

Elevating brands
**through the power
of creativity**

root fifty-two



WHO ARE WE?

We are a *branding & marketing* agency working closely with forward-thinking organisations ready to evolve and grow.

WHAT DO WE DO?

We *elevate* brands through the power of creativity.

HOW DO WE DO IT?

We drive brands forward with a powerful mix of creative thinking and insight-based strategy.

Our *approach*

Our approach is always the same, no matter how big or small the project

We discover

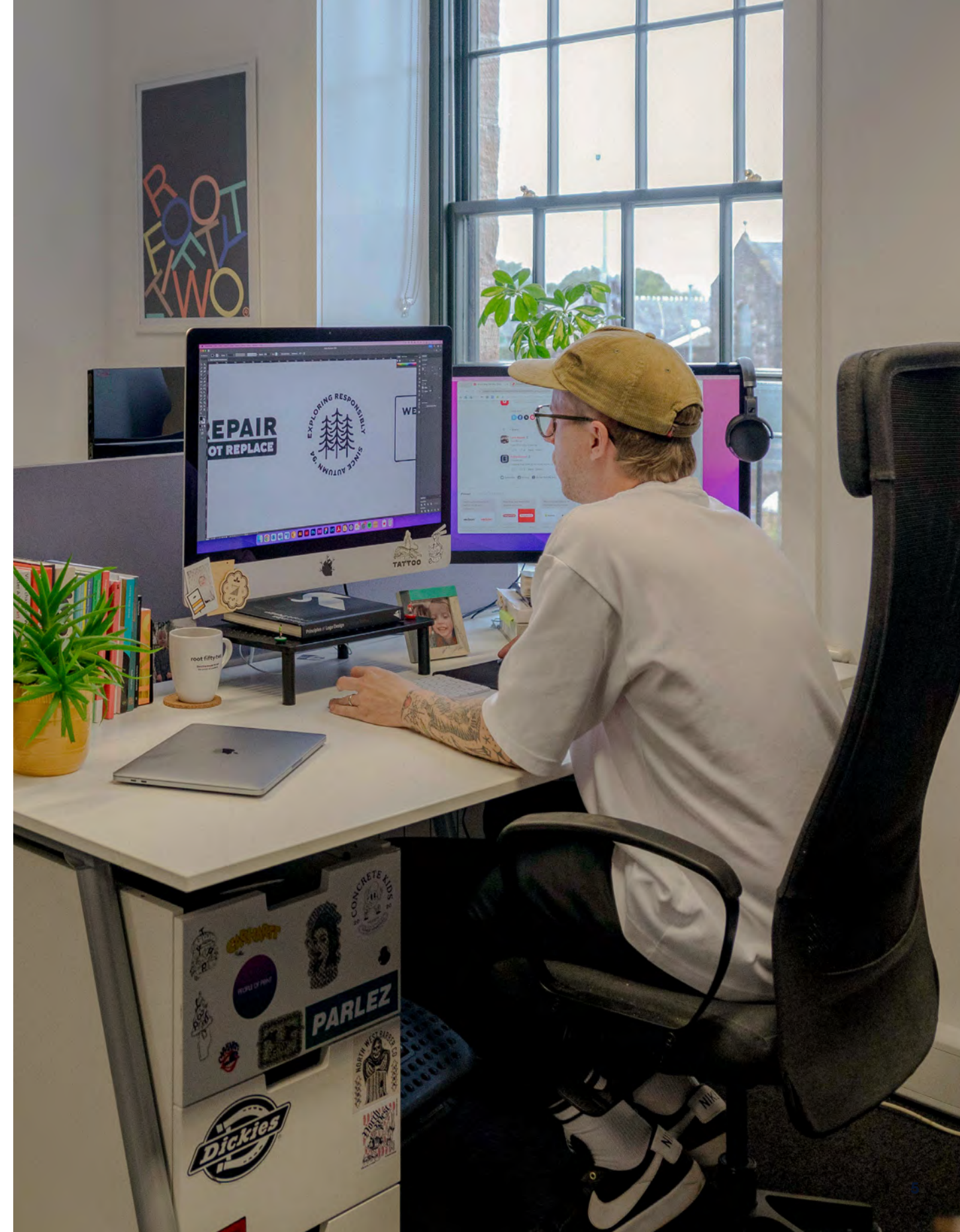
We begin by getting to know you, your brand, and your goals. This in-depth discovery phase ensures we understand what makes your organisation unique, what your brand means to your employees and customer base, and how we can best help you succeed.

