





# Agency Proposition & Insight Offering

Developing a new, insight and strategy driven business proposition for Only The Brave. Introducing multiple insight platforms, reforming project processes, team onboarding and the creation of the Horizon brand identity and collateral to go to market.



“AMJ is a first class creative and strategic thinker. Whilst she worked with us she helped pioneer ground breaking new services that helped secure new clients.”

Nick Aldrich  
**Founding Partner**  
 Only The Brave



“... from new business initiative to landing a client project in less than 4 weeks. Very impressive.”

John Savage  
**Head of Operations**  
 Only The Brave

# Industry White Papers & New Business Insights

Using tools such as Pulsar to create white papers and pro-active thought pieces to raise the profile of Only The Brave's capabilities and services to new and existing clients.



“Working with AMJ on the development and delivery of new strategic tools was not only an essential part of enabling Only the Brave's growth but, rewarding in itself.”

Simon Steel  
**CEO**  
 Only The Brave



# Strategic Thinking: Research, Positioning, Presentation

Working alongside clients, and creative and accounts teams. Interrogating and refining briefs, advising and undertaking relevant research to provide ongoing analysis, rationale and creative strategy throughout project lifecycles.



“From the outset, Annemarie helped us to define a clear brief that led to a successful repositioning of the brand, our culture, and values. The research that led to our new positioning was well thought out, thorough, and executed brilliantly.”

Steve Adams  
CEO  
Mattress Online



“Annemarie's strategic thinking always inspired the team to think outside the box, respond to briefs in a innovative way and go the extra mile.”

Rebecca Freeman  
Creative Account Manager  
Linney

# Post Office ATL Brand Campaign

Creative Director for the Post Office. Securing a pitch win from the historic ATL agency to create the PO's first brand campaign since 2014. Achieving an uplift in service-wide consideration.

Run in the Midlands and London and South East for four weeks across cinema, VOD, press, online video, social and radio.



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“The results suggest the campaign has successfully driven increases in awareness, consideration and brand perceptions.”

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“There has been positive reaction to the creatives across the different media channels.”

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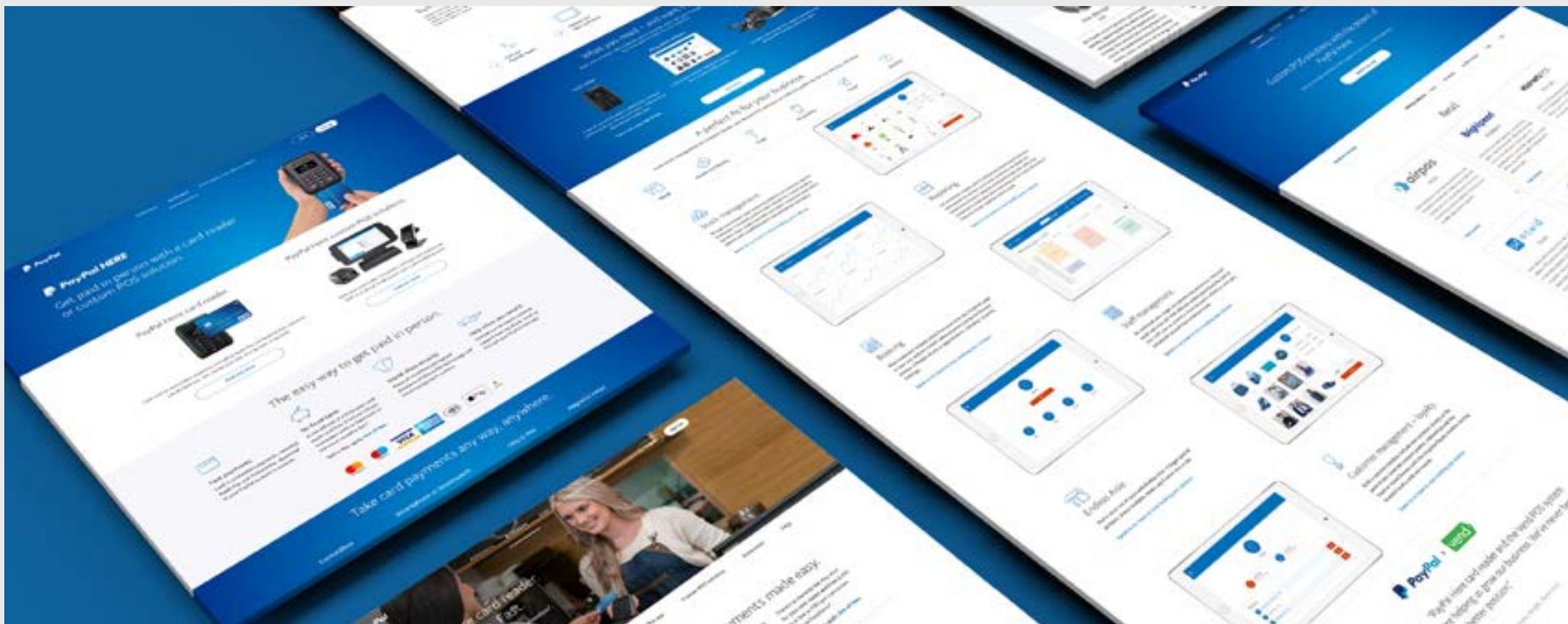
# Emerge Repositioning and Rebrand

Creative Director for EmERGE. Due to previous campaign successes, commissioned to develop, test, refine and launch new brand positioning, identity and packaging across all product ranges.



