

BigSmall.

The work⁰³





How do we launch yet another streaming service into a world full of content?

6 weeks to go Small

Recognising that the world doesn't need more content.

A paradox of choice is at play.

Our audience research identified an opportunity to create a more personal, intimate, curated viewing experience.

The point

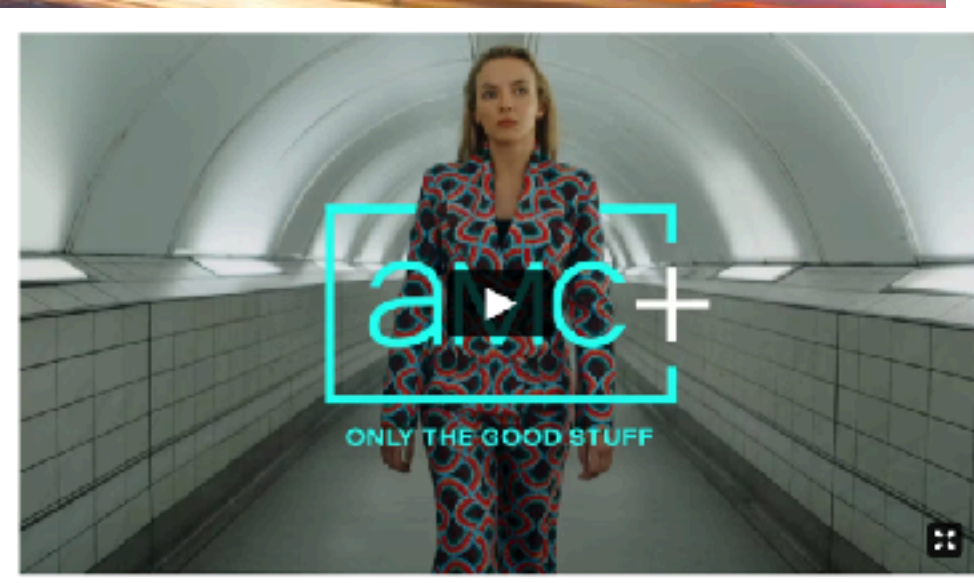
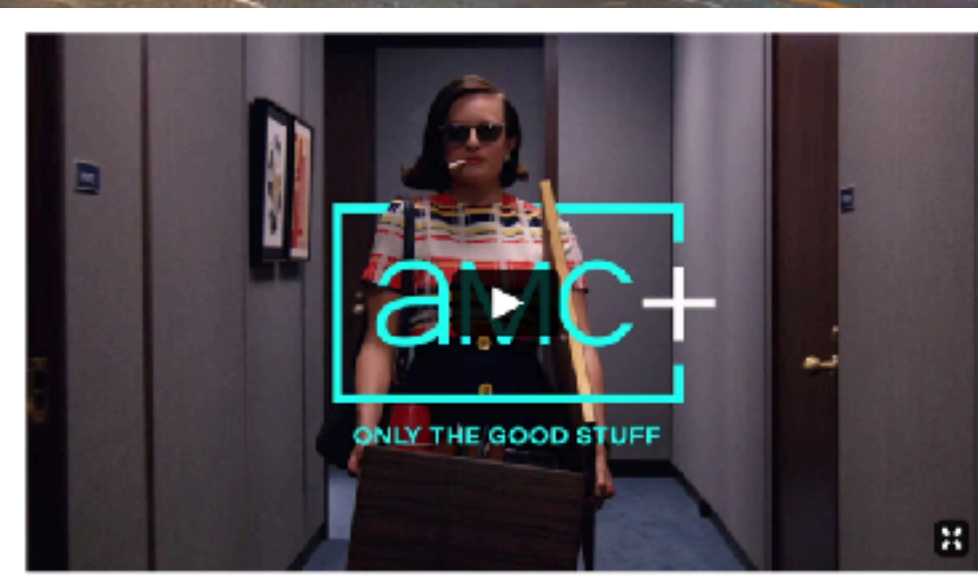
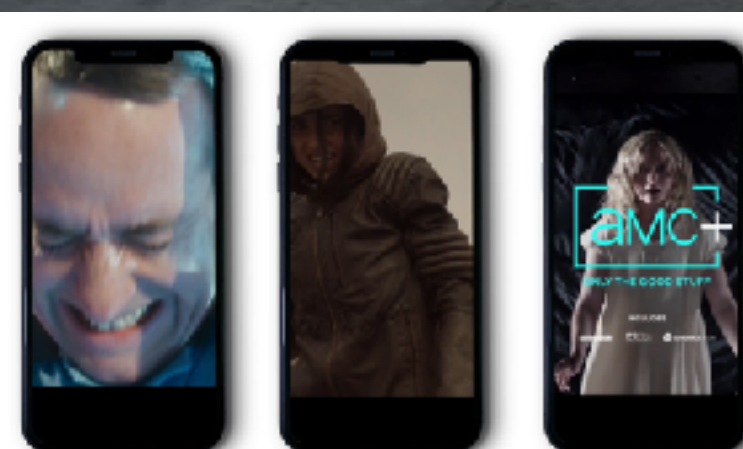
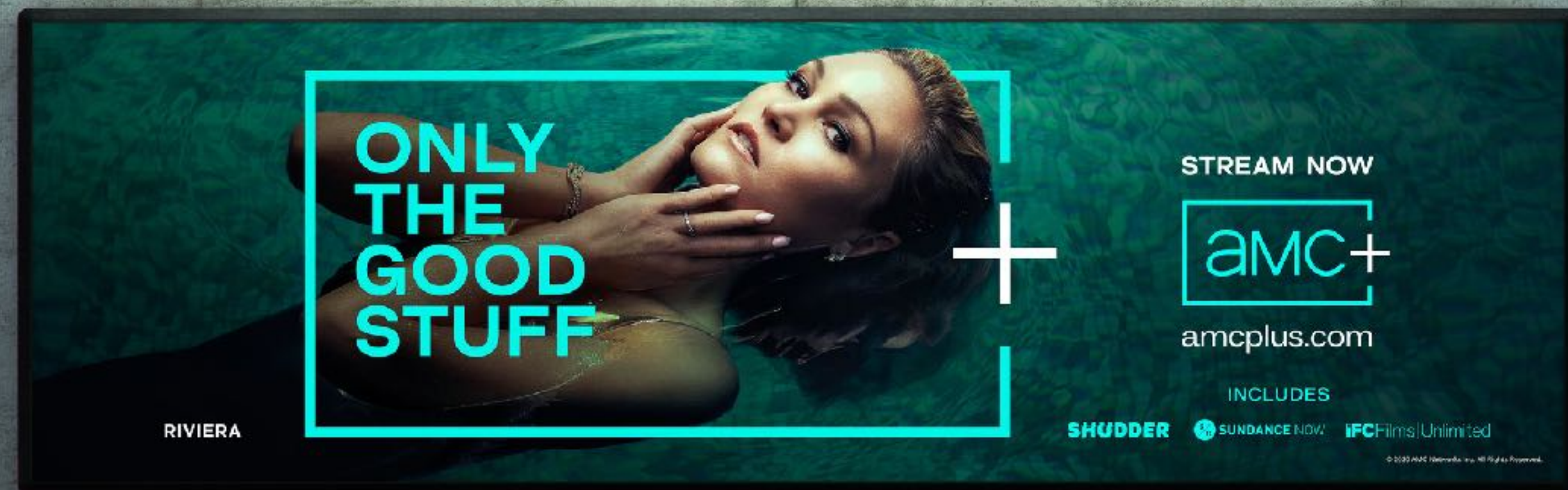
Only the good stuff

You don't need more stuff, you need the good stuff.

6 weeks to go Big

A new logo and brand identity followed by a full launch campaign from idents to 60" showcase TV spot.

Targeted content specifically created for fans of specific genres including horror, arthouse and true crime.







Watch

Over 6m streaming subscribers in Q4 put AMC+ well ahead of targets and Wall Street expectations.

AMC+ EARNINGS BEAT STREET. STOCK PRICE POPS.

[deadline.com](#) headline on AMC Networks fourth quarter earnings report.

A large, solid yellow circle is centered on a dark gray background. Inside the circle, the word "CANNARAY" is written in a bold, black, sans-serif font.

CANNARAY



CANNARAY

How do we cut through the mystery and confusion to open CBD up to everyone?

6 weeks to go Small

Making CBD seem as normal as cornflakes.

Bringing CBD out of the darkness and into the light.

The point

Everyday Liberation

Life-changing day by day.

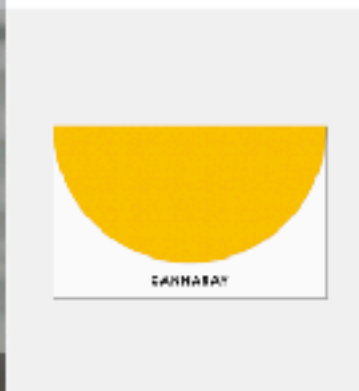
The euphoria of getting back to normal.

6 weeks to go Big

Brand identity refresh and new packaging designs.

Celebrity partnership brokered with Claudia Winkleman.

Integrated campaign across TV, social, website and PR.





Watch

UK’s leading CBD Brand

Q1 2022 trading running 11% ahead of budget.

Listings secured with all major UK retailers - Holland & Barrett,
Tesco, Asda, Morrisons, Waitrose.

Web traffic up 1000%

Average Order Value through eCommerce up 64%
since launch of campaign.

Just announced reverse takeover of Cellular Goods which will
propel the business onto the London stock market.



PAWS



How do we go from credible business to famous brand?

6 weeks to go Small

From product hub to personalised service.

