



Anticipate. Adapt. Thrive.

big blue

A BRAND GROWTH AGENCY



THE WAY WE

BUILD, EXPRESS & SHARE

BRANDS

MUST

CHANGE.

big blue



WE HELP BRANDS

FIND & ASSERT

their ultimate place in the world,
within what we think of as the bigger blue.

WHERE BRANDS BECOME A PROFOUND ARTICULATION

of MISSION, MEANING and CULTURAL BENEFIT,
an ASSET on the balance sheet and a KEY
DRIVER of shareholder value.

BECAUSE GREAT BRANDS TOUCH EVERYTHING & DRIVE

the GROWTH of financial, consumer, cultural
and employee value.

big blue

GREAT BRANDING

PROVES ITSELF AS A CRUCIAL,

long-term, strategic investment with long-term, recurring
returns. Where GREAT BRANDING becomes

WEALTH-CREATION

through

WANT-CREATION.

BRAND =

COMPETITIVE ADVANTAGE



BRANDS TODAY.

MUST BE SOCIAL,

supremely smart

and adaptive.

By design.

And intent.

Which is what we do.

WE DEFINE BRANDS

WITHIN THE BIGGER SYSTEM,

the bigger blue.

Which sometimes means

overwhelming the competition.

But where every brand

ultimately recognises

its greater potential.

TO INSPIRE.

AND BECOME.

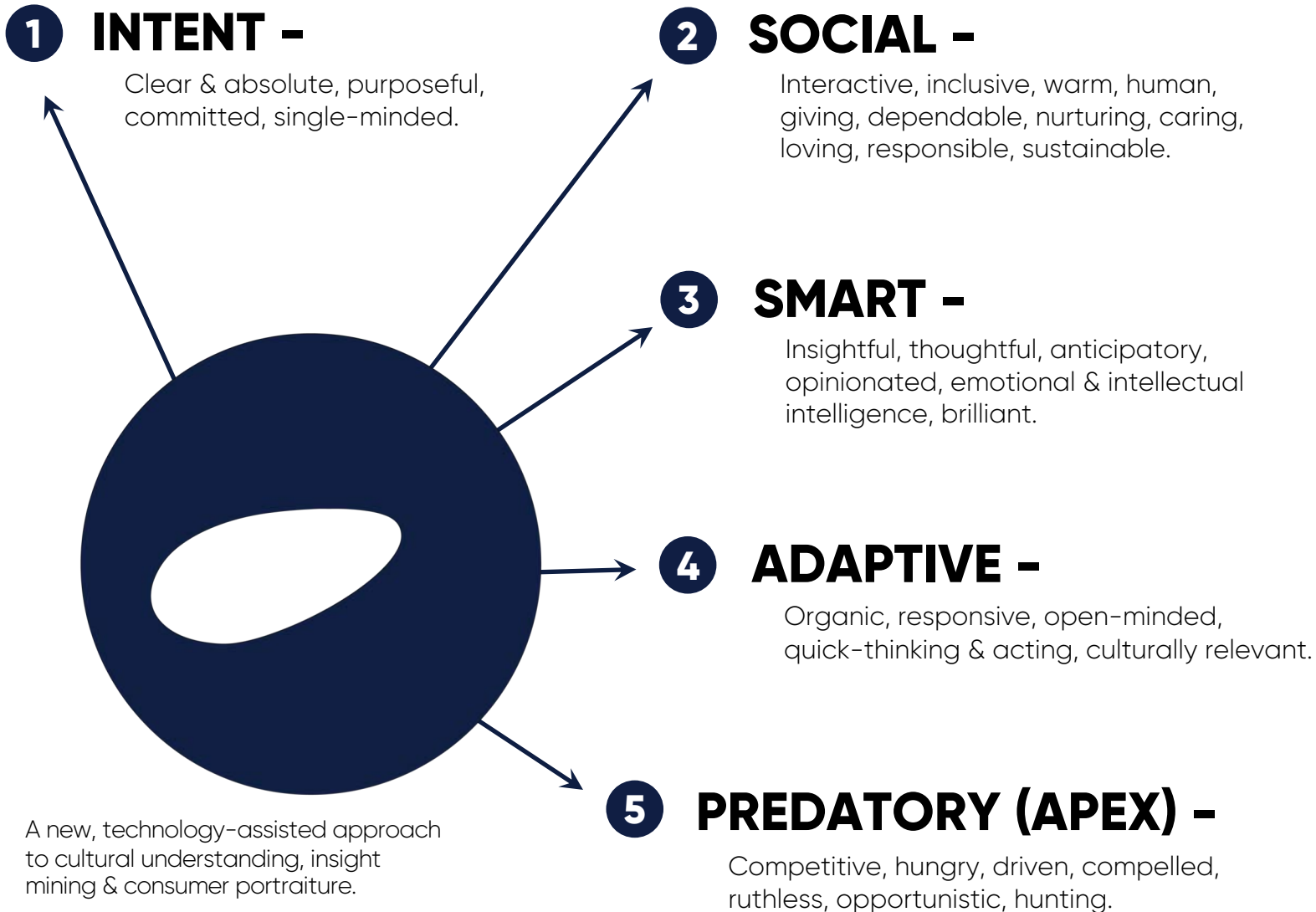
And lead.

