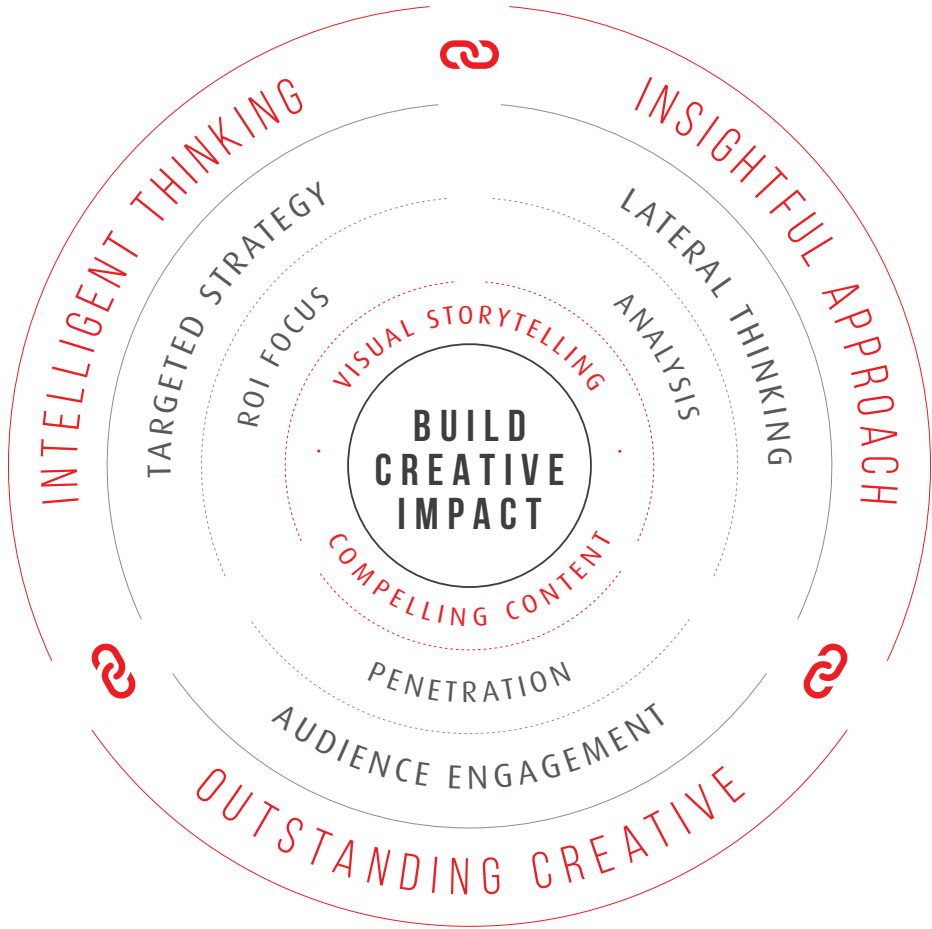




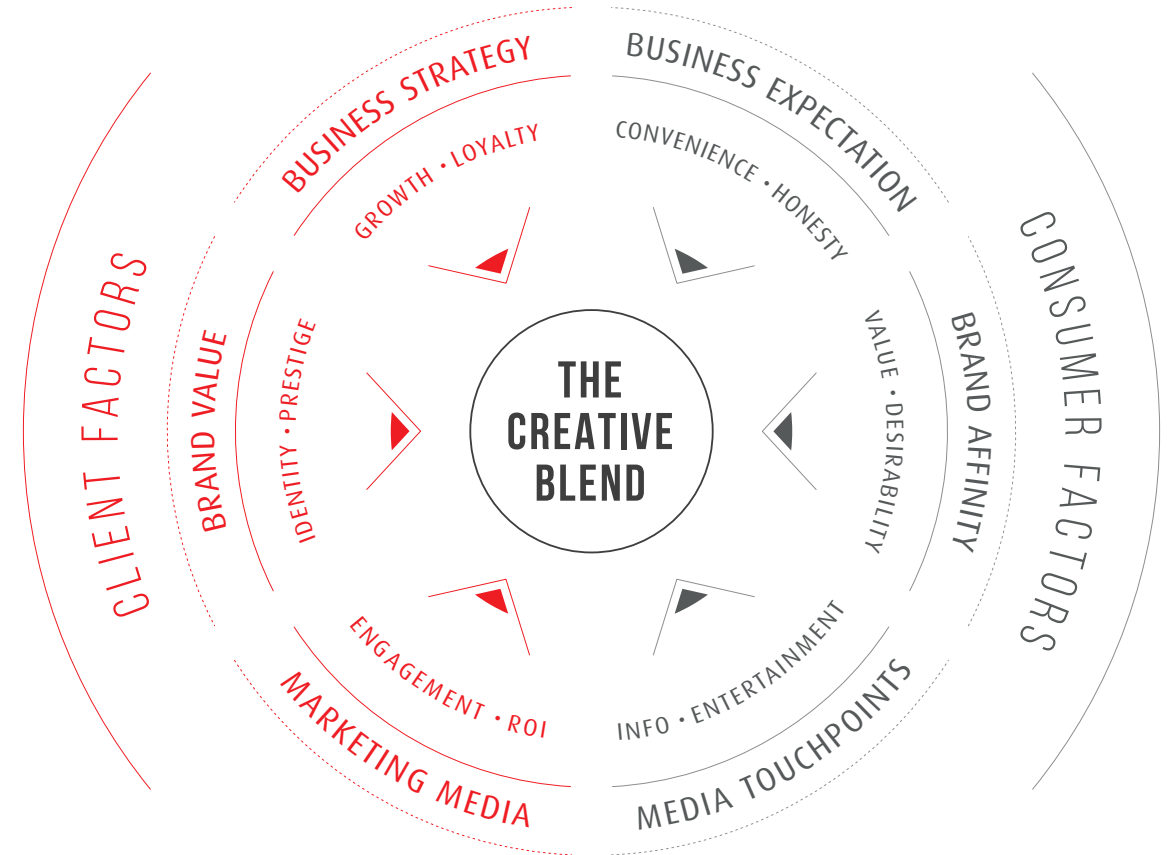
DUHO is a creative studio. We empower our clients to engage stakeholder, business and consumer audiences through visual storytelling and compelling content and we excel at originating and visualising strategic and conceptual ideas to deliver greater clarity and impact through the business cycle.

Our out-of-the-box thinking and outstanding execution of communication touchpoints during the planning, innovation, product development and launch phases helps our clients to accentuate and sharpen their own vision as we develop smarter, more imaginative and more engaging creative solutions that return real value.



HOW WE DO IT

- 💡 We originate and visualise ideas and ways for you to captivate and inspire your audience.
- 🗨️ We help you to deliver succinct, smart and engaging communications that create deeper understanding.
- 🛠️ We build effective business and marketing tools to improve workflows and empower the user.
- ➡️ We execute winning creative solutions that excite consumers and reinforce recognition.
- 👤 We are sympathetic to your needs, we are friendly and accessible, and we are responsive.



STEPS

BRIEF

Project objectives?
Client perspective?
Future aspirations?
Budget constraints?
Timing parameters?
Special concerns?



LET **duo** TELL YOUR STORY

YOUR  BRAND

REFINE

Analyse review data
Consider adaptations
Revisit creative process

RESEARCH

Identify business challenges?
Unique selling points?
Unfulfilled client needs?
Competitor strategies?
Market/consumer trends?
Opportunity to differentiate?

STRATEGY

Re-examine objectives
Envision scenarios & impact
Define target audience
Story & key message
Delivery/media channels
Platforms & deliverables

IDEATION

Map/wireframe action plan
Illustrate rough concepts
Consider viability of ideas
Select routes to progress
Tone-of-voice & art style
Incubate ideas & iterate

DESIGN

Multi-layered solution
User/audience focus
Compelling content
Simple user interface
Fit for environment
Additional features

EVALUATE

Does solution(s) answer brief?
Identify any improvements?
Secondary benefits/implications?
Achievable within constraints?
Innovative/engaging/distinctive?
Future development scenarios?