We create

With a deep understanding of your brand, we begin the creative process. This is where our ideas and your vision come to life. Whether it's a new brand identity, website, or digital marketing campaign, our creatives ensure everything aligns with your goals.

We support

Our support doesn't end with delivery. We take pride in the genuine, down-to-earth relationships we build with our clients. Always just a phone call away, we're here to continuously support your brand's ongoing success.



Branding

Branding is creating a unique identity that conveys your personality, values, and vision, answering the question of “*why you over anyone else?*”

- Brand strategy
- Verbal brand DNA
- Visual brand identity
- Rebrands
- Brand refreshes
- Naming

Branding is more than just a logo. Your brand is a gut feeling based on perceptions.

A brand steers people's perceptions of your business through your organisation's purpose, values, and visual identity. It has the power to transform, reposition, and alter how you are seen.

Brand strategy is the roadmap that drives your brand forward and propels it into the future. Your *verbal* brand identity defines who you are and is the narrative that creates the personal connection. Your *visual* brand is key elements such as your logo, colour palette, typefaces and more, for a memorable brand presence at every touchpoint.



SERVICES

Websites

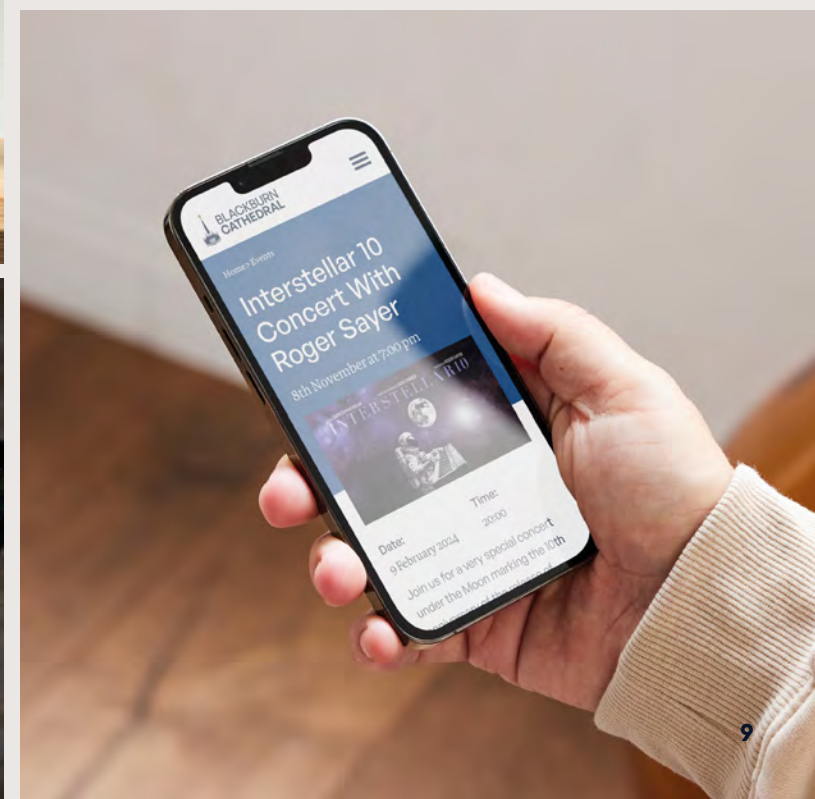
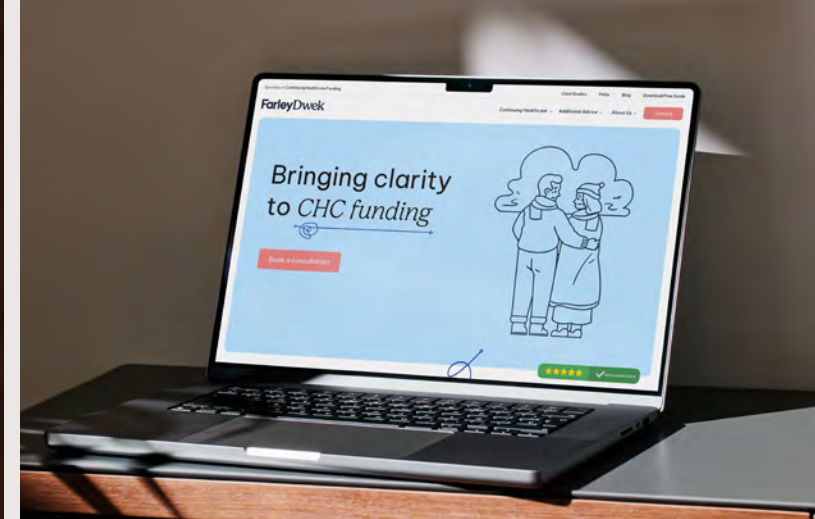
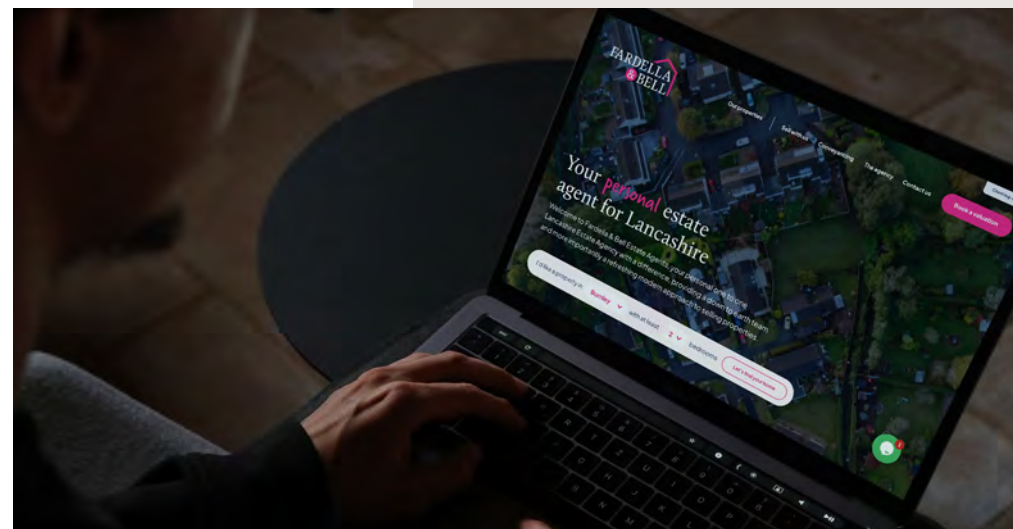
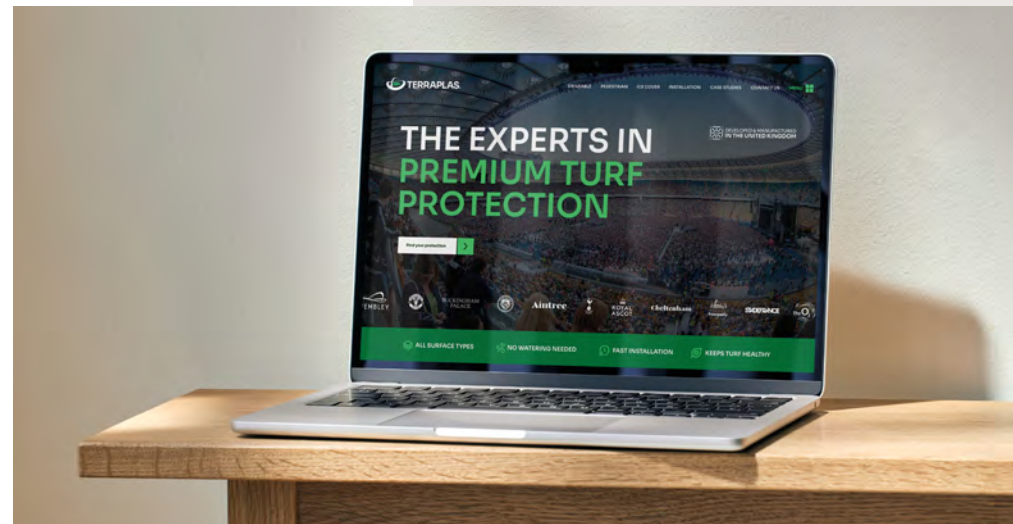
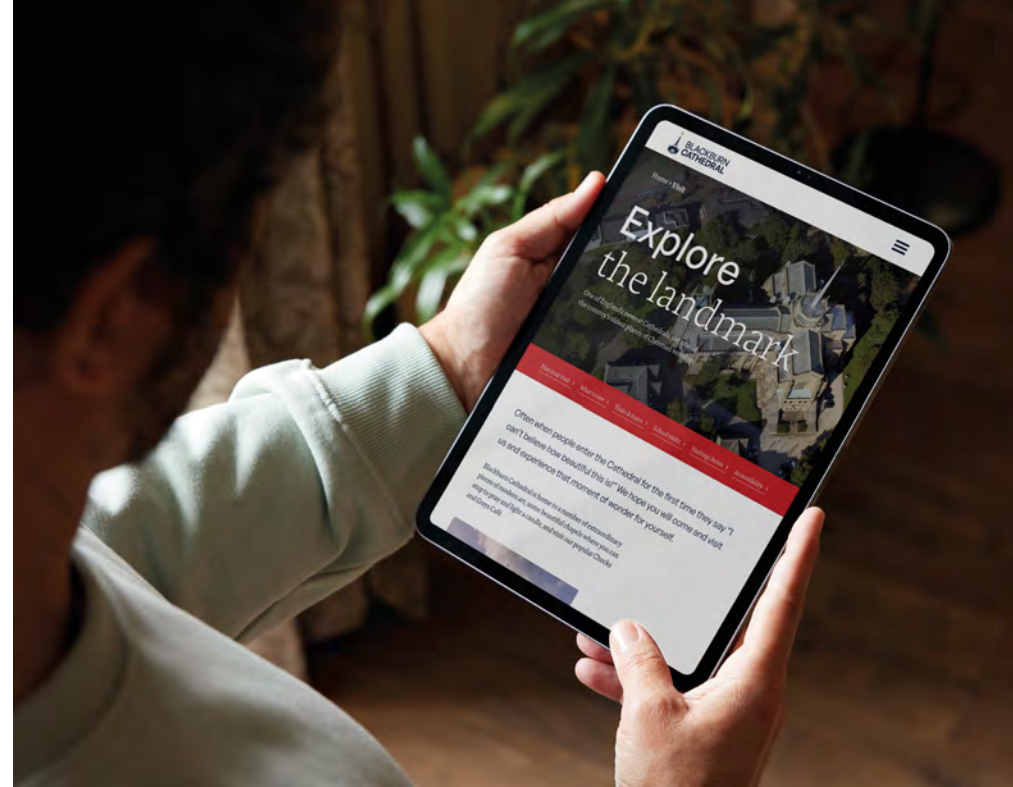
Your website is your most powerful online marketing tool, and our team is here to make sure it's both functional and impactful.

