



Powered by a world-famous
creative production group

In a world of information overload it's
more difficult than ever to connect.

Make it beautifully simple.

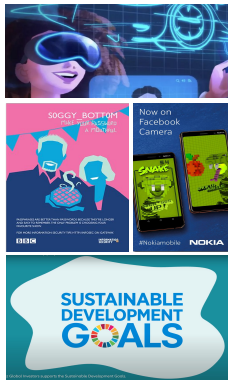


Because people make decisions
and kindle beliefs based on
what they feel.

At the heart of even the most
complicated issue there's always a
single, **fundamental truth** to be
unearthed and brought to life.

We make it beautifully simple

- We are communication and experience experts that change behaviour and perspectives
- We use insight led strategy, powerful creative and emerging technologies to create animation, film and content through to interactive digital and deeply immersive augmented or virtual experiences
- Powered by creative production group; UNIT9 Campaign Tech Company of the Year 2020, 2021 AdAge Production Company of the Year 2019



What we do

**Raise Awareness/
Increase Reach**
(Branded Content/
Flagship Initiatives)

Internal Comms
(Staff Engagement/
Retention)

**Launch Products or
Services**
(Demand Generation)

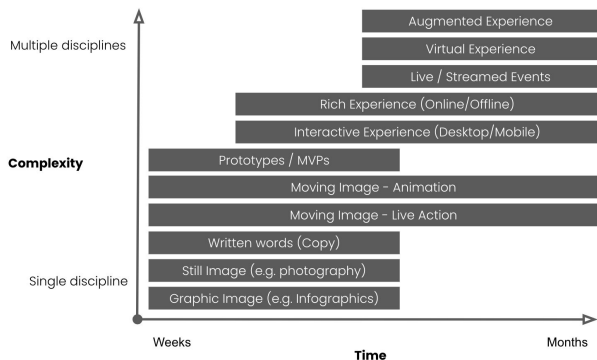
Customer Support
(Customer Retention/
Support Self-Service)

Sales
(Lead Generation/
Demand Conversion)

Training & Development
(Staff Engagement/
Retention)



What we make



Clients



Group awards



01. BRIEF & DISCOVERY

Your brief

Objective Planning

Clarify objectives, define measurement frameworks, understand where you are and what you know

02. STRATEGY & PLANNING

Brand & Product

Brand or Product Planning

Define brand frameworks

Creative Strategy

Positioning, proposition, direction, territory

Audience & Context

Audience Planning

Defining general, group and personas as required, identifying actionable insights

Competitor Review

Understand competitor behaviour and performance

Customer Journey Planning

Understanding/ defining customer journeys and/or ecosystems and planning for them

Comms, Channel & Content Planning

Prioritising and defining role of channels, planning channel level activity, formats and messaging