IMPLEMENT

Refine media for production
Output artwork & content
Complete final checks & amends
Establish supplier network
Manage delivery deadlines
Output media for production

LAUNCH

Brief client on process
Deliver media to channel
Manage content & data
Control publishing timeline
Provide required training
Establish follow-up support

REVIEW

Obtain client feedback
Analyse data & analytics
Measure reactions
Unforseen issues?
Corrective measures?
Determine ROI

Brand X is an expression of our passion to originate, develop and execute successful ideas across multiple channels! It demonstrates how we push a simple concept to create a diverse range of creative solutions that reflect real understanding and, at the same time, it exhibits some of our capabilities without compromising any sensitive client work.

This book showcases 15 original progressions of one simple concept, Brand X, as it may be applied within a range of business sectors. Brand X is your brand!





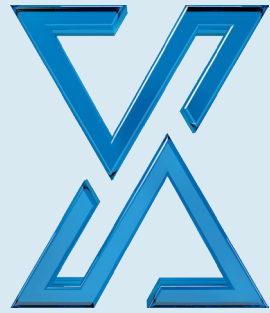
Strategy for media brands must marry a multitude of different channels and disciplines cohesively into a singular vision and identity to be successful. Audiences may vary depending on many different influences but media brands need to remain relevant and push the boundaries of expectations to keep their consumers captivated and engaged.



ENTERTAINMENT

Adventure, emotion, suspense and intrigue are the driving motivations for entertainment consumption. To connect with their audience, entertainment brands must immerse their followers in absorbing environments where action, relationships, humour and education play a part in altering the viewer's reality for a moment in time.





Sport is power and glory! An intoxicating force uniting fans through passion, exhilaration, mastery and brotherhood. Overcoming the odds connects deeply with people's innermost desires to conquer their own limitations and elevate themselves. The best brands tap into this hunger for achievement, connecting fans to their heroes by association.





Technology offers a universal touchpoint to connect with people, to be entertained, to learn and to organise our lives. All this requires a complex architecture of engineering, manufacturing, partnerships and marketing. Brands must appear omniscient and products must be simple, reliable and enviable. Technology helps us be who we are!





Trust is important in every business but is even more critical where lives and futures are at stake. Customers, stakeholders, partners and employees need to feel understood to have confidence in the deals they make. Clear messages and visions of a better future are powerfully persuasive motivators to convert an audience to a new way of thinking.





Information is everywhere, yet it is often difficult to source or translate, so brands should aim to maximise their presentation potential by engaging their audience through a visual narrative. This requires creativity and skilled execution to build interest, improve retention and instil a deeper understanding. This way the outcome is always more convincing!



X

Events inspire discussions about brands. Connecting touchpoints through a strong theme can build a layered experience for visitors that transcends the boundaries of the event venue, creating an immersive encounter that helps to foster lasting recognition and strengthen brand affinity.





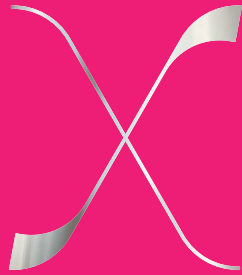
Digital apps and touchpoints provide many fantastic opportunities to interact with event delegates and to gather data or insights. By encouraging participation and challenging people to complete tasks, brands can engage their contacts, grow new networks, extend their influence and maximise their potential.





Pharmaceutical companies face new challenges from increased regulation, rising costs, competitor brands and changing consumer preferences which highlights the need for fresh ideas and strategies. Internal and consumer communications will need to be consistent, clear and motivating to inspire interest, induce action and build awareness to ensure sustainable success.





Customers look to health and beauty brands to mask their imperfections and insecurities and to boost their self-confidence. This is a powerful responsibility and the best brands make the most of fulfilling these needs while also responding to consumer concerns for ethical considerations and responsible business.





