

# brain des we diggi

Partnerships designed to maximise your brand

Shaping Success

FOR MORE THAN  
**10**  
YEARS

“

## Advertising

The man who stops advertising to save money  
is like the man who stops the clock to save time.

“

## Branding

A strong brand binds us internally and differentiates us externally.

“

## Research

To see what everyone else has seen,  
and to think what nobody else has thought.



Partner case study

# Chartered Surveyors

## Results

- ✗ Business & brand pivot from 80% B2B to 90% business-to-consumer (B2C)
- ✗ Return on initial investment achieved within the first five months
- ✗ Beat lead and sales records month-on-month for more than 8 months
- ✗ New future proofed website design scaled and campaign marketing added
- ✗ Ongoing promotion of articles & campaigns increase organic traffic
- ✗ New promotional campaigns during COVID-19 helped drive sales
- ✗ Referral campaign and partner tools leads to growth post COVID-19
- ✗ Website integration with Zoho CRM streamlines lead to sales process
- ✗ Google Ads increases performance and return-on-investment
- ✗ Business is serving nationally & new surveyors join the company.



“

In the last 12 months, we've doubled our instructions.”

Full rebrand, marketing, website design & build, social media and Google Ads



Partner case study

# Int. Regulatory Recruitment

## Results

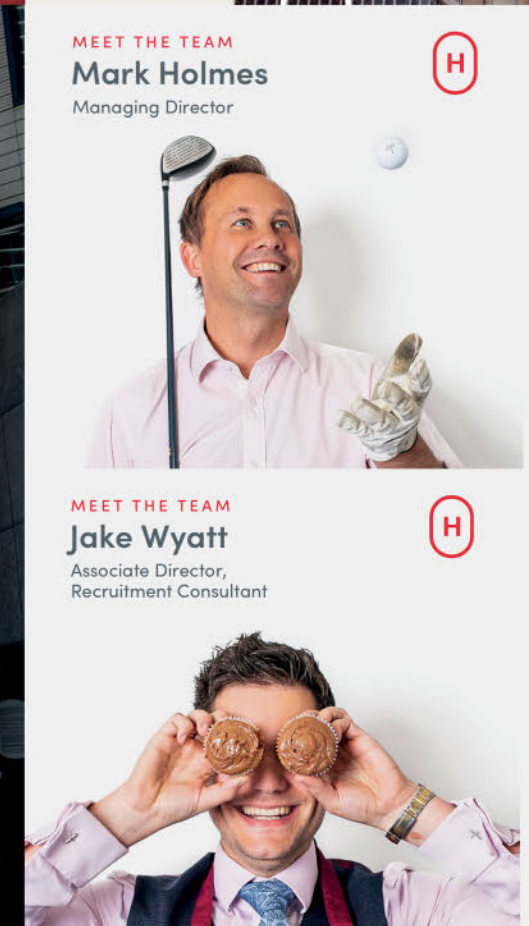
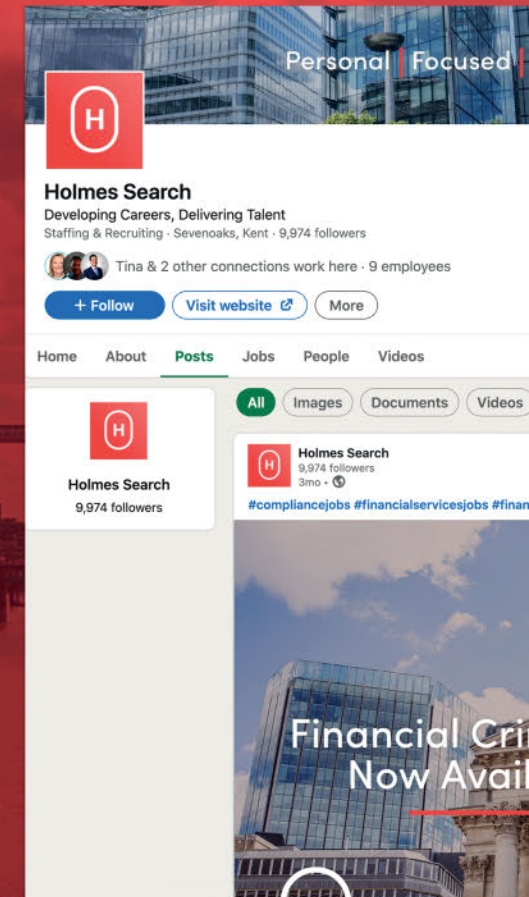
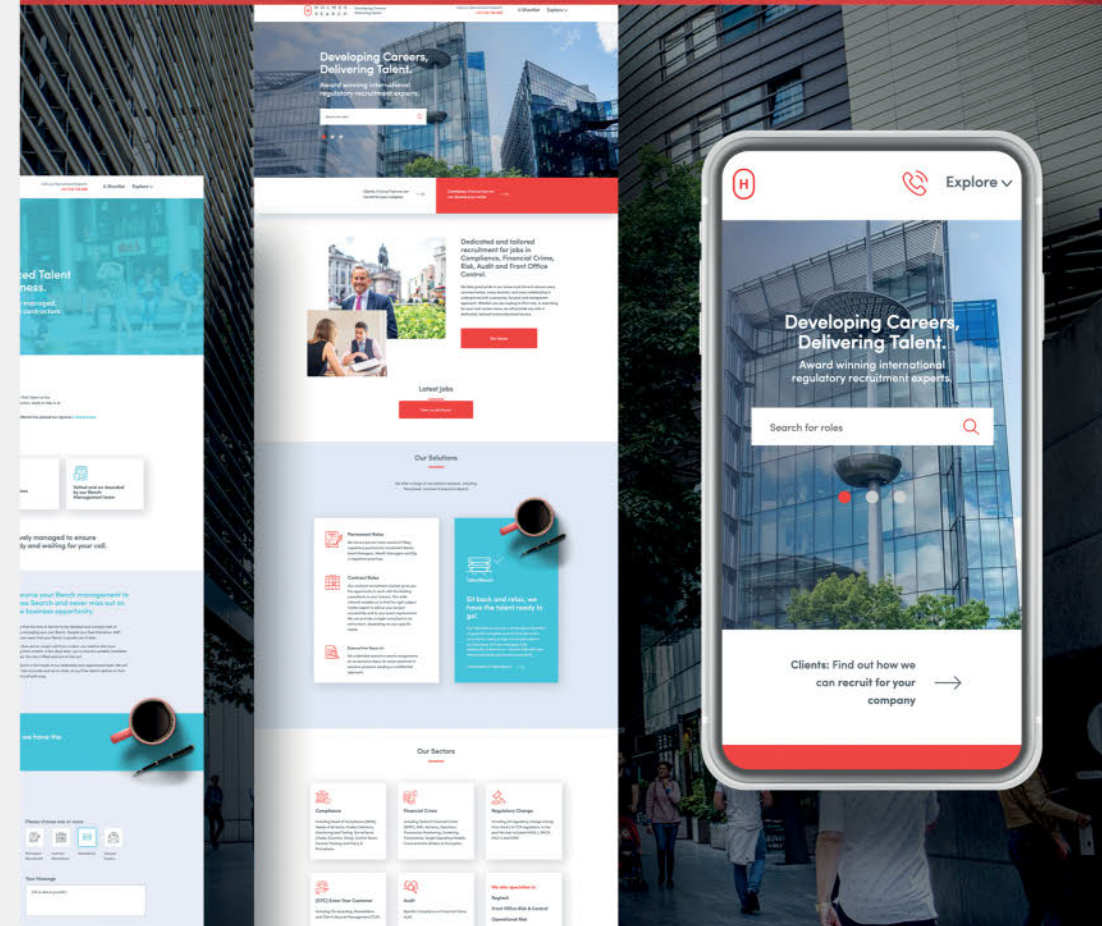
- ✗ Brand development including creative photography direction
- ✗ Promotion of new brand touchpoints; website and brochures
- ✗ Successful delivery of promotional video
- ✗ Social launch campaign achieving 900% increase in LinkedIn followers
- ✗ 733% organic web traffic increase within the first month
- ✗ Over 1000% increase in direct user traffic compared to previous website
- ✗ 650% increase in social media to website referral visitors.



“

Social launch campaign that achieved 6-7% engagement rate and more than a 1000% increase in direct traffic to the website.”

Brand refresh, website design, sales materials and social launch campaign



Partner case study

# Training & Wellness

## Results

- ✗ Award-winning responsive custom website design (Surrey Digital Awards)
- ✗ Brand discovery and positioning; female market (85%)
- ✗ Bookings secured at The Spot's grand opening launch
- ✗ Bookings obtained through social media and promotional advertising
- ✗ B2B membership contracts secured with local business & SMEs.