big blue

WE DON'T JUST BUILD BRANDS.
WE INTRODUCE ORCA_s.

BRANDS THAT CAN THRIVE
IN THE BIG BLUE.





Stumbling on new opportunities *is* possible. Unearthing fresh insight *can* happen by chance... BUT why leave to chance and possibility, when you can create probability?

IN ADHERENCE TO 'DIFFERENT & BETTER'

we apply Machine Learning to Cultural Insight Analysis, creating a new LENS through which we can develop and identify commercial opportunity for brands.

We don't merely monitor cultural and consumer trends. We take a predictive approach, by deconstructing 'Culture' into a set of simple but interlocking factors and actors, we can forecast new consumer patterns and the potential

SOCIO CULTURAL PATHS AHEAD.



From the collective minds of the founders.

Bringing together unique Global specialist talent.

Providing end-to-end Brand Comms capability:

DEFINE-DESIGN- DELIVER-GROW

Following 5 ORCA_LENS Principle Traits:

Act with **INTENT.**

Be inherently **SOCIAL.**

Be **SMART & ADAPTIVE** by design.

Focus on becoming naturally **APEX.**

Allowing us to focus purely on

BRAND GROWTH & COMPETITIVE ADVANTAGE.

big blue

OUR SYSTEM OF WORKING IS DESIGNED

to deliver results across:



BUSINESS PLANNING
& Growth Identification



BRAND STRATEGY, CREATION
& Course Correction



CREATIVE & COMMUNICATIONS PLANNING,
Branded Content, Activation & Guardianship



INNOVATION PROGRAMMES
& Future Opportunity Identification



PERFORMANCE TRACKING
& Response Planning

THE BIGBLUE WAY

FOUR DISTINCT PHASES.

EACH PROVIDING THE BEDROCK INSPIRATION FOR THE NEXT.

A linear set of building blocks to ensure positive growth, with the necessary flexibility to review, re-interpret, and re-engineer dependent on cultural and commercial conditions.

DEFINE –

1

Employing a bespoke formula of analytical methods to build an insight set covering the business, the category, the customer and the cultural landscape.

These tasks provide the intel for the identification of growth opportunities, clues into the brand direction, clarity of the necessary capabilities of the business (brand) to exploit the identified opportunities, and guidance on the necessary behaviours that must be adopted.

DESIGN –

2

Applying the intel and identified growth opportunities into brand frameworks and full tool for direction across subsequent assets and collateral.

The design phase in principle is ever evolving; course correcting and re-focusing the brand and it's activities dependent on Global cultural, business and customer shifts.

DELIVER –

3

Ensuring designed strategy leads to full strategic integration across internal and external stakeholders and partners.

The creation of communication collateral and activation, we blend brand guardianship with growth platform planning and activation.

GROW –

4

BIGBLUE devises rolling growth programmes and ORCA LENS tracking to ensure that organisations are both identifying and then crucially capitalising upon emerging opportunities.

Momentum, discipline and maximisation of any brand is born out of perpetual opportunity identification and course refinement.