Convenience food and prepared meal brands face heavy public scepticism on the nutritional and health values of their products. Salt and sugar content, additives and ethical production are at the forefront of people's concerns about what they put into their bodies. Finding new ways to communicate and address these concerns is more important than ever.





Tea is the world's favourite drink, second only to water! This natural infusion quenches our thirst and creates a sense of relaxation, a moment to reflect. This is a highly competitive product category so brands must adapt to consumer demand for new flavours, healthy products and responsible producers to create a truly desirable drinking experience.





Coffee is for connoisseurs! Drinkers are passionate about their brand of choice and show a devoted loyalty to product and source. Aroma, colour, flavour, roasting method and brewing technique all play important roles in attracting consumers. Selecting a brand is a thoughtful and deliberate act influenced by quality, premium cues and lifestyle-choice.





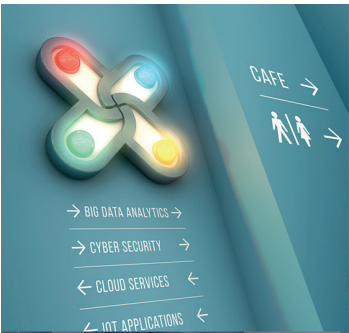
Energy and soft drinks are under pressure to remain relevant in today's market. Fierce competition from juices, waters and other alternatives, plus growing demand for less sugar, caffeine or additives all contribute to a more difficult business environment. Brands might need to adapt their products, even at the expense of taste, but clever strategy and a new vision could help to ensure a successful future.



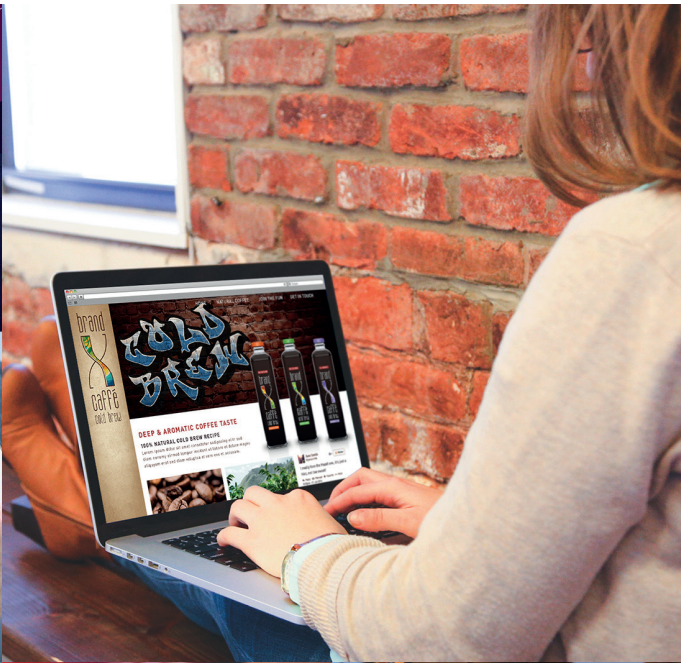


History, provenance, process and premiumisation are significant inducements of consumer choice in this category which is as much about lifestyle association and exclusivity as it is about product and taste. To compete successfully, brands need to craft their own unique identity and project a vision that reflects people's individuality and aspirations.





BETTER FUTURE
BETTER LIFE





Strategy



Branding



Digital



Webinars



Video



Social Media



Campaigns



Presentations



Publications



Events



Guidelines



Packaging



Retail



Infographics



Illustration

FANCY A QUICK CHAT?

Let's get together and talk about how we might work with you to ensure your business or brand delivers maximum creative impact at every step.

Get in touch now:

+44 (0)20 3879 4333

hello@duho.co.uk

www.duho.co.uk

All concepts and visuals showcased in this book have been designed, illustrated and 3D-rendered in our studio. For client case studies, please visit www.duho.co.uk



86-90 Paul Street | London EC2A 4NE | UK

+44 (0)20 3879 4333 | hello@duho.co.uk

www.duho.co.uk

©DUHO