- Website design
- Website audits
- Website development
- Consultations
- Website content
- Hosting
- Landing pages
- Maintenance

As well as designing the structure and overall aesthetic of your website to offer the perfect representation of your business, we'll deliver a website that focuses on lead generation and conversions.

Once you've worked with our designers and had your vision realised, that's when our team of dedicated web developers comes in.

Each website we build is entirely bespoke, and will provide an excellent user experience on both desktop and mobile devices.



Strategy

We're specialists in developing thoughtful marketing strategies that truly resonate with your brand.

- Marketing Strategy
- Digital Marketing Strategy
- Content Marketing Strategy

Like a well-fitted suit, our strategies are tailored to you - instilling confidence and leaving you ready to take on the world.

Our process begins by getting to know the heart of your company, its values, goals, and the industry's competitive landscape. It's this personal approach and deep insight into who you are that guides every step of your marketing plan going forward. Cookie-cutter marketing strategies? Not at Root Fifty-Two.

Whether you're looking to improve your online visibility, engage with current customers, or attract new ones, we adopt a unified marketing approach by combining a blend of digital marketing, content creation and strategic planning. These tactics work to connect with your audience, encourage engagement and enhance your overall reputation. By aligning our marketing strategies closely with your brand identity, we help you become a name people can rely upon and recognise. Why? Because we understand just how crucial customer loyalty and trust are for long-term success.



