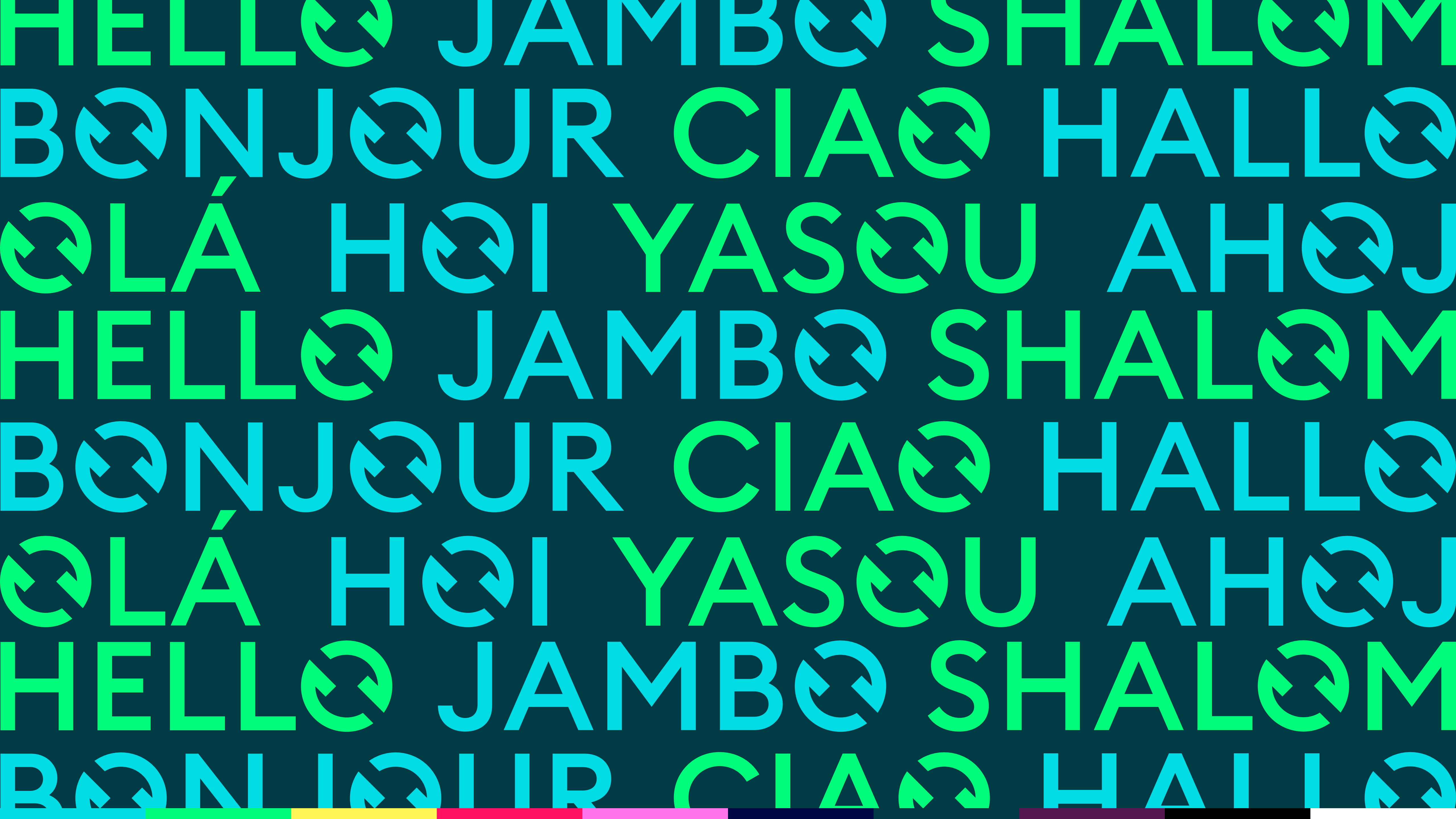


refreshing work

hexby<sup>®</sup> marketing





HELLO JAMBÓ SHALOM

BONJOUR CIAO HALLO

OLÁ HOI YASOU AHÓJ

HELLO JAMBÓ SHALOM

BONJOUR CIAO HALLO

OLÁ HOI YASOU AHÓJ

HELLO JAMBÓ SHALOM

BONJOUR CIAO HALLO

# 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.



# Our clients include



# A great story should be well told

**We enjoy nothing more than  
the challenge of transforming  
businesses and ideas  
into incredible, purposeful brands  
with powerful stories.**

It takes the perfect blend of informed strategic thinking and breathtaking creativity to deliver effective marketing activity. We combine the wisdom of strategic experts who understand your sector with the wizardry of our creative maestros to make your brand stand out from the busy crowd.



