

VirtuAD

the bare bones



Our premise.

No premises.

What we are.

VirtuAD is a collaborative network of individuals, companies, services and talents. A cloud if you like.

We're a 'them', not a 'there'.

We work *with* clients, rather than *for* clients.

## What you get.

The talent, creativity, quality, experience, professionalism, service and connections of big agencies.

Not having to pay for the overheads.

More of what you get.

The benefits of a full creative agency without the associated creativity in costs.

You work directly with the creatives, specialists, media people, experts and others who do the work.

Even more of what you get.

Skills and experience covering everything from consumer to business to business advertising and design, from major global accounts like Coca Cola to recruitment, from product development to sponsorship, from fly posters to the web.

You get the same dedication whether it's a one-off trade mail shot, a blog, or global TV.

## What we do.

As well as great creative ideas, writing and design, we produce marketing strategies and briefs, organise research, co-ordinate art direction, produce design and photography, handle production and administration for print and bought media, plan and buy media, design web sites, write blogs, create DM, work with social media, take direction and give it...

*- without spelling mistakes, to a budget and on time.*

More of what we do.

You can use VirtuAD as a conventional agency with a comprehensive team to give you fully integrated communications, or you can pick what you need.

You can buy by the hour, the day, the week, the project or whatever suits you.

Expenditures and charges are agreed up front with a no-nasty-surprises policy.

What we don't do.

Lie, cheat, overeat, overcharge or let you down.

We're only as good as our last job.

90% of our work comes from personal referrals.

## How we work - 1.

Free consultation.

Overview with prices.

Price per hour, day, week, project.

Timesheets if required.

Suppliers at net\*.

Discounts passed on.

No surprises (except creative ones).

Buy what you need.

\* + 17.5% buying fee or time cost.

## How we work - 2.

Quotes & timing.

Strategy.

Brief.

Creative concepts.

Development.

Research.

Further quotes.

Pre production.

Creative implementation.

Conventional media.

New media, web.

Internal and trade.

Media consignment.

Monitoring and adjustment.

Review and learn.

Plan for next year.

How we work - 3.

We're media neutral.

We create work that works whatever the medium - TV, cinema, press, poster, radio, brand architecture, corporate design, events, packaging, brochures, trade, direct response, direct mail, email, the internet - from simple banner ads to complex social network campaigns - ambient, viral, affinity, blogs, sponsorship, product placement and product advocacy.

How we work - 4.

We match talent to the task.

You get planners, creatives and other contributors who understand your sector and business. They have the expertise to enhance the communication of facts and figures with ideas that improve relevance and increase memorability.

How we work - 5.

We ask three basic questions:

What is it?

Who wants it?

Why should they bother?

How we work - 6.

We insist upon comprehensive briefs.

A creative brief is essential. It defines thinking, establishes a proposition, demonstrates difference and gives everyone a focus and, hopefully, some inspiration.

We'll help you get it right as well.

**What is the reason for this brief?**

*A down to earth honest reason why we are doing what we are doing. If there is confusion here, then the results will also be confused.*

**What exactly are we trying to achieve?**

*A disciplined and realistic expected outcome of the exercise.*

**Who are we talking to? What insight do we have about them?**

*A precise as possible picture of the target market. Demographics by all means, but psychographics as well plus as much insight into motivation, behaviour and anything else that could help us understand the way the target thinks, feels and acts.*

**What single message should this communication convey? (10 words or less!)**

*A simple single minded statement of the benefit that the product or service brings to the market  
The sort of things you'd say in conversation or use as an advertising slogan.*

**How does this give us a competitive edge?**

*Backing reasons and facts about how the product or service delivers the benefit. Could be features, could be attributes, could be a combination of tangible and intangible. Could be feelings. This helps the creative teams to understand the product or service and may lead on to great ideas. In the past we looked for the USP (Unique Selling Proposition), but nowadays these are rare.*

**Why should the consumer believe it?**

*Things from the above that are in the public domain, or could be, or that are linked to things people know and understand.*

## A bit about media - 1.

Marketing is changing. Digital communication fragments, accelerates, and enables conversation.

Micro marketing is now as important as old-fashioned macro marketing, but they work together. One isn't a replacement for the other. Non-traditional\* media isn't the great panacea, it's just another tool in the box.

\*we define this as digital, social, experiential, activation, ambient, etc.