Awarded Silver for Best Website Design: Lifestyle & Culture at the Surrey Digital Awards 2018"

Brand position, identity design, award-winning website & marketing



"I'm incredibly proud of the design"

Nick Forster

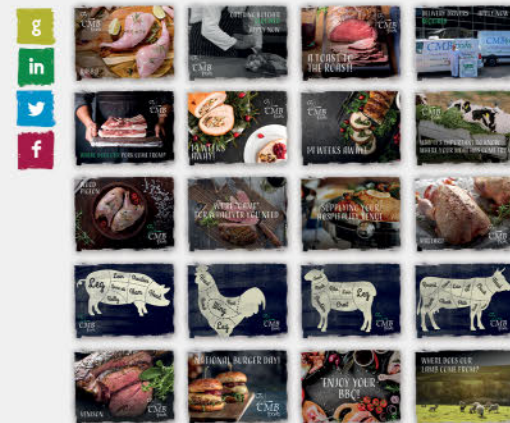


Partner case study

# Commercial Butchers

## Results

- ✗ Brand development that performs consistently across all platforms
- ✗ New website design drives new traffic, brand awareness and new enquiries
- ✗ 130 quality organic visits per day on average in first 5 months
- ✗ 32% improved bounce rate from 13254 website visits in 4 months
- ✗ LinkedIn audience growth (0 to 129) pre brand and website launch
- ✗ 8-11% engagement rate on LinkedIn and regular increase in social impressions
- ✗ Facebook audience growth from 40 to 481 post brand and website launch
- ✗ Effective customer communication via email newsletter to over 1000 recipients
- ✗ Faster, accurate and more streamlined website enquiry forms.



“

Social engagement and website traffic has increased considerably, receiving an average 130 visits per day and 8-11% engagement.”

Brand development, graphic design, website design & digital marketing



**Full Provenance & Complete Traceability**  
From farm to kitchen, our product range is sourced, processed and prepared through a careful and unrivalled system.

**20+ DELIVERY ROUTES**  
All routes are carefully planned to ensure deliveries are on time with the highest levels of customer service. Our dedicated team of delivery drivers enjoy working for us and are made to feel very much part of the team. This allows us to ensure that our customers have the best quality produce and customer service possible, along with an unrivalled experience and level of support. Our drivers are always in full CMB Foods uniform, carry an identification badge and are all DBS checked.

**AWARD-WINNING, INDEPENDENT**

**CHICKEN**  
Our whole chickens are Red Tractor approved and sourced from farms in Gloucestershire to ensure we maintain our high level of consistency and quality. We also offer a range of European chicken products to cater for all budgets. Our Farm Range and Organic products are approved by the Soil Association for the Food for Life Awards.

**LAMB**  
Red Tractor approved and AHDB Lamb is sourced from farms in Kent, Sussex and surrounding counties. We also stock New Zealand lamb and certified halal lamb.

**HANDMADE**  
Sauces | Meatballs | Burgers  
We make all our own sauces, burgers & meat pies in our own kitchen. All our pork sausages are made with British pork in our own secret recipe. This has been a staple for the FSA guidelines for safe content and MSH from 2017 onwards with customers embracing the Soil Association - Food for Life Awards.

**COOKED MEATS**  
We offer an extensive range of cooked and cured meats, some directly sourced from continental producers. All come from approved suppliers with full product

Due to delivery schedules due to COVID-19  
We are proud to offer an unmatched and totally reliable delivery service into the heart of London, the South East, Home Counties and beyond.  
We have our own fleet of 20 temperature monitored refrigerated vehicles. The monitoring is via a live online system which also tracks by GPS so we know exactly where they are at all times.

SURREY > KENT >  
WEST SUSSEX > EAST SUSSEX >

01342 324200

Explore

# Small yet perfectly balanced

There are advantages to being a small, highly experienced team: our resources are **focused**, more **cost-efficient** and **cost-effective**.

**More importantly, you're not a small fish in a big pond.**

We take the time to understand where you are and where you want to be. Then we work out how best to get you there, adding value at every brand touchpoint with inspired design and ideas that define.

heighton  
agency

“

Inspired design  
& ideas that define.





# Our winning formula



## Wonderful

We can take you from ordinary to awesome, engaging with and exciting your audience along the way. It's a way of working that feels good and does great.



## Inspired

Our focus is on achieving your strategic vision and business ambitions, wherever you are and wherever you want to be, now and in the future.



## Necessary

Essential strategies, structured for success, designed to deliver results from experience and tailored analysis. All underpinned by a small yet perfectly formed team with 20+ years' experience.



