

**GET IN
TOUCH**



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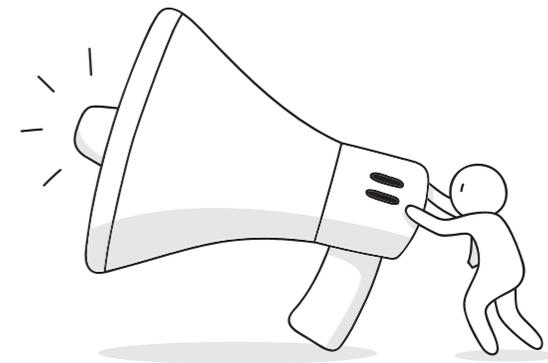
**MINISTRY
OF FISH**

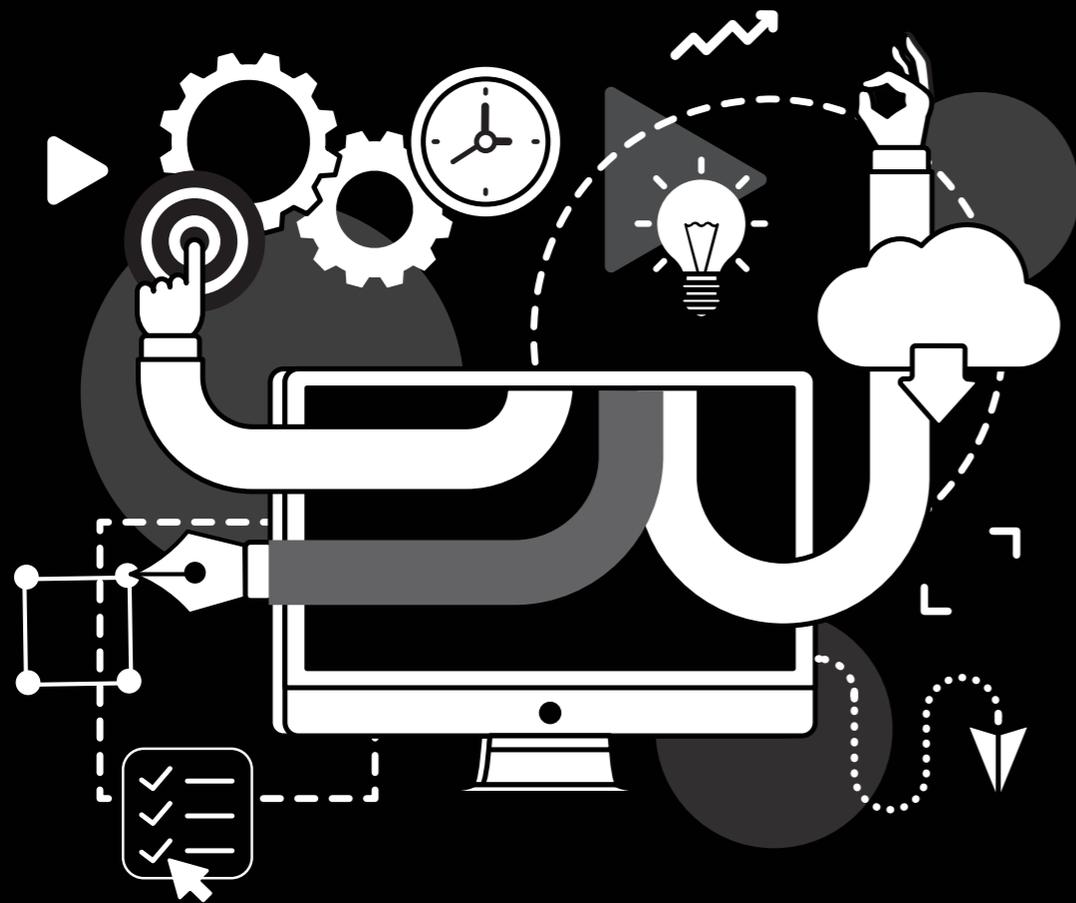
hello

...WE ARE MINISTRY OF FISH!

ESTABLISHED IN 2010 AND STILL SWIMMING STRONG!

We're a creative bunch, with an abundance of experience in the concept and delivery of marketing campaigns across retail, leisure, fashion, automotive, financial, pharmaceutical and hospitality!