Marketing

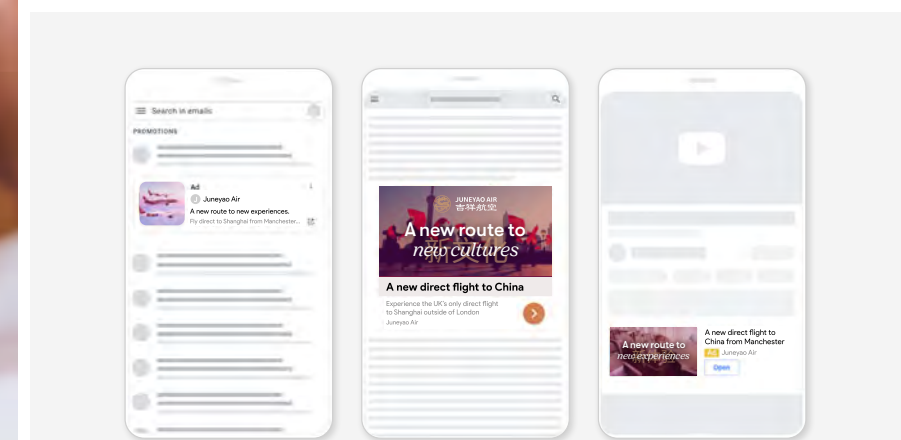
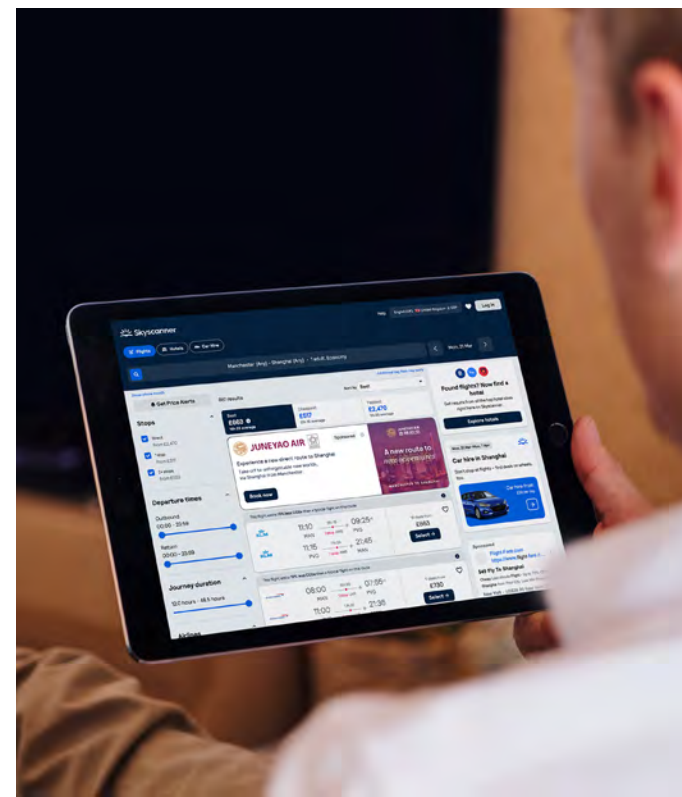
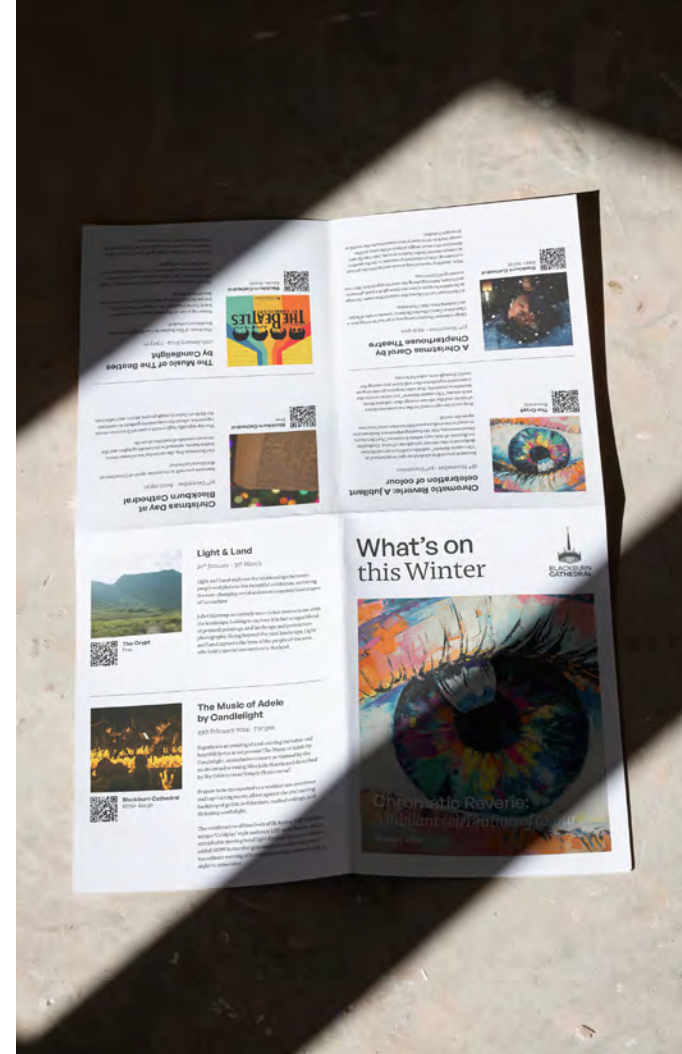
Marketing should go beyond delivering a message - it should start a conversation.

- Marketing strategies
- Campaign strategies
- Digital marketing
- Search engine optimisation
- Press releases
- Copywriting
- Design & print
- PPC & paid ads
- Social media

As always, our approach uses your unique identity, values and goals as a springboard to create strategies that directly connect with your audience.

Essentially, everything we do, from social media marketing to Search Engine Optimisation (SEO), paid ads, and content marketing, reflects who you and your customers are. Whether you're seeking to build communities on social media, draw traffic to your website through effective SEO, increase your exposure through strategic paid ads, or nurture your existing audience through tailored email marketing campaigns - we offer complete marketing campaigns.

But we're not just about data and analytics. We also produce eye-catching promotional designs and print requests to help put your brand out into the world. With expert in-house copywriting and striking graphic design services, we make sure every touch point of your brand is visually appealing and effectively persuasive. Through these integrated services, we craft a consistent, compelling narrative that drives your business forward.



CASE STUDIES

Gilling Dod

Enriching lives through thoughtful and progressive healthcare architecture.