The point

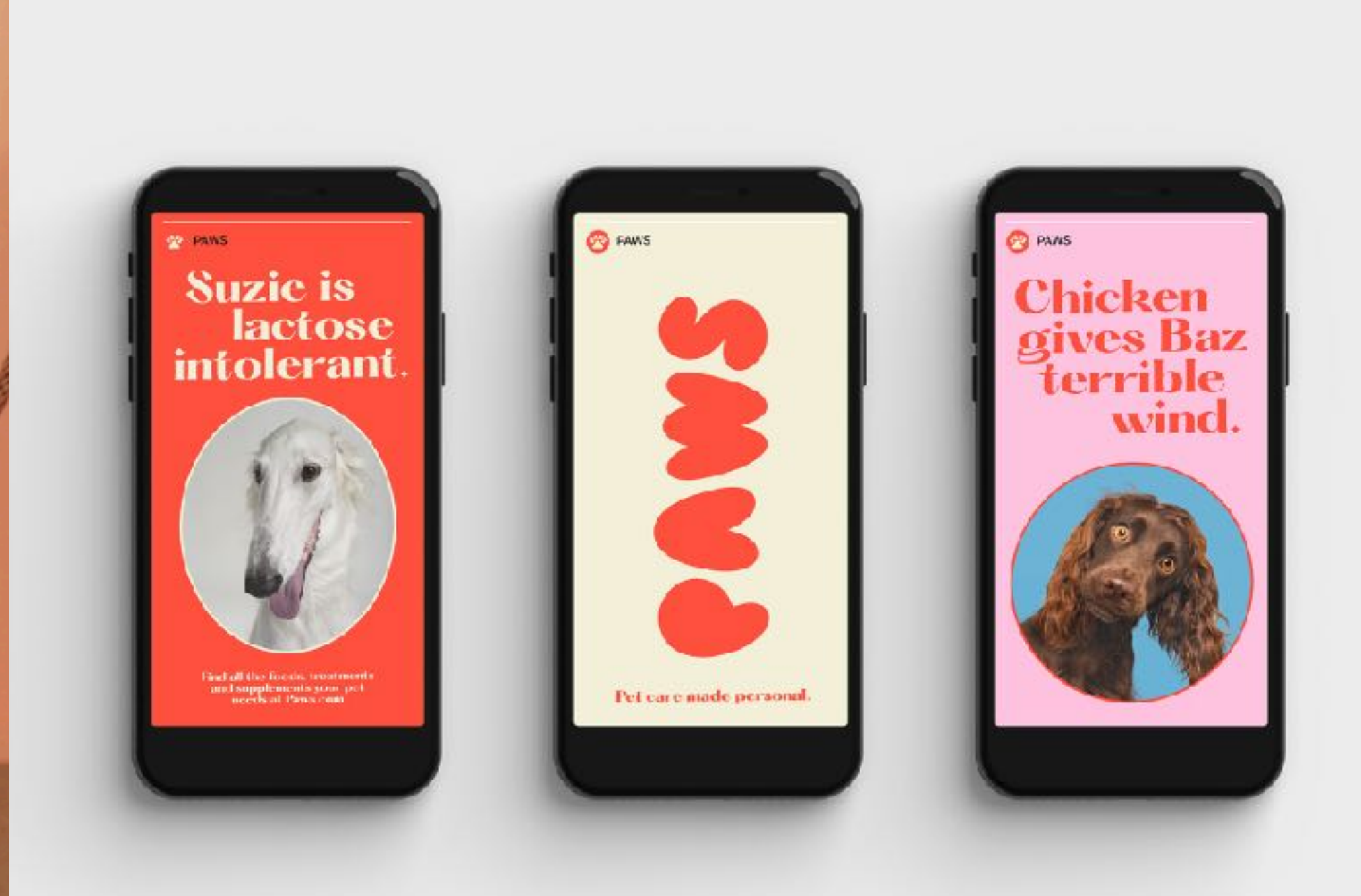
Pet Care Made Personal

Personalised pet care for every pet.

Giving pet owners the personal service they need to feel understood and empowered.

6 weeks to go Big

Bringing the new brand strategy to life for customers with Paws first major creative campaign. Creating a full suite of assets to power Paws communication for the coming months, featuring a wide range of charismatic pets. TV, radio, social outflows and digital executions.





Watch



Watch

Impact

A new force in pet care

Households seeing the ads 32% more likely to purchase.

Over £250,000 incremental revenue generated through Sky channels alone.

Dogs everywhere barked at the telly.



Stanley and Pie went crazy for Yoko in this clip sent in by a viewer.

Virgin
active

A woman in boxing gear, including red gloves and a grey tank top, is shown in a boxing stance against a red background. The Virgin Active logo is visible on the left side of the image.

Virgin
active

How do we get people off the sofa and into our health clubs?

6 weeks to go Small

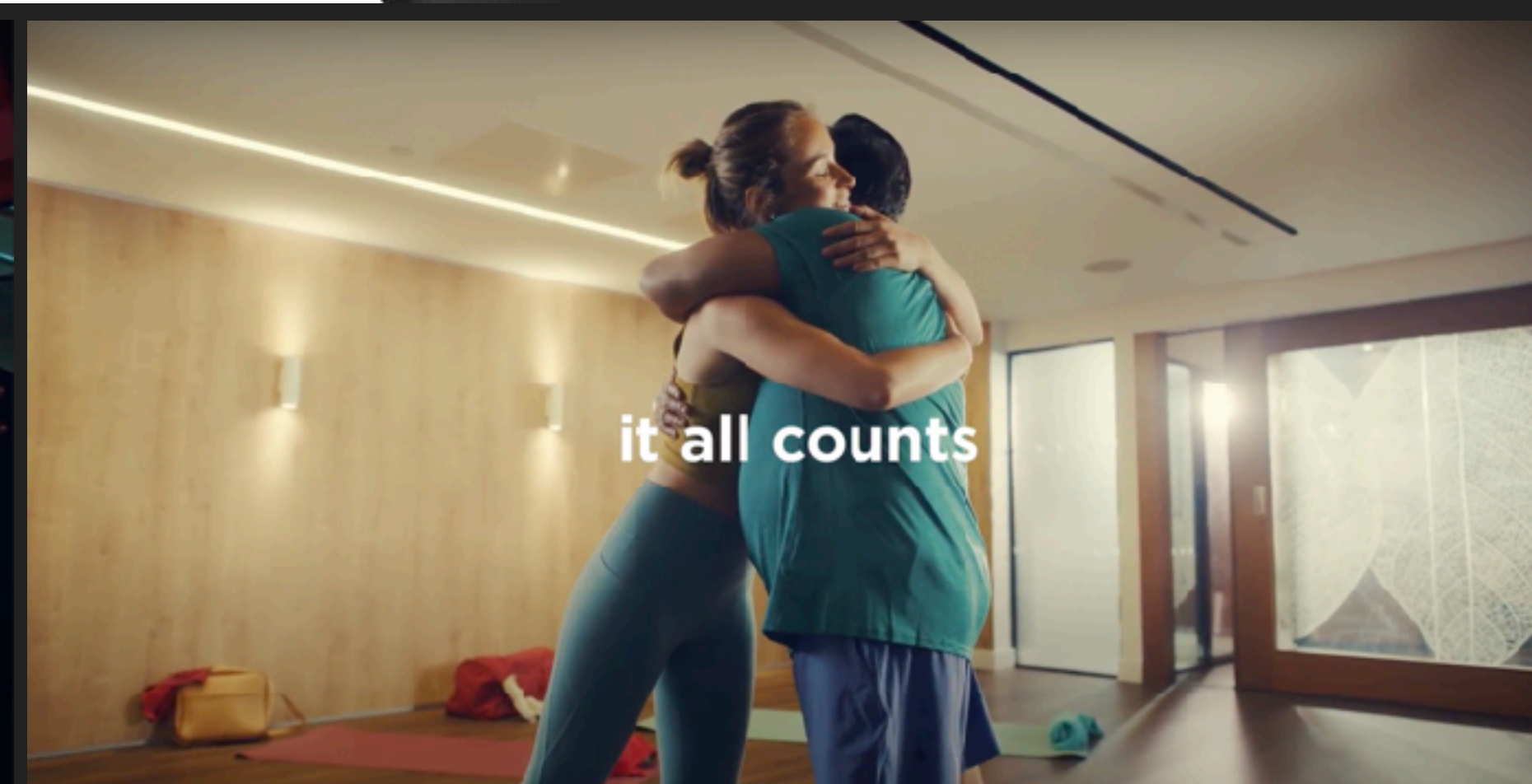
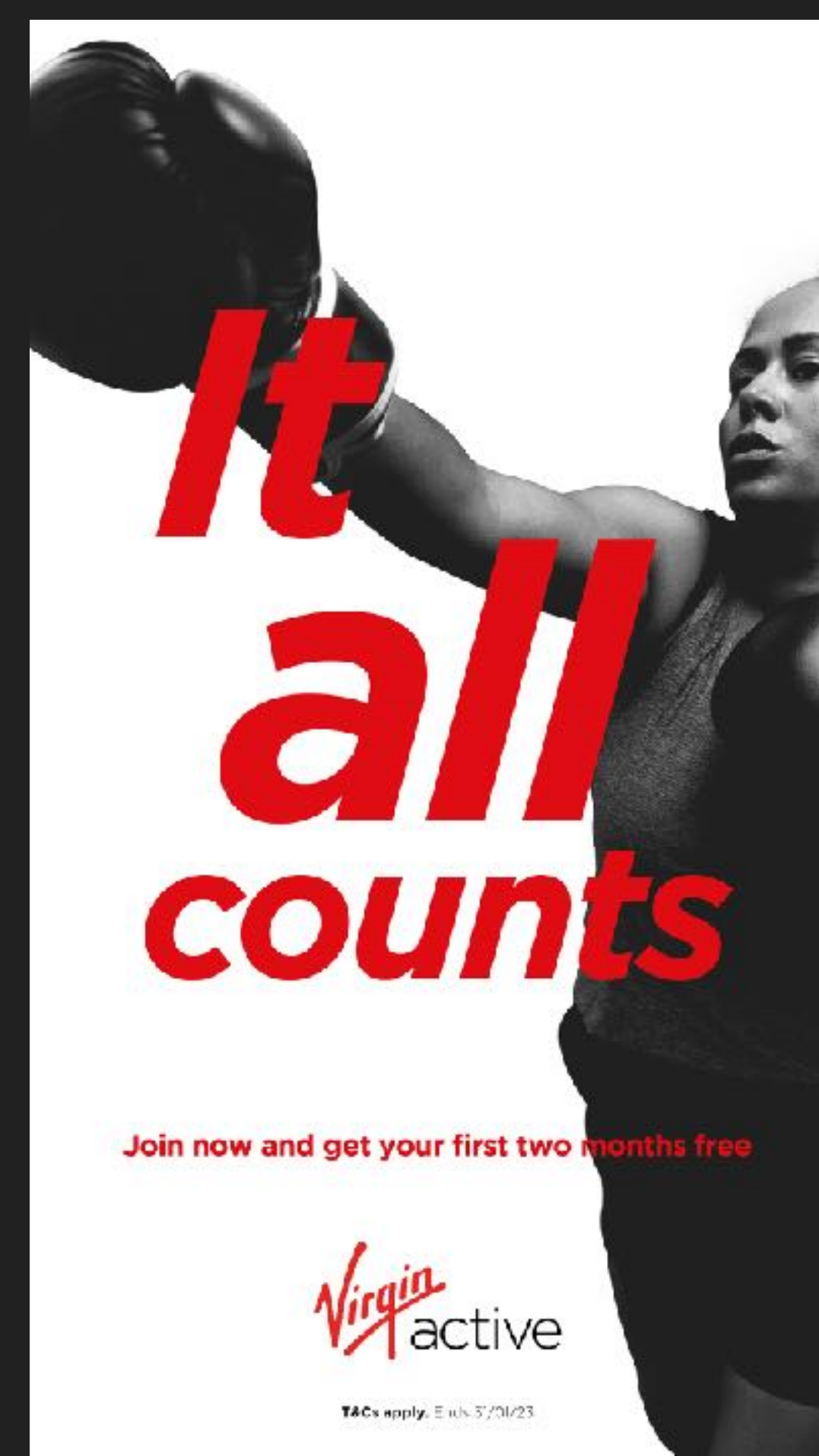
Understanding the Virgin Active value proposition and how this connects to audience motivations and the barriers that stop them joining a gym.

