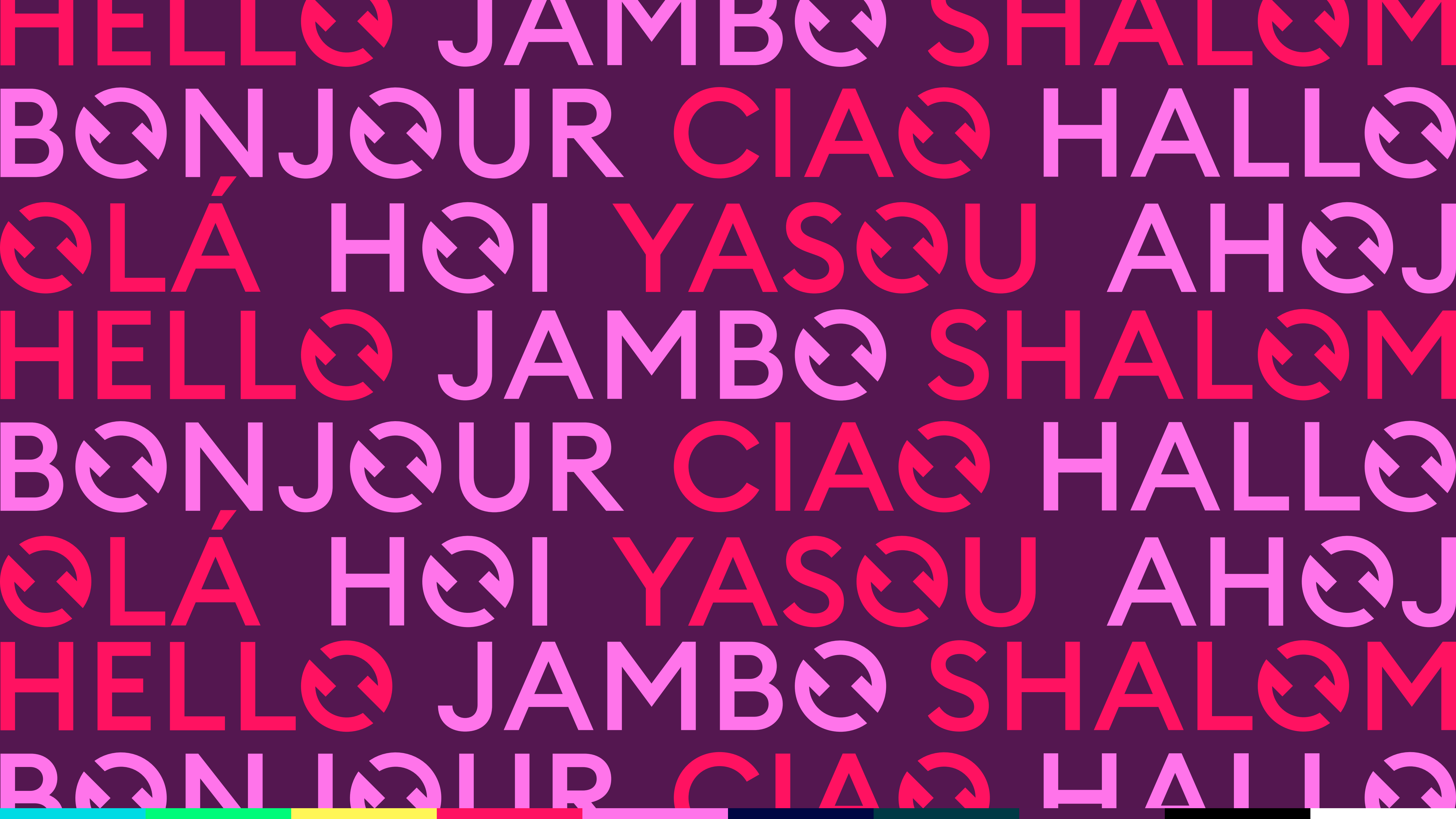


refreshing work

hexby<sup>®</sup> creative





# Refreshing work

We are Hoxby, a professional and creative services company that is far from ordinary in terms of methods, attitude and culture. We are refreshing: no bureaucracy, hierarchy or jargon, just brilliant, diverse brains working together to deliver work for our clients that is out of the ordinary too; refreshing work.

We're people who work on our own terms but deliver together. No office, no nine-to-five, no presenteeism.

We're made up of strategists, creatives, tech-heads. Writing people, numbers people, people people. Diverse thinkers, do-ers, disruptors. By removing all forms of bias, we have assembled a globally diverse community of people and expertise beyond comparison. Our cognitive diversity elevates our collective intelligence to profound levels to make sure we always deliver refreshing work to our clients. This is the Hoxby way. Refreshing work.



# Who we are

We are a community of hundreds of handpicked, diverse and talented freelancers, who work remotely across the world. Since inception, more than 20,000 people have applied to join us – such is the demand for our way of working.

Our diverse teams collaborate across time zones using cloud-based systems, working as seamlessly as if they were in the same room. We're lean, fast and flexible in delivering refreshing new answers to our clients.

We have pioneered a rigorous selection process to accept only the most motivated people into the community, plus a proprietary project curation processes to match the right people to the right projects at the right time.



# The gig economy is revolutionising the way we work


The online gig economy grew by 25.5 per cent from 1 July 2016 to 30 June 2017, with the fastest growth coming in Europe. It's now estimated that more than half of the UK and US working population will have switched to the gig economy within the next five years.

Hoxby brings talented freelance people together in the ultimate flexible workforce, delivering unbeatable teams to allow companies to outsource talent on demand. This is a more cost-effective way to work from a more productive, happy and fulfilled group of people.

Right now we are experiencing the most significant changes to working practices since 1817, with the most talented people moving towards a way of work that gives them the kind of flexibility and control over their lives that traditional employment simply cannot match.



# What you get



## Unparalleled knowledge

Our limitless network of talent enables us to offer unrivalled matching of quality expertise to each unique project. We combine the skills, passions and experiences of each member to create the most skillful and dedicated team anywhere in the world.



## Extraordinary passion

As individuals, we choose the projects we work on – we work with you because we love your challenge, your business and you. That way, you always know we're going to be totally invested in the outcome and give more than just our time to ensure we succeed. Together.



## Seamless integration

There's no hidden cost, no swanky office or other overheads – every penny is invested into people working for you and your business. Connected to you via the cloud and in person, we work with transparency and flexibility to integrate seamlessly with your own teams.

# What is Hoxby Creative?

**Hoxby Creative is a new kind of creative agency.**

We offer clients an unprecedented array of talent that goes far beyond the traditional agency.

Our associates are a curated group of more than 200 self-employed creative professionals with oodles of experience and passion who have come together to work in a new way and on their own terms. We are free from tired agency hierarchies and focus on outputs rather than job titles.

Our model means you get to work directly with senior people where it counts, while still benefiting from great value for money. And because all our associates decide exactly which clients and projects they want to work on, you get a team that's passionate about your brand and the project we are all involved in.

As part of Hoxby Creative, we can also offer The Studio, able to support our clients' day-to-day asset requirements with a simple, swift service for the likes of flyers, banners, posters, presentations, social media, video, writing etc.



# Why Hoxby Creative?

I've spent nearly 20 years working in creative agencies and departments. I've seen a lot. Here's what I know:

1. Creativity is killed by fear by not being free to try something new and making mistakes.
2. Nobody benefits from big hierarchies and game playing that creates a smokescreen for creative teams to hide behind.
3. Good creatives know how to involve everyone in ideas and show emotional intelligence.

At Hoxby Creative, we believe...

1. Creating the right culture and environment for creativity to blossom.
2. Championing a workstyle so our creatives can do their work in the way that suits them. We know the best creative work comes from people who are trusted and valued.
3. Giving transparent access to our talent so client and agency can combine in fruitful partnership, while team members execute the work.
4. Practicing cognitive diversity – most agencies and their people look and sound the same – we don't.

Everyone is creative.  
Everyone has ideas to contribute.

I can't wait...