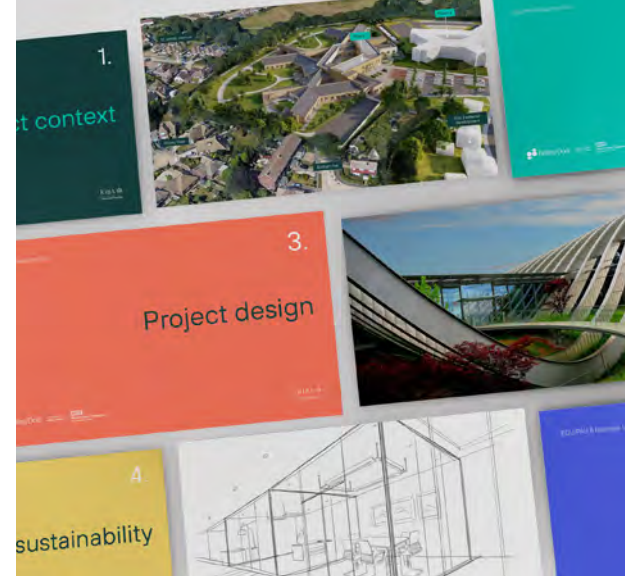
In a project spanning seven exciting months, we joined forces with Gilling Dod to re-imagine and reinvent their whole brand identity, tone of voice and website.

In classic Root Fifty-Two style, our first priority for this project was to immerse ourselves into the heart of who Gilling Dod are. This hands-on and personal approach saw our team hosting various in-depth workshops at their studio, allowing us to get to know their people better.

From here, we were able to successfully tease out the personality and values of the Gilling Dod brand, which allowed us to create a creative and fully-aligned branding concept.

The result is a visually striking brand identity and website that is both contemporary and timeless, but that hasn't lost touch with Gilling Dod's rich history, values and story.

See more of our work at rootfiftytwo.co.uk



CASE STUDIES

Blackburn Cathedral

Crafting a brand identity to resonate with a younger, modern audience.

We invited community participation, inspired exploration, and uncovered the Cathedral's rich narrative, all while fostering a sense of community support and warmth.