The point

Whatever gets you moving, it all counts.

6 weeks to go Big

Bringing the point to life for customers in a new brand campaign. Creating a full suite of digital, TV, cinema, radio and outdoor assets..





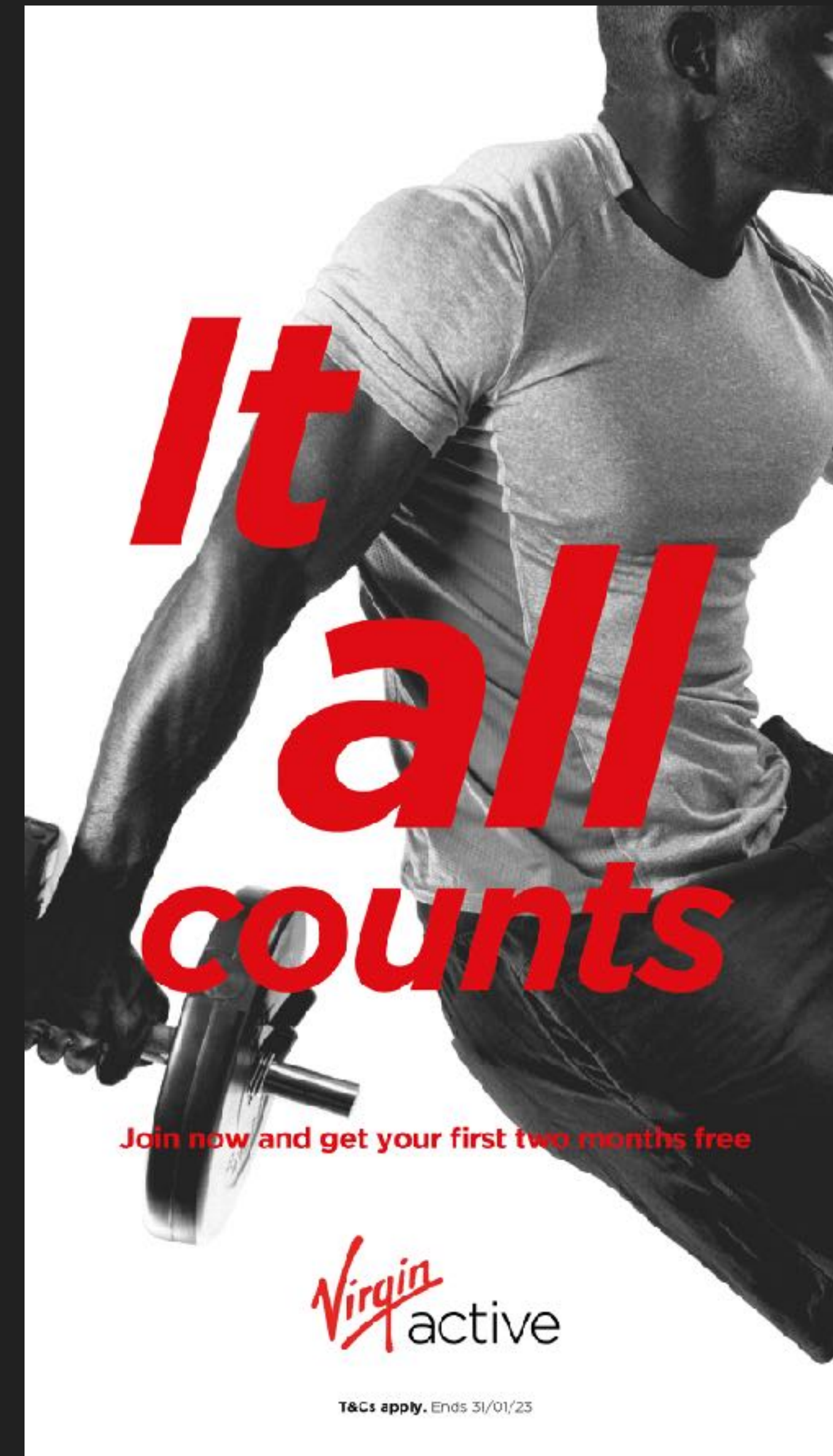
[Watch](#)

Best ever January & February sales

Record sign-ups of new members helped Virgin Active to an outsized share of the market in the crucial New Year period.

January sales 11% over budget.

February sales 14% over budget.







How do we protect ourselves from Spotify and launch on the Nasdaq in a big way?

6 weeks to go Small

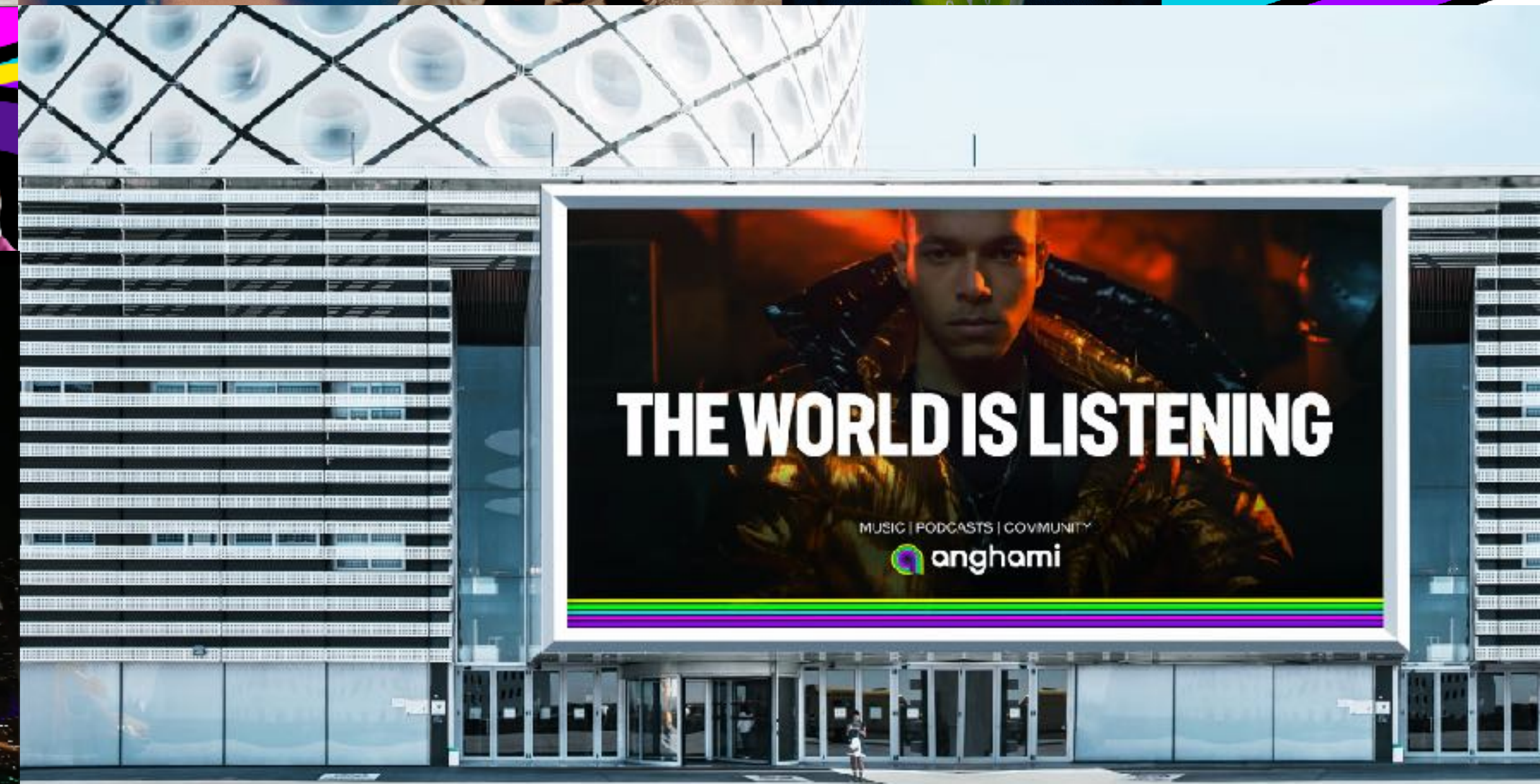
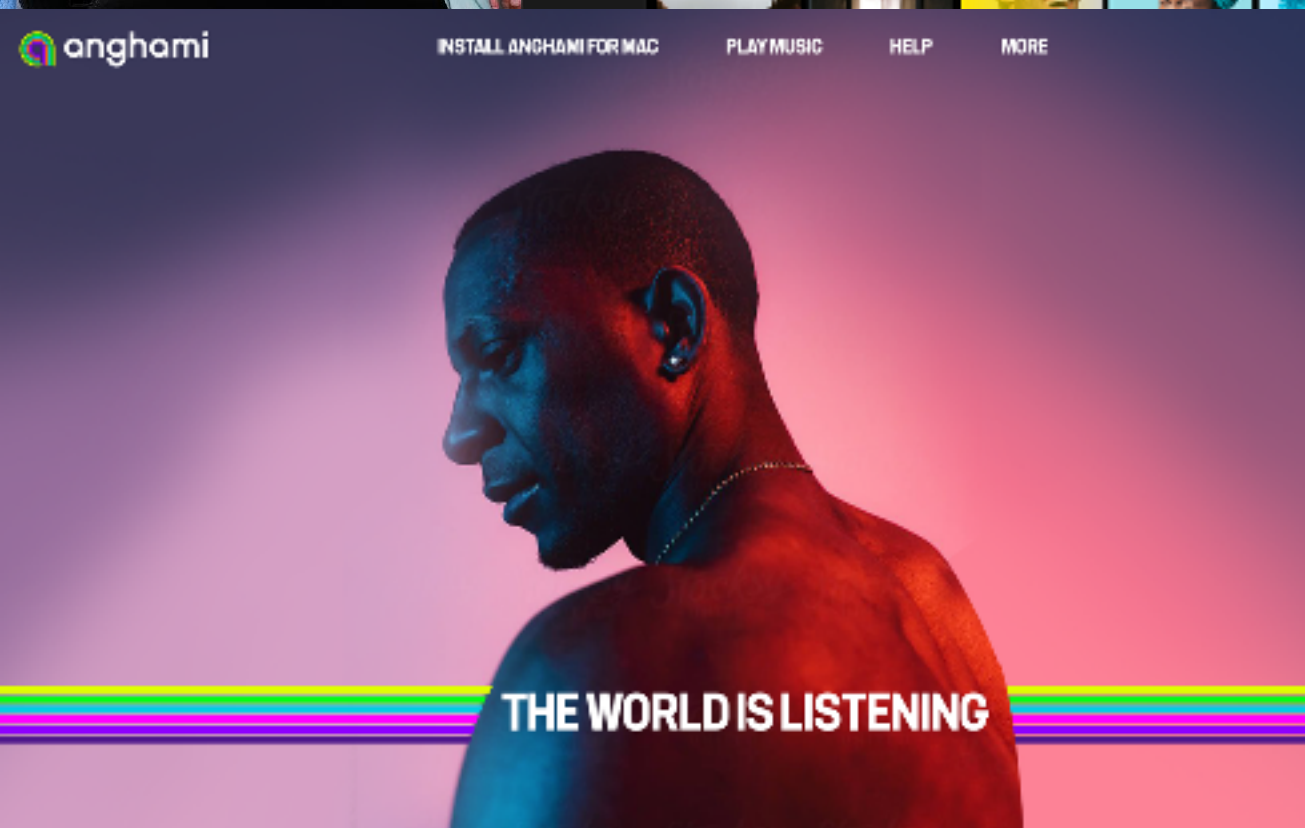
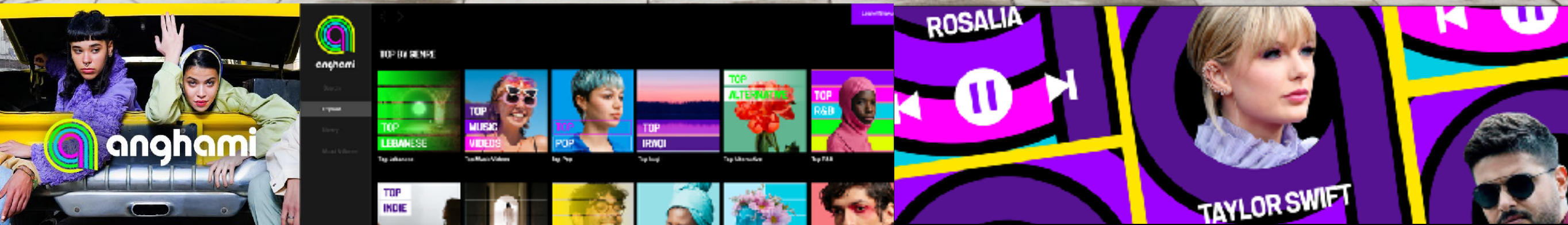
From listening service to creating and sharing platform. Putting Arabic artists on the world stage and encouraging the next generation of Arab youth to share their voices.

