



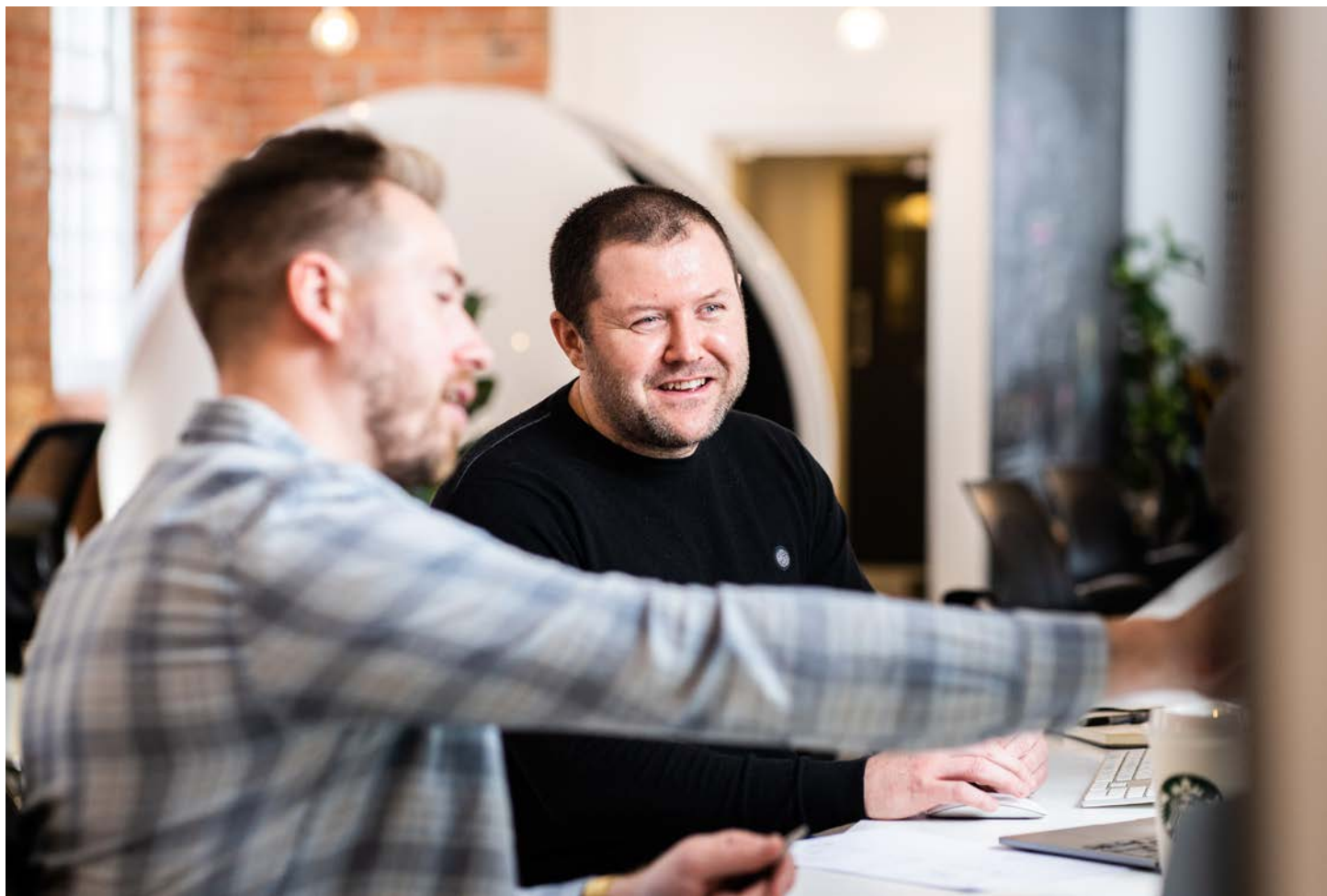
Never not *proud*
Agency book





Fluid is an independent *creative* agency in Derbyshire. A place fused from the unique talents of almost 60 passionate people.

For the last 20 years we've focused on forging long and enjoyable partnerships with our clients. They're always full-service. Always full-hearted. And they always benefit from the same Fluid promise: that nothing leaves our door unless we're proud of it.





Our approach isn't about one-off projects.
It's about long-term *partnerships*.

It's about our six teams feeling like part of yours. Earning your trust. Inspiring your confidence. And forging a relationship that helps to change the face of your organisation.

90%

team
retention
rate

92%

client
retention
rate

20

years'
organic
growth

7

years'
average
partnership





We've built our agency around six **core** teams.

They could all be successful businesses in their own right. But that's the beauty of Fluid. Because none of us is as good as all of us.

