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**THIS IS  
BIRD MEDIA**

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# HELL

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# WHAT WE DO.

We are a multi-disciplinary team of creatives specialising in brand and content.

Our customer-focused and results-driven approach honed over decades in the creative industry means we take the time to understand your business – who you are, what you want to say and how you want to be seen.

We also get to know your customers; their pain points and their ambitions, what captures their imagination and their attention.

**But this is also a collaboration. So, let's see how we can work together.**

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# BRAND DEVELOPMENT





# BE UNIQUE.

From startup to rebrand, we develop strong brand identities that give businesses integrity and credibility.

## What's involved?

We provide a full brand development service including:

### Defining your brand

Brand conceptualisation and consultancy:

- Understanding the market
- Identifying competitors
- Defining audiences
- Establishing USP.

### Breathing life into your brand

Brand development and design:

- Visual identity – logo, colour palettes, typography, imagery
- Tone of voice – personality, voice, brand story, communication channels.

### Your brand in action

Brand strategy:

- Goal setting
- Processes and tactics
- Messaging strategy
- Review and improve.

And, once your brand is all set to roll out, our team of content writers are on hand to write your business plans and pitches.

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# CONTENT WRITING



# BE HEARD.

We write in your voice in a way that is commercially aware, engaging and with a good helping of personality.

## What we offer

Pretty much everything to do with the written word:

- Web copy
- Blogs
- Social media profiles and posts
- LinkedIn business and personal profiles and blogs
- Email and direct marketing
- Brochures, leaflets, sales packs, company magazines
- Advertising and campaign development
- Ghost writing for industry publications
- Podcast, speech and video scripts
- Pitches, presentations and business plans
- Internal comms and employee engagement
- Internal policies, procedures and documentation.

And if you haven't found your voice just yet, no problem. We are experts in tone of voice development.

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# GRAPHIC DESIGN

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# BE SEEN.

We help brands communicate messages, build a following and make a lasting impression.

## What we offer

Visuals with impact! Our design services include:

- Logo design, brand development and campaign development
- Social, web and podcast assets and graphics
- Merchandise
- Brochures, leaflets, sales packs, company magazines
- Pitches and presentations
- Advertising
- Email and direct marketing
- Internal comms and employee engagement
- Business cards and stationery
- Internal policies, procedures and documentation.



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# WEB DESIGN

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# WE DISCOVERED.

From eCommerce to entertainment, portfolio to brochure, charity to campaigns, we build – and rebuild – websites that engage and inspire.

## What we offer

We offer a complete web development service, including:

- Customer journey and user experience analysis
- Fully responsive web design and build
- Copy writing, graphic design, iconography and photography
- Hosting, domain and backup
- SEO
- Review and improve.

We'll even set up your Google My Business profile. We're good like that.



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# COMMUNICATIONS AND PR

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# BE VOCAL.

We are proactive communicators and relationship builders. You have a voice, you have a purpose, now let's get you shouting about it.

## What's involved?

As proactive communicators and relationship builders, we're eager to share our expertise with you, including:

- Social media strategy, content creation and account management
- Media training
- Crisis comms and media representation
- Brand comms strategy design and content creation
- Campaign comms strategy design, content creation and delivery
- Internal comms strategy design and content creation.



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# MARKETING

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# EM STRATEGIC.

As an integrated team of creatives, we take an integrated approach to marketing.

## What's involved?

Our marketing consultancy, strategy and delivery services include:

- Coaching and business development
- Customer segmentation, behavioural insights and customer experience development
- Market and competitor analysis
- Messaging and communications channel strategy  
Content creation
- Processes design, implementation, review and improve.



# LET'S GET CRACKING

## MUSIC TO OUR EARS!

If any – or all of the above – has tickled your fancy or if you'd like more information about Bird Media and get to know our team, contact us on the details below. We love a chat!



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