The point

Share your voice. The world is listening.

6 weeks to go Big

Bringing the point to life with a visual identity system inspired by the idea of a travelling voice. A complete reinvention of the brand from logo, wordmark, tone and creative comms to the way music is presented on the app and social media channels. Exclusive new relationships with young Arabic artists and the creation of a signature 'World is Listening' track and film.



The first Middle-Eastern tech business to launch on Nasdaq

Share price tripled on Nasdaq launch.

23% year on year revenue jump in Q1.

Download our podcast to hear direct from founder [Elie Habib](#)



REUTERS®

My View Following Saved

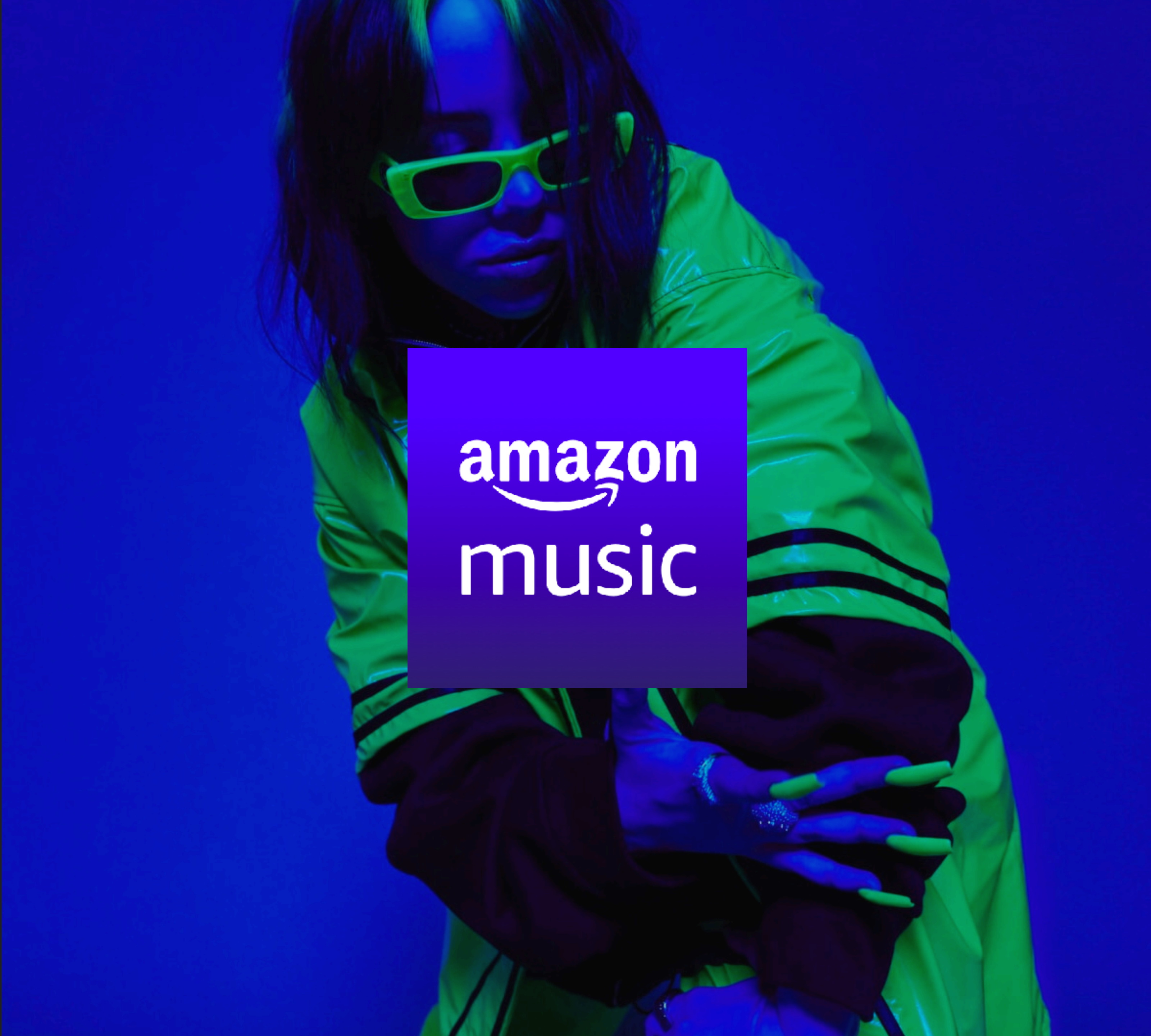
Spotify rival Anghami skyrockets over 80% in Nasdaq debut

Reuters1 minute read

Feb 4 (Reuters) - Shares of Anghami Inc (ANGH.O) soared more than 80% in their Nasdaq debut on Friday following the Middle East and debut on Friday following the Middle East and (ANGH.O) soared more than 80% in their Nasdaq

Feb 4 (Reuters) - Shares of Anghami Inc





amazon
music

What role can we credibly, authentically play in music?

6 weeks to go Small

Shifting mind-set from music distributor to all-out audio entertainment. Using the immersive power of Amazon. Finding the joy in an industry that can take itself too seriously. From playing it cool to being playful.