Design

**As a creative agency,
design is our passion!**

Design is one of our many passions. With our own in-house studio, creativity is at the heart of everything we do but our design is so much more than 'what it looks like'.

From business cards to outdoor advertising, we focus on all elements of the story, great creative with differentiation and a competitive edge.

**"DESIGN IS NOT JUST WHAT IT LOOKS LIKE AND FEELS LIKE.
DESIGN IS HOW IT WORKS." - STEVE JOBS**



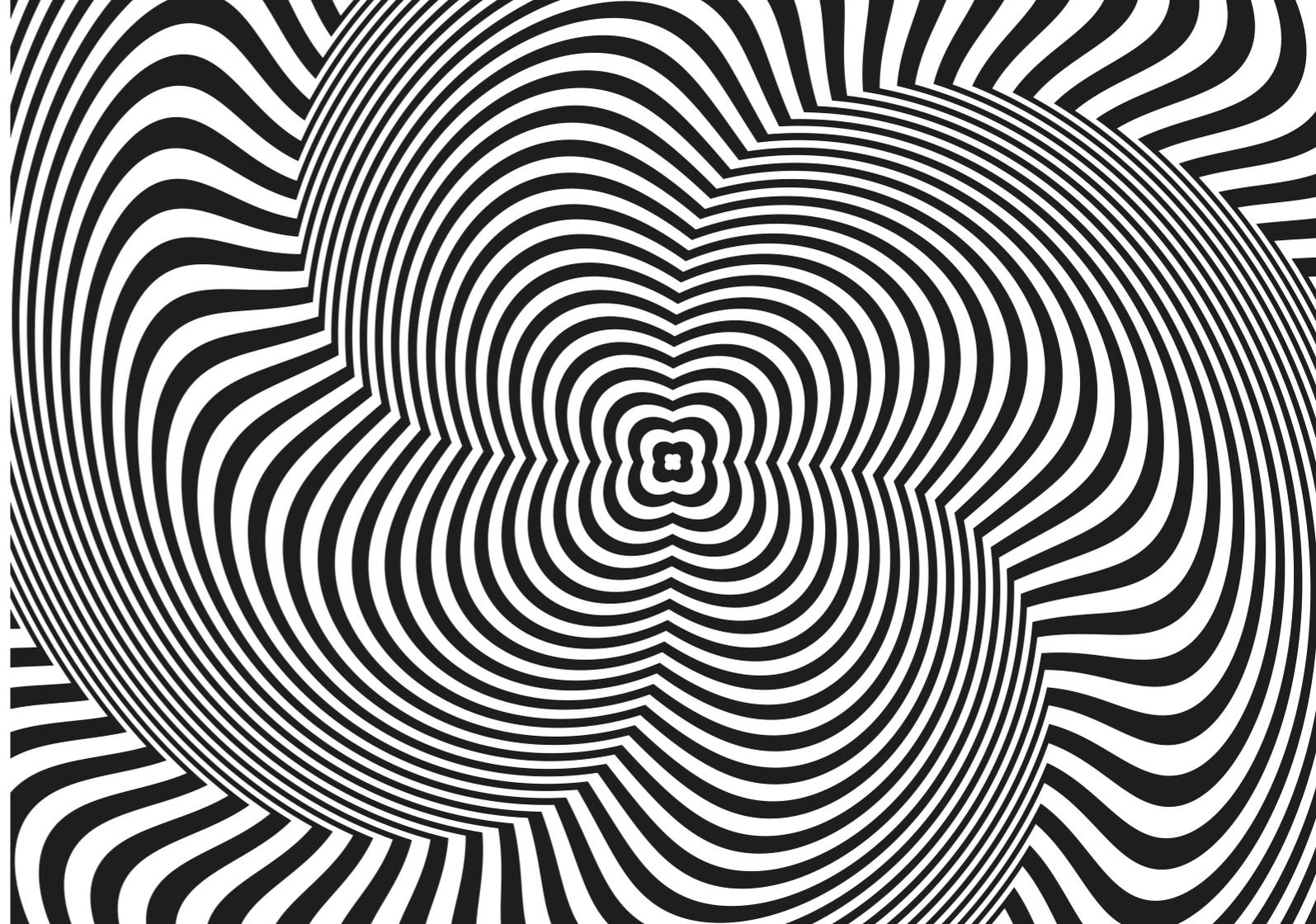
BRANDING

WHO BETTER TO BUILD YOUR BRAND THAN A BRAND WHO KNOWS THEIR STUFF?

