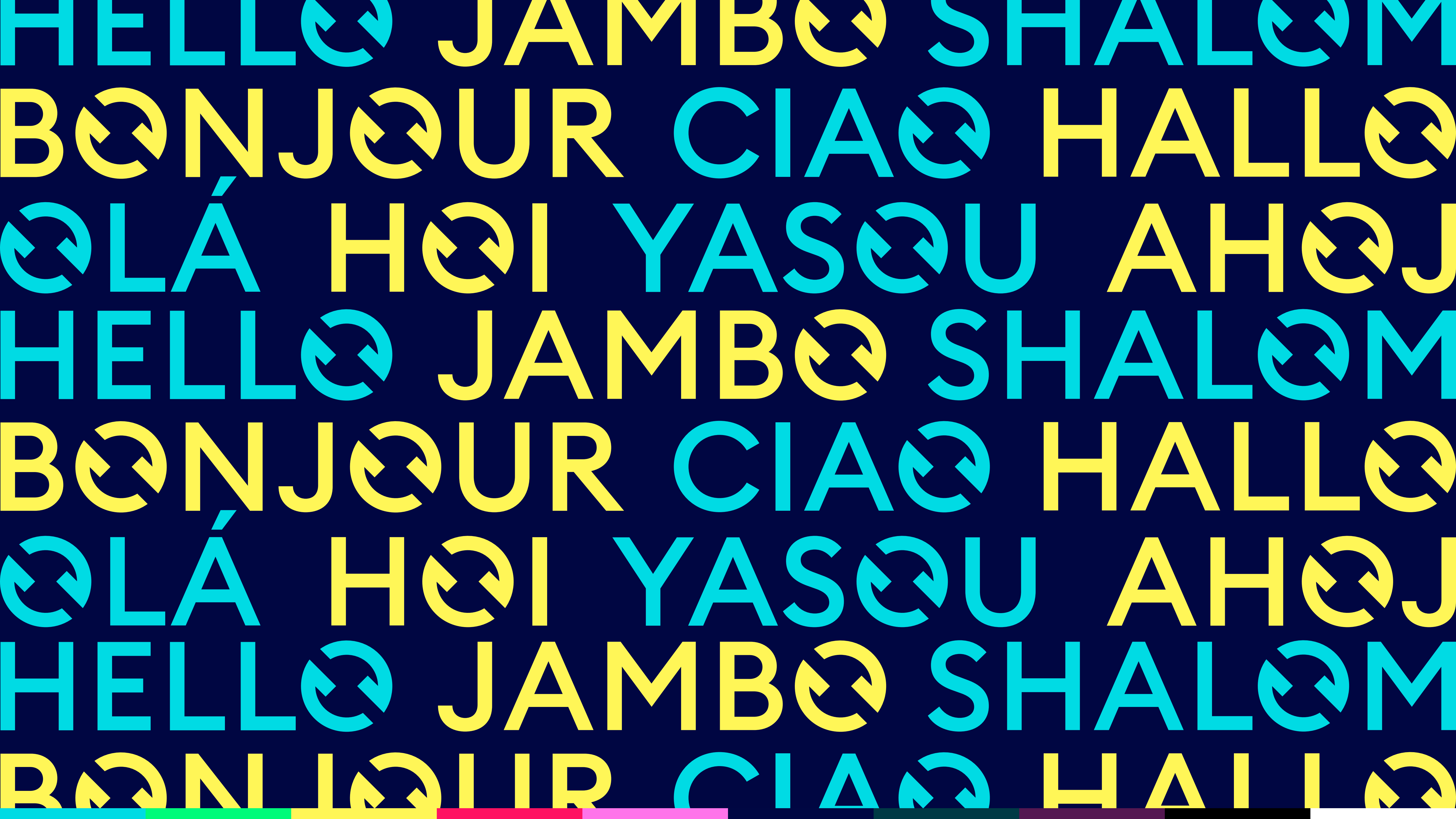


refreshing work

hexby[®] innovation





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.



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.



Hoxby Innovation in a nutshell

Consumer-centric innovation for sustainable growth

Disruption driven by a digitally native model

Digital disruption through new business models with greater diversity of skills and experience plus virtual integration between client and agency.

Curate bespoke teams on-demand

Lean, multidisciplinary teams that can seamlessly mobilise at speed, with top talent and in multiple markets, to deliver brilliant outputs.

Outputs that drive business growth

A shared interest in driving business growth and profitability through strategic innovation that recruits new customers and disrupts categories and industries.



Our community model and breadth of expertise empower us to offer an end-to-end process

Innovation is often focused on new ideas. While these are a valuable part of the solution, many other elements are required to make a compelling business case for successful innovation.

Hoxby Innovation is a consumer-centric approach to finding white-space opportunity for sustainable and transformational long-term growth.

It is supported by the knowledge that identifying the opportunity and defining the solution is just part of the journey. Understanding how to get focus, traction and implementation of that throughout an organisation is just as important.