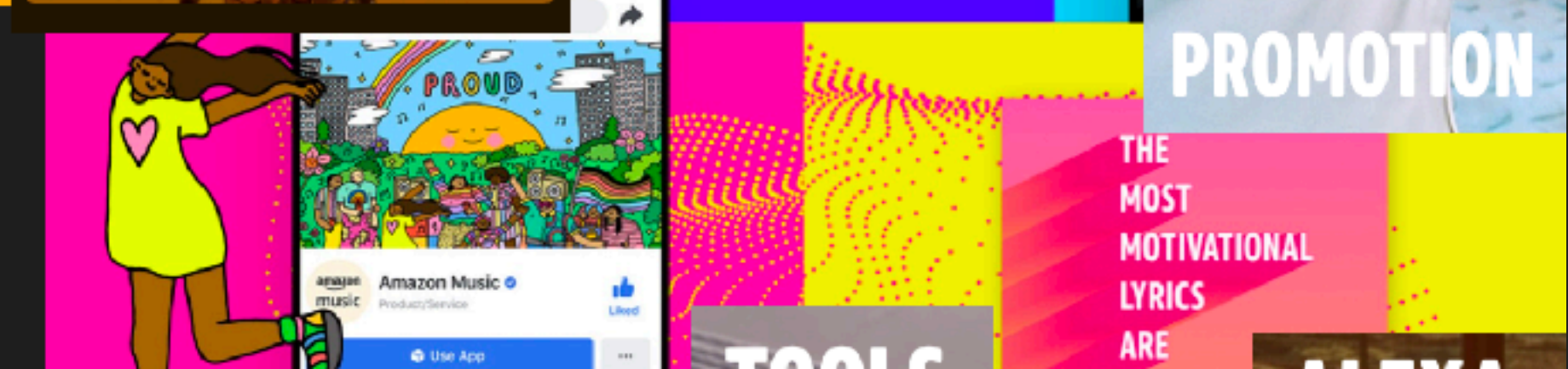
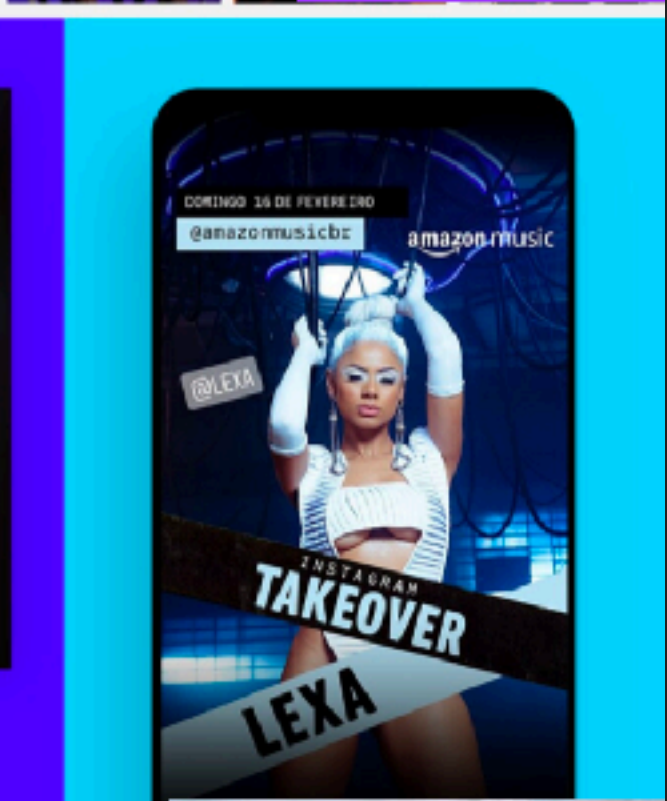
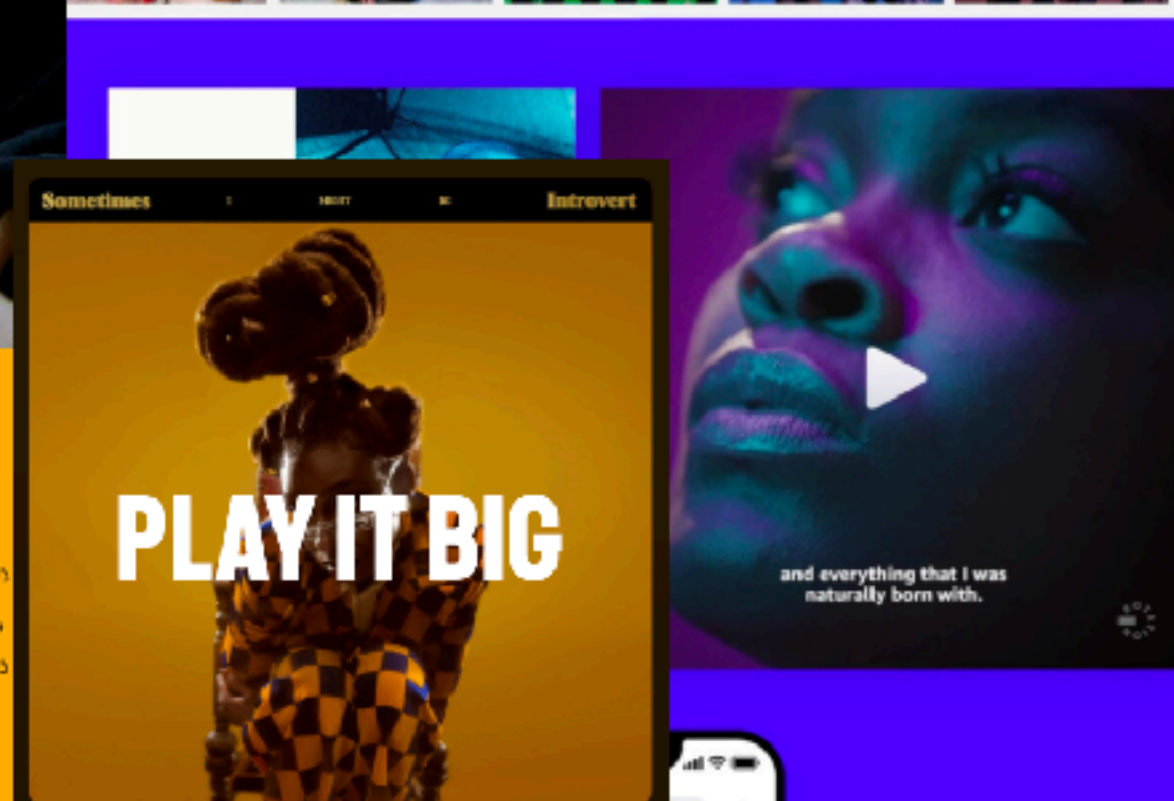
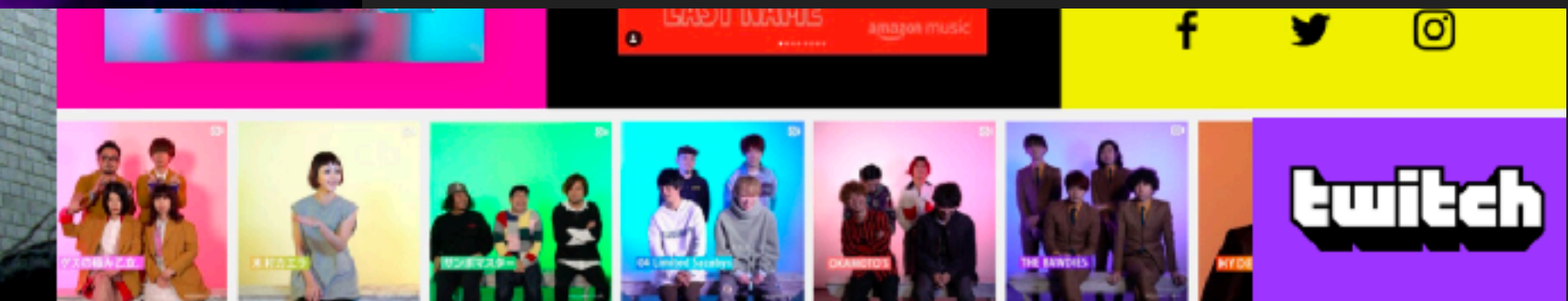
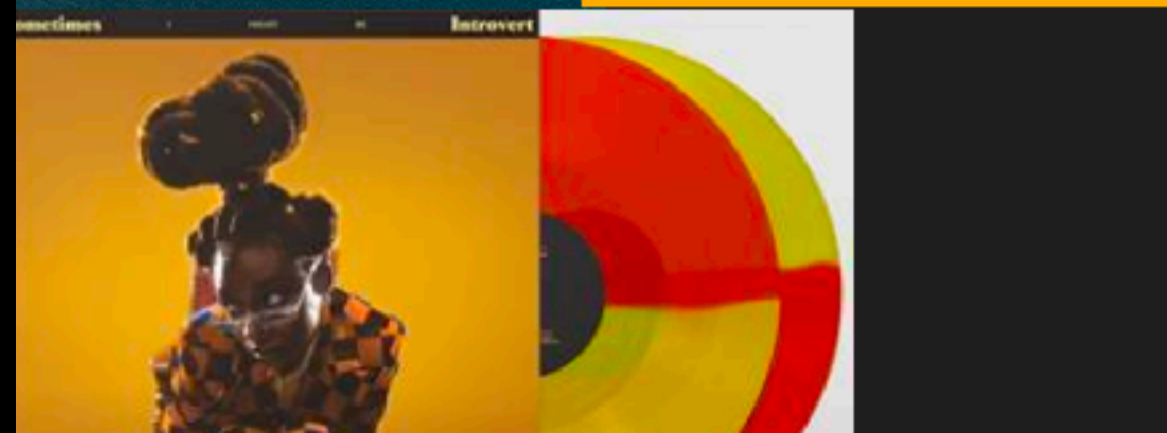
The point

Play it Big

Music experience on a whole other level.
Putting smiles on 200 million faces.

6 weeks to go Big

A new approach to music developed into a brand narrative, social creative and full social editorial guidelines. Giving Amazon Music a unique character and approach in a highly competitive market.



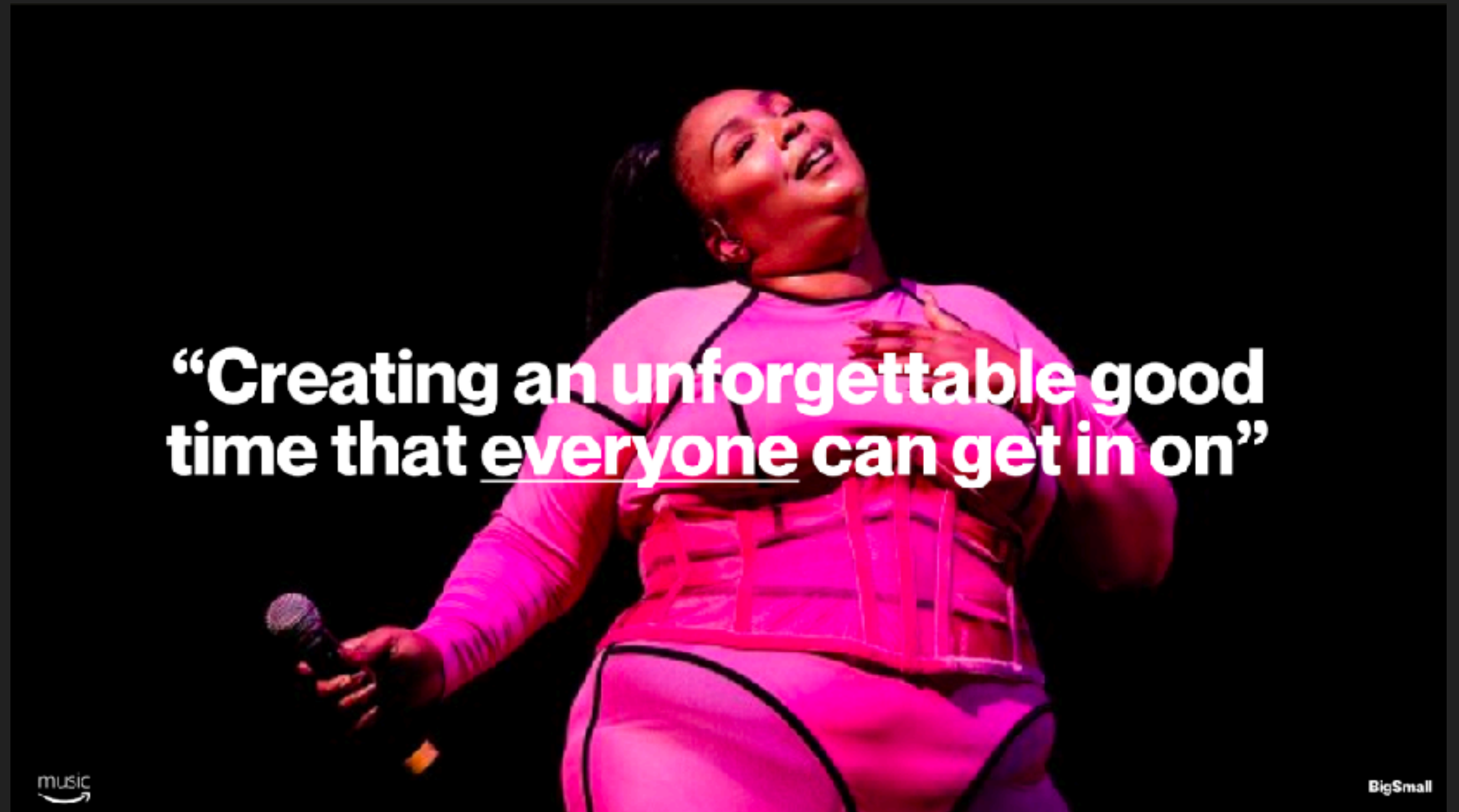
Impact

Shackles off. Time to Play it BIG.

A team united around an idea and a new attitude.

Freedom for creators in the team and agency partners to go and create, to try new things and see what works.

A new brief for how the brand interacts with talent. Less passive and more proactive: “We are on a mission to put 200 million smiles on people’s faces - want to do that with us?”



TWININGS



How do we double the size of this 300 year old business in the next 7 years?

6 weeks to go Small

A mind-set shift from tea maker to modern wellness brand.
An expert in how to get the most out of nature and an expert in what nature can do for people's lives.

