



EPiK

THINK BIGGER – MOVE QUICKER

For more information contact:

Greg Watson
greg@thinkepik.com

thinkepik.com



QUICK UP YOUR IDEAS

Fast track ideation



POWERED BY STORIES & NEUROSCIENCE



**THINK LIKE A
MULTINATIONAL**

MOVE LIKE A START-UP

IN A NUTSHELL

QUICK UP YOUR IDEAS

OUR SERVICES

- Marketing & advertising
- NPD, product prototyping & packaging
- Implicit research & neuro testing
- Brand creation & naming
- Brand positioning
- Brand identity

EVERYTHING JUST GOT FASTER

People don't know what they want, but they want it now.

We are not reinventing the wheel. We're reinventing the revolution. Innovation is everywhere. NPD gets more frequent. And everybody wants instant gratification and an instant return.

Product development cycles are getting shorter and everyone's boredom threshold is getting lower.

We've been innovating, developing, naming, marketing, branding and advertising new products for too many years to mention. Technology moves quickly but

creativity is still at the heart of it all and experience is the key to speeding up the process.

We get right to the crux of the problem. We instinctively know which ideas are worth pursuing and when you've hit on a bigger idea. (And there is always a bigger idea).

So do we have a magic formula to make getting ideas faster? Absolutely not. Creativity is an incredibly messy, unpredictable business. The messier and more

unpredictable the better in our opinion. What we do have though is knowledge of how to prepare the mind for creative thinking and to let the magic happen. And once ideas begin to surface we know how to recognise the best of them. And shape them for the market faster.

THE BIG IDEA

BEHIND THE BIG IDEA

EPIK means offering added value

EPIK means helping clients think bigger

EPIK means moving faster

We're about discovering the biggest story for your brand.

The one that drives all your marketing with its host of sub stories.

You may come to us with a brief for some packaging... What's to stop you coming up with an idea for a TV campaign?

In our experience the creative process involved is exactly the same... So why not make the most of it?

Whatever you come to us with, we think beyond the job itself to the real issue at hand. We look at the core idea that can inspire a whole raft of other applications.

Advertising, packaging new products – they all have one thing in common. They need a single-minded idea. Tales that are big enough and engaging enough to wag the brand.

Clients we've worked with:





We come from a background of traditional brand positioning. Brand Pyramids, Brand Houses, Brand Keys – you name it, we know our onions.

We then discovered a faster way to the heart of the brand is through looking at a brand as a story. Stories act on a subconscious level and deal with meaning, which is why we became interested in neuroscience, building tools that enable us to gain true 'innersights' that validate ideas and stimulate new ones.



**BRAND
POSITIONING**

STORY

**WE ARE
HERE**

NEUROSCIENCE

A PICTURE OF GOOD HEALTH

STORY MODELLING WORKSHOP

Analysing a brand as elements of a story is a fast and enlightening way to get to the heart of a product or company and stimulate concepts and ideas.

The model we use has evolved over many years, incorporating Hollywood techniques and storytelling theory.

We'll tailor workshops to explore brand positioning, new campaign ideas, product development or any area you wish to probe.

INCITING INCIDENT

Where does the story start? What event upsets the balance of life and sets in motion a series of events that make the story?

MOTIVE

What is the desire that drives the action? It's not what is happening but why it's happening.

STRUGGLES

Without struggle there is no story. If we are fighting for something we are by definition also fighting against something. What are the big issues we are trying to resolve? Who or what could that bring us into conflict with?

CHARACTER

What is the core archetype we are trying to connect with in our audience? Who are the key characters in the story? Are they real or fictional?

CONTEXT

In what kind of world does the story take place? What are the issues that a current audience can relate to and understand?

BRAND ARCHETYPE

Marketing has for a long time tried to personify brands by identifying them with a particular character. Archetypes go much deeper than that. They look at the issue the other way around. What part of an inborn human need or desire does a product or service satisfy? Archetypes reveal our unconscious needs and desires and are used by Hollywood and big international brands to explore authentic connections with their audiences.