‘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







# Cutting edge agility in marketing as a competitive advantage

The arrival of challenger brands, developments in digital technology, regulatory changes and fast-moving fads means a steady-state marketing department is often immediately behind the trends and struggling to deliver the consumer demand needed by the business. And as marketing is usually the go-to budget for cost-savings when performance is at risk, responding to the challenges can feel like you have one arm tied behind your back. But, marketing is critical to managing the reputation of the brand and creating consumer demand. It's a complex issue.

That's why Hoxby's marketing model is essential to providing a genuine competitive advantage. No more steady-state, relying on the skills and experiences of the few to profitably and speedily meet the ever changing needs of the business and its consumers. Hoxby opens the door to a worldwide talent pool of marketing specialists from every discipline and sector, giving you the agility to deliver whatever your business and consumer needs, when they need it, enabling you to gain a huge advantage over your competitors.

## Projects and Partnerships

We can deliver high quality and fast turnaround projects for you as and when you need them, whatever the sector, discipline or geography. And we can build bespoke partnership models to give you the flexibility, capacity and expertise you need to win. Our ways of working and digital systems make us a seamless extension of your team.

## We can provide expertise across the marketing mix

- Marketing strategy
- Research and Insight
- Portfolio strategy
- Go to market strategy
- Brand campaign toolkits
- Brand audits
- KPI dashboards
- Marketing capability training
- Media strategy and planning

- Performance marketing
- Acquisition and retention
- SEO
- Social media strategy and content
- Paid Social
- Channel mix
- CRO
- And more...



# Case studies



# Case study: Unilever Cleanipedia

Reconnecting a global brand with its users



# Delivering glowing results for Unilever's Cleanipedia around the globe

Unilever wanted more for Cleanipedia, their global site for homecare cleaning information. They wanted stronger engagement with local audiences, higher user numbers and faster growth. They wanted to transform Cleanipedia into the leading global search authority on homecare cleaning. So they teamed up with Hoxby and challenged us to think big.

Tapping into our collective intelligence and talent across 43 different countries, we built specialised teams of native-language Hoxby associates and created an editorial-led SEO strategy, localised for individual sites in 11 different countries. We produced customised articles that captured local themes and trends for each market, ensuring authentic and compelling content across all the Cleanipedia regions. We improved data capture and SEO optimisation methods to increase site performance, user numbers and engagement.

Repeat visits were up 7.1% and referrals 1.2%+ year on year. Our refreshing solutions helped Cleanipedia become the world's leading authority on homecare. Consequently, in 2020, we were awarded further work, increasing the scope and number of Cleanipedia markets.