# It's WIN/WIN

Our WIN formula adds up to more...  
delivering business potential through a partnership  
designed to maximise your brand and tell your story.

Wonderful. Inspired. Necessary

“

I have worked with Chris for over  
10 years, great guy to work with.

“

The experience so  
far has been great.

“

Creativity and customer service  
is always at the front of his mind.

“

I trust them and  
their ability to deliver.

“

The Heighton Agency were  
incredible from start to finish.



# You'll like how we work

We're a people first business, so we start by getting an understanding of your business and your ambitions, and what your customers want. Then we put you at the centre of a strategy that is designed to shape success.



Connected

With more than 20 years' experience of building brands in a fast-paced, rapidly evolving industry and across many market sectors, we know what it takes to get your brand in the best possible shape, then take it even further. Rest assured, whatever your business and whatever your ambitions, we can deliver.



Committed

We go all in to design and develop branding strategies that build business, adding value wherever we can and taking nothing away. You'll see our commitment in our understanding, attention to detail and focus on delivering quality in every way possible.



Confident

Our small, highly experienced team sits at the heart of a network evolved over 20 years in the industry. That means we can call on exceptional insight and specialist expertise to execute any brand marketing campaign. It also means you only pay for what you need and nothing you don't, which is WIN/WIN for you.

## Clean & green

We take care to minimise our carbon footprint, choosing eco-friendly energy sources, making sustainable print choices wherever possible and ensuring our systems and processes are as efficient as they can be. So that's another box ticked if green credentials are as important to you as they are to us.



Caring



# This is how



## The shape of things to come

You are here because you need a partner who can get your brand and business to where it should rightfully be.

**We are here for that singular reason too.**

Our purpose is to build brands that resonate and engage. That are effective in the most efficient way possible. That transforms any branding exercise from a cost to an investment that maximises potential for returns.

# do it.

**A tailored process fine tuned to focus on delivery.**

We spend time developing relationships, balancing expectations and applying our core values to build solid foundations that deliver long term results.

## Connect

Our connection with you is the key to your connection with your audience and telling your story authentically. Getting to know you begins with a one-on-one consultation designed to encourage a partnership approach from the beginning.

## Understand

That begins with effective listening and getting to the core of your challenges and opportunities with informed questioning. It's all essential to generating ideas and developing strategies that shape success within realistic, achievable timeframes.

## Know

With extensive experience of research and discovery, we can investigate and articulate the information and trends most pertinent to you and your ambitions.

## Strategise

Knowledge is nothing if not applied in the most efficient, effective way. Our people are expert in defining results focused strategies that are tailored to maximise brand stand out in any market.

## Execute

We put all of our understanding and knowledge, experience and inspiration, into developing a brand that combines and amplifies your strengths and assets, and that you can bring to life, honestly and authentically.

## Deliver

We do what we say we'll do, on time, every time, ensuring you can rely on our team to deliver for your business and your brand – creatively, intelligently and by way of exceptional service.



# Designed by creatives Delivered by experts

It's not just the extensive menu of tools and technology we have at our disposal. It's the way we use them to shape branding and **communications that tell your story in a compelling way** and maximise standout in your marketplace.

And we can do it in all of these ways...

## Brand strategy & design

A clear brand narrative, look and feel gives your audience clarity and confidence in your business. It's how we build sustainable, successful businesses for the long term.

## Creative marketing solutions

We combine tools, techniques and technology in creative, unique ways to achieve your ambitions. And then we continuously analyse and optimise activity to shape a flexible, responsive strategy, increasing engagement and sales performance along the way.

## ✕ Your brand

We're expert at putting together cost-effective, impactful and targeted campaign strategies that get the most from your marketing spend. Because we look at your budget as an investment not a cost, we're focused on ROI and bettering your bottom line.

## Google Ads, PPC & social media

With your brand in place, we can take you to market by the most cost-efficient and effective route, generating quality leads along the way.

## ▲ Web/app design, development & SEO

Online is where it's at and a Web App is no longer just a nice to have. We grow your online presence by putting you and your brand where your customers are, when they need you.



# Partnership is the best approach

We commit to adding value to your business and your brand through effective communication, clear understanding and a deadline-driven approach.

**We're confident we can deliver because we already have.**

Over and over again, our team has created results-driven, tailored solutions for multi-million pound companies, for SMEs and MSBs, investment-backed start-ups and local businesses with an open, ambitious growth mindset.