We can help with both parts.

Our work is inspired by the belief that innovation should deliver lasting positive change the world over.



A new generation of agency, built upon freedom, trust and agility

The digital revolution has already evolved the creative landscape and opened an exciting opportunity for Hoxby to offer creative and agile innovation services to clients in a refreshingly fluid and adaptable model.

Through our digitally native, globally distributed teams we offer an end-to-end innovation process that seamlessly integrates with clients.

Our digital model enables us to quickly build curated teams, select individuals who are passionate about the work in hand and access innovation specialists to match.

We believe this is the way to deliver our clients the best consumer-centric innovation for sustainable growth.



An innovation agency that walks the talk

Hoxby Innovation offers three different models across the innovation funnel.

White space for growth

Consumer-centric innovation, to recruit

Each brief is matched with a carefully curated team which is uniquely placed to deliver on your challenge. We leverage our global communities to bring local consumer insight to each challenge, placing the consumer front and centre. We understand that innovation goes beyond ideas, so we bring a fine balance of strategy, creativity and commercial rigour to every challenge.

Example of a brief:

‘We are completely resource-restrained, but we have some great innovations projects for our existing portfolio that need a reliable, seasoned team that can navigate the process, seamlessly work with our internal teams to build a powerful brand and launch it with flair.’

Bold innovation to disrupt

Futureproof your company, be a leader

We are proud of the fact that we are disrupting the agency landscape. We understand what it means to futureproof your business and deliver bold innovation that changes the playing field. Our global community offers diversity of thinking and experience that really unlocks disruptive approaches. We can mix classical innovators with disruptive thinkers or entrepreneurs with corporate legends for truly fresh thinking.

Example of a brief:

‘We are concerned about losing our leadership position, with so many new players disrupting the market. But we just don’t have the capacity to look at the medium- to long-term. While we focus on today’s business, we need a brilliant partner to help us make sure we deliver growth in the future through powerful innovations that shape the industry.’

Partnership models

Build bespoke partnership models, on demand

Not all innovation thrives inside an organisation – some requires space and nurturing. Our flexible model allows us to build bespoke partnership models that allow you to test, iterate and evolve your way to success. We can spot linkages, facilitate connections and act as virtual collaborators to seamlessly partner with you and ignite a culture of experimentation within your organisation.

Example of a brief:

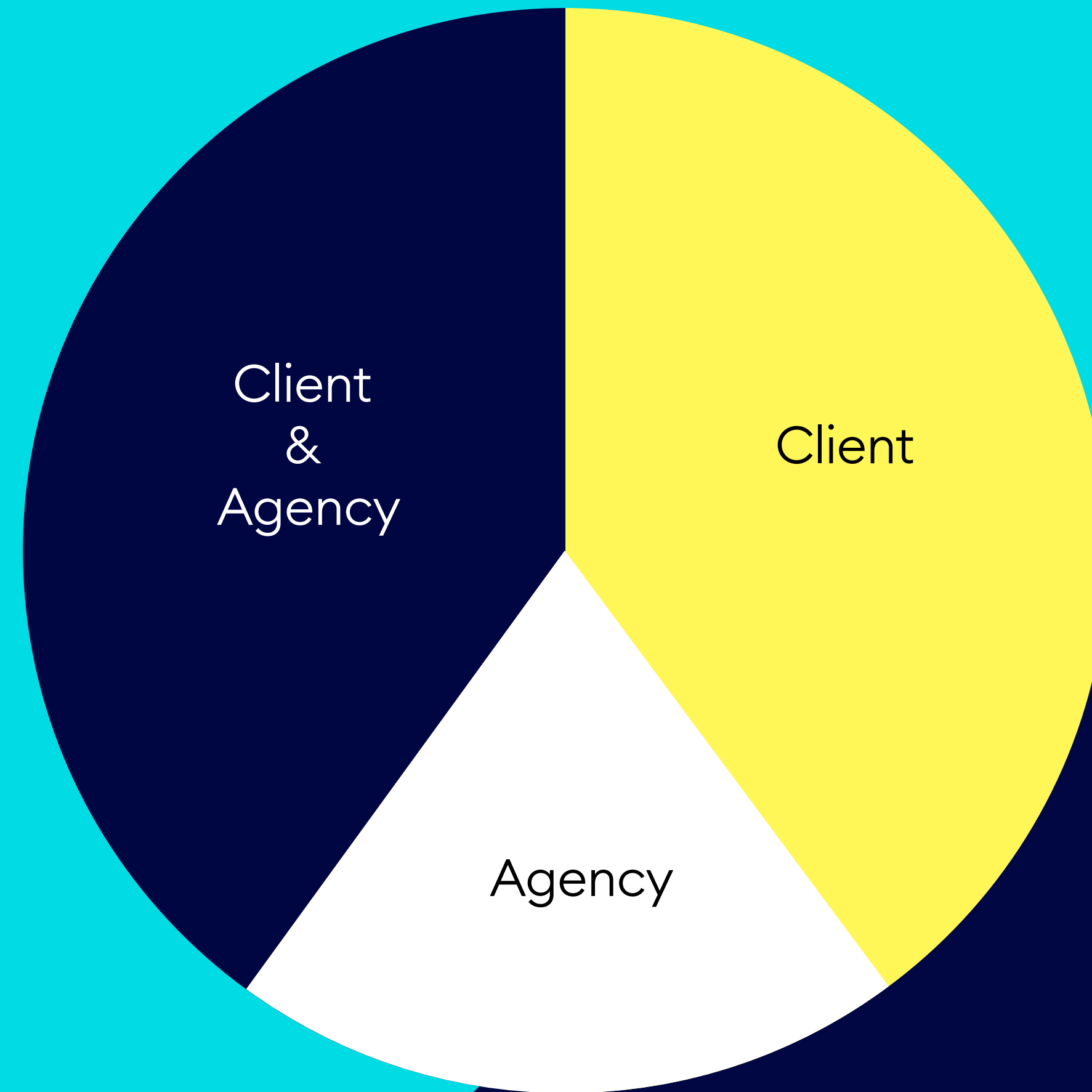
‘Not every innovation thrives within an organisation. We want to try new and different models, but we cannot justify the resource at this stage. We are looking for a flexible, global partner who can team up with us to build bespoke models and execute with brilliance.’