**1,500**

Original blogs over 8 months

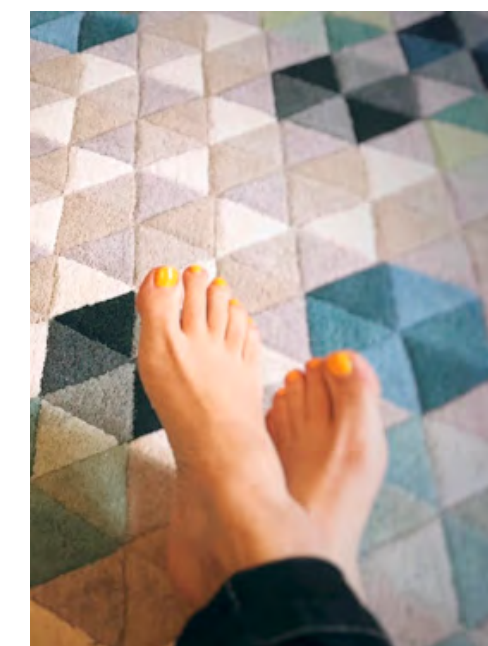
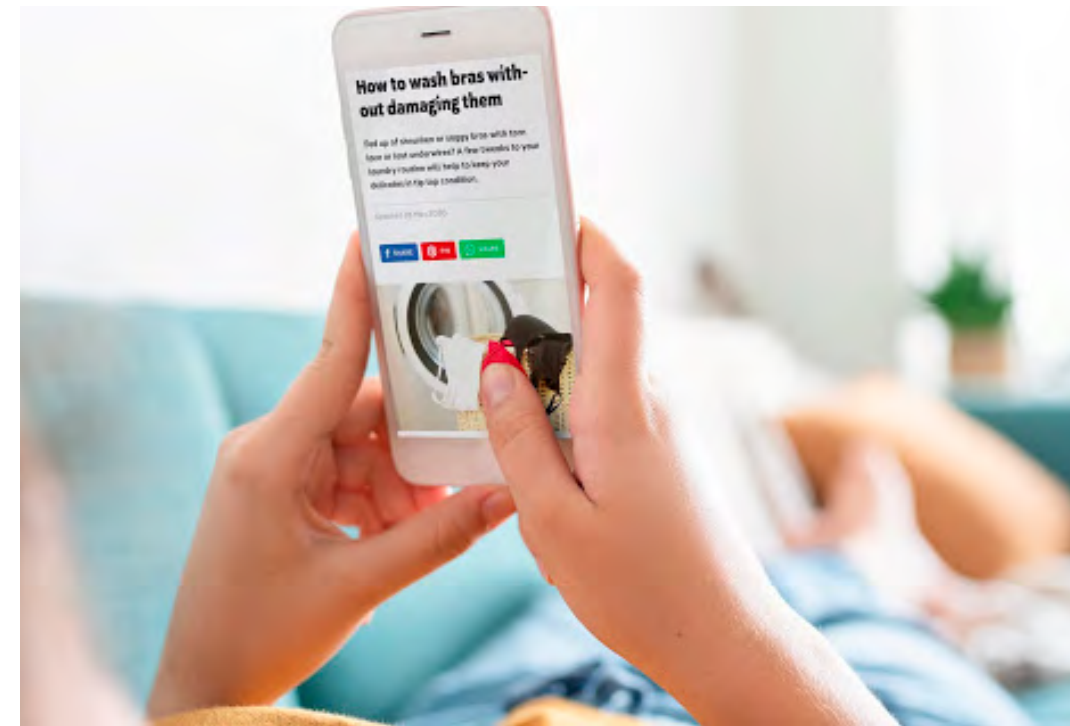