If you share our belief that a partnership approach is the most effective, efficient way to deliver results over the long term, evolving and growing your business along the way, we should talk **+44 (0) 1435 692 023**.



Visit our website [heighton.agency](https://heighton.agency)

## Our commitment to you

We'll work with you, bringing to life our values with a true partnership approach that is designed to deliver results. It is the most effective, efficient way to evolve and grow your business.

# HEIGHTON



Partner case study

# Trade Stainless Steel Fasteners

## Solutions

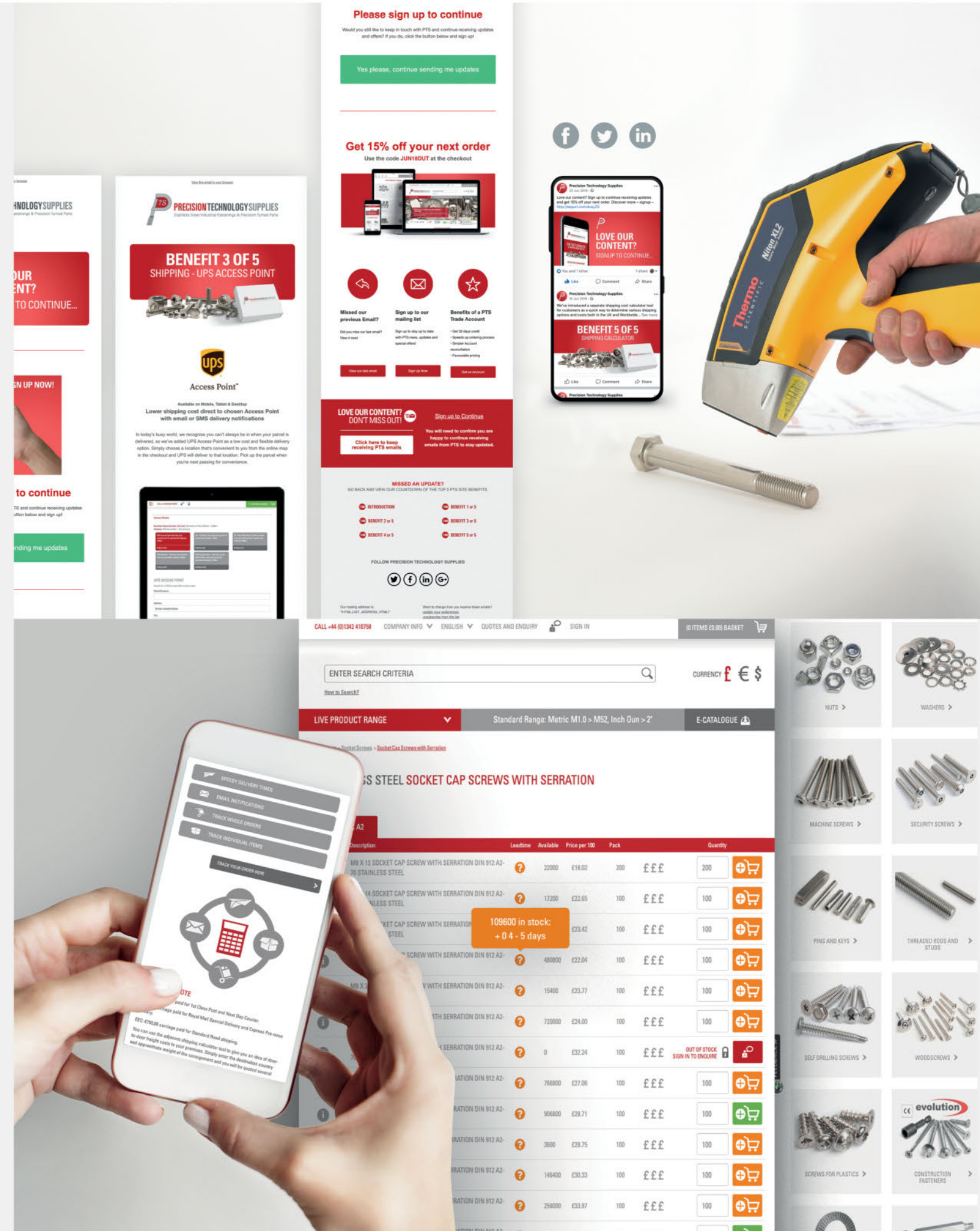
- ✗ Creative direction & graphic design for custom brochure & product catalogue
- ✗ Exhibition stands, pop up banners and online and offline advertising designs
- ✗ New website launch campaigns that included email and social marketing
- ✗ Fully responsive custom eCommerce website design, including shipping calculator
- ✗ User interface design for a powerful & detailed customer trade account area
- ✗ Google Ads campaign management delivering 5-7% CTR (Click-through-rate).