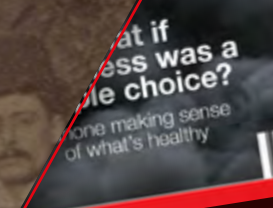


STORY DIGGING

We prepare for workshops by delving into backstories, not just of the brand but the entire category. We bring research, expertise and prospective stories and ideas (adcepts) to stimulate thinking, discussion and collaborative creativity.

RESEARCH READY

Concepts created for workshops can, with minimal tweaking, be made ready for focus groups and online research.



THE TEST OF TIME



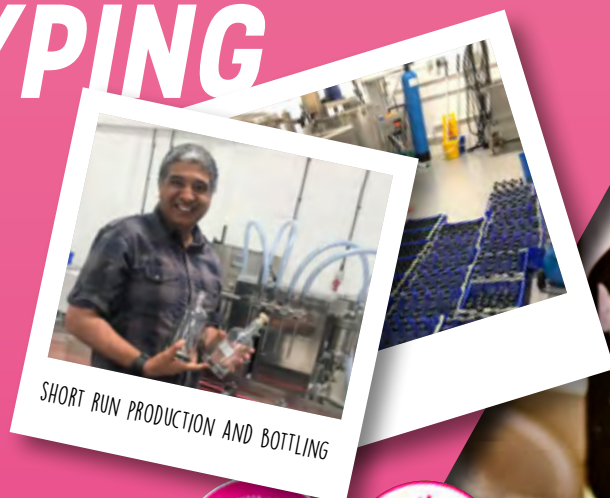
Our 'Time Cover' exercise is one of the most successful ways of exploring a brand's long-term motives. Imagining your cover story on a popular global magazine like Time or any other periodical is a much more immersive way to uncover the traditional 'mission statement' and discuss 'brand causes' or deeper motives.

TASTE PILOTS OUR FAST TRACK FORMULA FOR PROTOTYPING

From workshop ideas and concept briefs Taste Pilots has taken food concepts to market within 6 months. We have developed new food ideas for global food corporations like **Kraft Foods** and **Hormel Foods** in Europe, the US and Asia, and novel drink concepts for **The Coca-Cola Company**.

With our commercial food scientist and food and drink partners we can help formulate your kitchen idea for the commercial market in our short run factory, name it, brand it, package it and get it ready for the shelf. We can start with a blank sheet of paper or help you experiment with your own ideas for NPd.

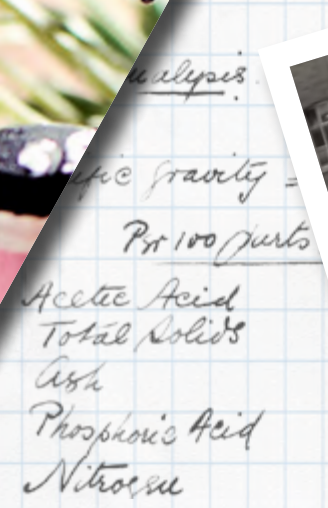
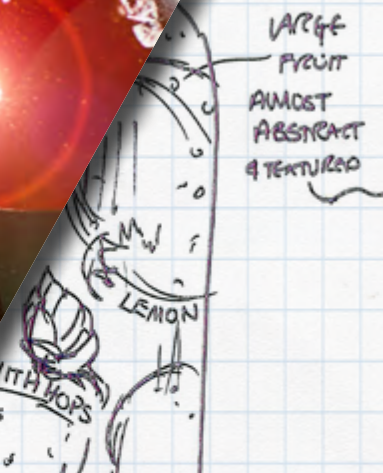
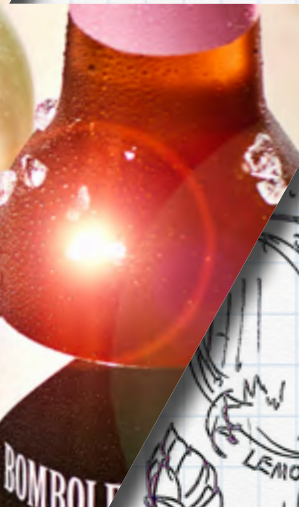
We don't stop at food and drink. We can also offer inspiration for novel extensions into other products or even apps and games.