The point

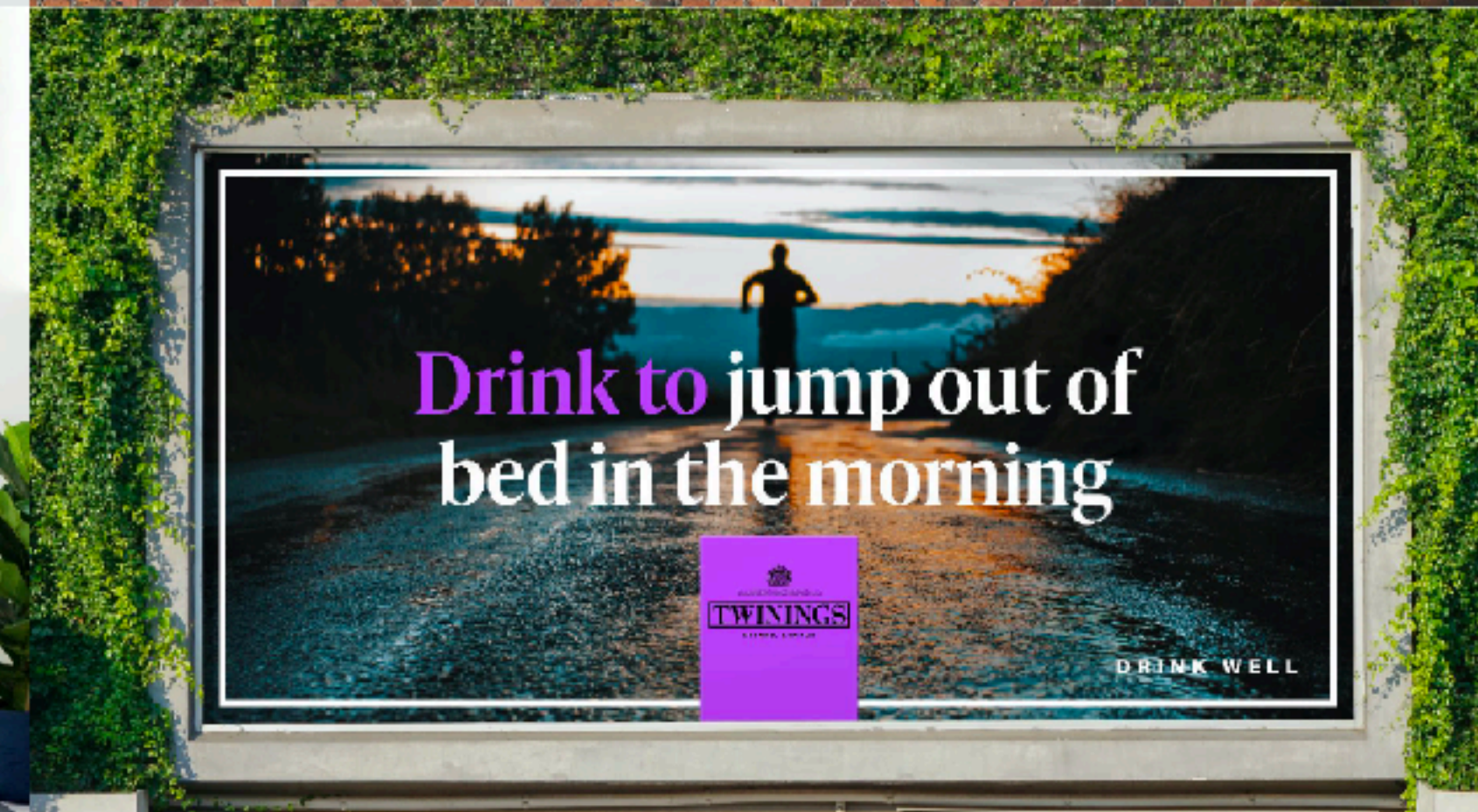
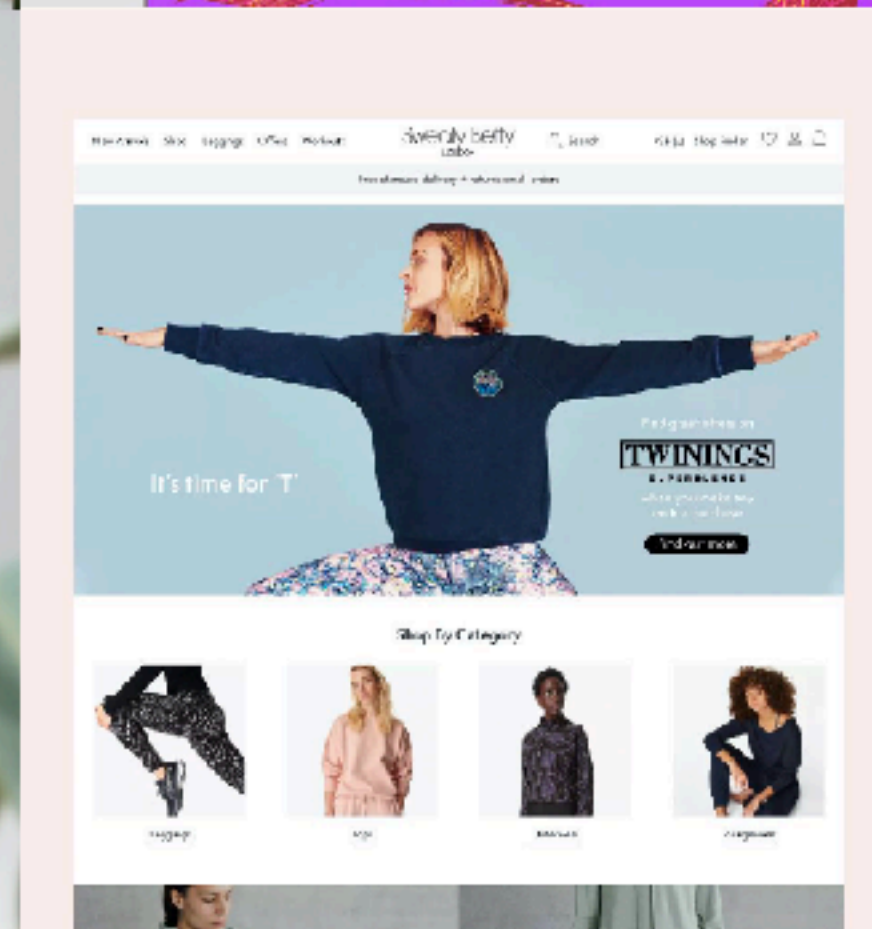
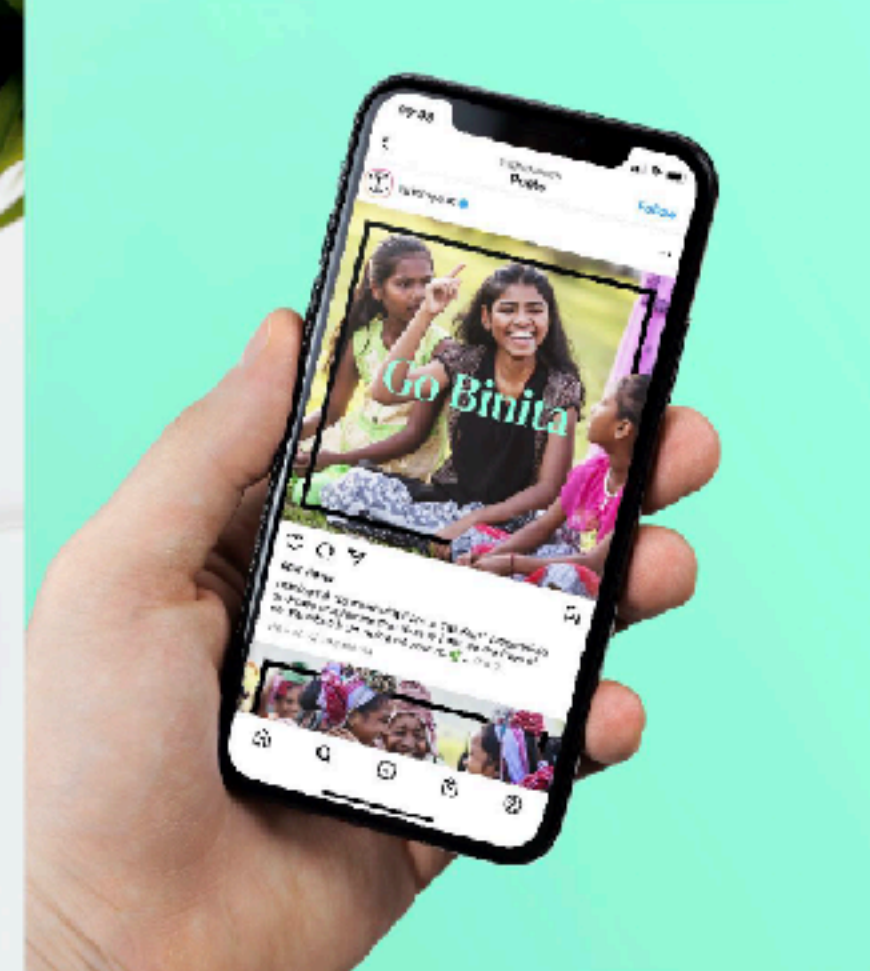
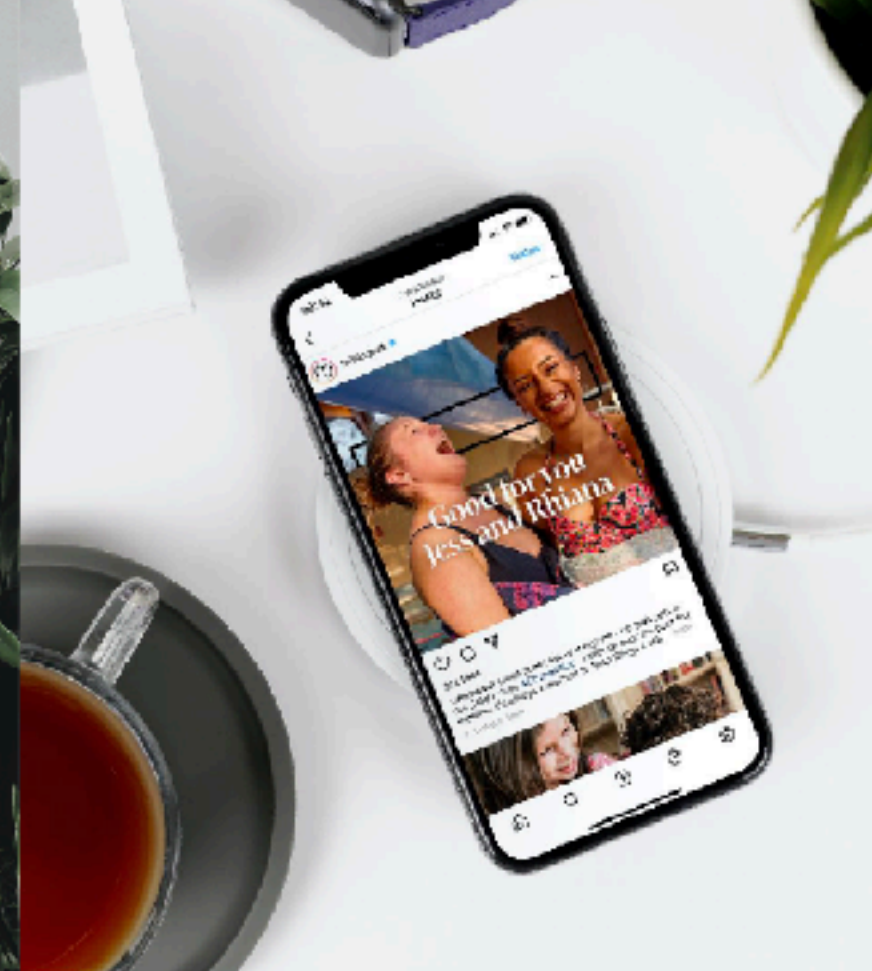
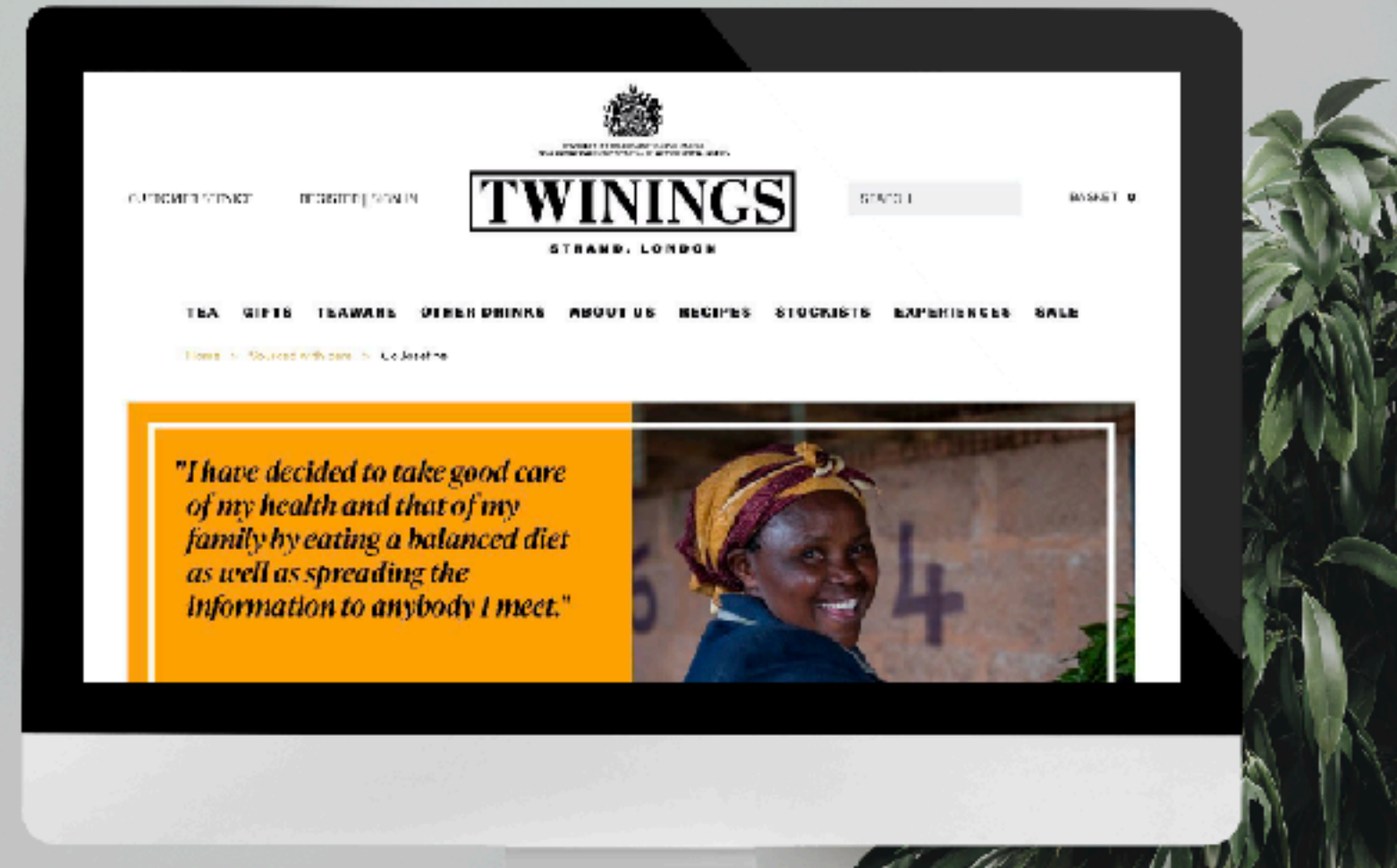
Full of Life