As people that thrive on the quirky and exciting energy of their own brand - we understand how important branding is and building upon something that reflects your values, culture and offerings.

From enhancing your messaging, developing a new logo or developing a set of brand guidelines, we make sure your brand has sought after equity and exposure.

"Products are made in the factory, but brands are made in the mind"
- Walter Landor



JUST A SMALL TOWN GIRL
LIVIN' IN A LONELY WORLD
SHE TOOK THE MIDNIGHT TRAIN GOIN'
ANYWHERE
JUST A CITY BOY
BORN AND RAISED IN SOUTH DETROIT
HE TOOK THE MIDNIGHT TRAIN GOIN'
ANYWHERE
A SINGER IN A SMOKY ROOM
A SMELL OF WINE AND CHEAP PERFUME
FOR A SMILE THEY CAN SHARE THE NIGHT
IT GOES ON AND ON, AND ON, AND ON
STRANGERS WAITING
UP AND DOWN THE BOULEVARD
THEIR SHADOWS SEARCHING IN THE
NIGHT
STREETLIGHTS, PEOPLE
LIVING JUST TO FIND EMOTION
HIDING SOMEWHERE IN THE NIGHT
WORKING HARD TO GET MY FILL
EVERYBODY WANTS A THRILL
PAYIN' ANYTHING TO ROLL THE DICE

JUST ONE MORE TIME
SOME WILL WIN, SOME WILL LOSE
SOME WERE BORN TO SING THE BLUES
OH, THE MOVIE NEVER ENDS
IT GOES ON AND ON, AND ON,
AND ON
STRANGERS WAITING
UP AND DOWN THE BOULEVARD
THEIR SHADOWS SEARCHING IN THE
NIGHT
STREETLIGHTS, PEOPLE
LIVING JUST TO FIND EMOTION
HIDING SOMEWHERE IN THE NIGHT
DON'T STOP BELIEVIN'
HOLD ON TO THE FEELIN'
STREETLIGHTS, PEOPLE
DON'T STOP BELIEVIN'
HOLD ON
STREETLIGHTS, PEOPLE
DON'T STOP BELIEVIN'
HOLD ON TO THE FEELIN'
STREETLIGHTS, PEOPLE

CAMPAIGN DEVELOPMENT

We believe in the brands and people we work with and strive to bring the best to everything we do for them – including campaign development.

We implement insightful research, marketing strategy and sharp design from start to finish and beyond – because the end of your campaign doesn't mean the end of our commitment to your success.

"You have to believe it before you see it" – Unknown



DIGITAL DESIGN

HELPING YOU STAND OUT IN A CROWDED SPACE

Beyond design and branding, we know how to make a splash in digital.

Whether you require an emailer, animated banner ad, website design or an interactive sales aid, we've got the know-how to build and design captivating content for your audiences.



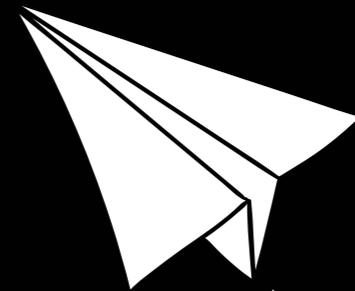
PRINT

IGNORE THE NAYSAYERS, IT'S HERE TO STAY.

There are lots of ways to print a leaflet, sales aid, poster or even a building wrap – and of course, we really love the funky bespoke stuff.

We can produce a suite of sales materials tailored to a campaign, an advert for publication or an exhibition stand to shout about – nothing is too big or too small.

We are happy to manage your print or work with your preferred supplier, to create stand out materials that show off your message loud and clear.



DID YOU KNOW?

Direct mail's response rates are 10-30x higher than that of digital

SOCIAL • MEDIA •

Let's get social!

We can help you to connect and engage with potential customers across all platforms. From consultations and developing a strong social media strategy, to creating engaging content and managing paid for campaigns - let's get you noticed!