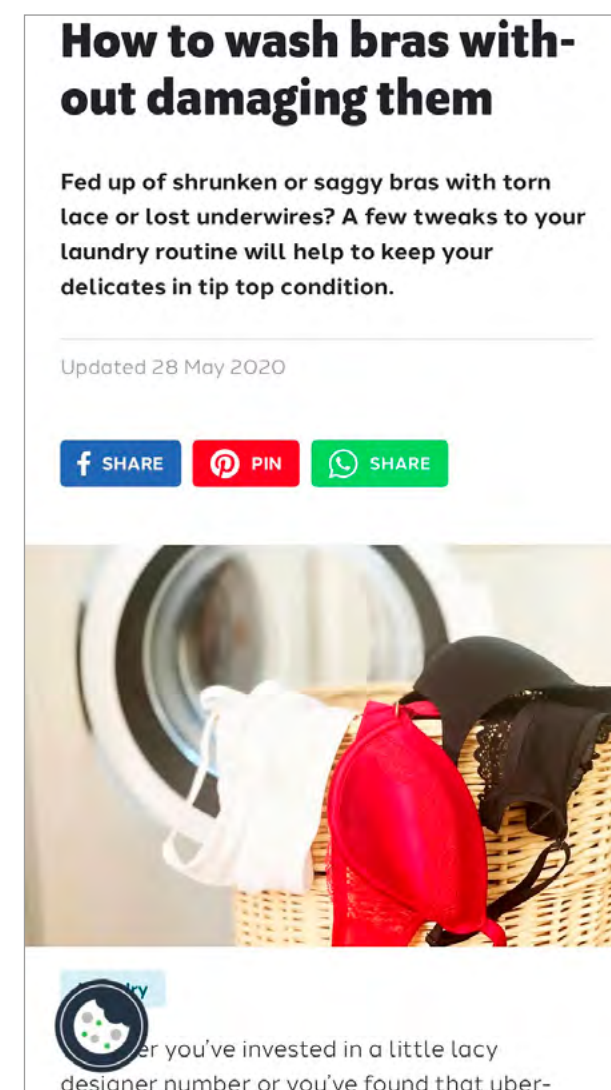
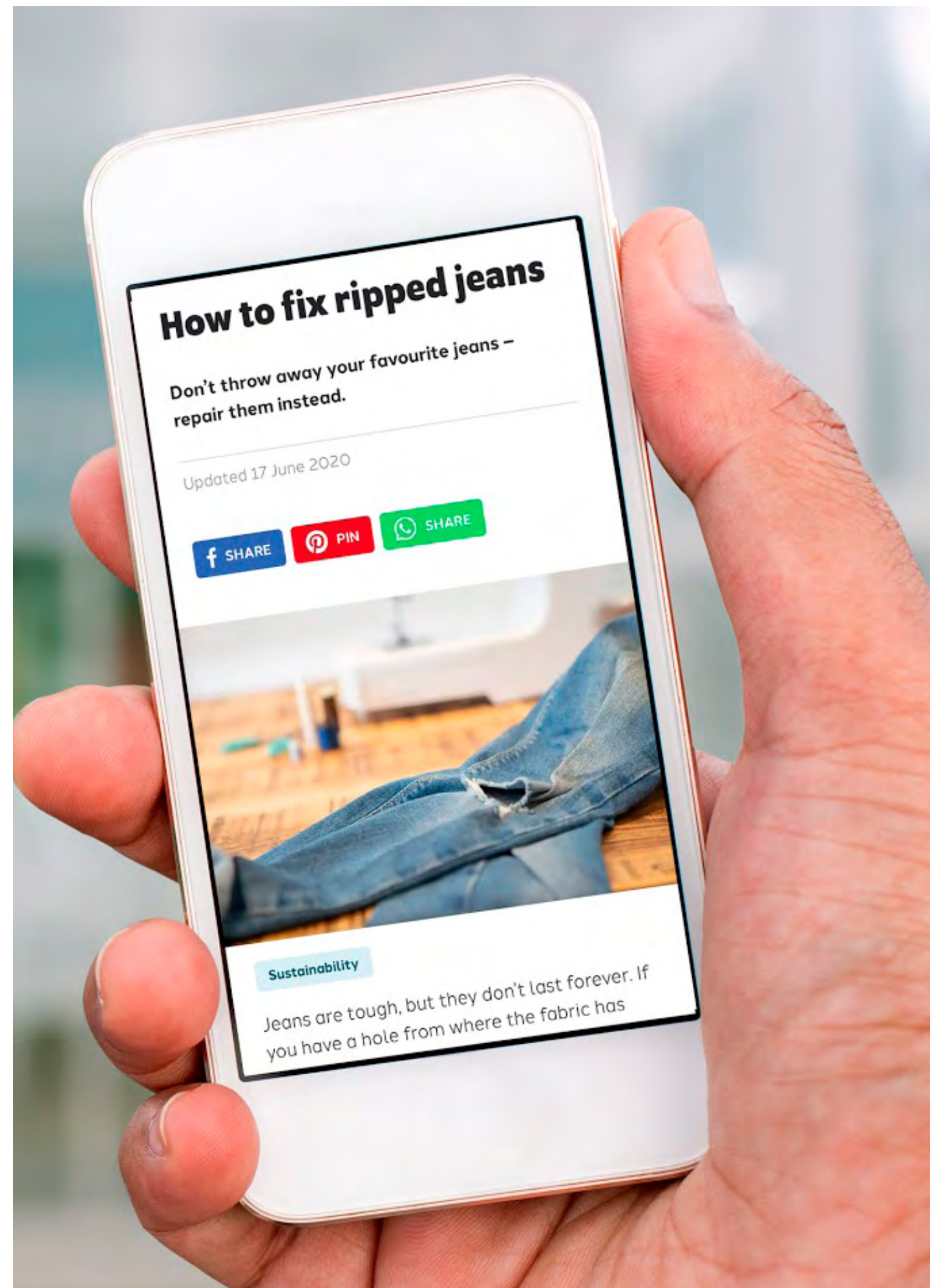
**100%**