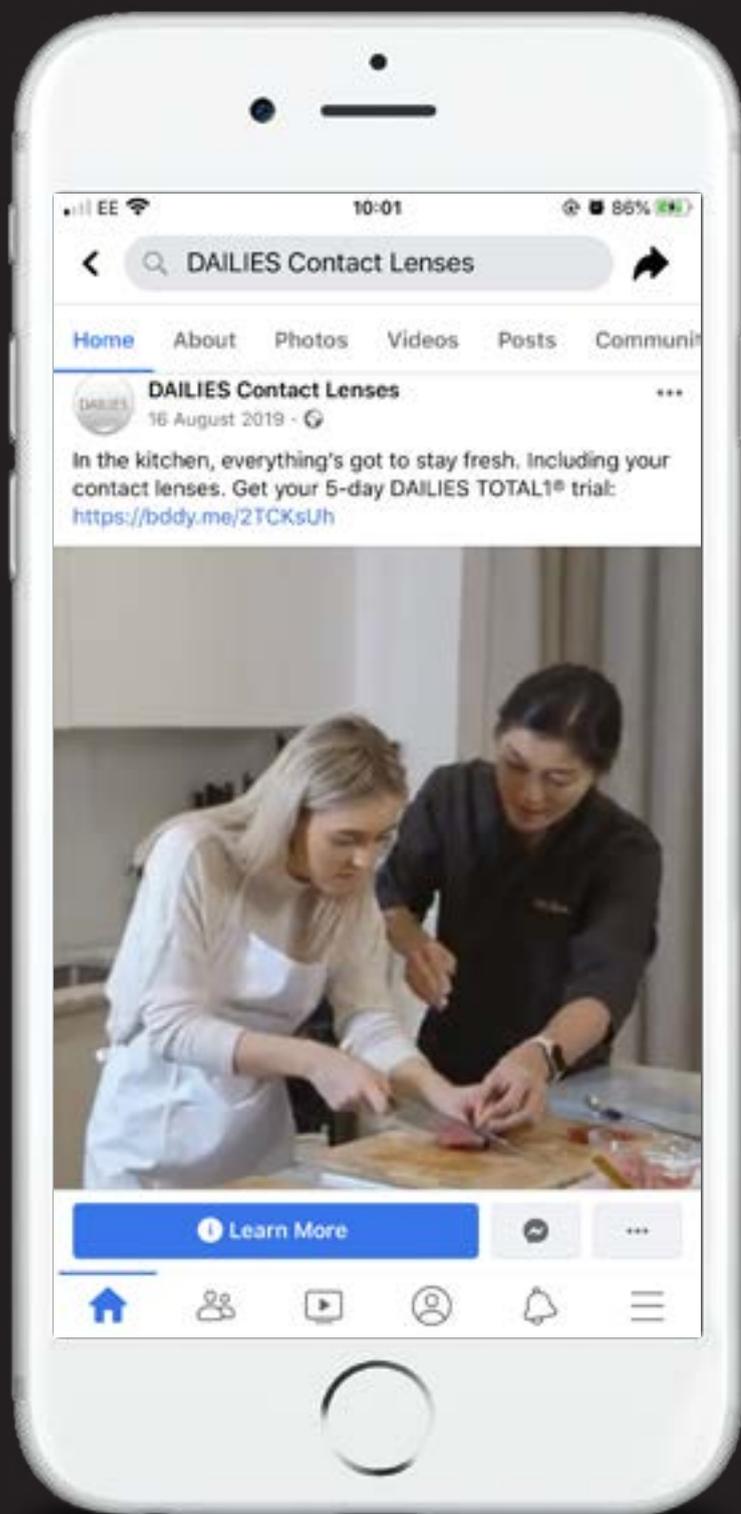
# PayPal UX/UI

Digital Specialist for PayPal. Leading new product launches through strategic digital positioning and marketing campaigns including microsites, social and digital display. Partnering with the PayPal Californian team in development of their Sketch module UI tool kit.



# Alcon – DAILIES TOTAL1®

Creative Director for Alcon, developing and executing social strategy and content to create a contact lens lifestyle brand, including the DAILIES TOTAL1® Challenge film campaign.



In partnership with



@emshelx



@yukiskitchen



Thank you for your time!