THE BIGBLUE WAY

STRATEGY

- Brand Positioning & Strategic Localising
- Proposition Creation
- Brand Architecture
- Messaging Hierarchies
- Portfolio Constructs
- Commercial Vision & Road-Mapping
- Adaptation & Course-Correction
- Product Creation & Portfolio/Range Application
- Brand Tool Kits

CONSUMER, CAMPAIGN & PERFORMANCE

- Personas, Typologies & Role Definitions
- End-to-End Journeys
- Interactions & Touchpoints
- Launch & Campaign Phasing Models
- User Experience & Immersive Design
- Performance Tracking & KPI Setting

CREATION

- Naming & Taglines
- Verbal Identity/Brand Voice
- Logos & Visual Systems
- Copywriting & Asset Creation
- Brand Films & Co-Productions
- Online Representation

RESEARCH, INNOVATION & TESTING

- Single & Multi-Market & Global Quant Analysis
- Qualitative, Insight & Motivation Mining
- Focus Groups
- Product & Concept Testing
- Iterative Prototyping
- Cultural Trend Monitoring & Reporting
- Brand Performance Tracking

ORGANISATIONAL

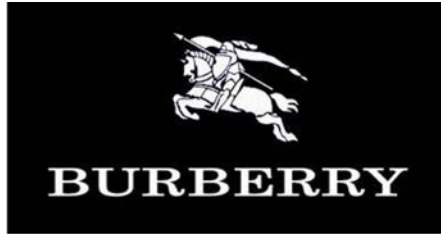
- Internal Stakeholder Alignment & Transformation Programmes
- Cultural Change/Inside-Out Marketing
- Research-anchored proprietary thought leadership programmes
- White Paper Authorship



CLIENT & CATEGORY EXPERIENCE

10

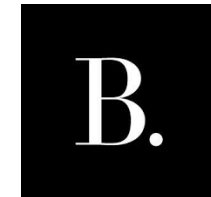
Examples of brands we've been privileged to call our clients.



Deutsche Bank



PIMCO



A Brand Growth Agency

big blue

CRAIG WILLS

IS A COMMUNICATIONS INDUSTRY VETERAN, A PIONEER

in creative brand planning, a business advisor and entrepreneur.

He has held Executive Strategy Director and Head of Planning roles within Global brand consultancy and creative agencies (The Gild, Fallon) and senior global leadership positions in media, creative and communication planning companies including Saatchi & Saatchi, HAVAS, and McCann. He was a founder member of the NAKED communications team in 2000 and created the first internal strategic planning function within outdoor giants JCDecaux.

In a capacity as spokesperson, advisor and writer he has been a Campaign Media Awards judge, a columnist for City AM as a voice on brands in business, has featured on CNBC Mediabeat, and spoken extensively on brands and creativity across Europe and Africa.

Most recently Craig has been providing strategic business consultancy for a wide range of sectors including media, retail and communications businesses. Focusing purely on growth programmes and in-market activation. He has been described as "an agile, responsive, charming, creatively-minded individual who has an outstanding ability to contextualise complex strategic challenges and provide powerful strategic guidance - an entertainer and strategic creative consultant rolled into one."



CRAIG WILLS

Co-Founder & Principal

Say hello at:

craig.wills@be-an-orca.com



SIMON PONT

IS A BRITISH AUTHOR, COMMENTATOR AND AWARD-

winning brand strategist. He has held Chief Strategy Officer roles within two global media networks (Dentsu Aegis and Starcom MediaVest Group), and senior leadership roles at at Saatchi & Saatchi and Naked Communications (the pioneers of Communications Planning).

An EACA Effies and ADFX judge, Simon has become a recognised authority on brand-building, consumer understanding and the evolution of Marketing Communications. He is the best-selling author of [The Better Mousetrap](#): Brand Invention in a Media Democracy', and his latest book, [Digital State](#): How the Internet is Changing Everything' short-listed for 'Marketing Book of the Year', and was subsequently translated into Chinese. Simon is also a regular columnist for The Huffington Post, MediaTel Newsline, The Wall and Business 2 Community, and writes for Forbes and the Financial Times.

As a non-executive, Simon sits on the advisory board of content-platform Talenhouse alongside Eric Schmidt (Google), Chris DeWolfe (founder of MySpace), Bret Ratner (X-Men) and Gerard Butler (300).

On behalf of BIGBLUE, Simon consults with companies and lectures around the world, addressing themes relating to the intended and unintended consequences of our Digital Age – on how it how it is liberating individuals and organisations, usurping former conventions and once-proven business models and demanding competitive advantage through the invention of new perspectives and practices.



