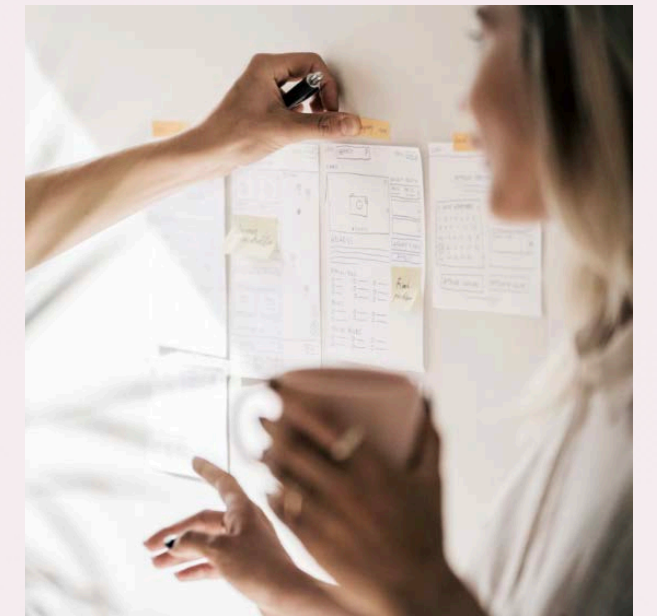
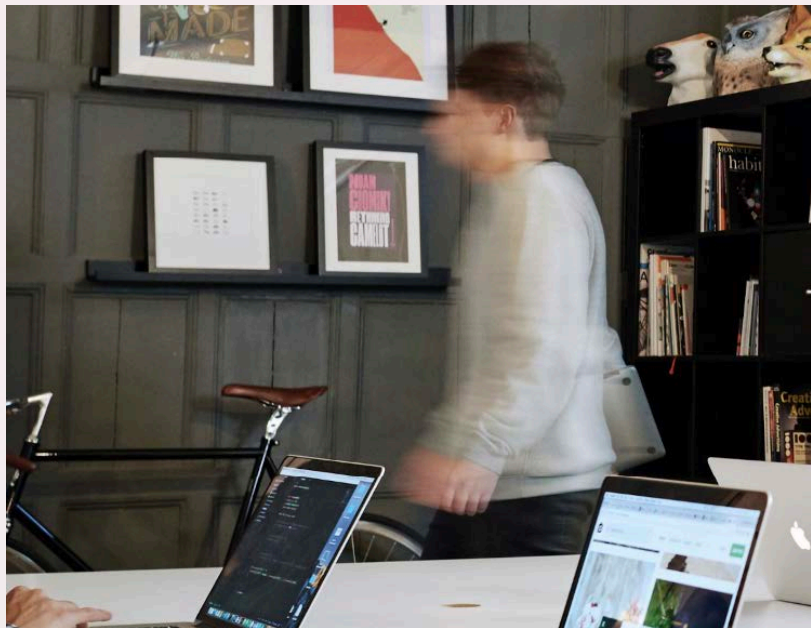
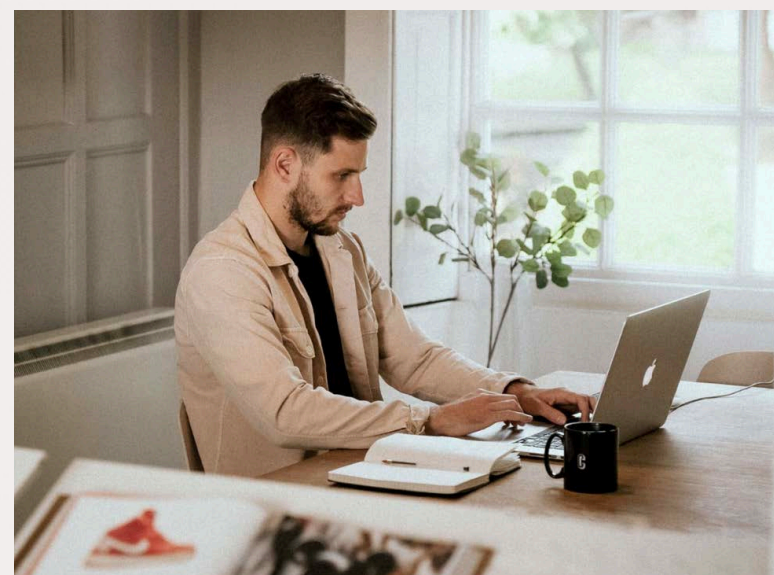


THE CURIOUS



A jargon free proposal
from a *digitally-savvy*
branding agency.



Our *snapshot*.

A combination of creative, technology and traffic generation all under one super team. It means we fully understand how to make brands thrive.

Years

12

Team

25+

Studios

SY1
EC1N

Core Services

3

What we *cover*.

01	Branding & Campaigns	Brand Strategy Research Brand Naming Identity & Logo	Tone of Voice Guidelines Rollout Design Art Direction
02	Websites & eCommerce	Technical Strategy UX Design Websites eCommerce	Full Stack Development Integrations Mobile & App Development Hosting & Support
03	Digital Marketing	Campaign Planning Data & Analytics Lead Generation Optimisation	Email campaigns Social media Content Creation PPC campaigns



COUSINS



TANNERS



DUKESHILL



ŠKODA



BAKER
BELLFIELD



SQUIRE



zaptic



JENNY AVES



BERRYS



milia m



BRAUN

THAIKHUN

NISSAN

WEDGWOOD



intel



GREEN
HEART.