“

Chris's creative work has helped towards the 8m+ sale of Precision Technology Supplies, European leader in stainless steel fasteners and precision turned parts.

**Brand development, website design & marketing touchpoints drives sales**

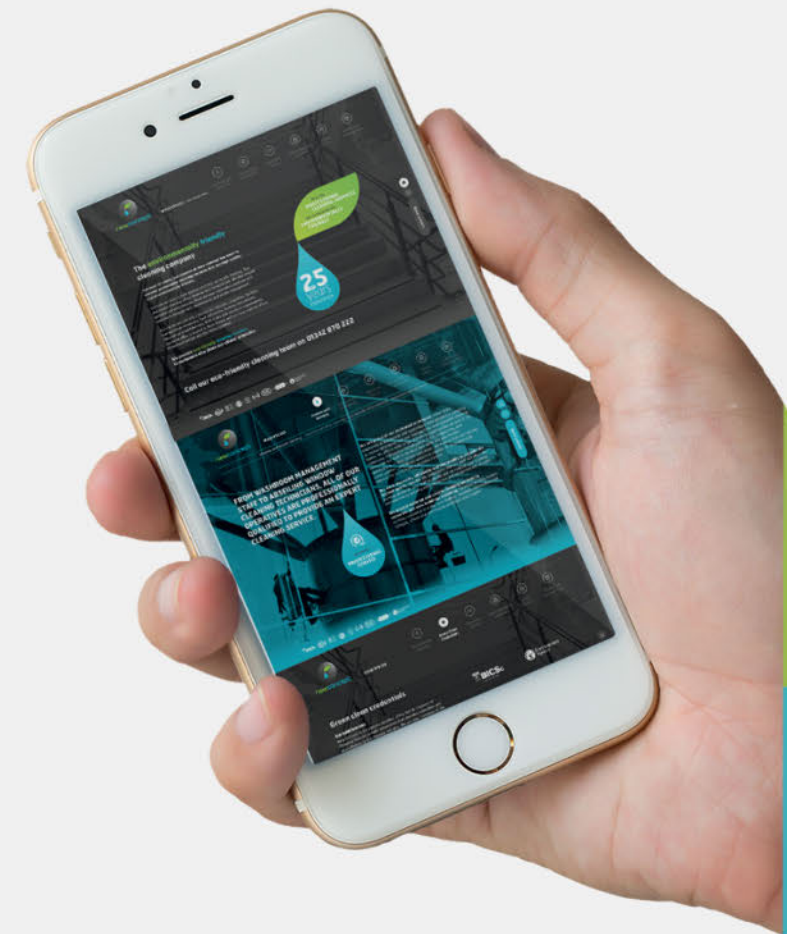


Partner case study

# Commercial Cleaning

## Results

- ✗ New business contracts secured with London corporate clients & Councils
- ✗ Brand identity design lasting more than eight years
- ✗ Clearly defined and positioned business environmental credentials
- ✗ Increased organic website traffic and quality lead enquiries by 400% and 250% respectively
- ✗ Consistent brand experience across website design, company brochure and tender sales pack.



“

Organic website traffic and quality lead enquiries up by 400% and 250% respectively”

Brand refresh, website design & sales materials design



Partner case study

# Mews Houses & Apartments

## Solutions

- ✗ Brand & graphic design
- ✗ Creative art direction
- ✗ CGI visualisation
- ✗ Brochure, floor & site plan design
- ✗ Development hoarding design
- ✗ Custom website design & build.