Ursula Capell-Helm  
Managing Director, Hoxby Creative





# Creative proposition

## Purpose

**We like to think differently because there's no one quite like us.** Our unique approach means we harness the most diversely talented teams from around 1,000 brilliant minds in our community, bringing you innovative solutions to build and promote on-purpose brands and campaigns with impact.

As a purpose-led and B-Corp certified organisation, we've removed any workplace bias, operating as a fully inclusive community with truly diverse teams.

## Enablers

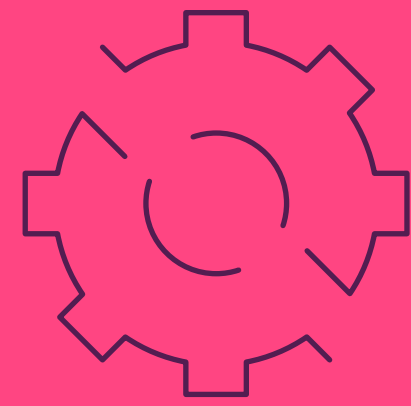
**Collective intelligence:** Our global talent pool fuses cultures, languages, professions and experiences like no other. We use our collective creativity to think differently, delivering you refreshing and innovative solutions via the diverse insights and perspectives we bring to your projects.

**No barriers:** We work as one agile team across different time zones and disciplines – problem-solving, collaborating and challenging traditional approaches to reach the same goal. Brilliant minds together give brilliant results.

**Love what you do:** Working with us means choosing a partner that's driven by a shared purpose, not just profit. We believe when you love what you do, you produce your best work, which is why we're judged on our output.



# Creative offer



## 1. Start-up brand identity

Giving you focussed, fast and accurate brand identity with longevity. Get access to expertise that will elevate you to the next level of your JV funding or business stage.



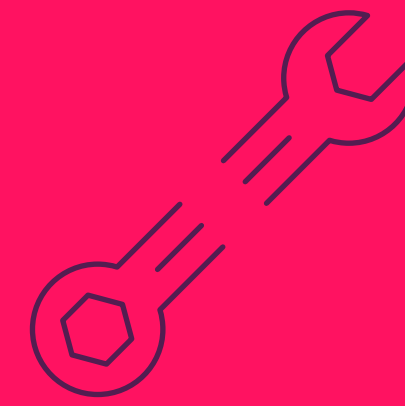
## 2. Brand audit, review and recommendations

A strategic and visual review of your brand, right through to recommendations and brief for its evolution.



## 3. Re-brand or brand evolution and guidelines

Creative development of a new or evolved brand, with a design system and tone of voice all outlined in our comprehensive guidelines.



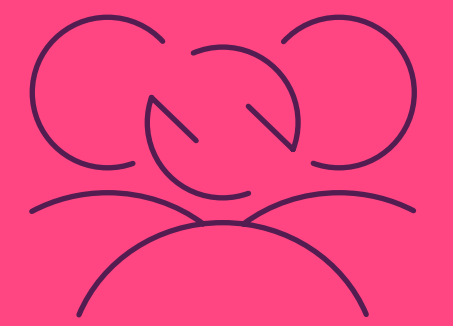
## 4. Communications toolkit

A tangible kit for rolling out company communications, from CEO to new joiners, printed collateral to environmental, so messages can be consistently applied, broadly shared and easily understood.



## 5. Campaigns

Planning and creative development for strategic and tactical campaigns. From print to digital and video, we cover all bases and work seamlessly with our PR experts for fully integrated campaigns.



## 6. Creative Studio

Our lean and agile asset-creation hub for clients working with us as a creative partner

# A selection of our people



**Ursula Capell-Helm**  
Managing director

Ursula is a business director and head of creative services with more than 20 years agency experience working with clients such as BBC, Sky, UK TV, MBC, RTE and O2.



**Pat Tierney**  
Creative director

Pat creates authentic challenger brands for ambitious organisations. He is all about big ideas that have a genuine positive impact on businesses, employees, customers and society as a whole.



**David Roberts**  
Head of content

David's journey to his current role began more than 20 years ago at GQ magazine in London, and has led from editing award-winning magazines to bringing the best out of award-winning content teams.



# Case studies



# Case study:

# AIA





## Connecting AIA with customers at the heart of healthy living

AIA is the largest publicly-traded life insurance and securities group in Asia, across 18 regional markets. AIA doesn't just protect lives, its whole purpose is to help people live Healthier, Longer, Better Lives. It's a bold statement. To test if the brand lives up to this ambition, AIA asked Hoxby to carry out a comprehensive brand review and audit.

We handpicked a strategic team of experts, whose diverse skills and backgrounds helped us get to the heart of the issue swiftly. Our team focused on gathering a variety of perspectives across the business to pinpoint key challenges and find opportunities that could deepen the resonance of the AIA brand across its diverse territories.

With a new CEO arriving we had the opportunity to create some significant tonal and visual shifts, working at speed to make sure everything was in place for his arrival. Using creative sprints, we developed a framework for a new set of brand guidelines and, together with the brand team, created a roadmap to better express AIA's purpose-led intention and establish brand standards for all local markets.

The result? We created a solid platform and strategy to evolve the brand, bringing AIA to life through a persona that is fully aligned to their purpose and customer base. Our detailed brand guidelines are now in use across all AIA markets, providing local teams with clear direction on all facets of the evolved brand and the tools they need to implement it.

The key to our success was finding the right balance between avoiding unnecessary change and pushing boundaries, to create a long-term solution that will see AIA through to its next chapter.

**A brilliant piece of work that will fundamentally shift our brand into a more energetic, vibrant, customer-centric space  
THANK YOU!**

Fiona Travers, Associate director of brand, AIA

**18**  
Markets covered in brand audit

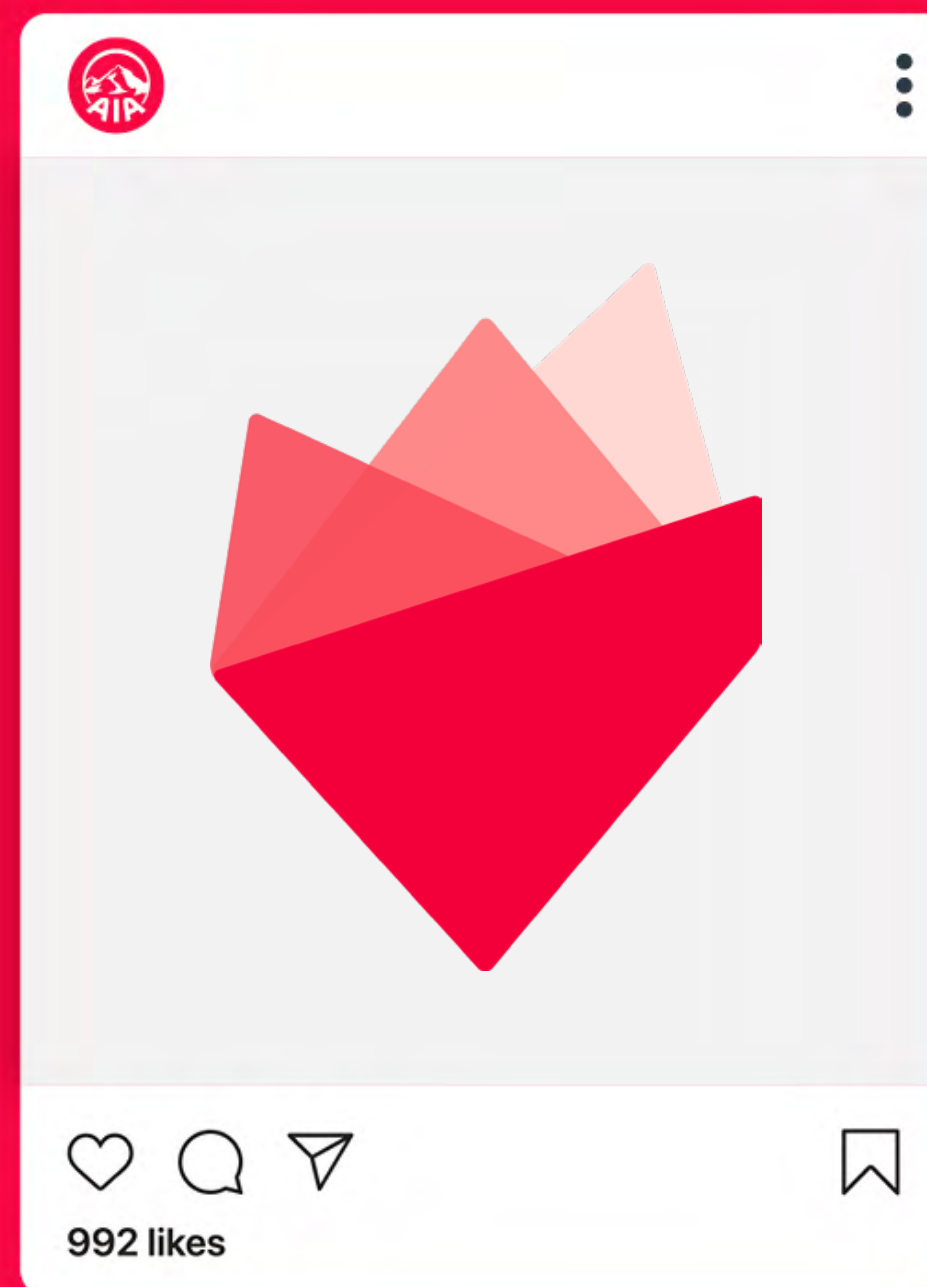
**15**  
Stakeholder interviews across the organisation

