



# TURN YOUR BRAND STORY INTO DECISIONS

## Why campaigns and creative matter

If your story is clear, but sales need a lift, our Campaigns & Creative service is where that story meets the real world.

It might be a sales campaign, POS, trade sell-in support, digital assets, packaging, video or a joined-up mix of them all. The format depends on the job, but the aim is always the same: to make the product easier to notice, easier to want, easier to choose and easier to buy.

People do not always make decisions in a neat, rational order. Often, they want something first. They picture themselves with it. They want the feeling it promises. A better garden. A more beautiful home. A less stressful weekend. A product that feels like them, or more like the person they want to be.

Sometimes that desire comes from aspiration. Sometimes it comes from identity, belonging or shared belief. Sometimes it comes from making a practical product feel more human, useful or rewarding to buy.

In addition to desire rational reasons still matters. They reduce doubt. They help people justify their choice. They make the decision feel credible in a buyer meeting, on a product page, in store, or at home when someone is deciding whether to buy.

Campaigns & Creative brings those two sides together: the emotional pull that makes people care, and the evidence that helps them feel confident acting on it.

## Who this is for:

This is designed for product managers and marketing leads who need the work to perform in the real world, not just look good in isolation. It's a strong fit if:

You need a campaign, but you want one with a clear commercial purpose and a strong creative idea.

Your product is ranged and you want to improve sell-through and repeat choice.

You have a good product, but shoppers hesitate because the benefit or reason to believe isn't clear enough.

Your communications feel disjointed, but they don't join up across shelf, screen, sales teams and retailers.

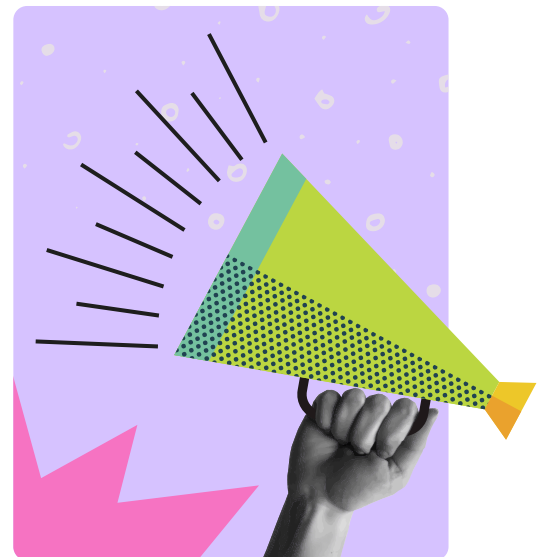
You're launching a new product or range and need the message to be understood quickly.

## What you get:

You get strategic creative thinking that turns your brand story into an engaging set of targeted assets that bring your message to life. That means:

- The work must perform a clear role (what needs to change in behaviour, perception or decision).
- A creative idea that gives people a reason to care.
- A consistent message across the places your audience sees you.
- Finished creative execution: design and copy that are ready to use.
- A coherent set of assets that strengthen each other rather than fragmenting your effort.

The aim is commercial, strengthening key messages and delivering better conversion and a stronger rate of sale.



## What 'Campaigns & Creative' looks like

Campaigns & Creative typically appears in four routes. They can stand alone, but they work best together.

# 1

### Campaigns

A strong campaign is a coordinated creative push rooted in brand foundations. It does not have to repeat the same headline everywhere, but it should feel unmistakably you.

# 3

### Digital conversion

Landing pages, microsites or key page modules that make the benefits easy to grasp, the reasons to believe clear, and the next step simple to take.

# 2

### In-store comms

POS and in-store comms that can attract attention, simplify choice, increase desirability or reduce doubt, without adding noise.

# 4

### Ongoing creative support

Marketing assets that maintain momentum across email, web, social and paid, keeping the message consistent over time.

# How the process works

Campaigns & Creative works best when it is built around a clear commercial job, a strong creative idea and a defined message.

Agree

Shape

Create

Rollout

## Agree the job and the moment

We start by agreeing what must change. Is this about improving rate of sale? Increasing conversion? Adding launch impact? Giving a familiar product new energy?

We also look closely at where the decision we need to influence happens. This gives the work direction. It also stops the project drifting into attractive creative that does not answer the real commercial challenge.

**Outcome:** A clear activation brief that is commercial, not just creative.

Agree

Shape

Create

Rollout

## Find the creative way in

This is where we look for the idea, message, visual approach or story that gives people a reason to care.

The creative route might build desire through aspiration, or a need to belong. Or it might turn a practical product into something more rewarding, reassuring or enjoyable to buy.

We also clarify message you lead with and what supports the idea:

- The promise (the key benefit that matters)
- The evidence (why people should believe it)
- The reassurance (what removes doubt)

**Outcome:** A clear creative direction and message structure that can hold together across various touchpoints.

Agree

Shape

Create

Rollout

## Build the assets that do the job

This is where strategy becomes finished work, the design and copy are ready to use.

Based on the desired action, we build a set of assets tailored to the job. That might mean campaign concepts, POS, web modules, social and paid assets, email creative, trade sell-in support, launch materials, video scripts or a practical campaign toolkit for retailers.

**Outcome:** A set of assets that work together and are easy to deploy.

## Make it work on shelf and screen

We help you apply the work consistently, so it holds together wherever your customer encounters it:

- How it should appear in store, from pack to POS and shelf communication
- How it should appear online, across key pages, product listings and customer journeys
- How it should appear in regular communications, including email, social and paid activity
- What changes when you move from tactical campaign to day-to-day activity, without losing the idea

**Outcome:** The work stays consistent once it is live, so it continues to build on the foundations you've put in place rather than fragmenting over time.

## What drives the cost

The scope of Campaigns & Creative projects vary because the job varies. The biggest cost drivers are:

- How many routes are involved (campaign only vs campaign + in-store + digital.)
- How many supporting assets are needed (photography, film etc.)
- Speed and complexity of rollout.
- The clarity of your foundations

We recommend the lightest scope that can do the job properly, with clear indication of what's included.

Some campaigns and creative projects need a focused execution. Others need a broader campaign system. We'll scope what's necessary based on the job, not a fixed list of outputs.

Typically from £5k



## Next steps:

If you want Campaigns & Creative that gives people a stronger reason to choose you, the quickest way forward is a short call to discuss the product, the retail context and the job the work needs to do.

Call: +44 (0)20 80 92 92 79  
[www.wrightobara.com](http://www.wrightobara.com)

[Book a discovery call today](#)