

Listening | Strategy | Innovation | Implementation | Results



C O MM U N E



**WE LISTEN  
TO WHAT OUR  
CLIENTS ARE SAYING  
AND ADAPT THE  
WAY WE WORK TO  
SUPPORT AND  
PARTNER THEM.**

Listening leads to insights.

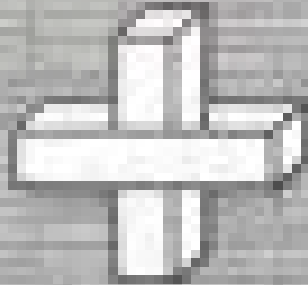
Insights lead to strategies that lead to ideas - good, simple ideas which help brands stand apart, tell their stories and engage audiences across channels - digital, OOH, influencer, print, content, connected TV, in-store, events.

Wherever.

We help to build an over-arching marketing strategy, with a long-term view. Not a quick fix.

And our strategies provide the logical framework in which creative and media magic can happen.

**TALENT + KNOW-HOW =**



Commune builds a team of experienced and free-thinking talent around our core, suited to your business, your strategy and the work.

You won't find us disappearing and returning six weeks later with a great *ta-dah!*

It's a team effort, where the goal is clear and everyone works towards it.

We want to understand your business and your customers inside out.

Until then, we won't find great creative solutions!



**SO WE ROLL UP  
OUR SLEEVES  
AND GET STUCK IN.**

We've worked in fast-food restaurants, call centres, with customer service teams, in factories, visited customers, worked on farms and tested pet food.

Our work-together, partnership approach has been appreciated by B2C, B2B and B2E Clients in many sectors. From manufacturing, travel and financial services to media, luxury goods and IT, from membership businesses, food & drink and retail to FMCG, grocery and automotive.



**CREATIVE BRAVERY IS  
MORE IMPORTANT  
THAN EVER.**

**WE HELP YOU BUY THE  
TICKET TO CREATIVE  
BRAVERY.**

It's essential to *really* understand your customers' journeys and apply those insights to effective marketing strategies.

Data + experience is the key to that understanding and to building a realistic and deliverable strategy.

We don't get bogged down in data, but use it to execute informed and brave creative work.

Understanding customers' motivations and buying processes, helps manage the risk of that work and marketing innovation.





A photograph of a horse race in progress. Several jockeys are visible, each riding a horse. The jockeys are wearing colorful silks and helmets. The horses are galloping on a dirt track, with white railings visible in the background. The image is used as a background for the text overlay.

# **STRATEGY IS JUST THE START.**

We work with many brands, from start-ups to household names and implement the campaigns we've created, built on ideas which work across different media and channels.

**So what do we do?**

Marketing strategy & planning, brand development, Advertising & connected TV, OOH, e-comms, web design & build, media relations, social, digital & SEO, branded content, in-store, print design, event creation / staging, packaging, CRM, sales promotion, internal comms, market research / testing, retail consultancy / development. *(Deep breath.)*



**YOU CAN ONLY HAVE  
TWO THINGS IN LIFE,  
REASONS  
AND RESULTS.**

**REASONS DON'T COUNT.**

We believe there's a reason for results.

Hard work.

Clear thinking.

And giving your audiences irresistible reasons  
to engage, become your advocates (and buy).



**SOME B2B, B2C  
& B2E BRANDS  
WE'VE  
WORKED WITH  
(AND BEEN INSPIRED BY).**

**ABB**

ageUK

AMERICAN  
EXPRESS

Asahi

asset tv

Aviagen

AUTO  
GLYM



barclaycard



BARCLAYS



BOVIS  
HOMES

Cadbury



CIVICA

Dragonfly tea

ecover

Everest  
FIT THE BEST



FORTE  
HOTEL GROUP

Geocel



Glenfiddich



HSBC



JORDANS  
FAMILY MILLERS SINCE 1895

La Redoute  
French style made easy

L&Q

WE ARE  
MACMILLAN.  
CANCER SUPPORT



NatWest

NESCAFÉ

NOMURA



PANALPINA



PIRELLI

PRINGLE  
OF SCOTLAND

Roche

Sainsbury's

SEIKO

sky

Nestlé  
SMARTIES



Est 1856  
STANLEY  
GIBBONS

TICK  
TACK  
ESTD 1903



Tetra Pak



VAUXHALL



vodafone





**THANK YOU FOR  
LOOKING.**

**WHY NOT GET  
IN TOUCH.**

**Call Anthony Barry on 020 7794 5558 or email [response@commune.co.uk](mailto:response@commune.co.uk)**