**100%**  
Stakeholder buy-in to brand evolution at first presentation



## Introducing the moving mountains

The mountains in AIA's logo are a recognisable symbol of the brand's heritage, success and longevity. This is the foundation we used when exploring how to evolve the visual language. It represents our promise of Healthier, Longer, Better Lives and the new brand persona.

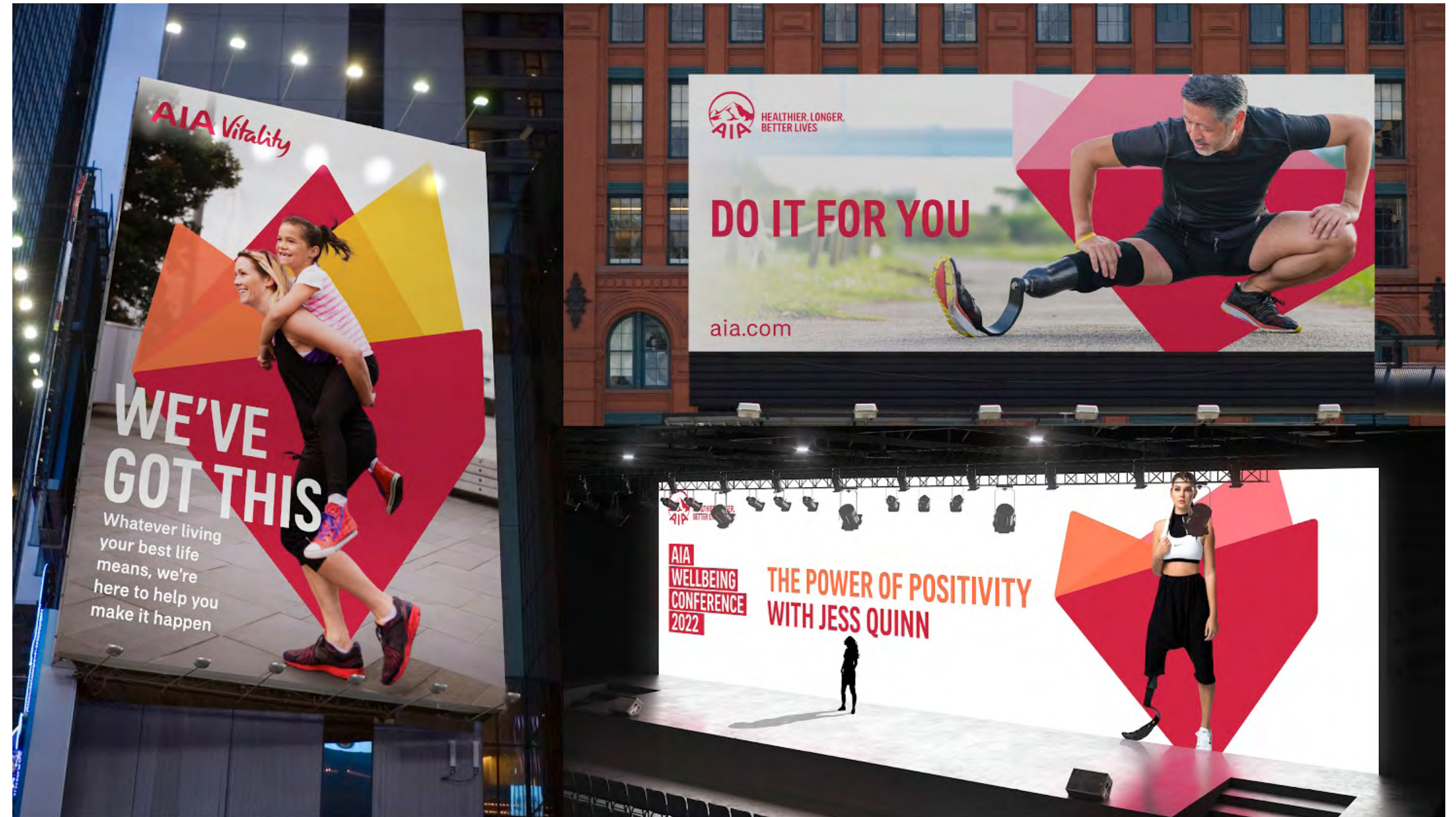


Aishah's  
healthier, longer, better life



## The power of positivity

Purpose gives the AIA brand the power to push boundaries and see it through to the next chapter, creating consistency across channels and regions.