Halls¹⁸⁴⁵



ALL·BAR·ONE



benefit

alderford



ROWTON

TURTLEDOVES

PETER POSH
FORMAL SUIT HIRE



MORRIS
LUBRICANTS

*A zero-bulls**t proposal.*

1 WHAT WE KNOW

2 OUR SOLUTION

3 THE STEP BY STEP

4 THE PROOF

5 PROJECT TEAM

6 THE SCOPE

7 THE COST & TIMELINE

8 GETTING STARTED



What we know about *Henley-in-Arden*

1

Henley-in-Arden in Warwickshire, is one of the prettiest towns in England: with a mile-long High Street of medieval, Tudor, Georgian and Victorian architecture which includes 150 historic buildings, shops, pubs and restaurants, with a history dating back to the 12th century.

The website can work much harder to showcase the town’s offerings and communicate this to the local community and tourists with easy navigation, engaging interactivity and informative content. Making a website that is smooth and user-friendly will empower the local community and allow everyone to know what’s going on in this timeless vibrant town.

Key areas they would like to focus on include the ability for dynamic search, events area to showcase and extra page layouts for further details on shops/ eateries. An essential time-saving change would be for the communities to be able to upload events which can then be approved and added seamlessly into the site.

We will also consider how we can improve the brand by refining the positioning and building a digital style guide. This will help bring consistency to all communications and also delivers tools to help elevate the positioning, this will assist with brand awareness and future marketing activities.

Project Objectives

- +Engaging website design and interactivity
- +Easy to navigate, seamless experience
- +Fluid responsive layouts, across phone and tablet
- +Easy to update CMS



Our *Solution*.

There are many creative and wonderful ways of delivering the solution to the problem, which we'll come on to. Ultimately, it all comes down to 'how will it effect my bottom line?'.

Our approach is always focused on business growth and delivering clear ROI. This is why we keep this part of our proposal jargon free and easy to understand.

To ensure we deliver ROI, we have designed unique processes that are tried and tested many times over, delivering clear ROI on every project that's gone through them. These programmes enable us to deliver ROI regardless of the overarching marketing objective - we call it growth marketing.

In the case of Henley-in-Arden we are proposing to deliver the solution utilising the Build & Convert programmes.

The next few slides will run through exactly how it works.

WHAT'S DIFFERENT?

1. Deeper *Research*

Our research is often unconventional. With the use of search engines it's easy to deliver lazy assumptions. We find out who you really are and where you want to be through a creatively designed workshops, customer surveys, user data and competitor analysis.

2. The *Big Idea*

Too often brands are guilty of blending in with their category. To turn brands from good to great we combine our data-driven research with a big idea. It allows us to deliver instantly recognisable brands and digital experiences that are one step ahead of their competition.

