

# S. the agency

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# About Us.

**S. The Agency** was born out of passion for creating smart and accountable campaigns. We live for activating and developing innovative ideas to help achieve growth by utilising new channels or modifying your existing media mix, our strategies deliver results.

**Unlocking the potential of media with a fresh perspective in a cluttered landscape.**



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# Bespoke. Strategies / Ideas / Campaigns

We create bespoke media plans tailored to accelerate your brands growth by executing the correct messaging and utilising the relevant mix of channels to ensure you are heard by the right people, at the right time with the right ROI.

We offer a range of services and expertise, from paid digital, programmatic, social management and PR all the way through to outdoor, TV and radio and strategic partnerships.

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# Our Approach & Tools.



## Discover

In-depth insights enable us to thoroughly get to know your brand and it's purpose, understand your audience, unpicking complex motivations and behaviours which help us enhance your existing strategy or create a new one.



## Inform

We then inform powerful and compelling ideas and strategies that connect with your audience where it will resonate the most.



## Activate & Analyse

Finally we activate those ideas using innovative technologies to ensure everything we do generates results for your brand and reaches your consumers with maximum impact, whilst analysing data

# Our Experience.



# Why Choose a *Business Growth Partner?*

In today's fast-paced and ever-evolving business landscape, it can be **challenging to keep up with the latest trends and technologies**. As a business owner, it's essential to stay ahead of the game and take advantage of every opportunity to grow and expand your business. That's where a business growth partner and advertising specialist comes in.

We can help you unlock the full potential of your business by providing expert guidance and support in areas such as marketing (digital and offline), advertising, and brand development. By working with a business growth partner and advertising specialist, you can take your business to the next level, reach new customers, and achieve your long-term goals.

- \* **Expert Guidance and Support**
- \* **Increased Brand Awareness**
- \* **Improved ROI**
- \* **Flexibility**
- \* **Strong Communication**
- \* **Expertise & Knowledge**

## Our Business Growth Partner Process:

1.

**Understanding the needs of your business**  
We take the time to understand your business.  
Exploring the needs, wants and consumer habits of your customers.

2.

**Develop a Growth Strategy**  
A growth strategy is a plan for achieving your long-term business goals. Here we identify how we can achieve these goals and create a strategy to support & take your business to the next level.

3.

**Create customised advertising campaigns**  
We create a unique advertising proposal based on achieving your growth strategy. Looking at all relevant & available media, we take your USP and place it in front of consumers.

4.

**Execution and Optimisation**  
We own the implementation process, making sure campaigns are launched on time & within budget. We then analyse campaign data and optimise to improve ROI & performance.

5.

**Continual Testing & Optimisation**  
Continual testing & optimising is crucial for achieving long-term success. We utilise dynamic creative optimisation to change messaging, audiences, platforms & CTAs to further improve performance.

# Accessing Digital Audience Solutions.

We have relationships with a wide variety of digital partners to support our digital media planning and buying.

Our digital partnerships not only provide us with innovative ad formats, but **invaluable cookie-less audience targeting** solutions to access the users that matter most.

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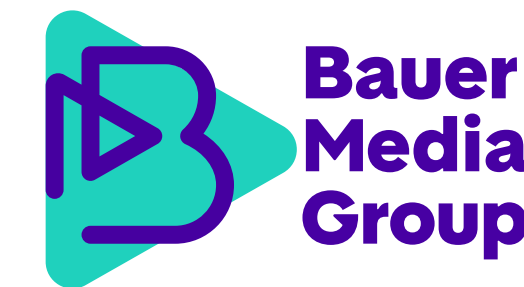
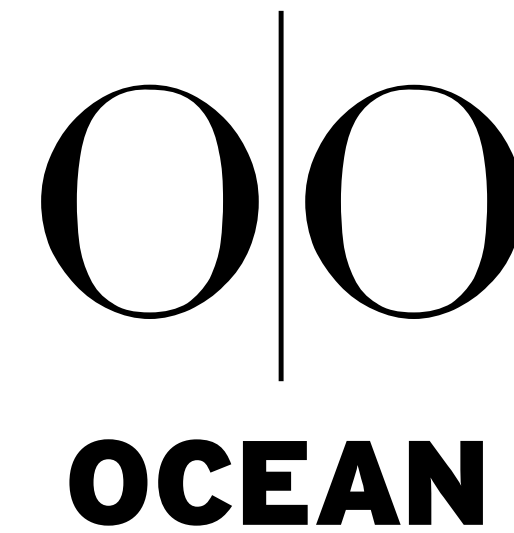


# Traditional Media Solutions.

We have relationships with a wide variety of traditional partners too, ensuring you get the best media rates and strategies.

We are media agnostic and truly independent, ensuring the media channels that we propose are unique and aren't influenced by corporate contracts.

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Let's create  
something *great*.

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