## A bit about media – 2.

In the clutter and proliferation, peer approval is more important than ever. As consumers, we want to be *seen* to know what's good and bad, to be buying a good brand – the right brand. And we now place greater value on the social aspects of brands.

We want to see whatever we choose to signify us everywhere, not just on a poster or as a Facebook group.

## A bit about media – 3.

We now find out about brands in multiple environments. Showrooming is common. Google and Google Adwords are part of our lives.

Go Compare, Moneysupermarket, TripAdvisor and more are all mainstays of our culture. Social media humanises brands and makes them more accessible.

World online sales = \$1.5 Trillion (\$1,500,000,000,000) in 2013.

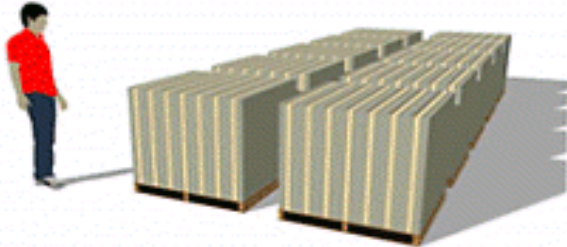
A trillion?



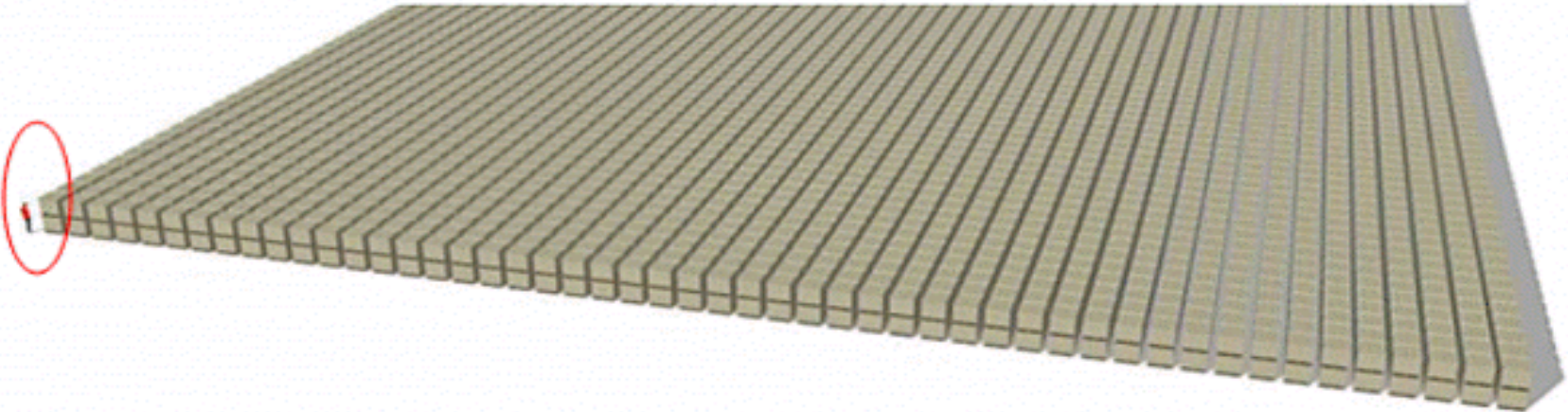
**\$1 Million**



**\$100 Million**



**\$1 Billion**



**\$1 Trillion (in double-stacked pallets)**

## A bit about media – 4.

The experience of buying is important to us. We no longer mind being sold to, embracing offers and experiences that enhance our engagement with a brand. But we compare prices.

Once we simply *viewed* a brand. We now hear it, feel it, smell it, taste and touch it. We are increasingly signified by our brands because in a homogenous culture where everyone knows everything – our brand choices differentiate us and make us individual.

## Implications.

In a wireless world, marketing companies need more than just to be innovative, they need to be *seen* to be innovative.

The first prophet of the media age, Marshall McLuhan, coined the term, “the medium is the *massage*.” Although he was talking about different media in a different era, that notion is now more resonant than ever.

## Summary.

Agencies strive to demonstrate difference, often with a proprietary planning system, creative tool or some other McGuffin.

We believe the real difference is working chemistry, how well we get on and share goals.

(The working *with*, rather than the working *for*.)

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[www.virtuad.com](http://www.virtuad.com)