We're a social bunch - why not give us a call today?



*"Content is fire;
social media
is gasoline"*
— Jay Baer





"The play button is the most compelling call to action on the web" -unknown



VIDEO

Need to breathe some life into your brand, demonstrate your product, animate your story or deliver more engaging meetings?

We can provide the whole shebang: initial concepts, storyboarding and scriptwriting - before letting loose with the camera, green-screen, voice over recording and animating. We ensure your time in the studio or on location is perfectly planned and executed.

We've got the experience, the know-how and the latest production kit to do it.



EVENTS

**WE ALL NEED A BIT OF FACE-TO-FACE
ENGAGEMENT EVERY NOW AND THEN...**

If you want to deliver a new company direction or roll out product training, events are a great way to encourage deeper engagement and win favour with customers and staff. It could be a product launch, stakeholder education, a fancy party or a conference - we've got it covered.

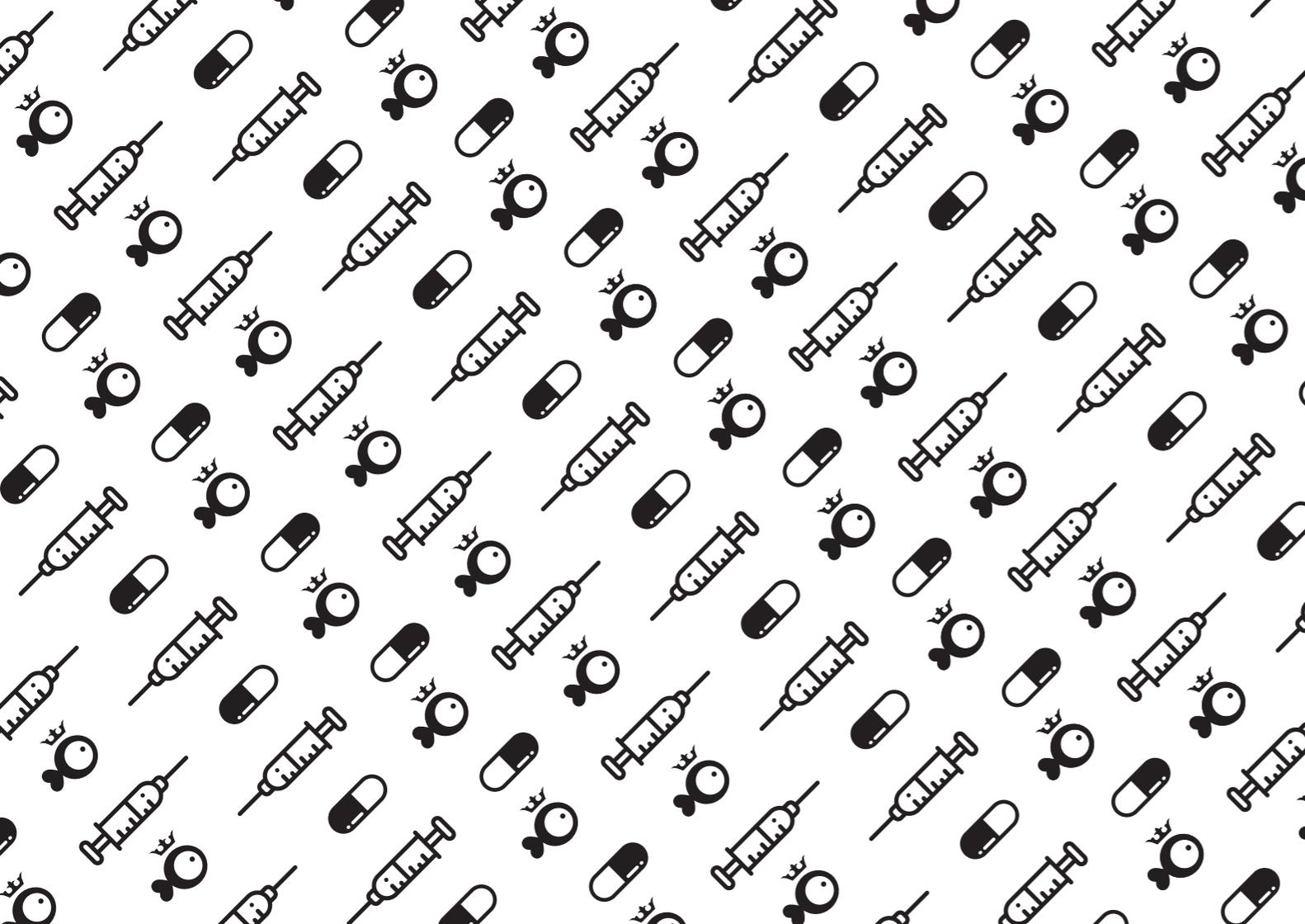
**Let us know what you're after
and we'll cover the rest:**