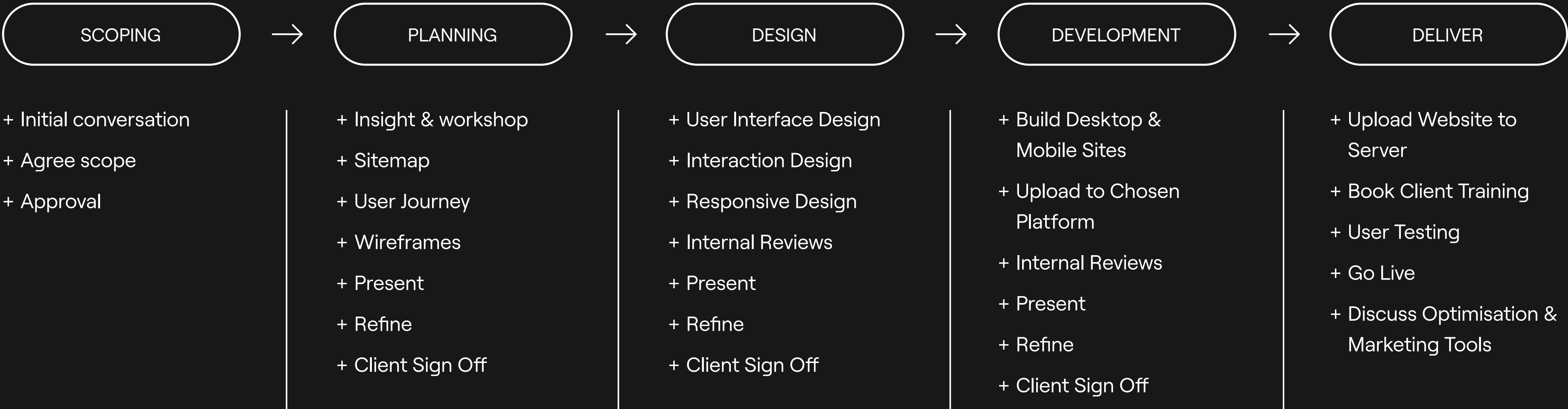
3. Heart & *Brain*

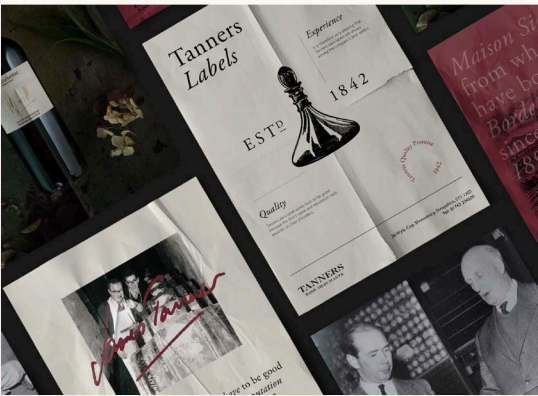
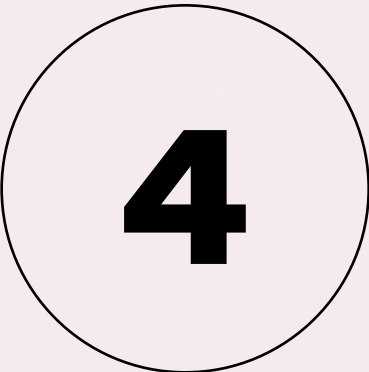
It's the step your company needs to take to become the best version of itself. To make you truly stand out in this ever-changing environment the best results come from a joined up creative, technology and traffic generation approach is applied.



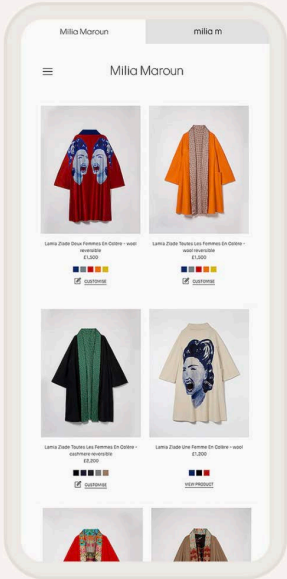
Web Process.

Step *by step*

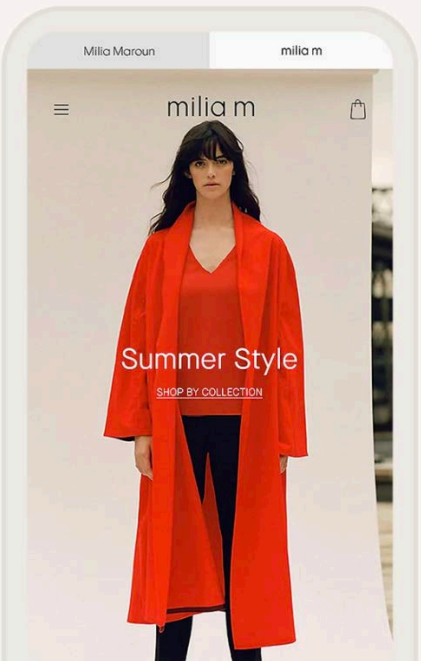
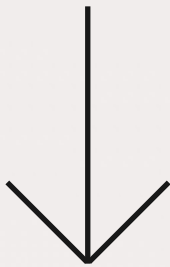




Don't just take our word
for it. Check out our recent
project results.



[View Case Studies Link ↗](#)





LAKE VYRNWY

Wales' most beloved
lakeside hotel.