Growth in organic traffic year on year



How to  
reconnect a  
global brand  
with its users  
to drive  
performance





The [Hoxby] team worked in a super-agile way, which allowed us to deliver outstanding content quickly and at scale.

Alice Shaw-Beckett,  
 Head of content for Cleanipedia

11 Native language websites for European markets

51% Increase in number of articles created

# Case study: Bristol Switch

Integrated marketing campaign





# Stopping consumers in their tracks to help them connect with Bristol Switch

Bristol Energy is a different kind of energy provider. With the local community at its heart, it promises to keep costs low for customers and to reinvest its profits back into the community. Despite this compelling offer, however, original uptake of the service was disappointing - with just 14 per cent of Bristol households subscribed. So, Bristol Energy turned to Hoxby to create a campaign that would raise local awareness.

Our strategy was clear: find out why audiences weren't engaging and fix it with a campaign that drives traffic to the website.

The collective intelligence of Hoxby's experts in digital advertising, out-of-home, radio, PR and more, supercharged our response: a highly-visible creative campaign that would make potential customers take notice, by surrounding them with relevant messages in ways that would stand out from the crowd.

Dividing the broader public into distinct customer segments informed our creative strategy and media selection, enabling us to cut through the clutter and stop people in their tracks quite literally - by using reverse graffiti on the pavements!

We raised awareness with a multi-channel advertising campaign, blending awareness-building with drive-to-site tactics. And, our calls-to-action encouraged the public to learn more by registering online, where Bristol Energy reps could follow up and achieve more, and faster, conversions.

10

Media channels for an integrated campaign

68%

Increase in direct traffic to website\*

Bristol YoY website traffic by source, 16/09/18 - 27/11/18 vs. 17/09/19 - 28/11/19

7,703

Clicks on the site\*

Bristol YoY website traffic by source 17/09/19 - 28/11/19



# Surrounding consumers in Bristol with a highly-visible, creative campaign



switch.bristol-energy.co.uk

\*Savings calculated based on a My Green Plus 3 Year Fix issue 27 using the latest Ofgem Supply Market Indicators.



**Bristol. Our City, Your Power.**

Switch today and together we can power Bristol's environmental future.

Bristol Energy



**Bristol. Our City, Your Power.**



We're committed to making our city carbon neutral by 2030.



**Bristol. Our City, Your Power.**

We're committed to making our city carbon neutral by 2030.



# Case study: Etsy UK

Making Etsy's first UK TV advertising campaign  
a holiday success





# Supporting the successful launch of Etsy's first UK-based TV campaign

Etsy is the global marketplace for unique and creative goods. Last year, they decided to test for the first time, the benefit of Christmas TV adverts in the UK by redeploying US creative and strategy. Seeking some external skills-specific support, Etsy approached Hoxby to bolster their UK marketing team as they repurposed the US campaign for UK audiences.

With lightning speed, we mobilised our diverse Hoxby community of skilful freelancers, identifying associates with a proven track record in driving business growth through TV campaigns. A marketing strategist with 15 years' experience promoting TV shows, channels and digital products, led the team alongside a senior media planner with more than 20 years' experience directing multi-market campaigns for high-profile brands. The Hoxby team provided on-tap guidance from our extensive cohort of entertainment industry specialists – supporting Etsy's UK marketing team by elevating their know-how along the way.

Collaborating across all phases of the campaign allowed us to help Etsy assess the media mix, explore synergies in using US creative for UK audiences and optimise opportunities during the live campaign. Our blueprint for campaign evaluation delivered continuous insights, enabling Etsy to track real-time results and measure more than just ROI.

Etsy got the measure of us, too. We're now supporting them on multiple influencer PR and TV campaigns.

Hoxby got stuck in from the get-go and I found their advice invaluable. We have learnt a great deal about the quirks of UK TV!

Georgina Blain, Senior manager, PR and marketing, Etsy



# Our professional and creative services

We provide professional and creative services for clients including Unilever, Diageo, 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



# 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





LOVE  
WHAT  
YOU  
DO

hoxby<sup>®</sup>marketing

refreshing work

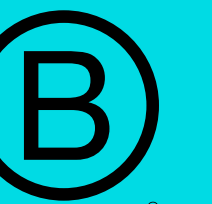
# Thank you

hello@hoxby.com

website: hoxby.com



Certified



Corporation