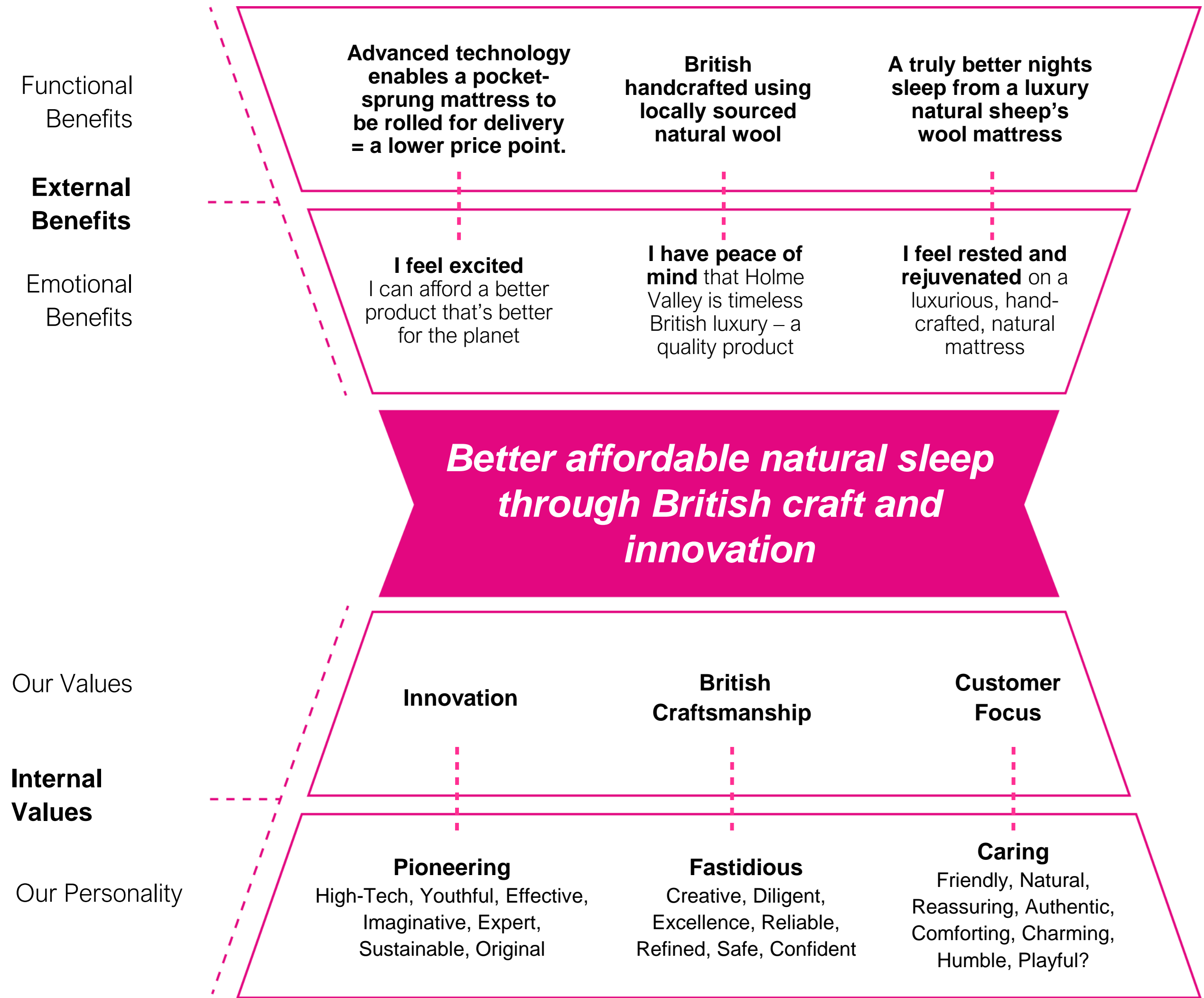


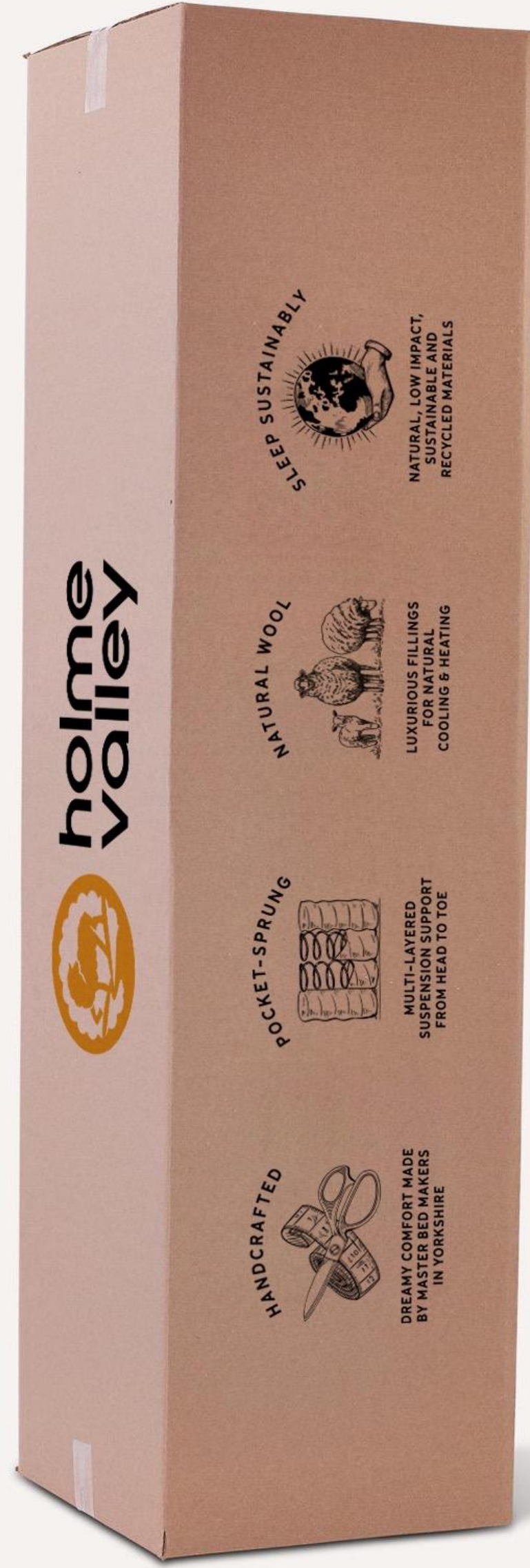
“Running this coffee company for nearly 12 years had certainly diminished my excitement for its future... Going through this project with [@relishagency](#) has most definitely reignited that excitement. It’s been such a pleasure having you work with us on this brand development project. Thank you 🙏”





holme
valley





OUR PRODUCTS

SUSTAINABILITY



OUR STORY

FIND A RETAILER

NATURAL WOOL ROLLED MATTRESSES

BRITISH CRAFTSMANSHIP & INNOVATION

CRAFTSMANSHIP

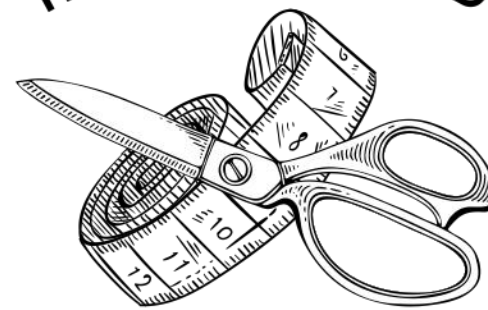
TECHNOLOGY

NATURE



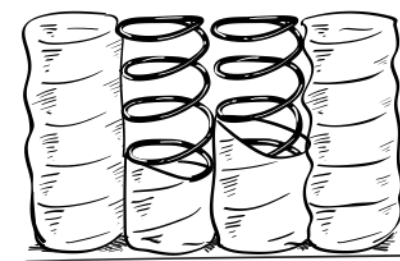
DEFINE. YOUR BRAND

HANDCRAFTED