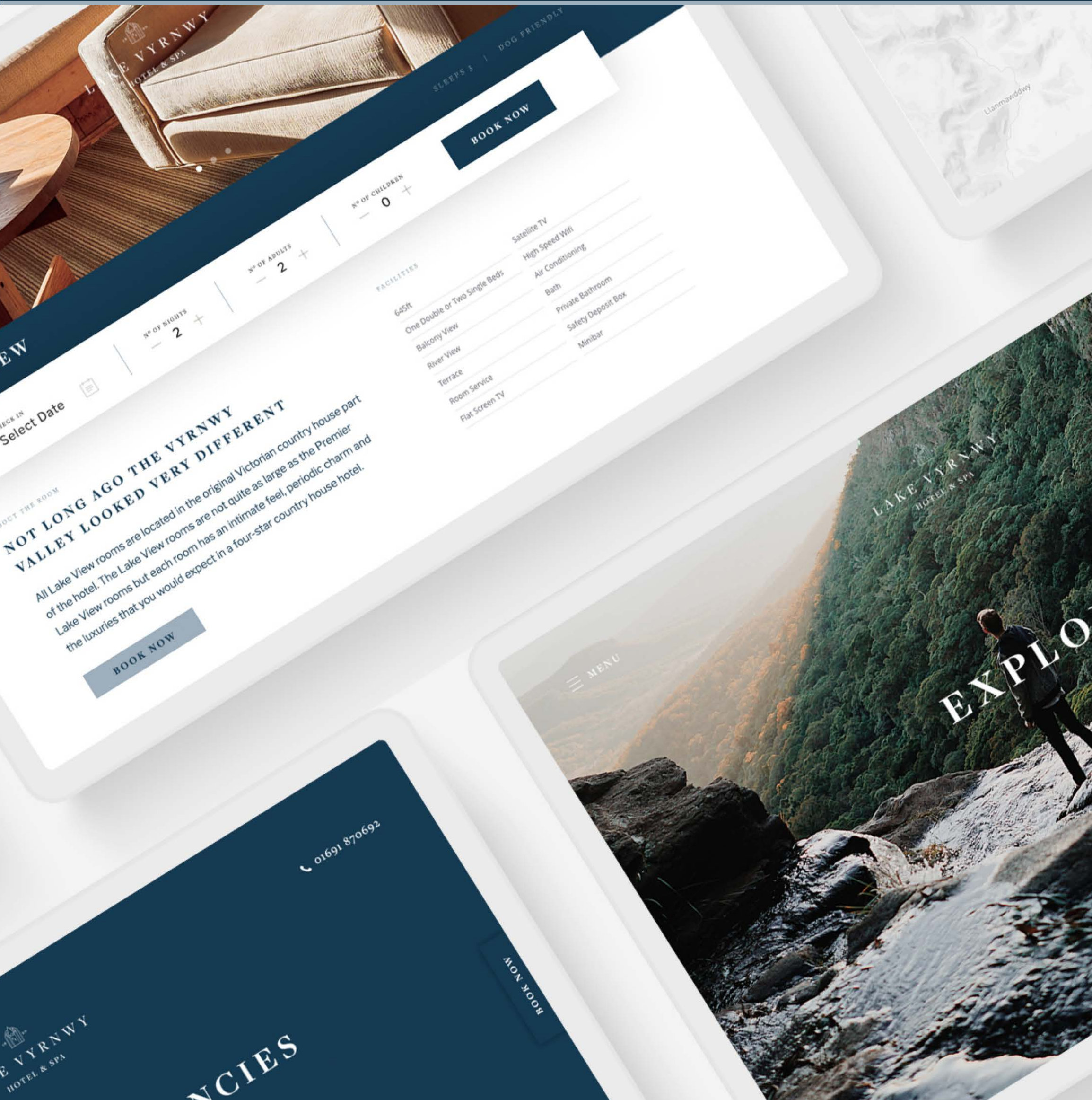
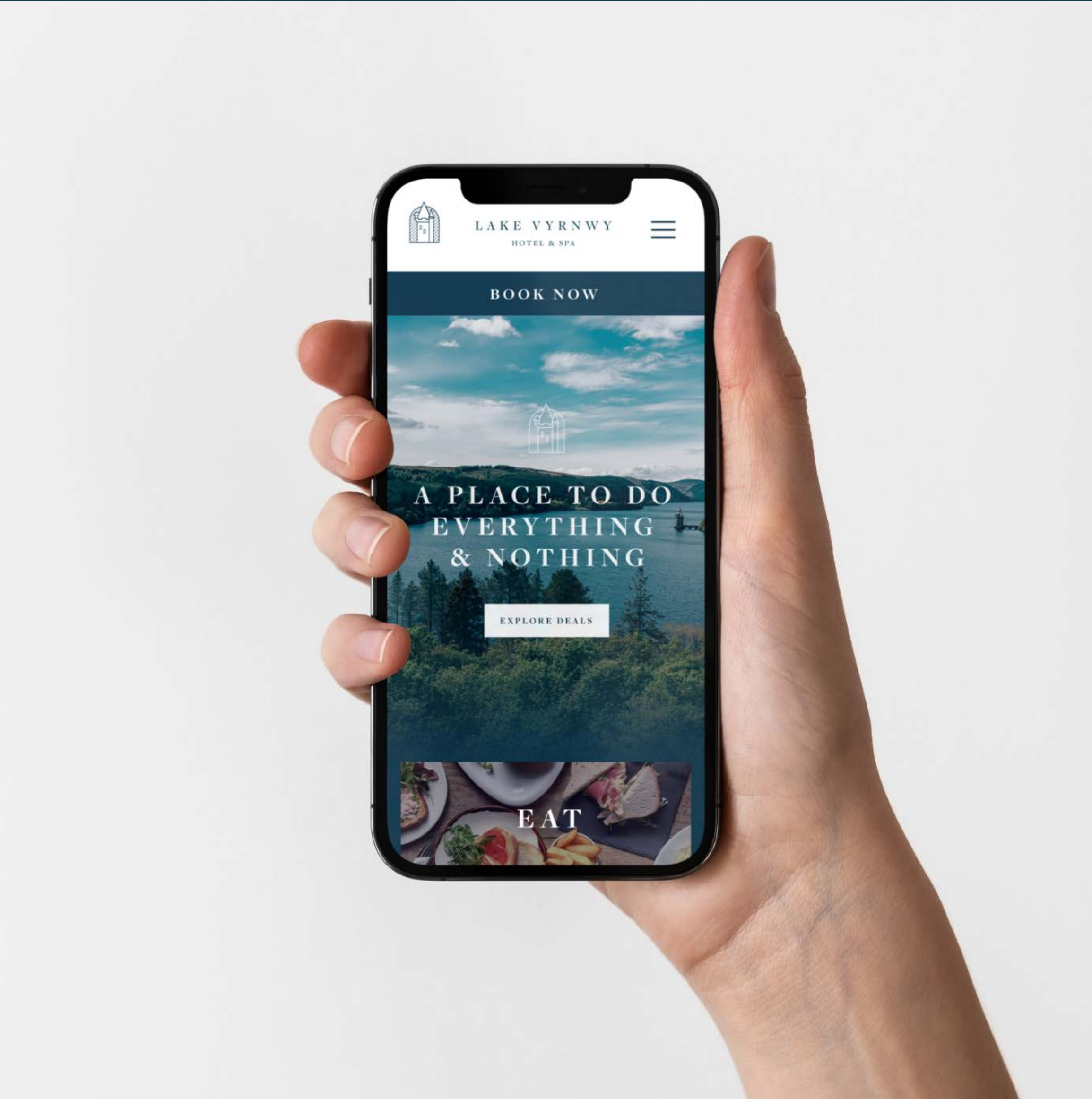
[View Case Studies Link ↗](#)

