

2021 / CASE STUDY

The marketing agency that performs, time and time again

INTRODUCTION

Sometimes in a marketing agency egos and concepts get in the way of performance and return on investment.

At ThinkOTB we have an unparalleled appreciation of what SMEs and marketers for global blue chips want from their marketing agency – you want best performing marketing, time and again.

Whether it's a full rebrand and marketing strategy or a new website and digital marketing campaign, you need it to get your customers spending, change their attitudes and create desire, all for an economical budget... And that's exactly what ThinkOTB has been doing for over 30 years, with award-winning results.

HERE'S JUST ONE EXAMPLE OF OUR RESULTS-FOCUSED MARKETING IN ACTION:

RAVISH

Ravish

A daring website with tasty results

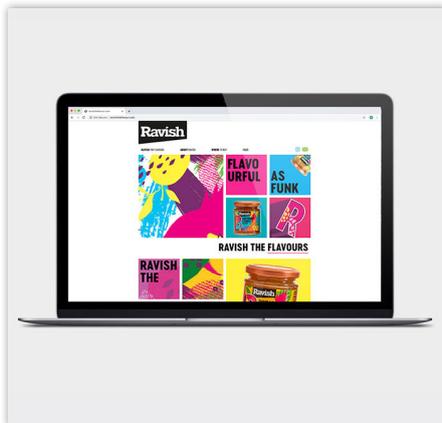
The chutney market in the UK was stagnant and didn't appeal to youthful audiences.

The English Provender Co. created a new proposition of chutneys: a range of five boldly flavoured relishes and salsas, named Ravish, designed to shake up the market and cause a stir. They tasked OTB with taking their new daring combinations to the masses.

We designed and built a vibrant website that was in keeping with their new brand and their bold, daring range of flavours. The new site was user friendly and informative,

but above all inspired consumers to push the boundaries of what they think a delicious chutney should look and taste like. The website embodies the disruptive personality of the Ravish brand and acts as a great introduction to the quirky range of products.

Visitors to the site are greeted and intrigued by something that is totally different to the market competition – GIFs lift static product images and playful copy descriptors for each flavour capture consumer imagination. The product range has since been rolled out in Tesco and Waitrose stores.



Let's talk

Now you've seen how ThinkOTB is the chosen marketing agency for businesses of all shapes and sizes, if you want to know more about how we can create results-focused marketing for your business, contact Jo at jo.waddington@otbagency.co.uk

If ThinkOTB can help, we'll put the kettle on and talk over your marketing needs around a table or on a video call – it's fundamentally how we like to work.

THINK OTB

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