03. CREATIVE & PRODUCTION

Concept & Experience

04. MEASUREMENT & OPTIMISATION

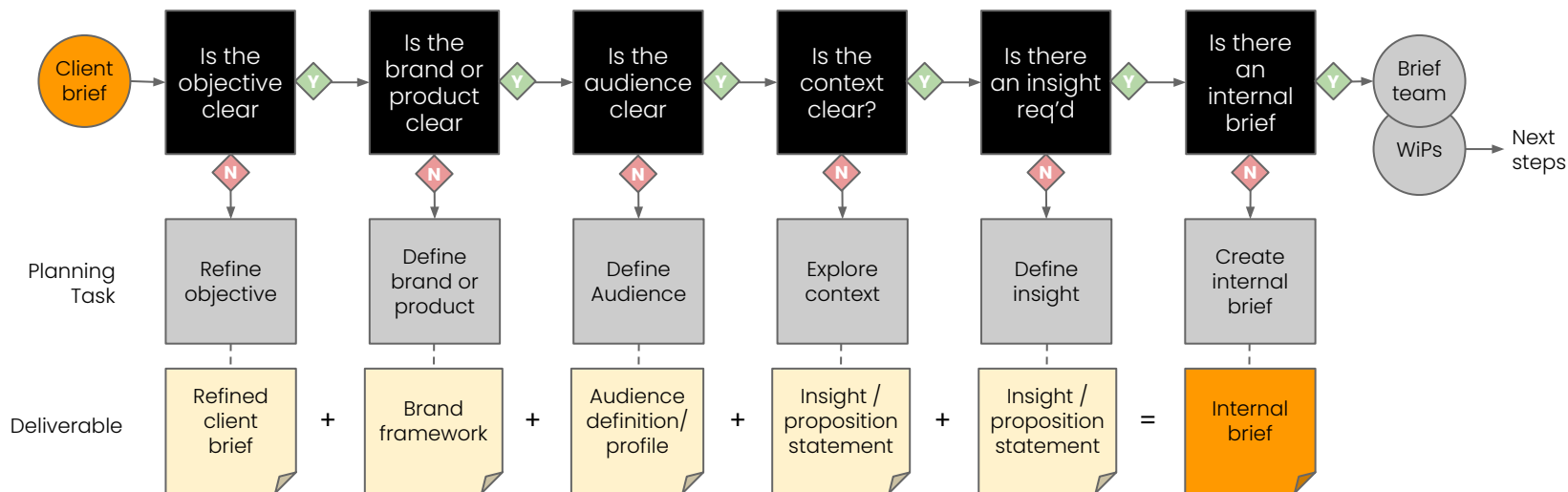
Behaviour or Perspective change

Measurement Framework

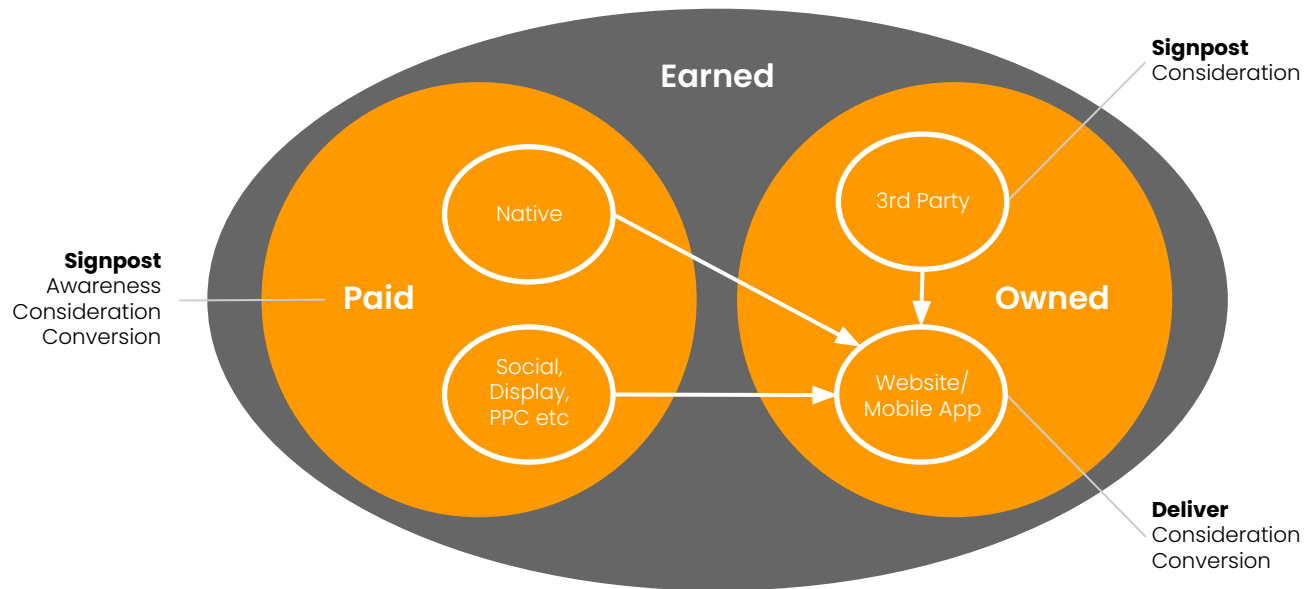
Objectives and targets with measurement plan

The following are the key steps we take to 'make it beautifully simple' at Nucco

02. STRATEGY & PLANNING



Marketing Funnel	Example Channels	Typical services Nucco provide
Awareness Increasing reach, being front of mind, reinforcing brand, creating or changing perception, often called 'brand marketing'	Digital paid media (all) Social (owned, earned) Broadcast Physical event/venue	Digital Advertising & Branded Content Strategy & creative concepts, digital campaigns, branded content; eg 'hero' films, content series, cutdowns for promotion
Consideration Deepening engagement, finding out more, sometimes called as 'demand generation'	On site or platform (owned) Digital Paid media (selective) Email/sales	Depth Content & Campaigns e.g. Retargeting, content series, educational content, case studies, expert podcasts, benefit led content
Conversion Taking specific action to achieve a brief, sometimes called 'demand conversion', also 'performance marketing'	Digital paid media Paid/organic search 121 Sales	
Retention Retaining customers, reducing cost to serve customers or increasing value of customers	On site Email/sales Social (owned)	Support Content e.g Explainer videos, How to's...





Thank you

Get in touch to see how we can help explain
your offering in a creatively charged way.

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