→ Brand & Creative

→ Support & Delivery

→ Design & Artwork

→ Image & Motion

→ Search & Social

→ Websites & Systems



Brand & Creative

Creating an *edge* through ideas

- Brand identity
- Creative campaigns
- Tone of voice
- Brand consulting



Design & Artwork

Delivering *fast*, flawless design

- Graphic design
- Artworking
- Print management
- Proofing



Image & Motion

Creating ***striking*** visual content

- Photography
- Video
- Animation
- Architectural CGI
- Augmented and virtual reality



Search & Social

Where instinct meets *insight*

- Social media management
- Social media advertising
- Search engine optimisation
- Search engine advertising
- Content marketing
- Email marketing



Support & Delivery

Building *meaningful* partnerships

Imagine a conventional agency account manager. Then think again. Our Support & Delivery team offers so much more than co-ordination and organisation.

Talented creatives, marketers, and strategic thinkers, our Support & Delivery team leads many of Fluid's fast-paced, full-service client partnerships, ensuring the talents of our other five teams are combined smoothly and seamlessly to create the greatest client impact.



Websites & Systems

Unleashing your digital potential

- Website design
- Drupal development
- Headless development
- Shopify development
- Product development
- Systems integration





Zero.
Zilch.
Zip.

E M R



Bach
ORIGINAL
FLOWER REMEDIES
RESCUE®



scJohnson





BELVOIR!



Never not *proud*...



Let's
sleep
together



Sleeping together with the nation's *number one*

When the nation's number one emotional wellbeing brand wanted to boost awareness of their natural sleep products, they decided Fluid was the best possible partner. We've worked towards a lot of different KPIs over the past 19 years or so, but RESCUE is the first client that has tasked us with getting complete strangers to sleep together. But that's exactly what we've done. In their thousands.

Disciplines

Campaign identity

Graphic design

Social media management

Project management

Web development

Animation

Email marketing

Tone of voice

Video & photography

Community management

UX & digital design

Digital advertising

Copywriting

A top-down view of three glasses filled with different zero-calorie beverages on a solid pink background. The top-left glass contains a red drink with ice. The top-right glass contains an orange drink with ice and a lime wedge. The bottom-center glass contains a clear drink with ice, a lime wedge, and a mint leaf. In the bottom-left corner, there is a lemon slice with a rosemary sprig and some loose ice cubes.

Zero.
Zilch.
Zip.



Helping the world drink *differently*

It used to be hard to find the world's finest alcohol-free drinks. Not any more. ZeroZilchZip is a brand born to cut through the muddle and mediocrity of the supermarket shelves, giving you the fastest, faff-free way to discover the delights of alcohol-free drinking.

From the playful naming to the bold identity, Shopify e-commerce website and digital-social strategy, every bit of the brand is made by Fluid. And (to be honest) we couldn't be prouder.

Disciplines

UX & digital design

Systems integration

Tone of voice

Graphic design

Video & photography

Social media management

Search engine optimisation

Content marketing

E-commerce development

Brand identity

Creative campaigns

Print management

Animation

Social media advertising

Search engine advertising

Email marketing



EMR

Pushing the potential of social media with EMR

Whether it's alleviating lockdown boredom, showcasing user-generated content or the odd touch of trend-jacking – we help EMR thrive on social media and the wider digital sphere through a blended approach of content, curation and campaigns.

Disciplines

Tone of voice

Graphic design

Video & photography

AR and special FX

Search engine optimisation

Creative campaigns

Artworking

Animation

Social media management

Content marketing



Stretching the *boundaries* of financial branding

Who'd have thought a centuries-old Building Society would have the creativity and courage to challenge even the most modern of digital banks? Well that's The Cambridge all over. An organisation that's been readily reinventing themselves since 1850 - with an unwavering determination to stay relevant for their customers of today and tomorrow.

Disciplines

Brand identity
Creative campaigns
Artworking
Template design
Illustration
Animation
Pop-up events

Tone of voice
Graphic design
Print management
Video & photography
Character development
AR and special FX





Driving fan *engagement* with Haas F1 Team

Haas may not be the most successful Formula 1 team on the track (yet). But that doesn't mean they can't have the most engaged fanbase on the web. Beyond the slick interface, dynamic content and unique brand experience, the Haas website is ultimately about creating connections with fans. That's why you'll find unrivalled behind-the-scenes access through the Haas+ hub. And it's why every single decision in design and development was made with fans in mind.

Disciplines

- UX & digital design
- Website development
- Systems integration
- Hosting
- CGI



yes
to you



Putting *positivity* into life with Lifeways

Lifeways has a resolute passion for supporting people. To live life with happiness, independence, and ambition. This was clear for us to see when we were approached to refresh their brand identity on the eve of their 25th anniversary. For Lifeways to be recognised, remembered and trusted by individuals, families and healthcare professionals, our responsibility was to keep the branding compelling, consistent and clear.