Harnessing all that is in nature to empower you to get the most out of life.

6 weeks to go Big

From brand strategy and identity to ideation across the entire business. A new vision for how to express the brand together with a new visual identity and tone.

Social Guidelines - content pillars, principles and examples.
Go Big Ideation across all aspects of the business - 50+ new ideas across products, packaging, live experiences, ESG initiatives and PR stunts.



**The world of wellbeing
is complicated**

Watch

Impact

A unified, modern wellness brand

A core brand idea and newly defined purpose reframed Twinings from a tea maker to a brand that helps people to make the most of life.

A new brand identity (both visual and verbal) was created to reflect a brand that is full of life.

A social content strategy was developed to lead a complete overhaul of digital communications in-line with the new brand strategy.

The brand purpose is embedded as a guide for all brand actions, from future product development to community events and ESG initiatives.



7Wise



Owning a powerful territory in the crowded financial services space.

6 weeks to go Small

Listening to customers: “it’s my money, I should be able to use it wherever I want.”

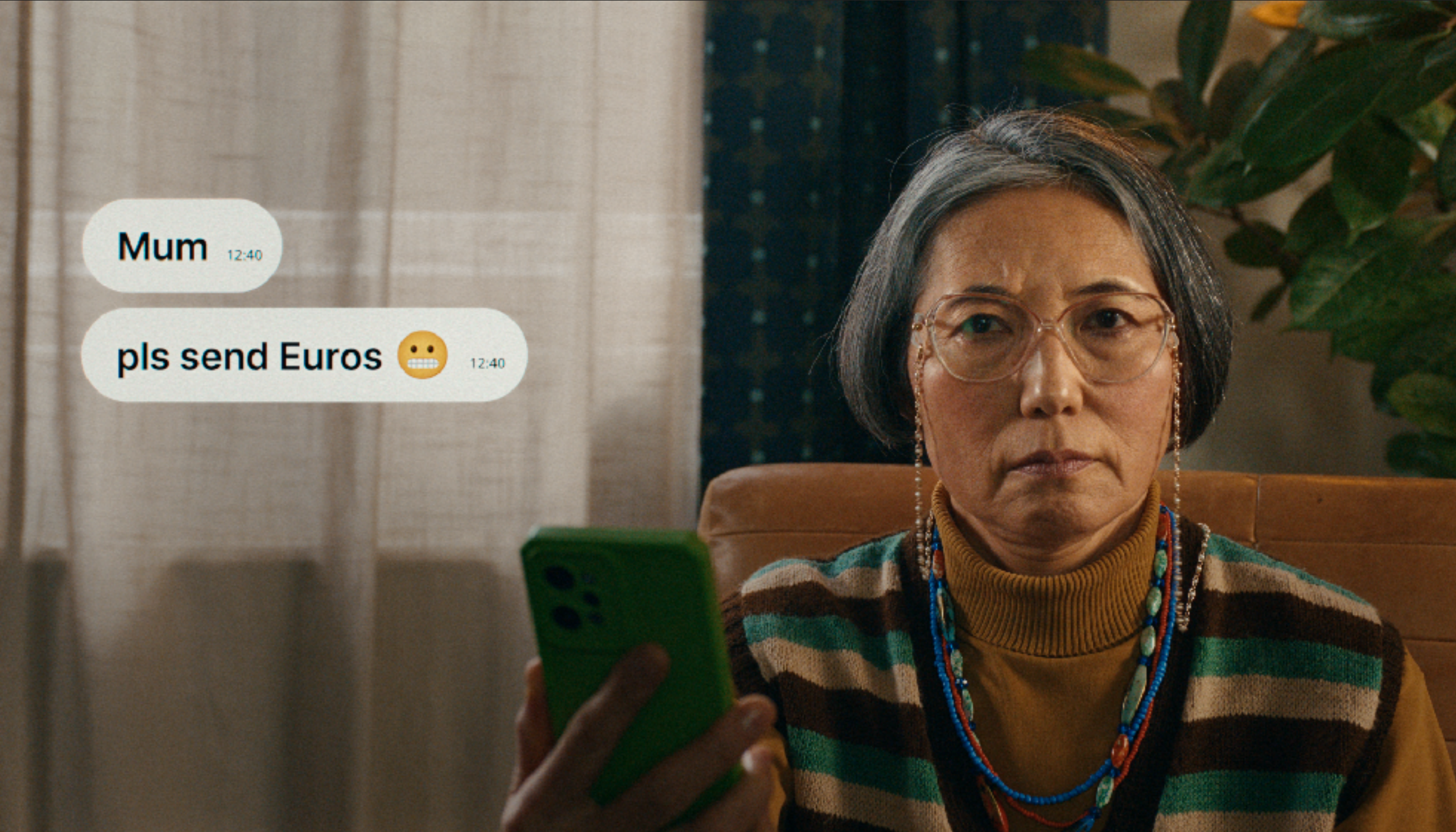
The point

Your Money Anywhere

The app for doing things in other currencies.

6 weeks to go Big

Global campaign - Tina's Gone International



Latest global creative from BigSmall. ★★☆☆☆ - David Reviews.
"Stony-faced but seriously cool" - Campaign

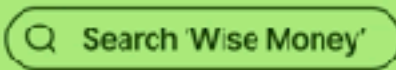


Watch at bigsmall.works

Wise

YOUR MONEY ANYWHERE

The app for doing things in other currencies



Country restrictions and T&Cs apply. Visit wise.com for more information.

Wise

STILL USING YOUR BANK



Country restrictions and T&Cs apply. Visit wise.com for more information.



HEY

Wise

YOUR MONEY ANYWHERE

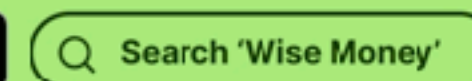
The app for doing things in other currencies



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Wise



Country restrictions and T&Cs apply. Visit wise.com for more information.

max



Pan-European launch of Max into 22 countries.

6 weeks to go Small

Working with Warner Bros. Discovery to identify killer global and local content.

The point

Don't just watch, feel.

Content that goes beyond passive viewing to make you feel fear, excitement, calm, magic and wonder.

6 weeks to go Big

Development of three alternative creative approaches to the central point. Finding a structure that could allow for localisation without resorting to the 'sizzle reel' approach. Production of winning route and selection of music track 'Home' by Good Neighbours - which has now had over 200 million streams.



One point. One idea. One production.
22 countries.