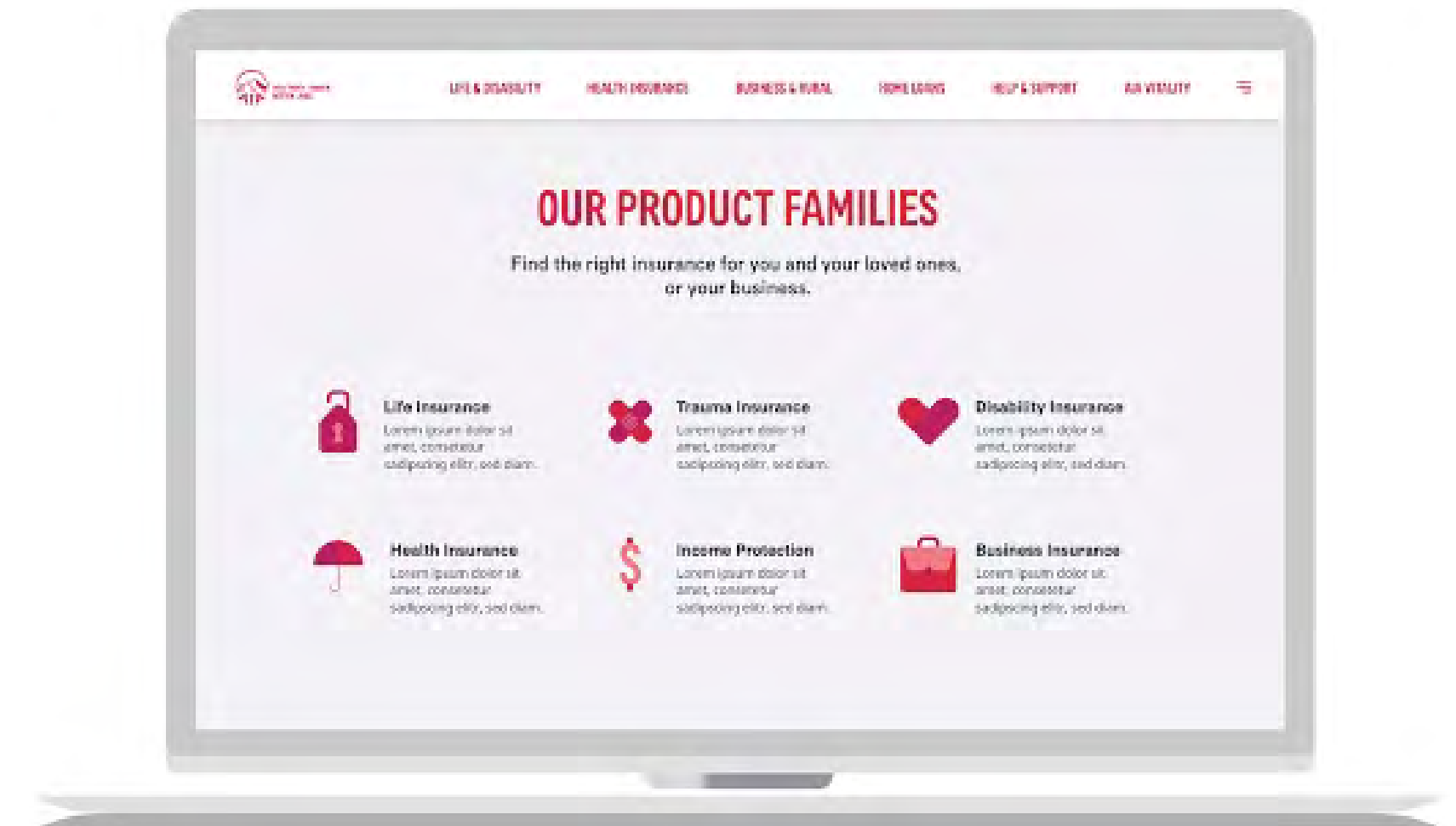
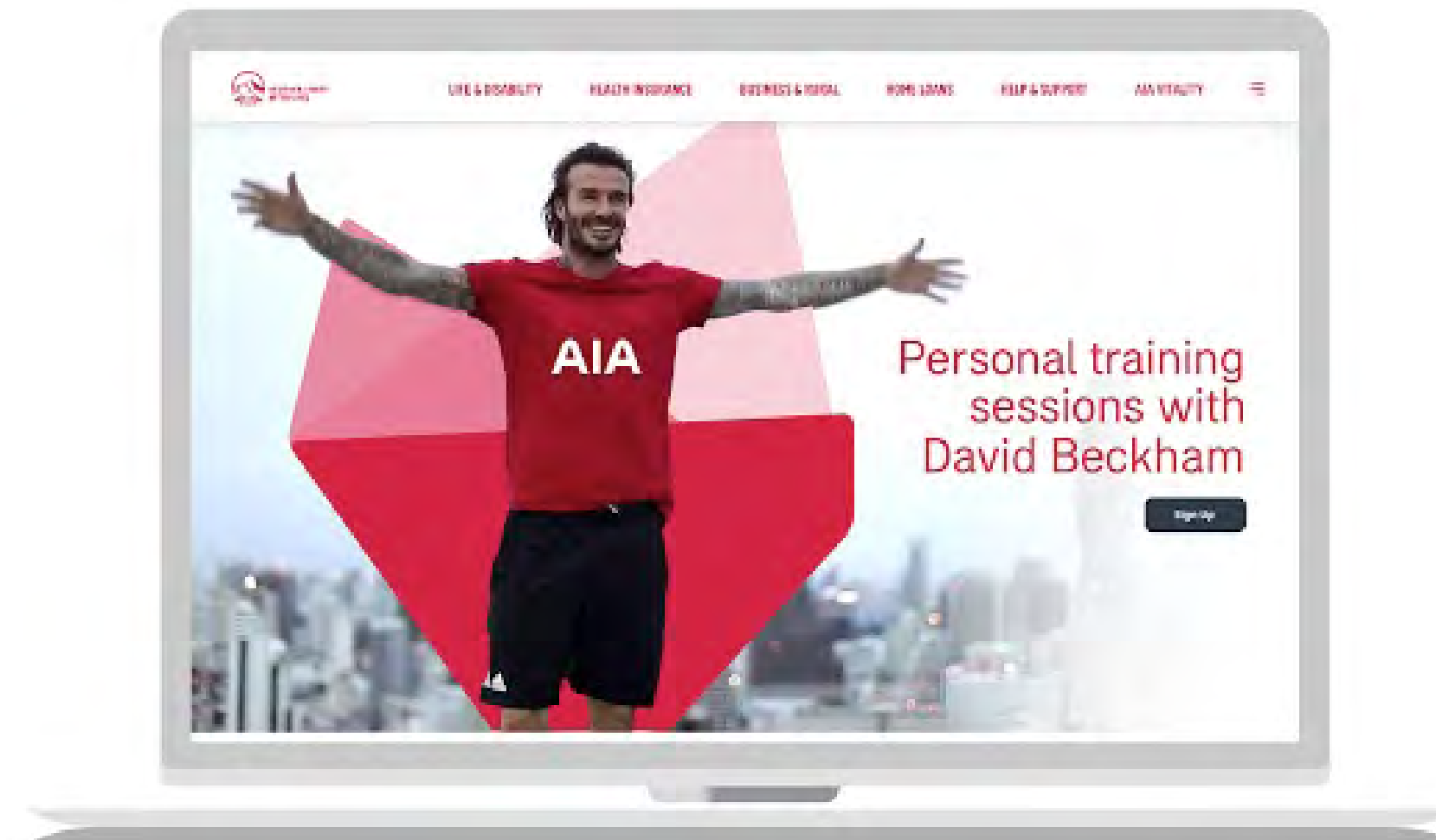
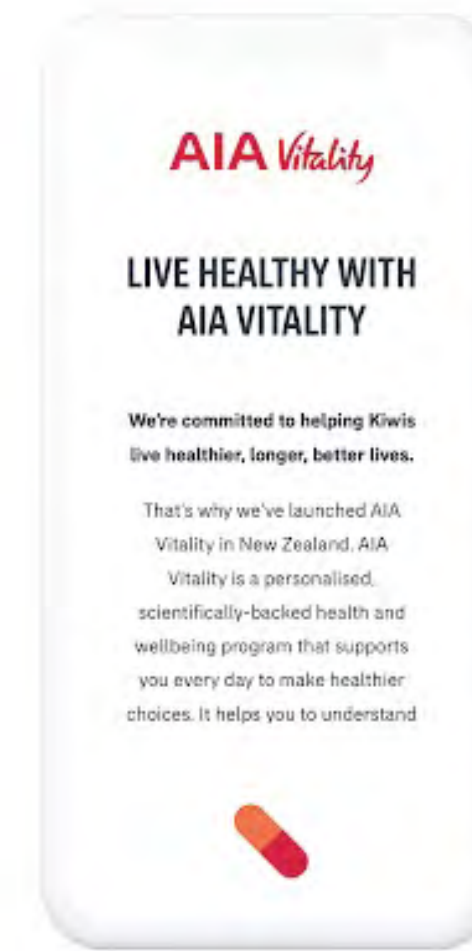
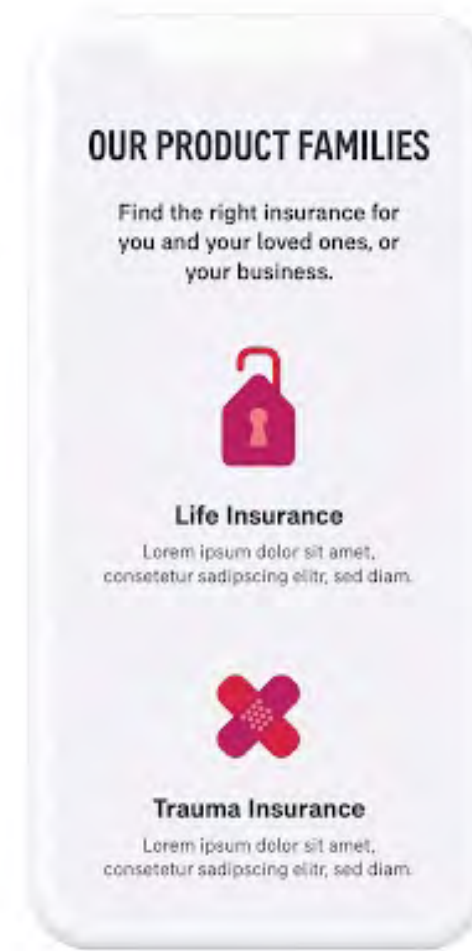
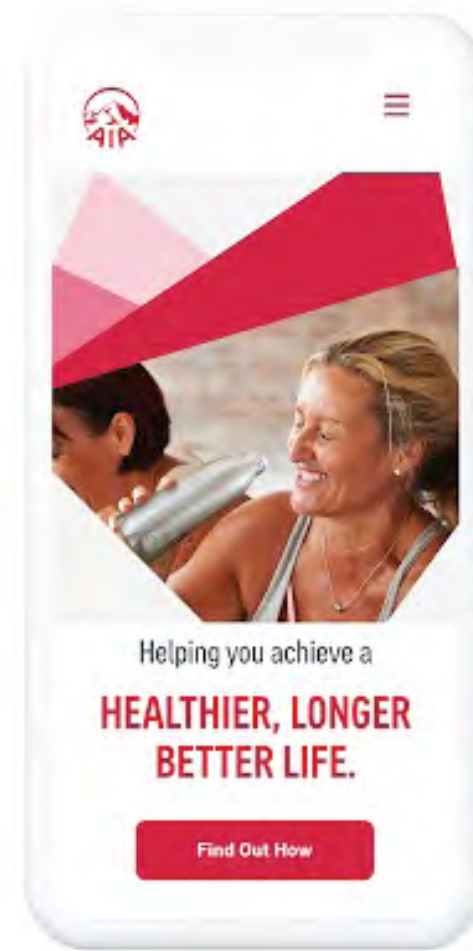






