



Anticipate. Adapt. Thrive.

For Enterprise, Start-Up
& Scale-Up Businesses.

ORCA

A Brand Growth Agency

be-an-orca.com



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.

Which sometimes means
overwhelming the competition.

But where every brand
ultimately recognises
its greater potential.

TO INSPIRE.

AND BECOME.

And lead.

ORCA

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



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 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.

ORCA

THE ORCA PRINCIPLE TRAITS

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 ORCA 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 the brand framework and across associated 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

Activating the brand into the internal business and external customer market.

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

GROW -

4

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

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

THE ORCA WAY

STRATEGY

- Brand Positioning
- Brand Architecture
- Messaging Hierarchies
- Portfolio Management
- Commercial Vision & Road-Mapping
- Adaptation & Course-Correction

CREATION

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

INNOVATION & TESTING

- Concept & Creative Testing
- Iterative Prototyping
- Packaging
- Pilot Programs
- Cultural Monitoring & Reporting

CONSUMER, CAMPAIGN & PERFORMANCE

- Consumer/Customer Insight Mining
- Personas, Typologies & Role Definitions
- End-to-End Journeys
- Interactions & Touchpoints
- Launches & Campaigns
- Influencer Integrations
- User Experience & Immersive Design
- Loyalty Initiatives
- Performance Tracking & KPI Setting

ORGANIZ- ATIONAL

- Stakeholder Alignment & Transformation
- Cultural Change/Inside-Out Marketing
- Credentials, Presentations & Key Assets
- White Paper Authorship

THE FUTURE IS NOT THE PRESENT, BUT IS FOUND THEREIN.

The Tomorrow Agency is not the 'Agency of Today', but becomes so by acting today.

In our Digital Age, historically established definitions and expectations can be unhelpful. This wholly applies to our existing understanding of 'The Agency'.

To how it should behave.

To the role it can play for clients.

To how it can assert its value and affect powerful change.

THE TOMORROW AGENCY

is technologically-inspired,
open-minded,
essentially humanistic
and adaptive.

It becomes Anti-Fragile in consequence.

And defines the forward motion others then follow.

ORCA

A BRAND GROWTH AGENCY



Data Science + AI + Culture = ORCA LENS

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, built on bespoke Bayesian probability.

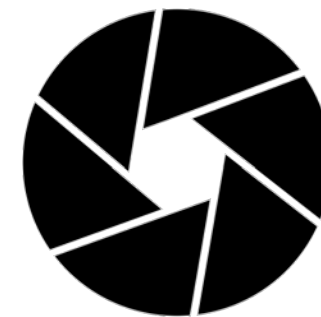
By deconstructing 'Culture' into a set of simple but interloping factors and actors, we can forecast

NEW CONSUMER PATTERNS & THE POTENTIAL **SOCIO CULTURAL PATHS AHEAD.**

In consequence, we can seize upon brand and behavioural opportunities that extoll our 5 ORCA principle traits.

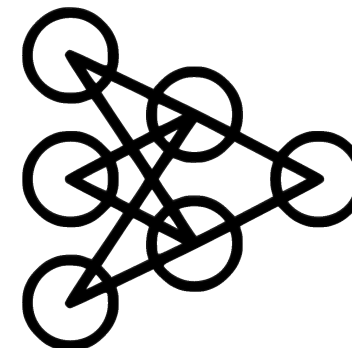
ORCA_LENS™

A new, technology-assisted approach to cultural understanding, insight mining & consumer portraiture.



ORC_ALGO™

Smart, probabilistic, predictive.



Tailored, client-by-client remuneration models

- Service delivery is determined by the nature of the client, their needs, the task and the budget.
- We flexibly operate both Consultancy and Agency models, working to fixed-terms and on retainer.

CONSULTANCY MODEL

FIXED-TERM EXAMPLES (2 TO 6 MONTHS):

- Brand Strategy & ID creation
- Brand Asset Creation
- External Growth Opportunities Analysis
- Course Correction Roadmaps
- Internal Cultural Audits
- Customer/Consumer Journey Mapping
- White Paper authoring

AGENCY MODEL

RETAINER EXAMPLES (MONTHLY):

- Branded Content/Content Marketing Programmes
- Performance Tracking
- Cultural Trend & Analysis Reporting
- Brand Partnership Identification & Activation
- Client Engagement Programmes
- Inside-Out Brand Behaviour & Cultural Change Programmes
- Thought Leadership article writing

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 & Principle

On behalf of ORCA, 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 Talenthouse alongside Eric Schmidt (Google), Chris DeWolfe (founder of MySpace), Bret Ratner (X-Men) and Gerard Butler (300).