SHORT RUN PRODUCTION AND BOTTLING



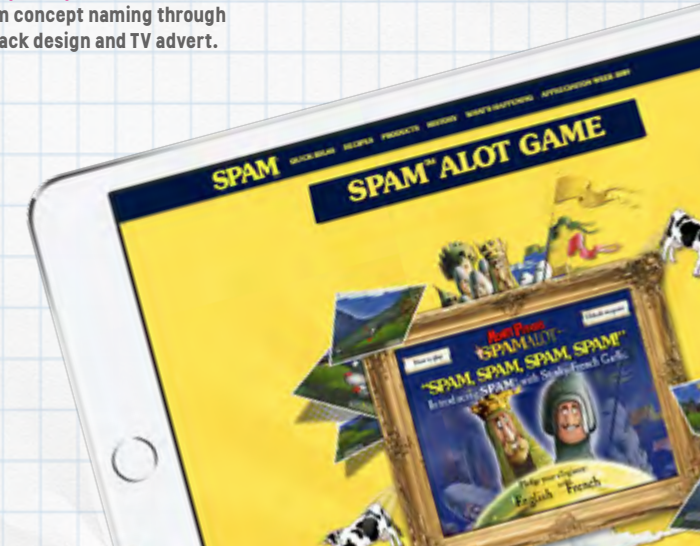
Bomboletta.
One entrepreneur's
vision realised.



ROADSHOW



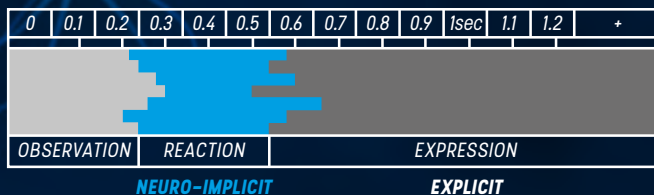
Danepak Rapid Rashers.
From concept naming through
to pack design and TV advert.



KNOW WHAT CONSUMERS ARE REALLY THINKING

Mindshot is EPIK's proprietary neuroscience tool developed in conjunction with neuroscience specialist Split Second Research. Mindshot uses implicit reaction time to offer the quickest most cost-effective way to test subconscious attributes.

MRI's and other measurement techniques are expensive and can't offer the quick results you need in everyday marketing. Measures like facial expression and eye tracking are providing good clues but nothing seems to be as convenient, as unobtrusive, or as successful at predicting consumer intention as Implicit Reaction Time tests.



MINDSHOT



⚡ It's not possible for shoppers to make a considered rational judgment for every item of display in a store it would simply take too long. ⚡
MARI (Marketing at Retail Initiative)



Gather insight
 Implicit Reaction time tests have a huge range of applications and can be used to gather insights on social attitudes and personal biases.

We can provide Creative Concepts, Test Packaging and NPD ideas for testing.



Get answers in as little as 48 hours
 We can build, distribute and analyse Implicit tests faster than ever before. Tests can be built from scratch or made to mirror existing research. Tests can be distributed and completed via phone or email meaning lightning fast results.

Research to trust implicitly
 Implicit Reaction time is the easiest way to gain true, unbiased consumer reactions to:

**CREATIVE CONCEPTS
 NEW PRODUCT DEVELOPMENT
 INSTORE MARKETING
 PACK DESIGNS
 PRICING STRATEGIES**

Getting into subconscious coffee cues for The Coca-Cola Company.

Mindshot can be distributed via phone, desktop or tablet. It's an ideal instant yardstick for creative solutions or attitude measurement over time – such as for voting preferences or other social markers.



⚡ We need to rationalise 147 water brands under 5 creative platforms... and we've got 3 months ⚡

The Coca-Cola Company



⚡ Can you turn that into a film? ⚡

WE THOUGHT BIGGER WE MOVED QUICKER

⚡ We've got to run a story workshop involving our European CMO... it's in 2 weeks ⚡



⚡ We need to create a product, prototype it and research it over 3 continents ⚡



LASTING HAPPINESS

Keeping ideas fizzing for The Coca-Cola Company

We have been rostered with The Coca-Cola Company for nearly 15 years and it is where we discovered our passion for stories. Our biggest ever story emerged from a project for Minute Maid orange juice where our positioning evolved into the Open Happiness platform for the core brand.