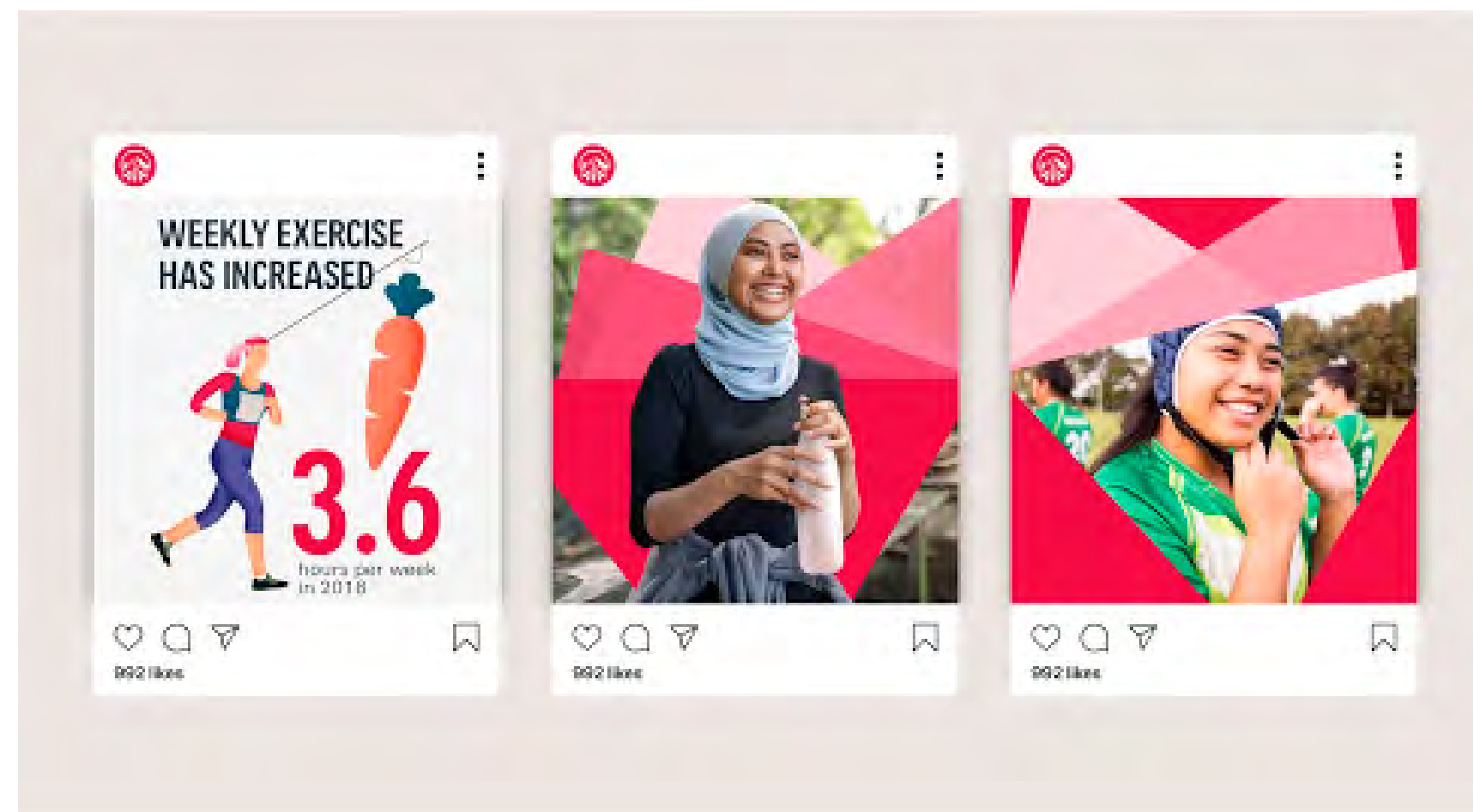
## Bringing AIA to life

With a brand persona aligned to purpose and the customer base, AIA connects visually with customers across media formats, helping them lead healthier lives.





# Creating consistency across channels and regions



‘Hoxby’s unique process focussed on the importance of identifying the challenge for the brand.’

Karen Dalglish

Karen Dalglish  
Director of brand  
AIA



# Case study: Different Dog





## Delivering a new brand identity that moves Different Dog to the next level

The reason Hoxby could answer this brief in a unique and different way was our structure and collective intelligence. Mobilising our globally diverse community and expertise enabled Different Dog to gain access to greater insight, strategic and creative expertise than via a traditional agency model.

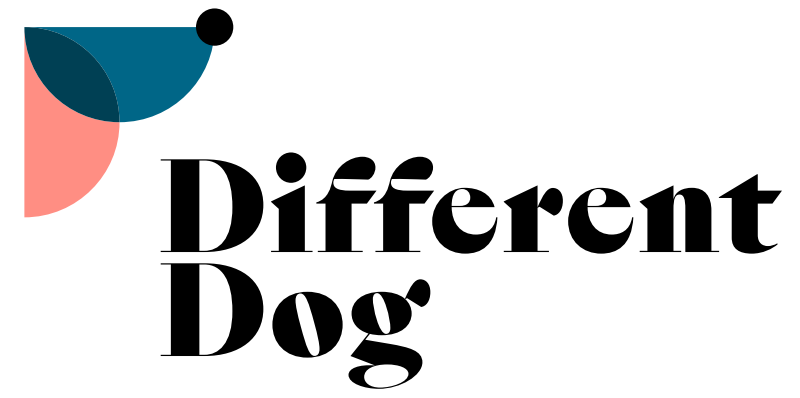
We invested time getting to know our client's ambition, their story and their marketplace. We examined current and future trends. We gained insight from Hoxby dog owners. We drilled down into their unique selling points to ensure the brand vision had substance and longevity.

This process enabled Hoxby to deliver a robust brand strategy, focused on Different Dog's values and growth potential. Our creative team realised this strategy with a distinctive, full visual and verbal identity. Hoxby delivered a complete brand evolution including logo, positioning statement, tone of voice, typography, photography and iconography.

