

# Who are the people at ng15?

Well, we have several people. All are from the UK and we all have different perspectives and experiences. These can be very useful when we go into problem solving mode for a client.

Our MD is very clever. He's the one who goes on and on and on about branding and data, Brand this, Brand that, Corporate identity, Consistency, Differentiation, Return on investment, Catalogue Management, Data Capture, ya da!! ya da!!. After a while, it washes over you. But clients love it because he listens before he opens his mouth, and then he talks to them in a way that they appreciate.

Our Sales Director comes from a land down under (Leicester to be precise) and stands for no nonsense. He'll tell you he was doing sales directing before sales directing was around, and that he invented the agency/client relationship. It's not true, of course, but he has been dealing with clients for about 25 years. So it's fair to say he knows his stuff. He'll tell you that himself. Because he's anything but shy.

And we have a Creative Director (get us!). She's much more timid than the management, but the more time they spend together, the more she's coming out of her shell.

She got fed up of having her ideas shackled to a desk, and broke free to express herself.

Now she draws pictures for a living. That's progress.

There are others in the ng15 house, and you can meet them when you come over to play.

The only thing we ask is that you refrain from feeding them.

They are on special diets which help us get the best out of them, and we'd hate the wrong food to affect them adversely.



*"You're fired!, the lab results just came back and you tested positive for **coke!**"*

# It's our reputation that we stand and fall by, so we can remain modest and humble.

Some people will tell you about their fabulous track record.  
They'll blow up their past achievements.  
They'll show you an expensive portfolio in an expensive case,  
or whip out the laptop and read PowerPoint slides to you.

Us? Yes we can do laptops and fake leather cases if that's your thing, however,  
we're far too modest to tell you how good we are.

We'll let other people be the judge of that.

But if you look at some of the brands we've worked with to get where we are,  
you could be forgiven for drawing the conclusion that we are a pretty talented and  
experienced bunch.

"But what we've done for them isn't really what's important.

What we can and will do for you is what matters most".



*"Yes Business is very good, could I order  
five more business cards please? ASAP"*

If we tell you about the relationships we have with existing clients, then you'll see that we're not just smart and modest, but approachable and fun too.

Okay, so cards on the table. Let's get everything out in the open. It's best that you know what you're getting yourself into.

We're tactile. We're opinionated. We're personal. We're interested in our clients as people as well as clients. It's who we are. And we can't change that. While we're unburdening, you may as well know that we're intrusive and infectious. Not like flu or measles, but we DO like to be the life and soul. We want clients to think of us as a perk of their job, a reason to enjoy coming into work. Ask any of our current clients, and they'll tell you that we do a great job for them, and that they like us too.

We love spending time with our clients. We love it so much that we've even got desks at our Nottingham Offices for our clients to use if they want to come and visit us for longer than a meeting. There's even a very nice hotel across the car park should you want to spend real quality time with us. Estate agents would say that we are well appointed being central to all amenities. We'd say it's a very nice place to be and the coffee is good; we even have Pizza on Fridays.

## How refreshing is that?

And it gets worse. We don't just like clients. We actually like each other's company too! No ego clashes. No prima donnas. No pistols at dawn. No suits. We're just one big happy family.

The consensus view amongst us is that if we can't enjoy what we do, we shouldn't be doing it. So we squeeze the maximum amount of joy out of every client project. And when clients see us having fun, inevitably they crack a smile with us.



*"The results came back negative, you won't 'just die' if you don't get that iphone"*

# Now time for the expertise angle... ...That always seals the deal.

We only do two things at ng15, but we do both of them bloody well, as our MD would say...

“We do Marketing...  
...And we do Design Consultancy”.

If that’s not simple enough, another way of putting it is that we make clients look good  
- Visually Good and Commercially Good.

What makes us different is that we don’t just make our clients look good by following the latest graphic design trends. No. That’s not our style. Actually, we don’t have a style, a formula, a pattern to the work we produce. Everything we do is objectively designed to answer a problem faced by a client, whether that’s brand related, marketing related, or relationship related.

We focus on astute business understanding, a strong value proposition, a great creative message and a robust technical execution that is appropriate to our client’s target market. And then we let rip.

It’s not easy, but as they say,  
all things are difficult before they are easy.



*“88% of the 41% people who completed more than 22% of the survey, thought it was a waste of time”*

# And now that we have your interest, it's time to get you to commit to a meeting so we can persuade you to become an ng15 client.

You could do what some people do and give us a project to quote on. If you do this before you meet us, chances are it's a costing exercise to drive the price of an existing supplier down. We're not mad keen on those, because we put a tremendous amount of time and effort in, and usually the client ends up staying with their incumbent.

Or, you could come and see us.

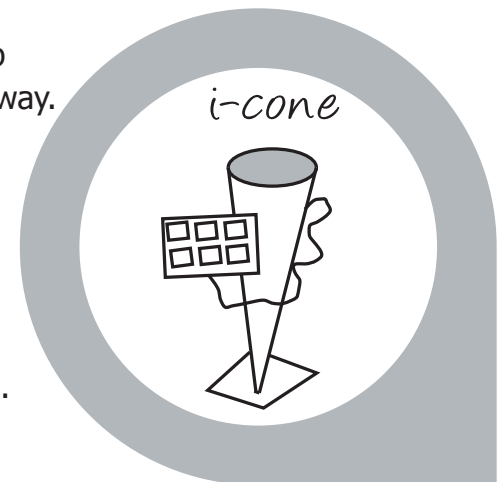
We prefer it if people come and see us rather than us go to them, because they get a more complete feel for who we are, where we are, and how we work. We like to chat, and you can tell us all about your business, and about any problems you have, and over a bacon butty or over lunch, we can discuss ways to solve them.

If you like what we have to say (and honestly, most people that let us, DO like what we say) then you might want to engage us.

A brief usually does the trick here. Or we can arrange to workshop something if the problems are more complex. We're happy either way.

Just because we prefer clients to come to us doesn't mean we won't come to you if you ask us to. We'll go anywhere for the pleasure of meeting a new client.

So all you need to do is find a time in your diary, get in touch and either come to us or ask us to come to you. It's not rocket science. But it might fly you to the moon!  
(Now there's a catchy tune I hear you say!!)



*"I know that nobody needs one.  
That's where the marketing department come in"*