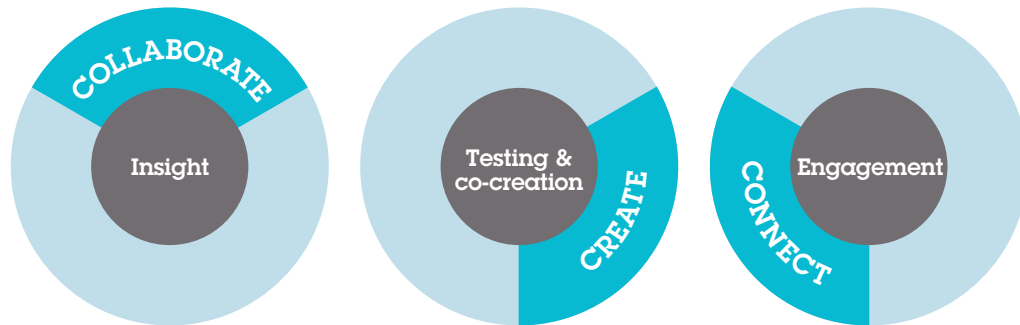




The Lounge Group

A brief guide to what we do and how we do it

We're a creative communications agency with a unique network of 10,000 consumers at our heart. We're passionate about understanding their world and connecting with them in the most relevant way. We have defined a 3-step process that uses the power of that network alongside our marketing expertise.



STAGE ONE COLLABORATE

Our insight comes from a close relationship with our own, unique network of 10,000 consumers.

STAGE TWO CREATE

Every idea we develop benefits from a range of in-house expertise and is then tested with our network. Sometimes involving them in co-creating content too.

STAGE THREE CONNECT

We bring brands and their audience together through meaningful communications that get results.

We refer to this as 'the 3Cs' and use this approach to develop great ideas that inspire and get results. Put simply, we believe...

more collaboration = better creation = effective connection

Below the Line/

While we specialise in Below the Line communication, we keep an eye on the bigger picture to ensure our thinking integrates with Above the Line to communicate one 'big idea'.

For us, it's about understanding our audience and connecting with them in the most relevant way across all forms of communication. Whether that's a compelling sales promotion, engaging experiential activity or leading a fully-integrated Below the Line solution that incorporates everything.

Creative/

Creativity isn't just making things look, sound and feel amazing (although we do that too). It's about solving problems. That's why we involve the whole agency in our thinking process. Meaning you get insight specialists, experiential experts and strategic thinkers helping to solve your problem.

It's then down to our talented creative team to develop that thinking into ideas that really connect. Ensuring that every element works hard to deliver your brand in the right way - using beautiful imagery and type, along with carefully crafted copy.

Digital/

Living in a digital world brings some innovative and interesting ways to connect with people. It also allows us to form a deeper relationship with our audience. When developing ideas, we're always thinking about how to involve people using digital media. Whether that's seeing how digital can add to an experience or simply giving people something to talk about through their social networks.

This approach has recently landed us an MAA Best Award 2011 for Best Campaign featuring owned digital media for our work with More! Magazine.

Experiential/

We don't mean to blow our own trumpet, but we are the experts in experiential. In fact, according to the Grocer Magazine, we're the GRAMIA Brand Experience Agency of the Year. We believe this is because we create strategic experiential campaigns focused on getting results.

We also have our own network of staff from production crew to event managers to leafleters, samplers and brand ambassadors. We ensure that any consumer-facing staff are aspirational to the target audience so our clients benefit from peer / influencer endorsement.

Insight/

We are passionate about gaining a first hand understanding of the lifestyles and worlds of your consumers. We effectively live with them for a few days so that you don't just get to hear what your audience thinks, you get to know them too.

Our Peer Network of over 10,000 consumers includes tweens, students, young workers/ professionals, young (and older) families, heads of households, business people and more. By working in close consultation with them, we can get a handle on any brand or marketing problem and create the most compelling, relevant and creative solution.

Strategy/

Our planning team ensures that the consumer insights are carried through the creative process and that the solution truly connects with consumers. In fact, we involve consumers in the creative process, testing out our ideas with them and sometimes working with them to develop and co-create content.

To find out more, talk to Sara Gil on 0207 940 4381 or pop along to our website and see this in action.