SIMON PONT

Co-Founder & Principal

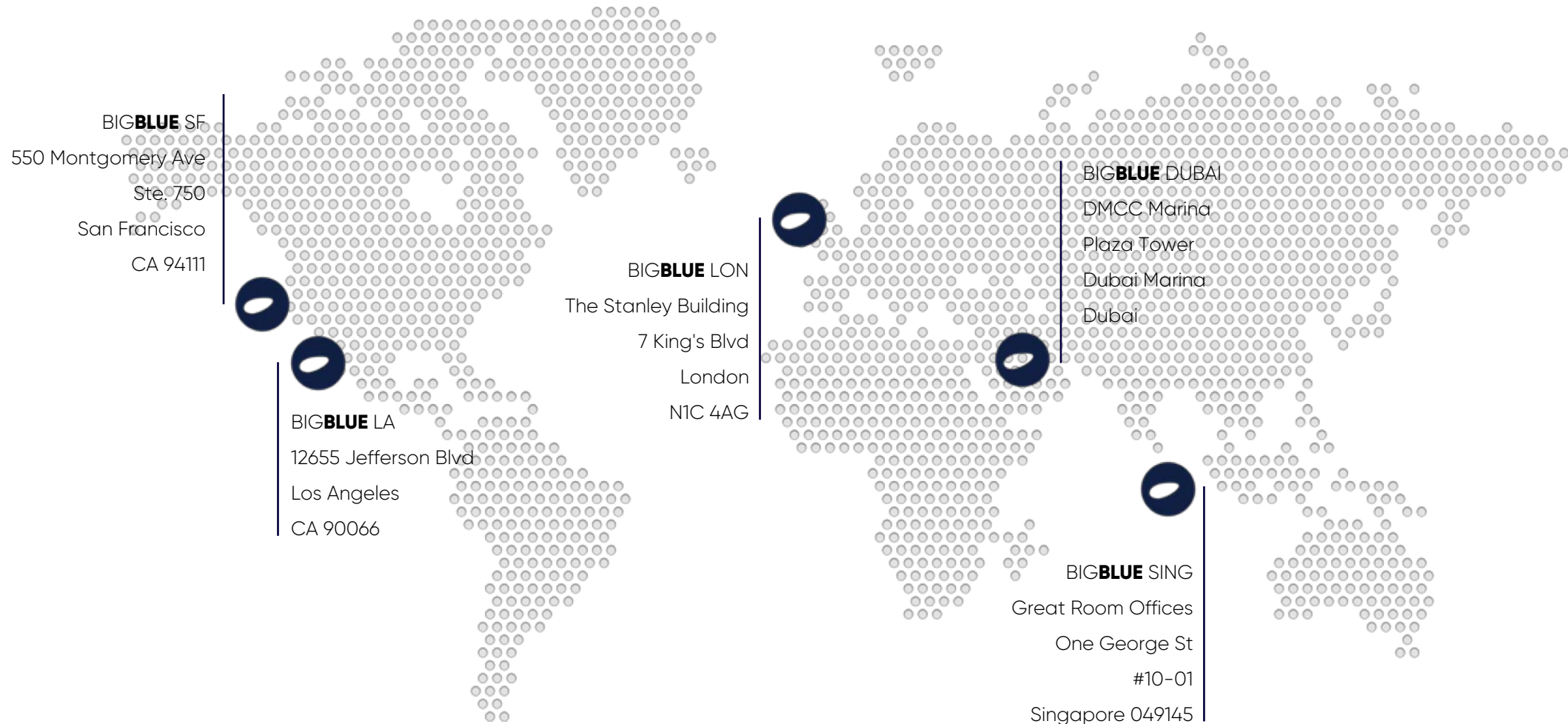
Say hello at:

simon.pont@be-an-orca.com



BIGBLUE works with a hugely diverse client base, from multi-national businesses and Global brands, to early stage Start-Ups.

We get on planes rather often, but we're not nomads. Our HQ is in London, and our Representational Pods are in Los Angeles, San Francisco, Dubai and Singapore.



campaign

Ex-Naked Strategy Chiefs Launch 'Brand Growth' Agency

The agency seeks to offer a 'smarter' approach in a market dominated by Interbrand and Superunion.



Big Blue: Pont and Wills

Craig Wills and Simon Pont, a former Naked Communications and Saatchi & Saatchi strategy duo, have launched a "brand growth" agency called Big Blue.

big blue

“ ”

The shop, which will primarily operate in the brand strategy space, aims to disrupt a market currently dominated by the likes of Omnicom's Interbrand and WPP's Superunion with a "smarter" approach to meeting changing client needs.

The way brands can and should be built has changed. Client needs have changed. The marketing agenda has changed – and the agency model must evolve not just in step with these many changes, but ideally be one step ahead.