Since then we have worked on dozens of projects creating fast track opportunities for new drinks and research concepts and promoting new category opportunities in hot beverages. We helped rationalise the creative platforms for The Coca-Cola Company's 147 global water brands and helped to shape the functional drinks strategy for the whole European Market. We are now helping name, package and develop Emerging Brands concepts for research and development.





THE ORIGINAL CRAFT BREWER

Our project for Sarson's vinegar is a perfect example of how digging into a brand's past can reveal some hidden gems for its future-facing stories.

A visit to the factory in Middleton in Manchester became an inspiration. Sarson's revealed a world of wooden vats and provenance of ingredients that would be the envy of most craft beers. Sarson's goes through a craft brewing process every bit as complex as the finest beers. In fact they brew a hop-free ale before it's 'acetified' in Siberian pine vats, some of which are over 150 years old.

We felt Sarson's could reclaim its rightful place as a craft brewed product and re-establish itself as a premium British brand in the minds of consumers. During the course of our Story Digging we discovered a page from a chemist's notebook that led to the creation of a stronger roasted malt product that had excited customers in research and perfectly supported the repositioning of Sarson's craftsmanship.

Since then we have worked on NPD to extend the Sarson's range of authentic British Vinegars and undertaken design for the launch of sauces for the Branston Pickle Brand.



Our research identified the site of Sarson's first factory of 1794. It turned out to be at the trendiest heart of London, off Old Street Roundabout in Shoreditch, bringing 'Craft Brewing' full circle.



OUR STORY NEW PICKLE IN 12 MIN CRAFTSMANSHIP JIMMY DOHERTY VINEGAR 10



WE DON'T MAKE VINEGAR...
WE CRAFT BREW SARSON'S

Only Sarson's is matured for seven times longer for a rich and round taste. Discover how our vinegar is made below.



Sarson's vinegar is a brand that has been familiar in Britain since the Victorian era. Sarson's is now owned by Japanese company Mizkan, who with their own 19th Century heritage and range of Japanese vinegars and condiments are a perfect partner for Sarson's development. Sarson's also own Branston Pickle and Haywards Pickled Onions, two other heritage household brands.

HOVIS

THE GERM OF A MODERN IDEA

Hovis is a classic British brand with a rich history, but what was its relevance to a modern consumer beyond misty-eyed nostalgia?

This was one of the first projects where we used our story modelling to unpick history and tell a new story that today's consumers could relate to and that could drive the brand's evolution.

Richard Stoney Smith was a health pioneer who believed in the goodness of wheatgerm. He struggled for years to find a way to stabilise the germ and mix it back into the bread. Wheat germ contains the concentrated nutrients that generate the wheat plant's growth. As such it becomes a magical ingredient that taps into a much bigger concept of life and growth.



Brand story book



Regerminating the brand as life and growth.



HORMEL FOODS

Hormel Foods Corp. is one of the world's largest food companies with a revenue of \$9 billion and over 20,000 employees in 75 countries.

We have worked with Hormel® in the US and UK on the global iconic SPAM® brand, contributed to global brand workshops for Skippy® and Muscle Milk®, launched STAGG Chili® in the UK and have been involved in market modelling and NPD for a range of projects in Europe, the US and Asia.

STAGG CHILI

HISTORY

THE TASTE OF AMERICAN WEST



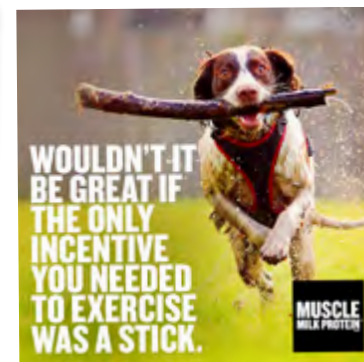
Launch of the STAGG Chili® brand in the UK



all like chili?



Turner's
Pepper
Ginger
Cardamom
Cumin Seeds



NPD formulation and branding Muscle Milk® positioning and social media.



KEEPING A VETERAN CANNED MEAT SIZZLING@

Our relationship with the legendary chopped pork and ham has continued for nearly 20 years. Over that time we have made the SPAM® brand 'Hammier than Ham', showed its versatility in a 'Spam' Can' campaign and worked with the creators of SPAMalot™. Each positioning has been taken through from TV to press to online and social media with a National UK tour to bring the SPAM® brand face-to-face with its fanatical audience.