The Brief

Almost 130 years old, Lake Vyrnwy Hotel invites visitors into an enchanting world of natural beauty and timeless elegance. One of Wales' most extraordinary lakeside hotels, they wanted to improve their business model by increasing direct bookings through their own website.

Results

- + Increase in direct bookings
- + Increase in conversion rate
- + Project timescale: 4 Months
- + Services: Research / Brand / Rollout / UX Design / Development





TANNERS

Award-winning wine merchant
since 1842.

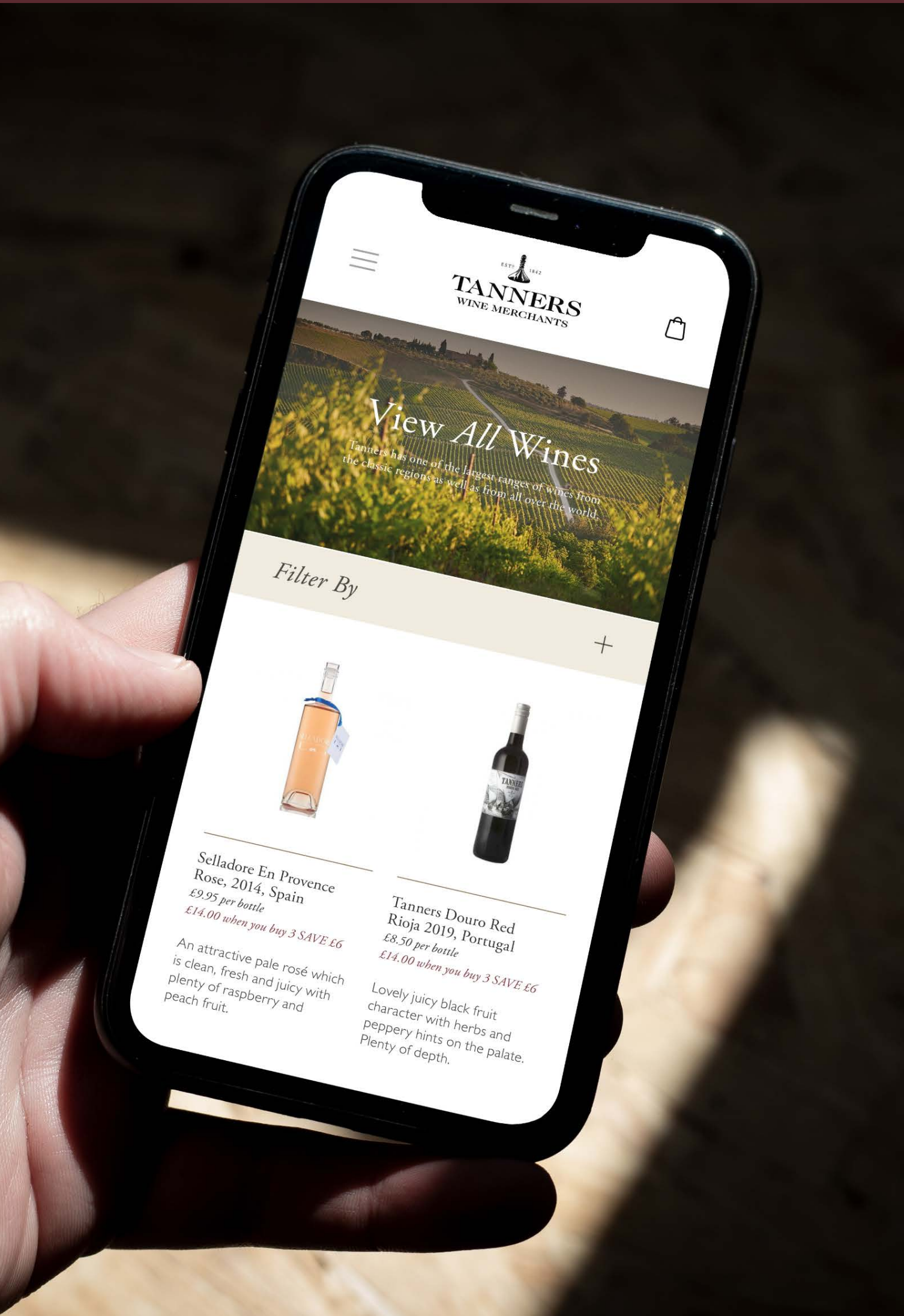
[View Case Studies Link ↗](#)

The Brief

Established in 1842, Tanners is a multi-award-winning wine merchant offering a selection of the finest wines to both private customers and large restaurant groups. Aware that they needed to keep their brand relevant, they wanted to update their look and marketing to appeal to a modern audience.