- Venue sourcing
- Audio-visual planning
- Theming and catering
- Entertainment
- Videography and photography

WE CAN HANDLE THE WHOLE PROCESS FROM START TO FINISH.



*"An event shouldn't be just an experiential thing,
it should be an emotional thing." - Amit Kalantri*



PHARMACEUTICAL MARKETING

We understand that pharmaceutical marketing runs a little differently to traditional marketing practices. Code adherence, PromoMats and Veeva CRM are all topics we know very well.

Having worked across a variety of disease areas and with numerous brands, our experience is vast and our service offerings extensive.

AREAS OF PHARMA THAT WE'VE WORKED IN:

- Dermatology
- Gastroenterology
- Haematology
- Medical Devices
- Mental Health
- Neurology
- Oncology
- Pain Management
- Psychiatry
- Pulmonary
- Rare Diseases
- Renal
- Respiratory
- Rheumatology
- Urology



BRANDING

- Creation and facilitation of brand workshops
- Initial concept development
- Finalisation of logo and other branding elements
- Development of brand guidelines
- Rebrands and existing brand evolution
- Startup brands
- Sub brand creation

DESIGN & ARTWORK

- Marketing materials (e.g. brochures, flyers, adverts, posters, sales aids, leave pieces, exhibition stands and pull up banners)
- Updates to existing materials
- Illustrations
- Photo editing
- Print management

CAMPAIGN DEVELOPMENT

- Research and analysis
- Planning
- Execution

WEBSITE DESIGN & BUILD

- Website design, development and hosting - including microsites for third party hosting
- Website updates
- SEO (Search Engine Optimisation)
- E-Commerce site development
- PPC advertising

DIGITAL BUILD

- HTML emailers
- HTML slide decks / CLM Presentations (for use in Veeva CRM / Engage for Meetings)
- Banner ads - animated and static
- Interactive PDFs / PPTs / Keynote
- Provide hosting services for materials
- Generate access via URL or QR Code

SOCIAL MEDIA

- Platform creation
- Content development
- Organic social
- Paid social
- Influencer marketing

VIDEO PRODUCTION

- Initial concept
- Storyboarding
- Actor and voiceover talent sourcing
- Production
- Post-production editing
- Animation
- Motion graphics
- Live streaming (e.g. at events)

EVENTS

- Venue sourcing and management
- Entertainment sourcing and management
- Event theming and room decoration
- Event collateral (place cards, agendas etc) including design and print
- Gift management and distribution (pre, during or post event)

COPYWRITING

- Copywriting, editing and proofing
- Medical writing

ORIGINAL PHOTOGRAPHY & IMAGE SOURCING

- Photoshoots - facilitation and execution including venue and talent sourcing for original imagery and post-production editing
- Image sourcing and appropriate licensing for promotional and non-promotional materials from available libraries (e.g. Shutterstock)

MARKET RESEARCH / ADVISORY BOARDS

- Creation and facilitation of market research (e.g. message or concept testing) - including approach recommendations (e.g. surveys and focus groups)
- Dissemination of results and subsequent recommendations

SOMETHING NOT LISTED?

GET IN TOUCH AND TELL US WHAT YOU'RE IN NEED OF, AND WE'LL SEE WHAT WE CAN DO.

MINISTRY OF FISH WANT TO WORK WITH YOU.

TOGETHER WE'LL MAKE A SPLASH!

You can contact the team at info@ministryoffish.com
or if you know who you'd like to contact, just replace
'info' with their first name.

Hop in, the water's warm!

*Follow our QR code to
watch our showreel*