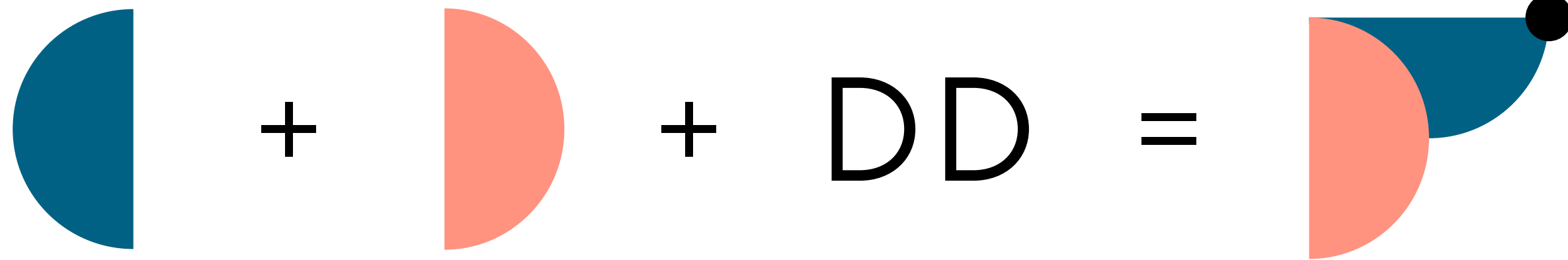
We've broken new ground in this category, delivering a premium brand that's supported by solid credentials and values.

We've worked with a couple of agencies. It's been truly refreshing working with [Hoxby]. You've knocked it out of the park.

Alex Thurstan, Co-founder,  
Different Dog



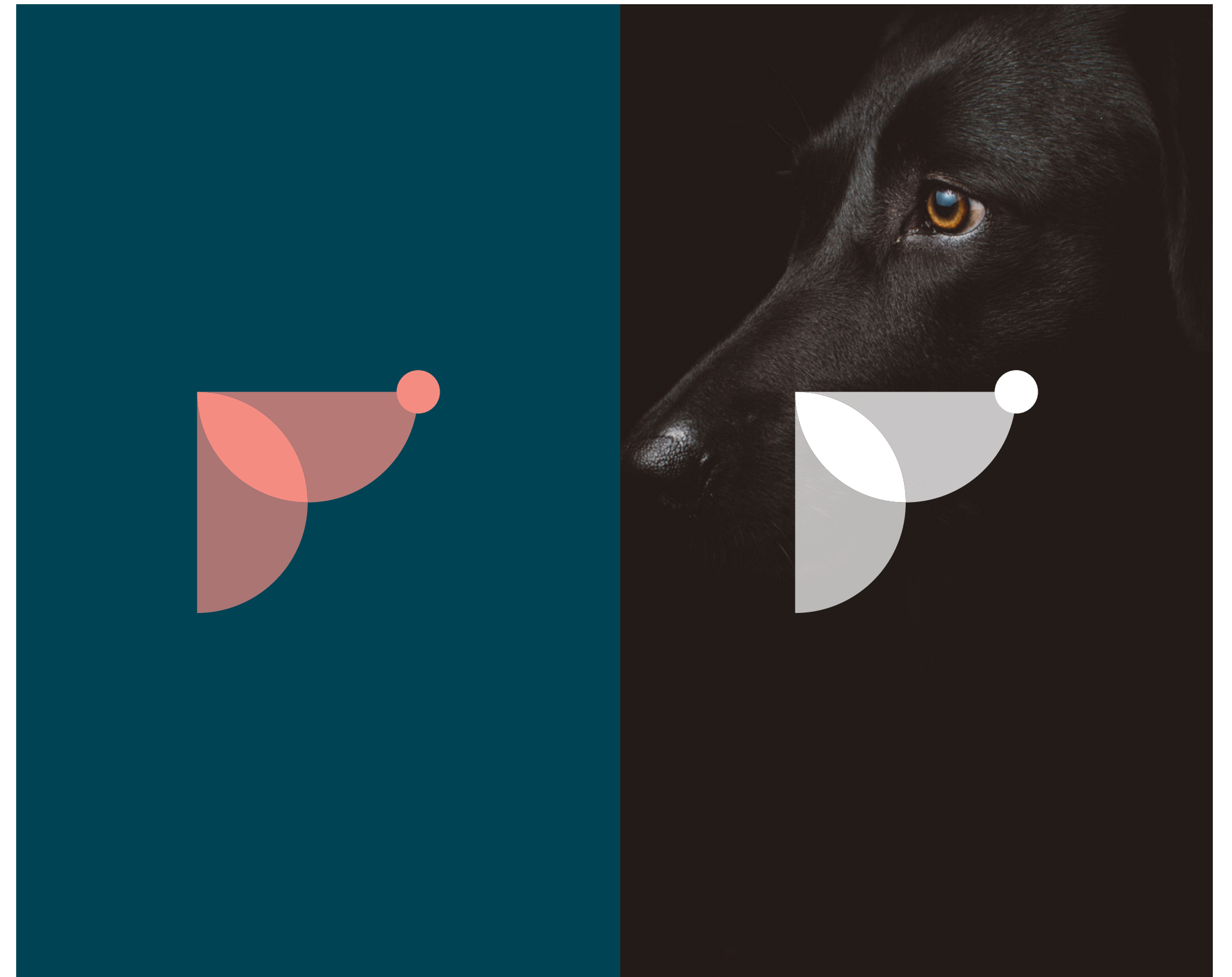
A distinctive visual identity aligned with company values