Disciplines

Brand identity

UX & digital design

Hosting

Graphic design

Print management

Animation

Social media advertising

Creative campaigns

Website development

Tone of voice

Artworking

Video & photography

Social media management

Search engine optimisation





Bringing **wow** to your wine life with Wine&Something

This is the story of a brand built in lockdown. Because when the Social Wine Company lost 100% of their trade income thanks to covid, before losing their name after a trademark challenge, they turned to Fluid to support them through a journey of reinvention and disruption, fuelled by the spirit of an underdog and the confidence of a truly unique brand position.

Disciplines

UX & digital design
E-commerce development
Tone of voice
Graphic design
Print management
Animation
Social media advertising
Search engine advertising
Email marketing

Website development
Brand identity
Creative campaigns
Artworking
Video & photography
Social media management
Search engine optimisation
Content marketing






Igniting a *new era* with GardX

For almost twenty years, GardX has been a driving force of disruption and invention in the international automotive industry. Having forged its reputation through its pioneering portfolio of award-winning vehicle protection products, they approached Fluid when they needed a partner to unlock the inner potential of their brand, and to help ignite a new era of growth across the globe.

Disciplines

Brand identity
Graphic design
Website development
Animation
CGI
Digital advertising

Tone of voice
UX & digital design
Video & photography
Social media management
Copywriting
Email marketing

A person wearing a purple beanie and blue pants is holding a large white sign in front of them. The background is a blurred winter scene with a large, brightly lit Christmas tree on the right, a building with many windows on the left, and people ice skating on a rink in the foreground. The sign features a green triangle with the word 'yhappy' in white, a photo of a child on a sled, and promotional text for YHA.

yhappy

He celebrates every snowflake.
Rejoices in a sea of white.
He's Thomas the weather warrior.
And he's scrunchy snow happy.

From cottages to castles, we have over 150 amazing places to eat, sleep and dream about tomorrow's adventures. And with YHA, there'll always be room on our radiators for triumphant weather warriors.

Feel snuggly and luffy from just £29 a night.

Because where you go changes who you become.

www.yhappy.co.uk | 0800 0191 700

yha



Championing weather warriors with YHA

Where you go changes who you become. That's the mantra of the YHA, a charity that transforms young lives through travel and adventure. Its 150 hostels and 45 campsites provide amazing places to stay and unique opportunities to explore. Making Britain's most beautiful places available to everyone. But selling holidays in winter is hard. Especially if you're in Britain. That's why the YHA chose to work with Fluid. So forget sun beds and sangria. Think 'soggy socks happy'.

Disciplines

UX & digital design
Tone of voice
Graphic design
Animation

Website development
Creative campaigns
Video & photography



Zero. Zilch. Zip.

Tim Pethick

Founder, ZeroZilchZip
Previously Group CMO Saga
and The AA, CEO Healthspan



I've had a fabulous experience working with Fluid on the branding, launch and marketing of **ZeroZilchZip**.

So much so that I was telling an erstwhile colleague over the weekend that ***"they were a great agency - easily as good as a premier London agency, perhaps better"***.

Quite rightly, I was challenged by my friend to objectively defend the assertion – ***"What is a great agency?"*** he asked, and ***"Why are they one?"***

As a founder, CEO and CMO I have had the opportunity to work with a number of creative agencies on three continents. They have run the gamut from mediocre to brilliant. And this is what I have distilled separates great from good...



**Great work:**

Of course the work has to be amazing or there is no point. I know it is subjective but ultimately customers will be the judge.

On mission:

I want them to be as concerned about my business as I am. It is great when they are more focused on my bottom line than their own.

Creativity:

Many of us don't have it in us, but a great agency lives and breathes it.

Ideas factory:

Somewhat linked to the previous point. I love it when there is a hosepipe of great ideas; much prefer that to an ideas desert.

Great people:

Genuine, decent, interesting, ethical, smart, passionate, engaged and talented people are a joy to work with.

Passion and enthusiasm:

For what they do and for my business.

Digital fluency:

Or even a digital-first approach.
It's the world we live in.

Good communication:

Let's keep in lock-step with each other.

Get stuff done:

Once the talking is over it's time to roll up the sleeves.

Problem solvers:

Give me solutions rather than add to my problems.

Joined-up:

I prefer an integrated, full-service approach.

Flexibility:

We operate in such volatile, dynamic markets these days. Flexibility and adaptability make it all work.

Value for money:

Of course money always factors in.
Value for money is great; a positive ROI is stupendous.

Against these criteria, I stick by my original assertion - Fluid is a 'great agency'.

A handwritten signature in black ink, appearing to read "Tim Pethick".

Tim Pethick

The DrumTM Recommended

We're proud of our partnerships with clients. They're close-knit, long-standing, and rewarding in all sorts of different ways. And based on their reviews, we're nearly the UK's number one agency, based on 2021 ratings.

We've even been featured in their **top 20 agencies that build brilliant brands.**

Scores based on our rating in October 2022.







We know finding the right agency is a big deal.

But there's one thing we can promise – if we commit to a new client, we'll be in it for the long-term and we'll give it everything.

And we'd love to think that works both ways.

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