The SPAM® brand is a marketing legend, with over 150,000 Facebook fans. We react to rapidly changing tastes and trends while rising to the challenge of making an age old classic relevant to modern audiences. In the words of our first TV commercial... Spam Up!™

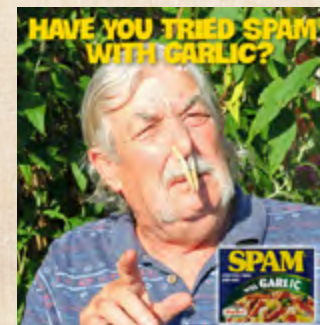


ROADSHOW CHEF



ROADSHOW

SIZZLE PORK AND MMM™





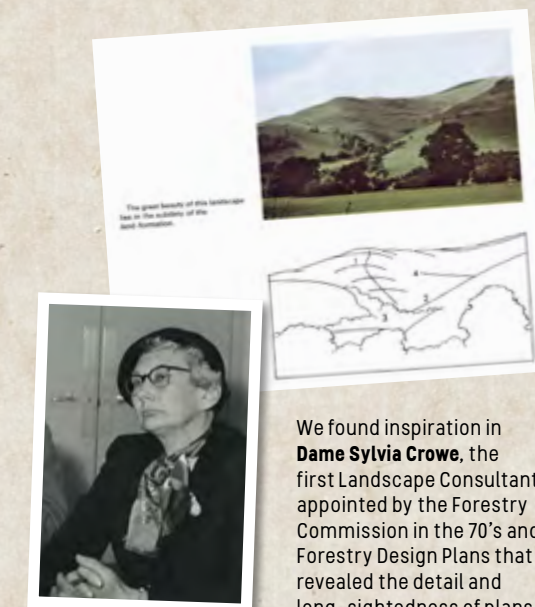
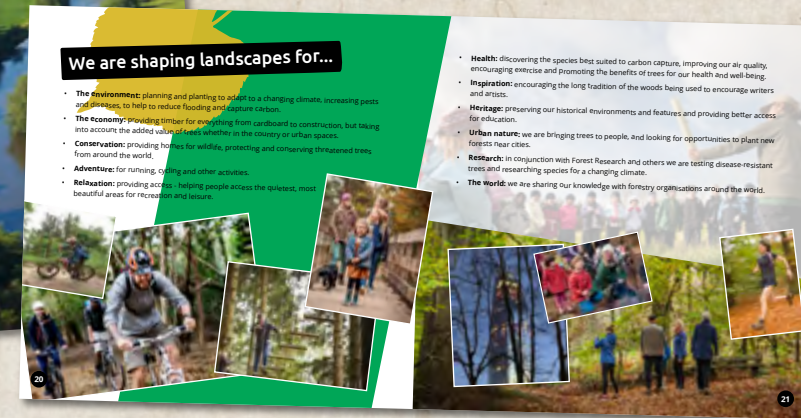
BRINGING FORESTRY OUT OF THE WOODS

Forestry England – formerly the Forestry Commission – was commemorating 100 years in forestry in 2019. We were brought in to consolidate their brand story to mark this important anniversary and to promote greater understanding of the brand as it went forward. We acknowledged that the role of the commission had evolved over the years. What needed highlighting was the part it played in developing the countryside for recreation and in influencing the aesthetics of the landscape.

‘Shaping landscapes for the nation’ was chosen to highlight the importance, scale and long-term goals of Forestry England’s role. Being ‘landscapers’ was a concept people could readily understand. Tackling that complex job on a national scale, and influencing how our countryside and cities will look, feel and be used in the future can change our perception of Forestry.



Brand story book



We found inspiration in **Dame Sylvia Crowe**, the first Landscape Consultant appointed by the Forestry Commission in the 70's and in Forestry Design Plans that revealed the detail and long-sightedness of plans that looked forward up to a century in the future. How many jobs involve considering impacts beyond our lifetime?



FOLLOWING THE TRACTOR

Red Tractor is the independent farm and food assurance scheme driving world leading standards for British food.

78,000 British farms operate to Red Tractor Standards and the logo is found on £14 billion worth of British food. We ran workshops and the research to establish the positioning for the brand and were also responsible for supporting the launch of their animated national TV campaign.