Results

- + Improved brand consistency
- + Project timescale: 3 Months
- + Services: Research / Brand / Rollout





BROMPTON CROSS

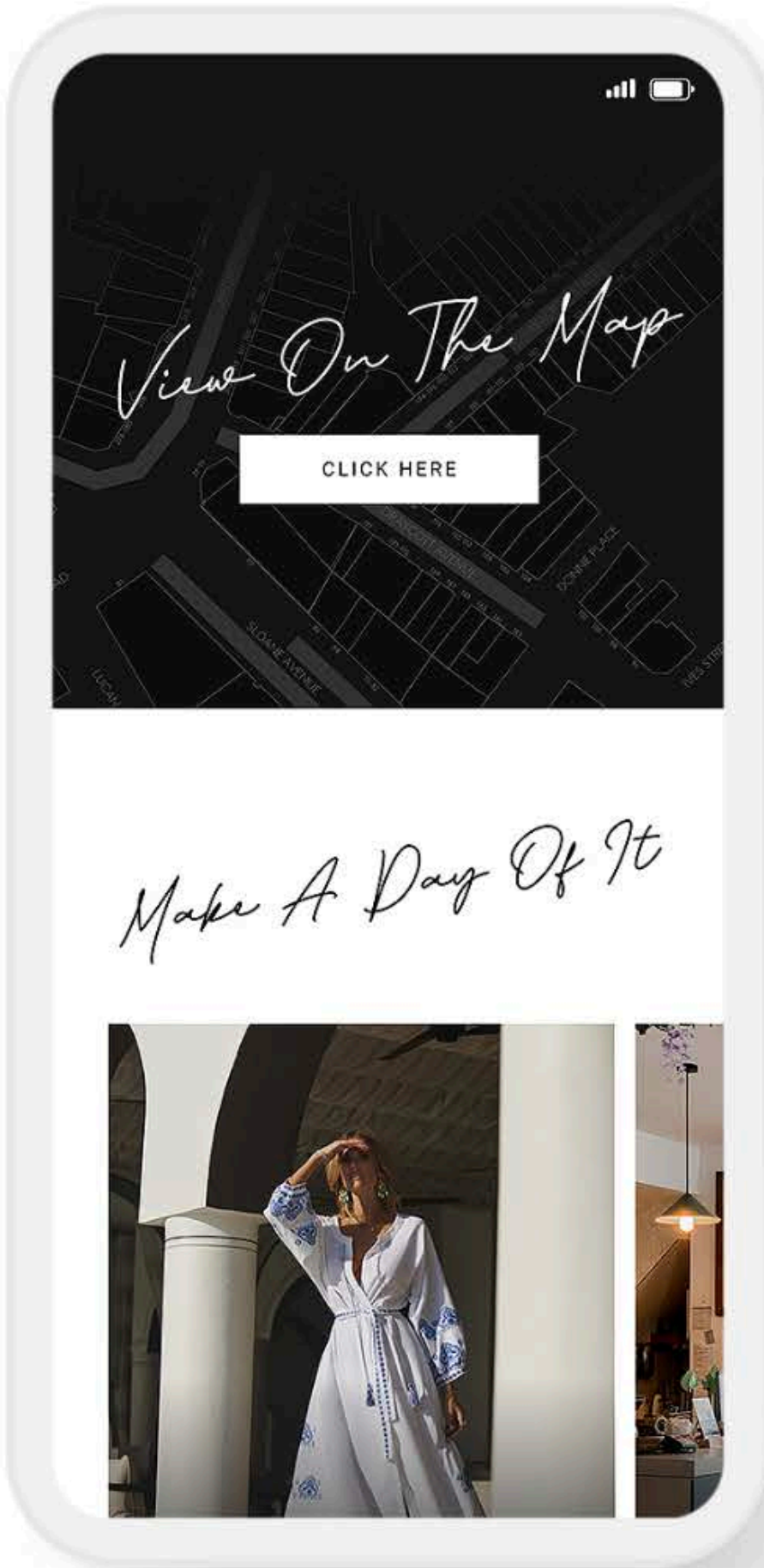
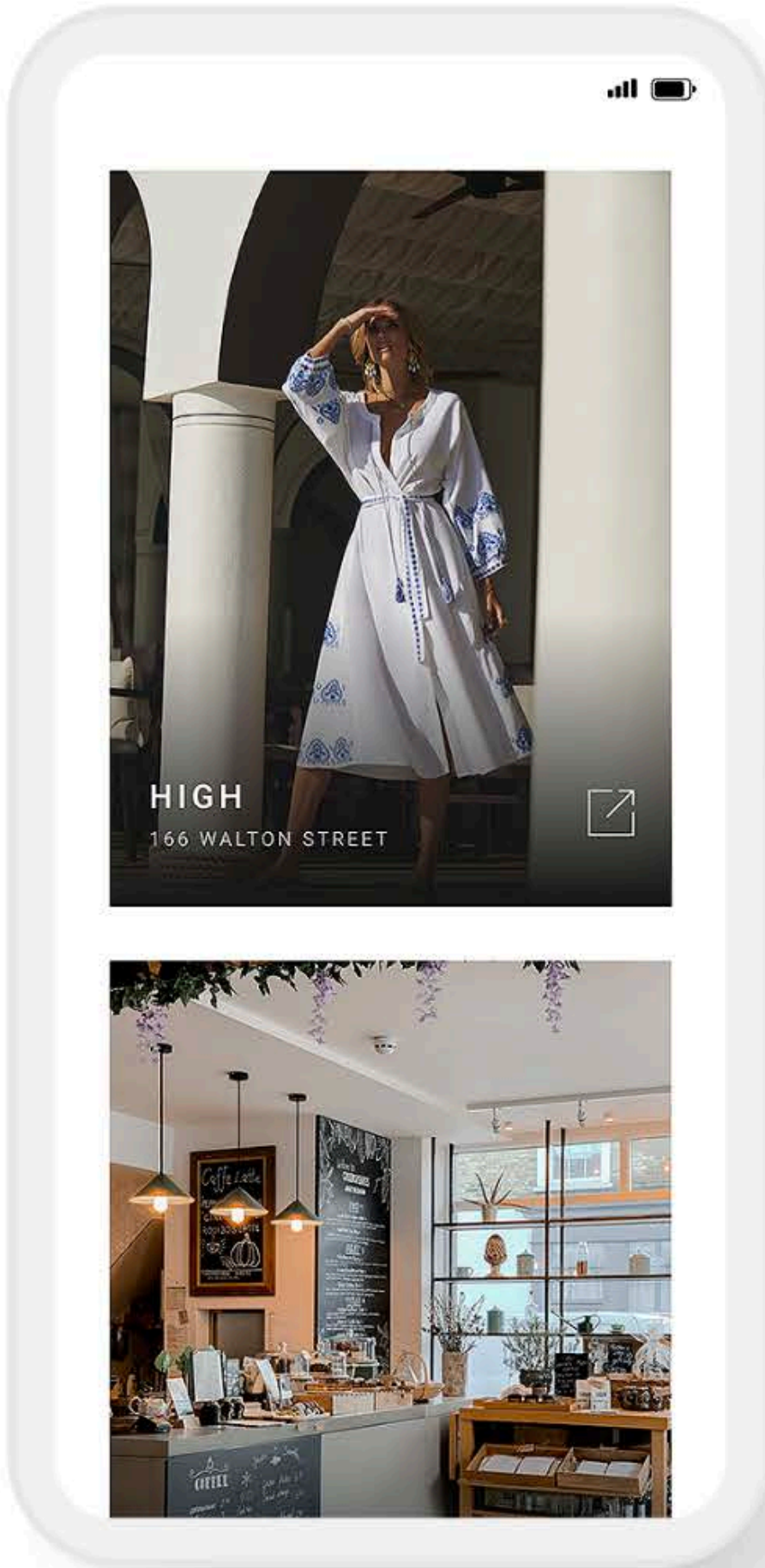
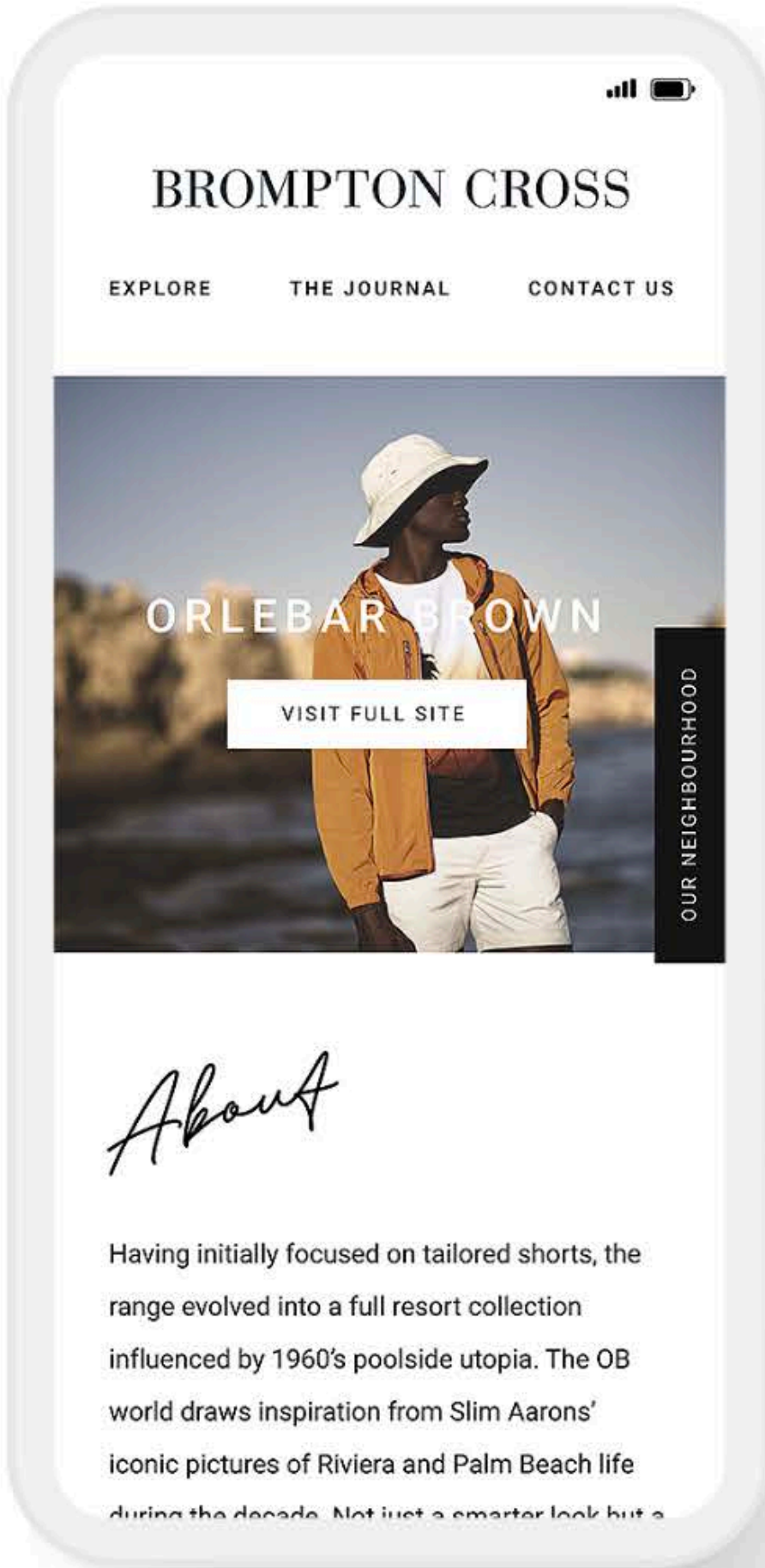
One of London's most elegant neighbourhoods.