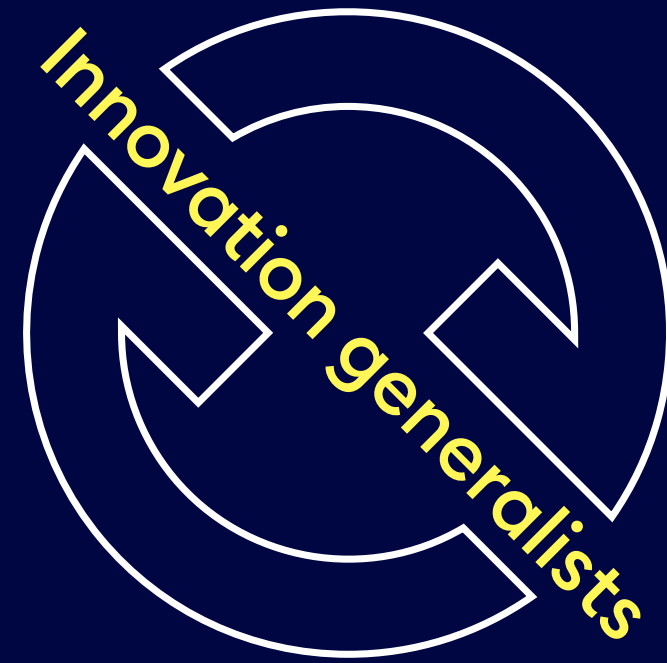
Diversity drives powerful, innovative thinking

The diversity of our teams empowers us to crack difficult problems and offer fresh solutions to deliver breakthrough consumer-centric innovation. We are your gateway to world-class innovation experts.

Our mix of experience across client, agency and start-up backgrounds grants access to superb innovation practice, methodology and insight.



We draw on three different talent pools to build bespoke teams for client briefs



Advanced project managers who can build bespoke plans

Experts at the innovation process

Passionate about compelling business cases

Ability to 'do' heavy lifting

Understand how to pull in specialists for the project

Deliver on budget and on time



Two groups within this:

1. Deep functional expertise

Insights and research, financials, commercials, design and creative, marketing

2. Sector, geographic or trend specialisms

Banking, retail, leisure, tech, travel, FMCG, sustainability, insurance, health etc



Three Hoxby business units to support us:

1. Hoxby Marketing

2. Hoxby Futureproofing

Putting innovation at the heart of a business – surrounded by the right purpose, culture and structure to nurture and embed it

‘Clients are increasingly looking for a new kind of partner. One that is digital-native, agile-native. A genuine partner and seamless collaborator who can augment their multidisciplinary teams, being distributed where needed, on-demand. A partner who has a shared interest in being as lean as possible. A new kind of firm that goes “back to the future” in being horizontal and outcome-focused’

Glyn Britton
CSO Albion





Our clients include

DIAGEO



MERCK



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® communications

hoxby® futureproofing

hoxby® operations

hoxby® innovation

hoxby® marketing

hoxby® creative

hoxby® hr



We have been featured in

The Telegraph

theguardian

FT
FINANCIAL
TIMES

The Mail
ON SUNDAY

RACONTEUR

THE TIMES

METRO

|TECHWIRE|
ASIA

BBC

Forbes

TRTWORLD

MarketingWeek

campaign

The Drum™

COSMOPOLITAN

ipse

marie claire

PR
WEEK

STYLIST

YAHOO!
LIFESTYLE





**REFRESHING
WORK**

hoxby[®] **innovation**

refreshing work

Thank you

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