Watch at bigsmall.works



**An organisation
with a step-change
ambition**

An entire global strategy shift

From service
delivery to
systemic change
that transforms
hundreds of
millions of lives

**A brand platform strong
enough to carry that scale
of ambition.**

From multiple messages
to one thing the world
could grab

Three steps to getting there

**40+ Global stakeholder
interviews**

Donor insight

Category audit

Territory exploration

Why / What / How definition

- **A joined-up story**
- **From complexity**
- **to one organising idea.**

The Point

Change starts with water

Not a campaign line.
A strategic truth.

Without water, sanitation and hygiene
we cannot move forward as individuals or as a society

Water is the foundation.
Everything else builds from there.

What that did

It aligned:

Emergency response.

Long-term systems change.

Advocacy.

Partnerships.

One idea.

Run across everything.

6 weeks to go Big

We didn't stop at the line.

We:

- Built the narrative
- Defined tone of voice
- Developed campaign thinking
- Created a global brand film
- Equipped teams to activate

From strategy
to action.

The shift
From:
Respected NGO
To:

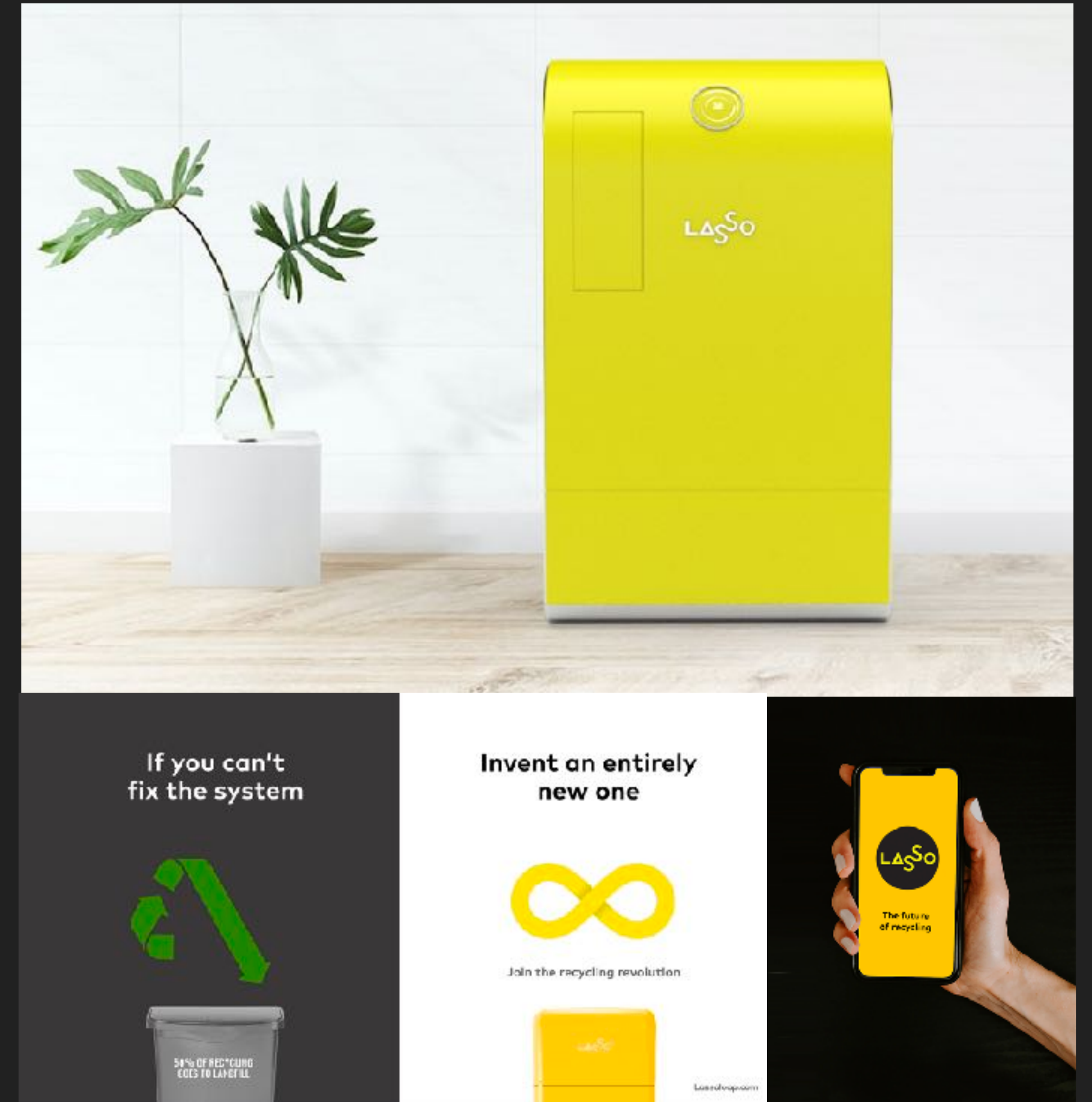
The organisation uniquely placed to bring the world together around water
From many messages
to one unmistakable truth

04

Questions being answered right now

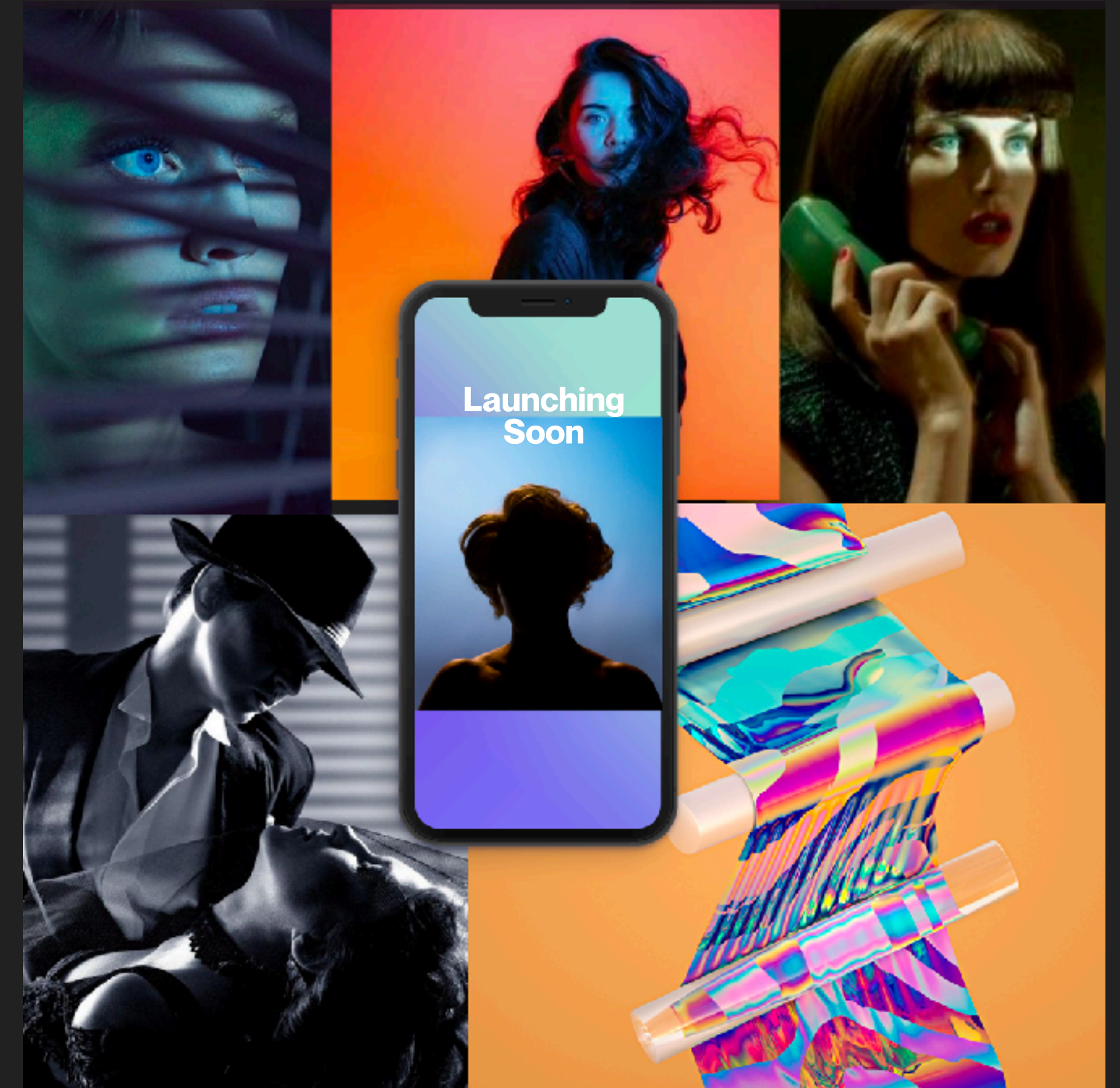
Questions being answered right now

If we can't fix a broken recycling system, can we invent a new one?



Questions being answered right now

How do we launch the Netflix of reading?



Questions being answered right now

How can we shift the business from educational content creator to holistic learning platform?



Questions being answered right now

**How does a linear TV
network survive in a world
full of streamers?**



Questions being answered right now

**Is it possible to create
a totally new kind of
global gaming franchise?**



The last word⁰⁵

Nice things our clients have said about us

“A uniquely talented and highly collaborative team who bridge the gap between brand consultancy and creative expression. BigSmall are everything they claim - their 12 week programme is truly transformative.”

TOM FURR – CHIEF MARKETING OFFICER





“BigSmall is much more than a traditional agency. They distilled an enormous amount of information to articulate a positioning that we can uniquely own. They then engaged with our team so that we already have 100+ team members excited and ready to act on it.”

ROBYN TANG, VP MARKETING, NICKELODEON

nickelodeon

BigSmall

“As a fast-growing start-up we needed to make a big impact quickly and ensure our marketing strategy and activation was bold and unified. BigSmall have been the perfect partner. Their expertise and agility across strategy, visual identity and brand comms has helped us to deliver a world class integrated launch for Cannaray CBD.”

TIM CLARKE – CHIEF MARKETING OFFICER

CANNARAY



“BigSmall’s talent base is world class. Top level thinkers, designers and creatives working in partnership with our team. They are everything an agency should be.”

LIN OH – PRESIDENT OF YONDER @ WEBTOON ENTERTAINMENT



“ BigSmall are true brand partners. They listened and learned and landed sharp, inspiring strategy for both AMC+ and BBC America, and then worked side-by-side with our team to move that strategy into action. ”

KEVIN VITALE, SVP CREATIVE MARKETING AMC NETWORKS



“BigSmall are a class act. They became a true partner to us as we repositioned the Anghami brand for our Nasdaq float, helping us get to the point of our brand, then bringing that to life with stunning design and creative.”

MARY GHOBRIAL, CHIEF OPERATIONAL & STRATEGY OFFICER



“ BigSmall are just what they say on the tin. BIG in thought, BIG in passion and small in ego. Important, intelligent creative work done without any complications. I want to rethink all our brands just to continue working with them. ”

KERRY TAYLOR, EVP MTV INTERNATIONAL



BigSmall.

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