

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:**

# Consumer proposition for the future

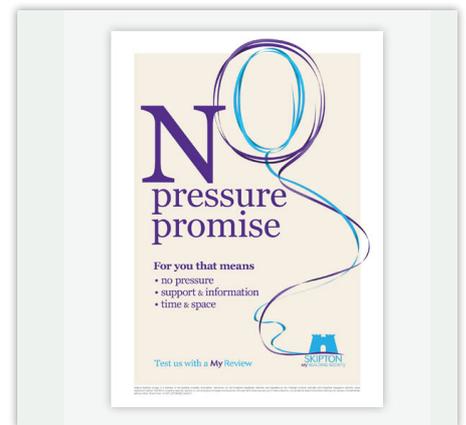
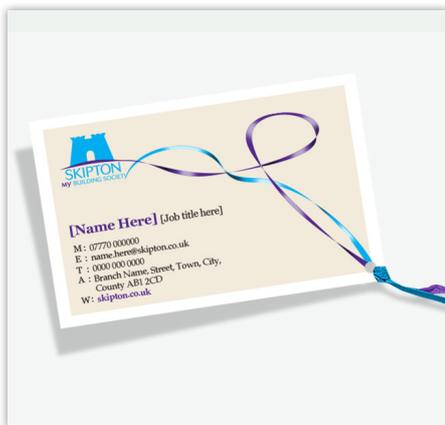
**Established over 160 years ago, Skipton Building Society has built a reputation as a trusted, local building society with its members' best interests at its heart.**

ThinkOTB were chosen to create and deliver the consumer-facing proposition and identity across all media channels that would ready the brand to seize its next market opportunity.

To evolve for future success in a challenging market, their strategy was

to offer an 'all of life' portfolio, with a particular focus on worry-free retirement.

Taking time to understand the foundations of this stalwart brand, we delivered a coherent and contemporary set of brand guidelines that reinforced their heritage but ensured they were not solely reliant on this. The ribbons act as a metaphor for Skipton Building Society and their members working in collaboration to achieve an enjoyable, active retirement or pre-retirement.



## 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](mailto: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.