DREAMY COMFORT MADE
BY MASTER BED MAKERS
IN YORKSHIRE

POCKET-SPRUNG



MULTI-LAYERED
SUSPENSION SUPPORT
FROM HEAD TO TOE

NATURAL WOOL



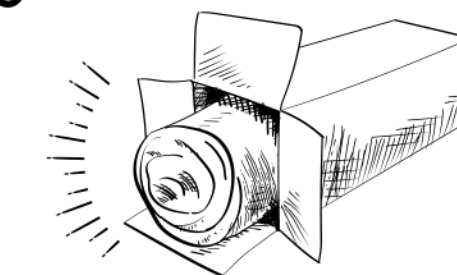
LUXURIOUS FILLINGS
FOR NATURAL
COOLING & HEATING

SLEEP SUSTAINABLY



NATURAL, LOW IMPACT,
SUSTAINABLE AND
RECYCLED MATERIALS

ROLLED FOR DELIVERY



REDUCING STORAGE,
TRANSPORT EMISSIONS &
MAKING DELIVERY EASY



holme
valley

Brand essence exercise

Find your enemy: Pick a fight

- 1. Pick a competitor that grinds your gears (they are now the enemy)**
- 2. What is it about them you don't like?**
- 3. Is the opposite of this a strength you can own?**
- 4. How would you declare war?**

RELISH

del@relishhq.com
relishhq.com