## Results

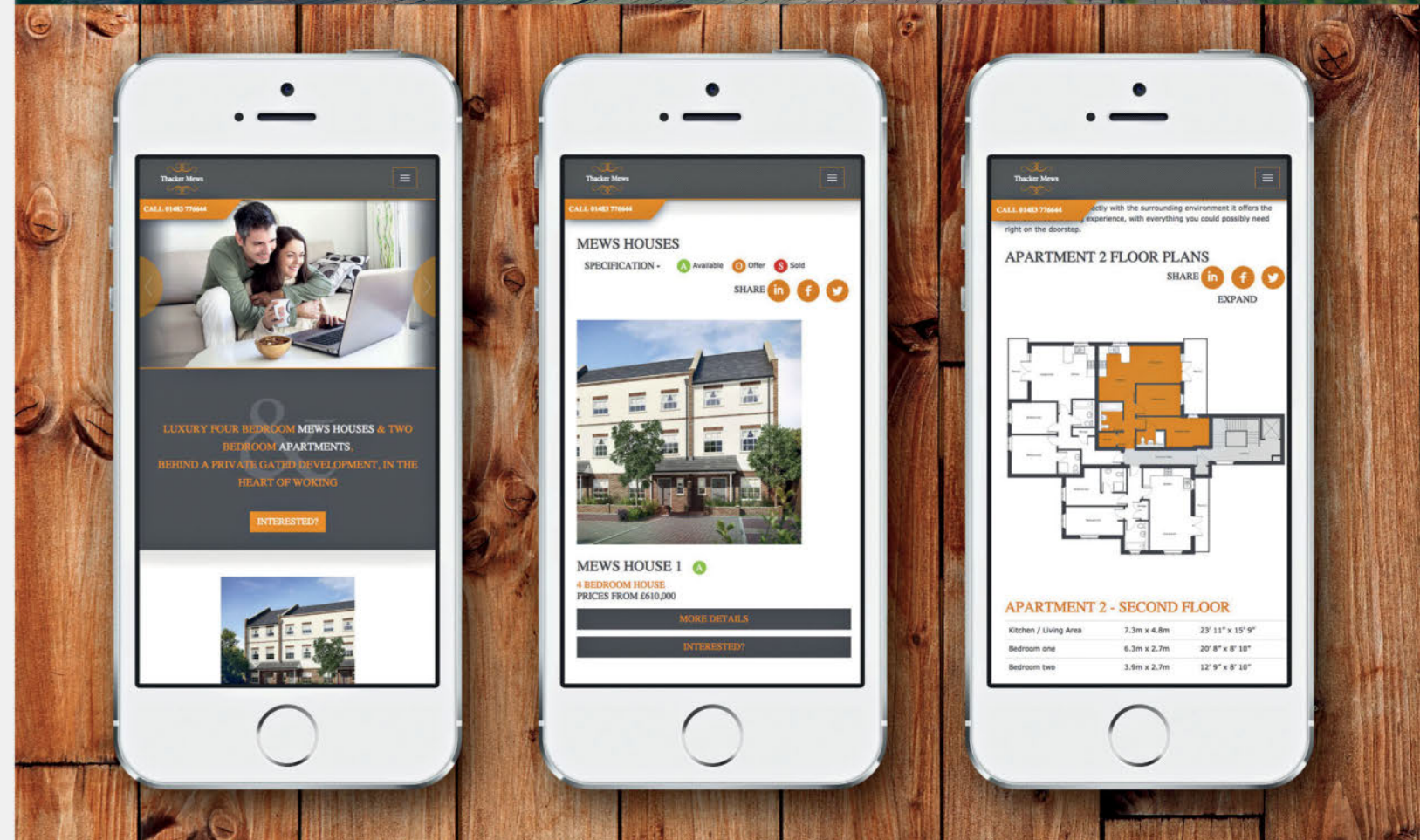
- ✗ 70% of apartments & mews houses sold within the first 3 months.



“

Thacker Mews brand touchpoints contributed to, and helped Curchods Land & New Homes and Seymours Estate Agents, with the sale of 70% of properties within the first 3 months.

Thacker Mews, Woking, Surrey



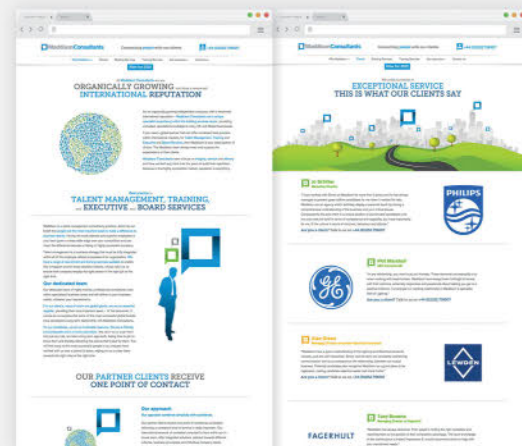


Partner case study

# Recruitment Consultants

## Results

- ✗ New business and client partnerships secured with Philips, GE & Fagerhult
- ✗ Scalable and future proofed branding
- ✗ Consistent identity & design of brand marketing touchpoints
- ✗ Bespoke and responsive device ready website design
- ✗ Website integrated with recruitment CRM 'eBoss' streamlining admin processes
- ✗ 1500% increase in returning website visitors
- ✗ LinkedIn audience growth of 650%
- ✗ 240% increase in building services job vacancies on the website platform.