THERE WAS SOMETHING IN THE AIR..

Branding Swansea

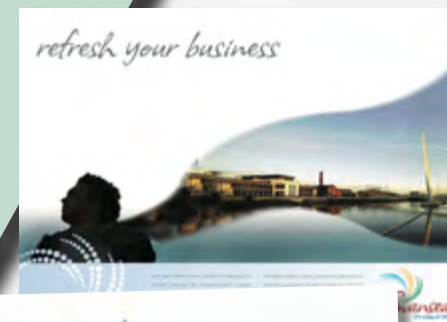
Summoning a sense of place and identity is always a challenge. For Swansea, we were briefed to create a brand that could be the core message for tourism, education and inward investment.

Our research told us that only 26% of people could identify Swansea on a map and over 30% didn't even know it was on the coast. Swansea also suffered from perceptions that it was "old-fashioned, industrial and built up".

Yet Swansea is set in a bay with over 30 miles of coastline, 50 beaches and 4 nature reserves. We developed a brand positioning that played on its geographical positioning, and on a physical truth we had already experienced for ourselves on a bright blustery day. There was a rare quality to the air that comes from its coastal peninsula setting. We saw Swansea as 'a breath of fresh living' with a sense of space, and a healthier, more balanced environment for living, learning and leisure. The feeling of invigoration translated to all our target markets in our eventual strapline of 'It's a Bay of Life'.



You can sea for miles



BRAND NEW

If you come with an idea, or a blank sheet of paper, we are happy to help nurture your idea and take it from naming and brand identity through to the creation of marketing collateral.



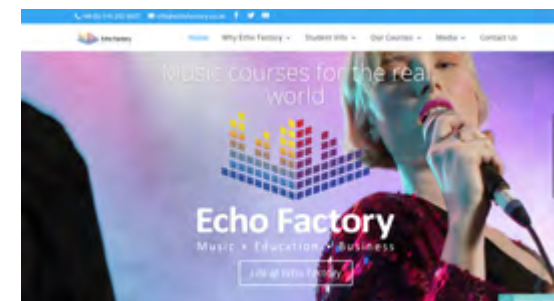
Applications



ELUXEM
CONSULTING GROUP



Echo Factory
Music • Education • Business

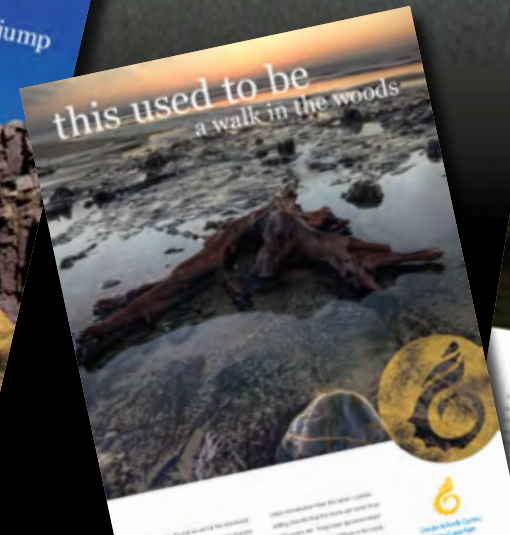




NORTH WALES COAST PATH

BRANDING THAT GOES THE DISTANCE

For the creation of the **Wales Coast Path** brand we were briefed to come up with something unique, memorable and easy to follow. We needed a symbol that evoked all the myths and stories associated with Wales' legendary coastline. The dragon shell developed into a legend all by itself and the greatest honour has been to see it immortalised in both signage and stone.



CREATING A NEW AGE OF DARING

The merger of **Scanmar** and **Marketing QED** was where a force in data integration met a pioneer of data modelling.

Our story was inspired by the fact that while companies all talked a big data story, few were confident about it. We likened the big data revolution to the first era of space exploration, which was also a golden era for marketing.

We wanted to tap into the excitement and optimism of that period and usher in a new era of 'corporate exploration'. ScanmarQED products gave marketing departments the confidence to use data modelling to explore and be more experimental.

Marketers could 'dare to do more with their data' and support a new era of creativity backed by data.