The Brief

With a clear target audience defined, we delivered a brand concept which positioned them as high-end and confident. This was reflected on the website with a clean, minimal and editorial style website that allows the users to experience the luxury neighbourhood stores.

Results

- + Brand & Website
- + Platform: WordPress
- + Services: Research / Brand / UX Design / Development



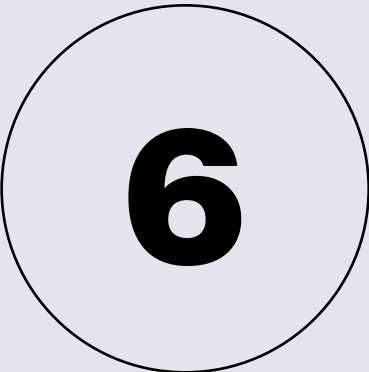
Project *Team.*

We're a team of more than 25 talented individuals and our portfolio spans a diverse client and sector base, from retail, lifestyle and fashion industries to food and drink, manufacturing and many more.

At each stage of the project you will have a dedicated point of contact and our pro-activeness ensures that we're always on track and ensuring we're doing everything we can to help reach our goals. Here are a few of the team who would be supporting on your project.



Digital *Scope*



Scope includes

- + Website sitemap
- + Plan user journey
- + Website layout builder
(Based on the designs)
- + User managed CMS WordPress
(Content Management System)
- + Fully functional on Chrome, Safari & MS Edge
- + Google Analytics & Heatmap setup for future CRO
- + Integrate social feeds
- + Newsletter implementation
- + Standard CSS animations
- + MailJet setup
- + Technical SEO setup
- + Dynamic search
- + Digital brand style guide
- + Easy to update exhibitions / events
- + Community event submission form

To be scoped

- + Interactive map
- + Content upload
- + Content creation
- + Newsletter design
- + Ongoing SEO support
- + Hosting & SSL
- + Plugins & extensions



Timeline & Cost

Website

Process Scope

- + Insight & Workshop: 1 - 2 Weeks
- + User Journey, Sitemap & Wireframes: 2 - 3 Weeks
- + User Interface Design, Interaction Design, Responsive Design: 2 - 3 Weeks
- + Development of Desktop & Mobile Sites including CMS (Content Management System): 5 - 7 Weeks
- + Training, Deployment & Review: 1 - 2 Weeks

These are projected timelines based on current schedule and can be subject to change.
A full project schedule will be delivered on commencement.

Deliverables

- + Specification & project planning
- + UX workshop and consultancy
- + Site design
- + Build & development
- + Data migration
- + Testing & training
- + Deployment & review

Budget

The figures are estimated costs based on the information within the project scope to date and may change depending on further development of the scope. We will ensure that we work with you to deliver the most cost-effective use of spend.

Outline Budget

£6,000 - £8,000 +VAT

Scope to be confirmed

Ready to get *started*?

Next steps:

- + We'd like to answer any questions you have, lets arrange a call or meeting
- + Once we've gone over the finer details, we'll confirm the schedule
- + You'll be introduced to key team members
- + We kickstart the project

Contact:

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will@thecurious.agency



T/C