

the
listening
thinking
planning
doing
agency

leepeckgroup



Beaulieu

amoena



Fitness First



MOORE BLATCH solicitors



The Southern Co-operative



TIFFANY & CO.



why choose leepeckgroup?

Appointing the right agency is a crucial decision for any company. It can be confusing, time consuming and expensive – if you get it wrong!

So in order to help – we've simplified the process. This brochure contains just a single important contact – us. This makes choosing the right agency a whole lot simpler. No need to go through a long list of disparate suppliers, when you can simply make one call to us and get all you need in one place?

Many other agencies lay claim to integration; positioning themselves as providers of every service a client might need. In reality, few are genuinely able to deliver.

Not us. We confidently pin our colours to the integrated mast; giving clients a cohesive, focused point of reference; a colourful spectrum of services carefully woven into one effective strategy.

Creative energy fuels everything we do. It's in the blood of our Advertising, PR, Online and Events teams. Our unique approach of 'listening, thinking, planning and doing' sets us apart. And it will do the same for you too.

Welcome to Leepeckgroup. We look forward to your call.

advertising & creative

The best advertising is invariably the result of a good relationship. Clients, account managers and creatives – a collaborative process that begins with a need (straight forward or complex) and ends with a great idea (the simpler the better). Get it right and you form a lasting bond with your audience. Getting it wrong... is not an option.

So what creates space between agencies when choosing your advertising partner? We believe it's down to two things: an inspired strategy, and inspirational creativity.

Of course, our creatives work closely with our 'suits' - experienced planners and account directors – grappling with propositions; absorbing research; exploring every conceivable angle. It's a kind of alchemy that culminates in a big idea. An idea with a single, simple purpose – to get the result you want.

Here, we do both – extremely well. Our creatives are a super-talented team of people, born to challenge convention; driven by a passion for their art. Originality, intuition, intelligence (even a slightly anarchic world view!) gives them an obvious edge over others. You'll want them on your side.

achieves the desired results. Effective marketing collateral, multimedia branding are all part of our service.

Our unique blend of cultural know-how and local knowledge means we're able to handle any event - here at home, or abroad. Along with your project manager, our creative and technical teams work tirelessly to get the job done, adding that vital 'talkability' factor to the big day, so that guests or delegates leave with a smile on their faces - carrying the right impression of your brand with them.

events

A successful event or exhibition is the culmination of three key components: efficient management, effective creativity and expert technical capability. To us, and therefore to our clients, these three elements are a given. What makes us different, however, is that each event is characterised by originality, meticulous attention to detail, and sheer determination to maximise the potential of your budget.

We're both proactive and reactive. You'll get a dedicated team working exclusively on your project. Intelligent, creative and highly organised individuals, working together to ensure everything runs smoothly and

online

The online landscape is a constantly moving feast. With new technologies and ever-more inventive ways of using them evolving almost daily, the need to keep pace is greater than ever. For any brand, a web presence is now a given. But what truly sets companies apart is how strong, credible and engaging they are online.

Which is precisely why our Online team is so effective. You might simply want us to take a fresh look at the design of your site. You may be adding new functionality and need this to integrate seamlessly with your current site.

Perhaps you want to attract new customers with an impactful advertising or HTML campaign. Or maybe you need it all?

Whatever the brief, our Online team has one simple objective – to give your brand the strongest, most effective online presence possible. You can expect outstanding creativity, intelligent online marketing strategy, as well as highly skilled design and development.

The end-result will speak for itself – loud and clear. In over 10 years, we've created hundreds of websites, thousands of integrated online solutions, and our servers have welcomed millions of visitors. For us the future is today – we can bring it to you.

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What constitutes successful PR? Talk to 10 different agencies and you'll get 10 different answers. Talk to us and you'll get the answer that's right for you.

Why? It's simple. We make it our first priority to get to know you well. We listen, we think, we plan, and then we act. Decisively. Meticulous research prepares us for the job in hand – be it raising your profile and preserving your integrity. Our PR specialists and trained journalists take this invaluable knowledge and turn it into compelling copy and inspired ideas.

We have a great team to support you – highly skilled, hugely experienced, and extremely well connected.

To us, it's all about keeping our eyes open and our ears to the ground. It's about spotting opportunities, and knowing exactly what's best when we do. We influence opinions, we set the pace, we make things happen – whatever your budget.

public relations

listening

When we first meet, you'll forgive us for saying nothing. At this stage, silence is golden. It's a golden opportunity for you to tell us everything we need to know about you.

Too often, agencies make the mistake of thinking that, because they have experience of their client's industry, they will consequently have an affiliation for their client's business. Inevitably, this leads to potentially dangerous – not to mention costly – assumptions.

We'll never make this mistake. From the outset, we will live and breathe your brand - listening closely and intently to you, your people and your customers. We'll thoroughly research your products and services, understand your competitive environment and find the inspiration (and information) we need to help you realise your ambitions.

thinking

By now, we will have compiled a creative brief, got together as a team, debated and interrogated the brief, and agreed the way forward. At this point, our thinking steps up a gear. And it doesn't stop until we've cracked it.

At Leepeckgroup, we're proud to call ourselves 'binge thinkers'. We're always at it – mulling over a brief; digesting a proposition; playing with ideas. And it's not just what we think that matters. What really sets us apart from others is how we think.

A Chinese proverb holds that acting without thinking is like shooting without aiming. Ideas miss the mark and audiences fail to connect with the message. Each member of our team has input. And we keep talking to each other until we're confident it's time to shape our thinking into tangible, realistic and affordable solutions.

planning

Once our ideas are on the table, we have to make certain they'll get the job done. Incisive planning is, without doubt, the cornerstone of success for any campaign. It's an integral part of the process and one we're proud to say we're particularly good at.

Our team pulls together and interprets a huge amount of information throughout the process: audience profiling, research, data analysis. And because we're able

to directly offer digital, PR and advertising, we're also able to remain media neutral. We can develop a strategy for media planning and scheduling that will deliver a potent proposition in a highly targeted way.

For our clients, this means a focused use of spend, with greater efficiencies and more bang for their buck.

doing

We've absorbed all the information we could. We've translated this into convincing arguments and compelling ideas. And we've identified the most effective routes to the right markets. It's now time to act; to set the wheels in motion and put our strategy to the test.

It's like taking your mark at the start of a race. Everybody is primed and ready to go - creatives, producers, account managers, PR executives and digital specialists. The difference is, ours is a relay event; a carefully co-ordinated team effort, with each component feeding into the other.

Transparency underpins the entire process. Our unique job costing system lets you know exactly what you are spending and the results you're receiving.

If we're defined by our actions, then it's unsurprising that we've earned the reputation as the region's no.1 agency.

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