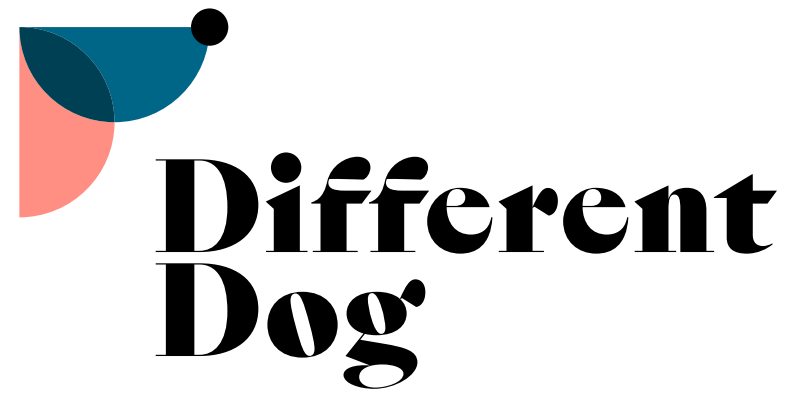


The science of dog nutrition/wellness

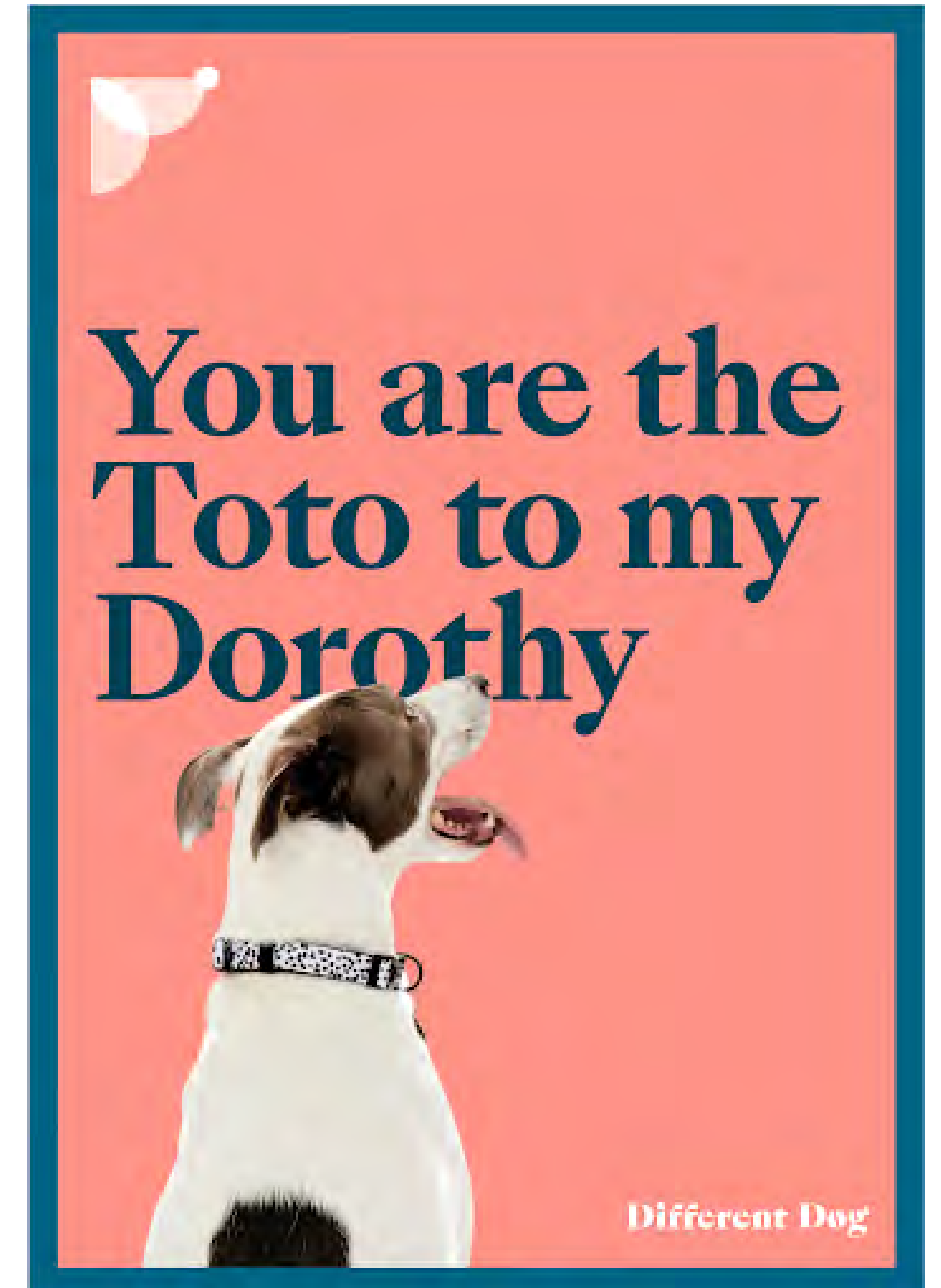
The joy of real food.

Doing things differently



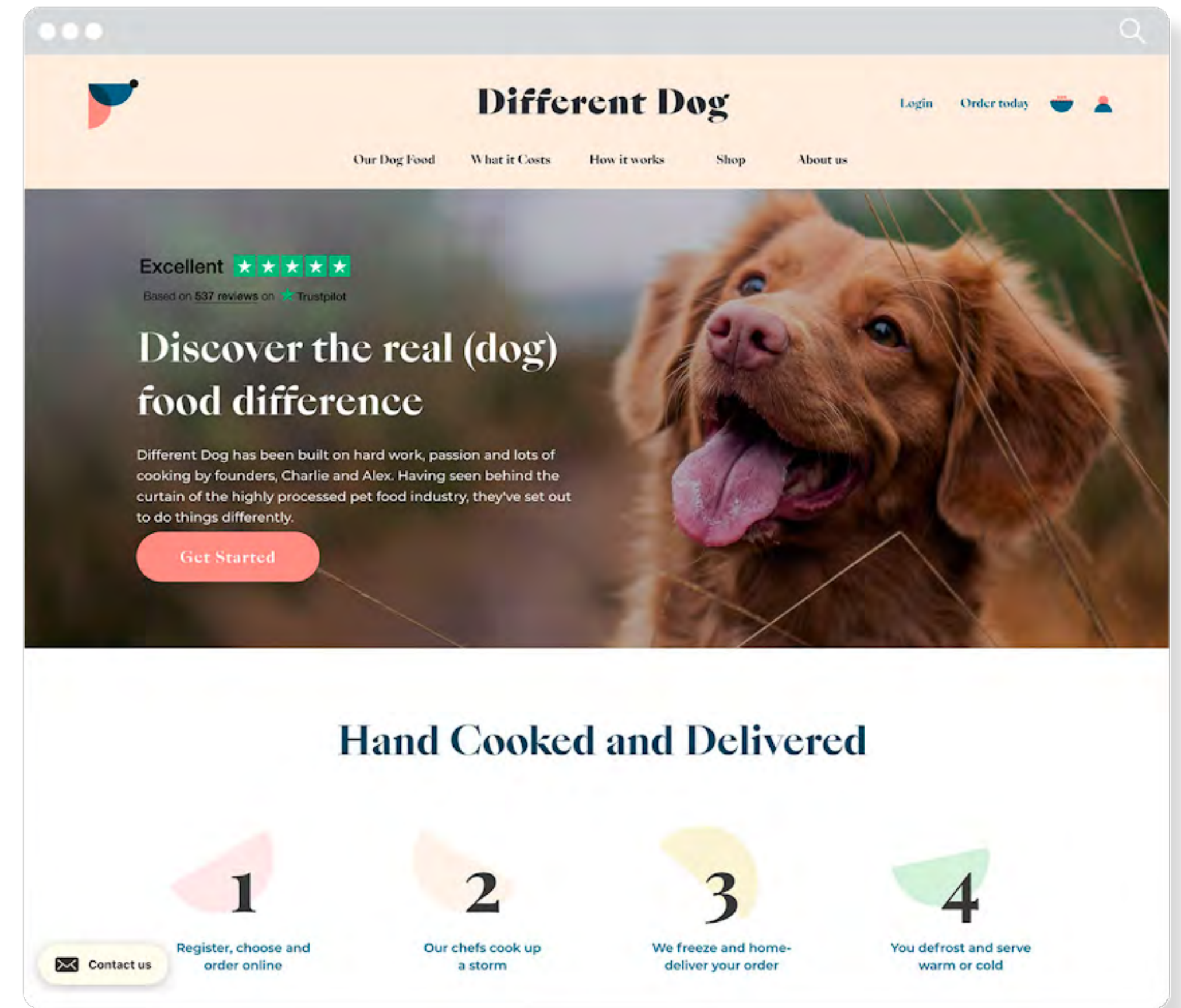
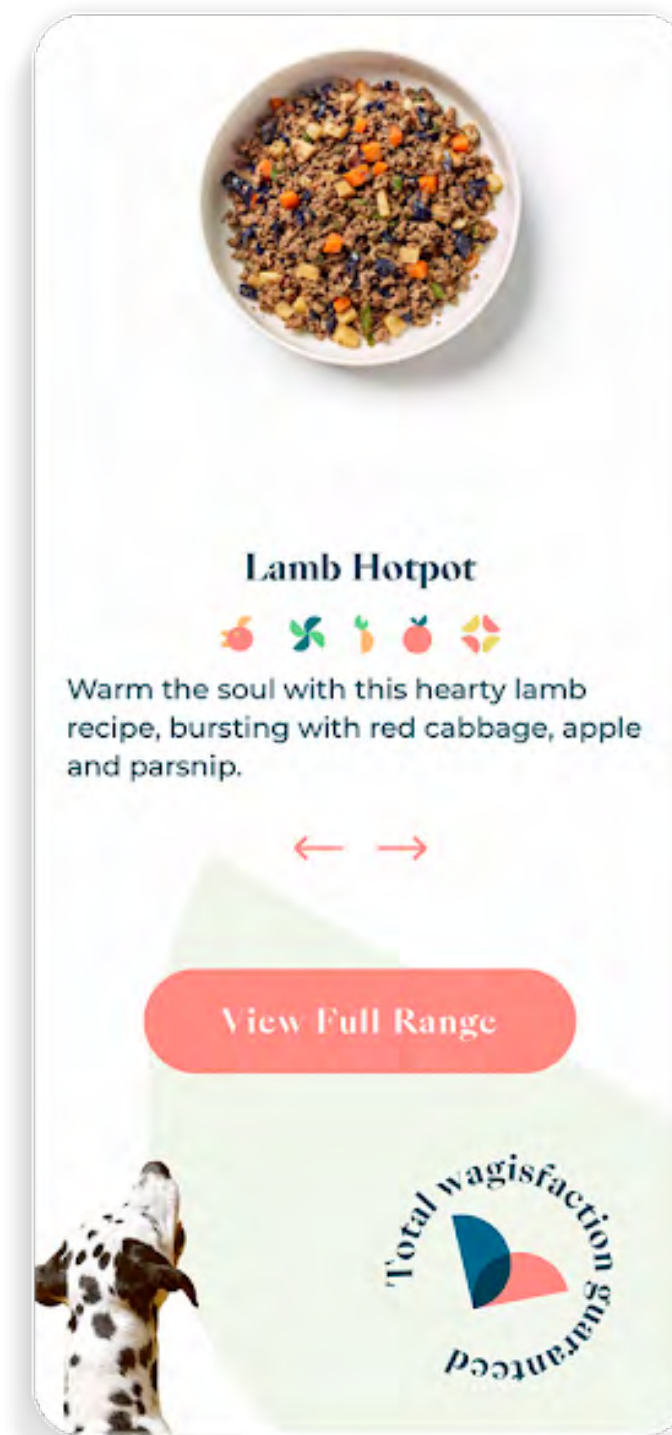
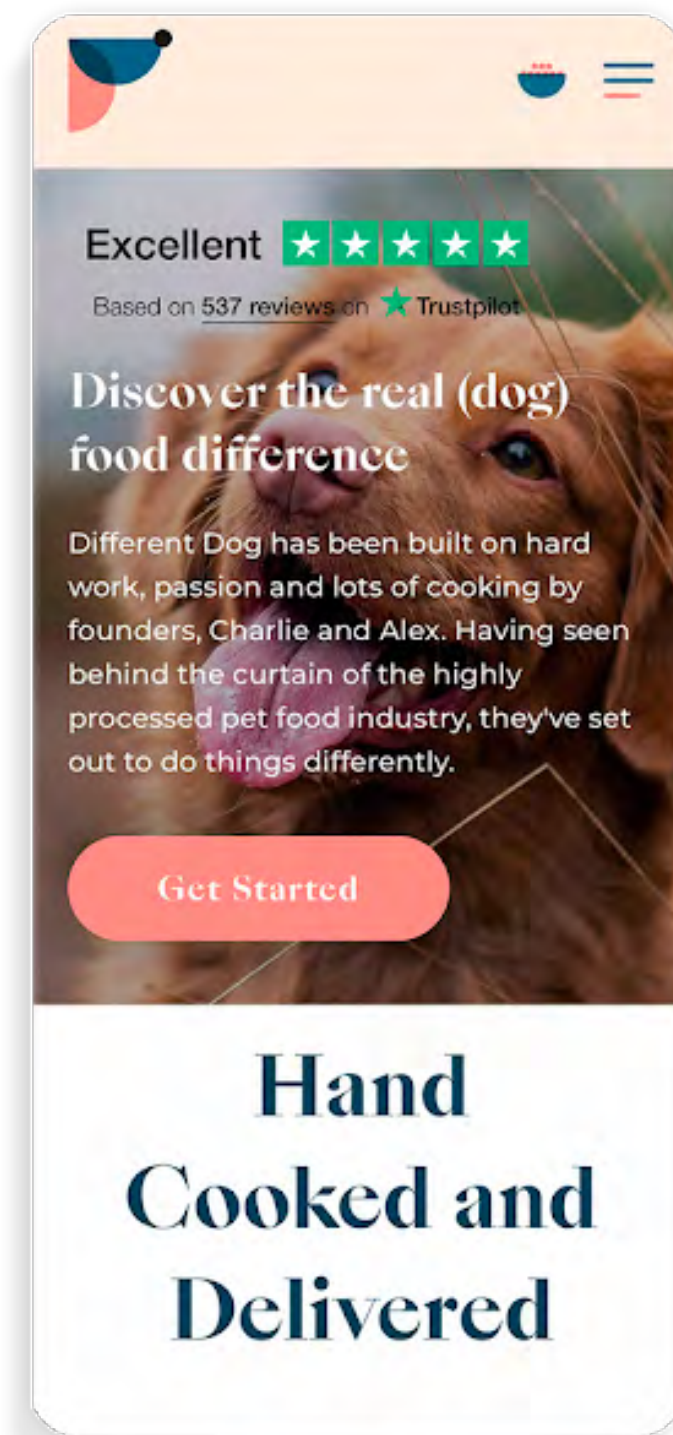