On behalf of ORCA, 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 & Principle

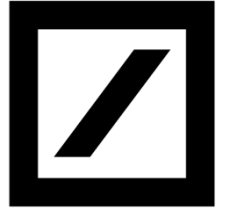
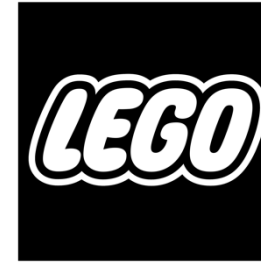
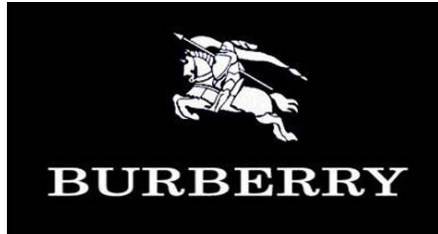
Say hello at:

simon.pont@be-an-orca.com

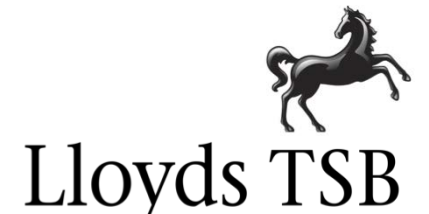
www.simonpont.com

@SimonPont

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

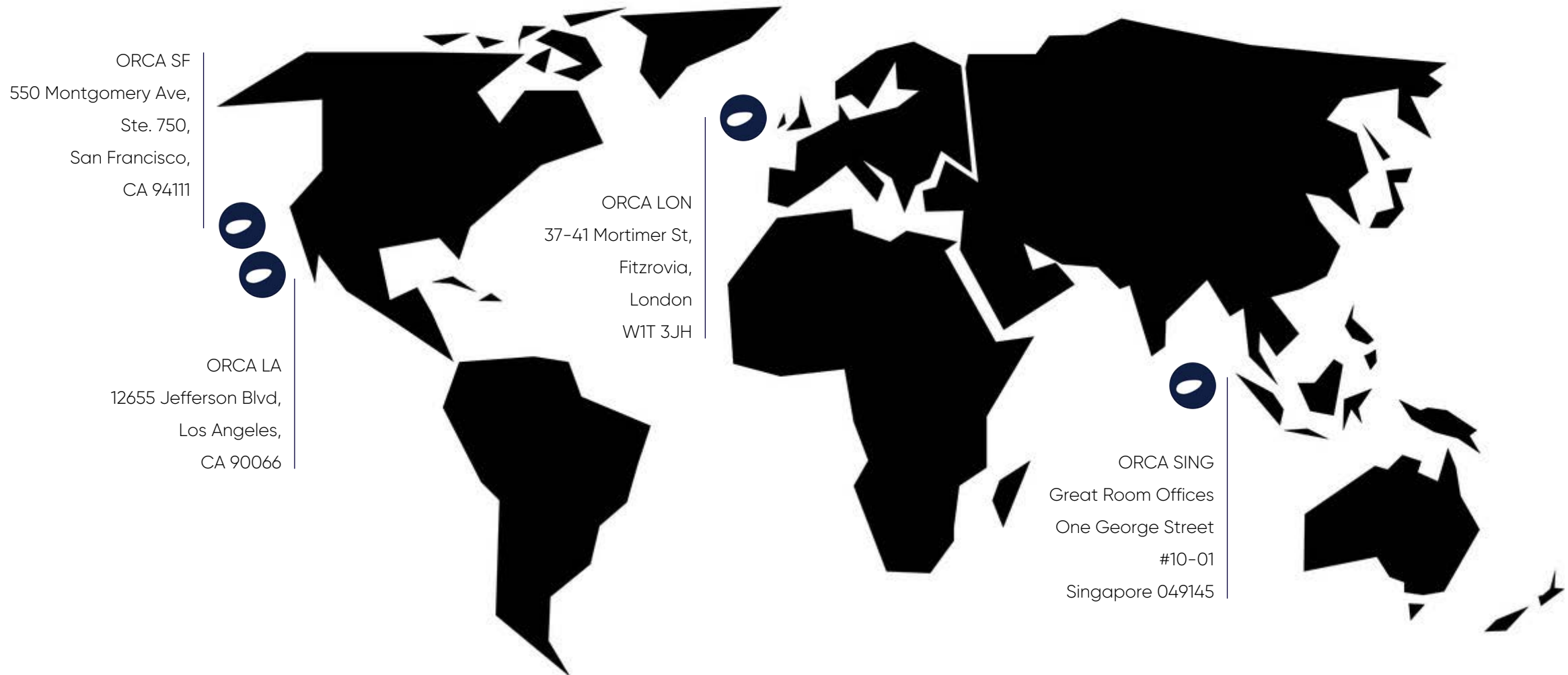


Deutsche Bank



ORCA 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 regional Pods are in Los Angeles, San Francisco and Singapore.



THE DIGITAL AGE IS TAKING **TIGER-SIZED BITES**

out of former PARADIGMS,
and then spitting the gristle
far across the room.

PEOPLE ARE NO LONGER **PASSIVE WITNESSES,**

but active and vocal participants. They are eager,
resourceful, digitally-empowered hunters of
information, ideas and entertainment.

Where consumers once reacted, now they MOBILIZE,
with the power to help brands SOAR, or to stop
them in their tracks.

BRAND COMMUNICATIONS **CAN STEP BEYOND**

self-promotion and vested interest.

Brands can mean something new and
more to people. They can play a
VALUABLE & PROFOUND role in
people's lives.





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