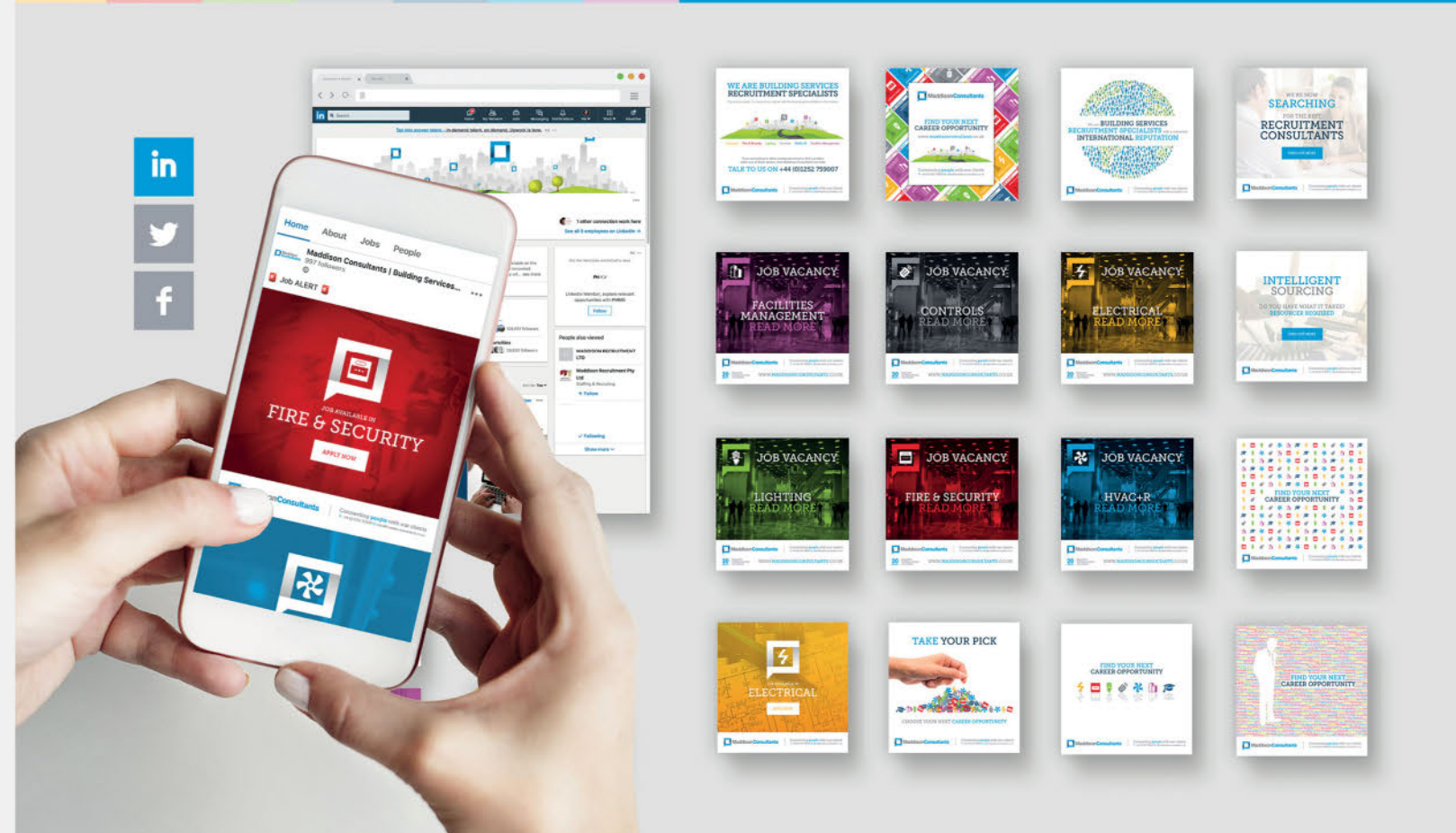


“

240% increase in job vacancies & 650% increase in LinkedIn audience growth”

Brand creation, graphic design, website design, build & social marketing

MaddisonConsultants





## Design

Intelligence made visible.



## Audit

An opportunity to build a complete understanding.



## Website

A living brand tool that needs to be cared for over time.



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Be a BIG fish  
in our small pond

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