A voice that is playful  
and engaging





A contemporary website that delivers style and substance and breaks free from category norms







Brand communications  
that challenge the industry



At Different Dog, we cook fresh food using quality meat and fish, seasonal vegetables and aromatic herbs because it tastes great and dogs love it. However, the science behind what goes into our recipes is even more important.

With rising rates of obesity impacting quality of life and conditions such as arthritis appearing in comparatively young dogs, the role of canine nutrition is in the spotlight. We asked our vet, behaviourist and canine nutritionist for their insight into how and why good food matters for your dog. They all agreed on three key benefits.

### 01 Variety is essential for a healthy gut

You wouldn't choose to eat the same meal every day so why should our dogs be fed like this? Variety is key, enabling your dog to develop a healthy gut microbiome that will strengthen their immune system and maintain a healthy metabolism.

Our food is lightly cooked to lock in all the valuable nutrients and keep them as bioavailable to your dog as possible, unlike other highly processed foods on the market. Our meals are packed full of high quality protein, fibre and vitamins with no grain or fillers. We also offer a wide variety of recipes, many of which are seasonal, so dogs find our food tasty all year round.

Taking this holistic, whole dog approach to nutrition is key to good health.

"We know how to eat healthily, it's time to apply the same thinking to our dogs"



Bianca Boulton-Major  
Pet Nutritionist, BSc (hons), PGDip Nutrition & Canine Nutrition, MSFTR, CPN



‘Our latest creative project team has people from Ireland, South Africa, Italy, France, Sweden, Germany, Portugal and England. This has given cultural and creative insight like I have never experienced before. Everyone brings a different perspective and their own unique creativity. This has meant that the creative solutions are some of the most refreshing I’ve seen – and are born to work across borders’

Pat Tierney  
Creative Director  
Hoxby



# Our professional and creative services

We provide professional and creative services for clients including Unilever, Merck, AIA and Crunchyroll to name but a few.

Whether you are looking to outsource for a single project or something much bigger, our global community can provide the absolute best team to meet the unique needs of your business. And if we don't have exactly the right hoxby experts to deliver, then we'll always be upfront and say so.

Our diverse global talent pool boasts a wide range of talent and experience across a breadth of skill sets. The Hoxby community includes senior marketers alongside journalists, researchers, digital and SEO specialists and more.

A go-to team available to deliver your brief across multiple time zones with quick turnarounds.

hoxby<sup>®</sup> communications

hoxby<sup>®</sup> futureproofing

hoxby<sup>®</sup> operations

hoxby<sup>®</sup> innovation

hoxby<sup>®</sup> marketing

hoxby<sup>®</sup> creative

hoxby<sup>®</sup> hr



# Our clients include



# We have been featured in

The Telegraph

theguardian



The Mail  
ON SUNDAY

RACONTEUR

THE TIMES

METRO

|TECHWIRE|  
ASIA

B B C

Forbes

TRTWORLD

MarketingWeek

campaign

The Drum™

COSMOPOLITAN

ipse

marie claire



STYLIST

YAHOO!  
LIFESTYLE





LOVE  
WHAT  
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DO

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refreshing work

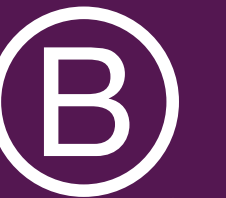
# Thank you

hello@hoxby.com

website: hoxby.com



Certified



Corporation