October 18, 2018



The Drum™



OPINION >

Mini management consultancies: Are Big Blue & its kind marketing's next hot startups?



Mergers and acquisitions

By **Barry Dudley** · 30 November 2018 10:40am

Partners at Green Square, Corporate Finance Advisors to the media and marketing sector, cast their eyes over the latest industry deals and look ahead to the next tranche of acquisitions.



Much has been made over the past few years of the threat posed to traditional ad and marcomms agencies by the management consultancies.

“ ”

BIG BLUE... An impressive disruptor operation... hotter than hot... an eminently M&A'able start-up of the near future.

Demonstrates thinking that doesn't follow the tramlines of past convention... new ways of activating brand strategies with an urgency and impact that is commercially quantifiable and culturally profound.

November 30, 2018

big blue



The BIGBLUE Timeline (our story so far)

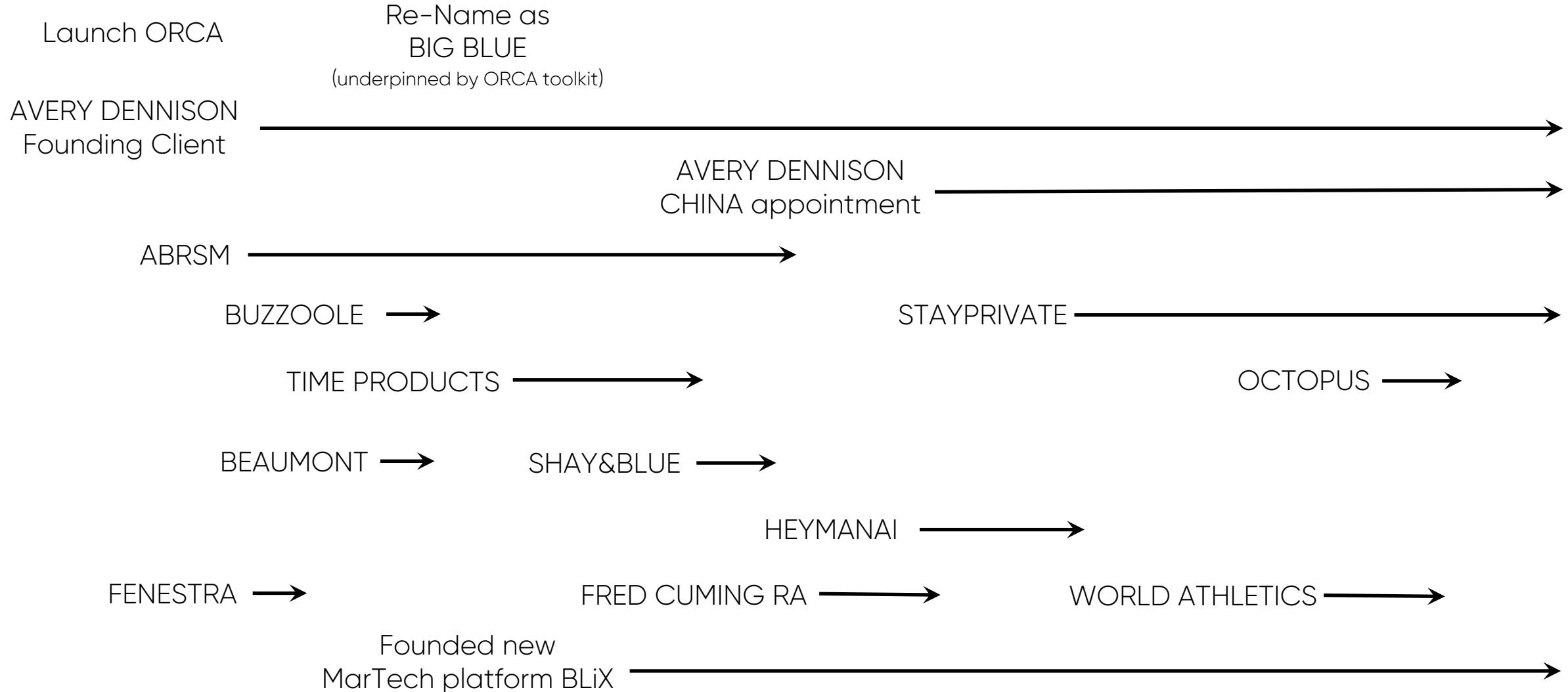
16

Q4 2018

2019

2020

2021





A Brand Growth Agency

be-an-orca.com

[Click Here for some
Recent Case Studies](#)