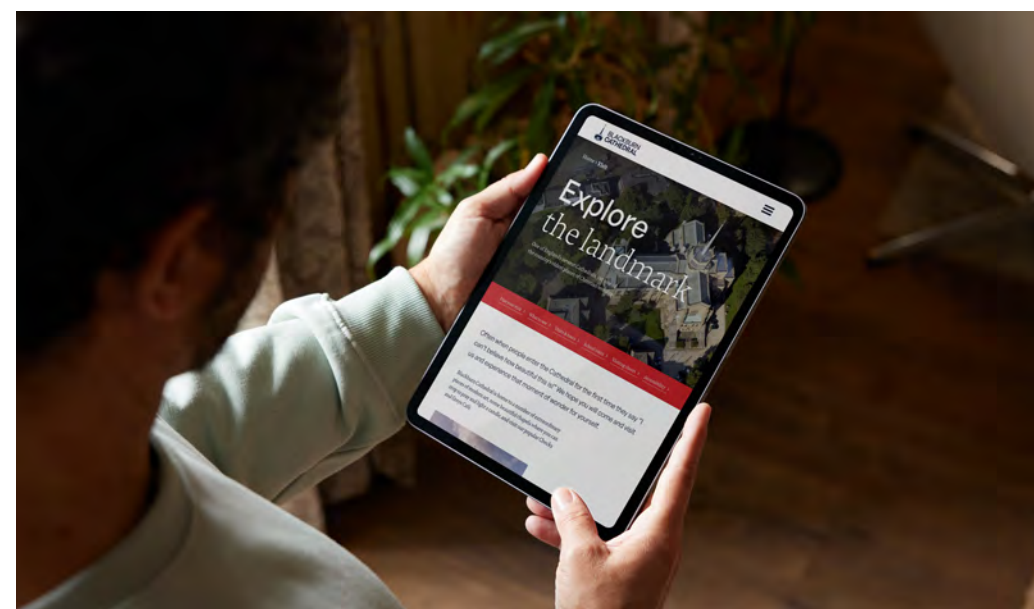
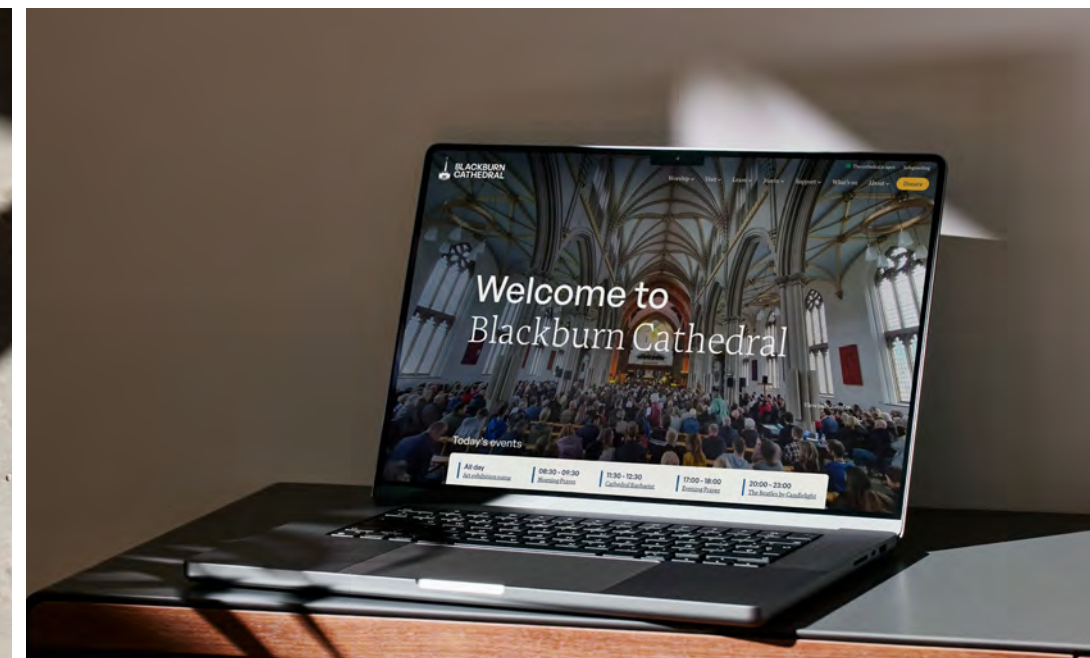
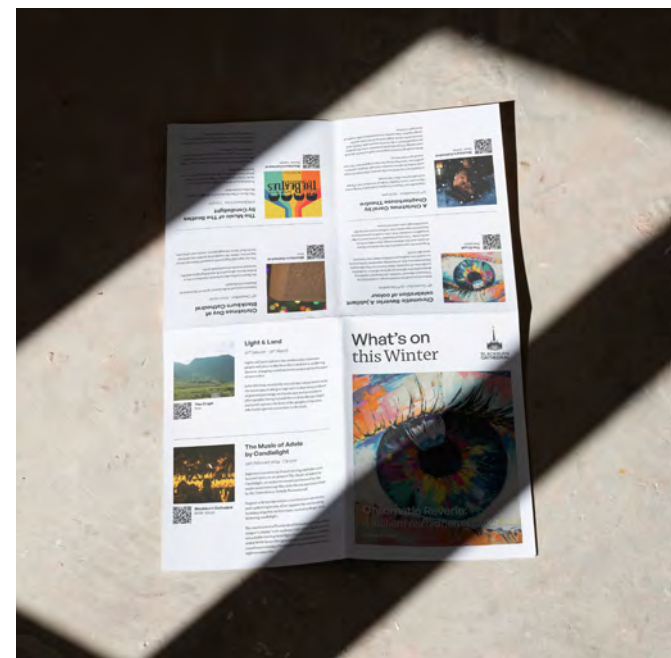
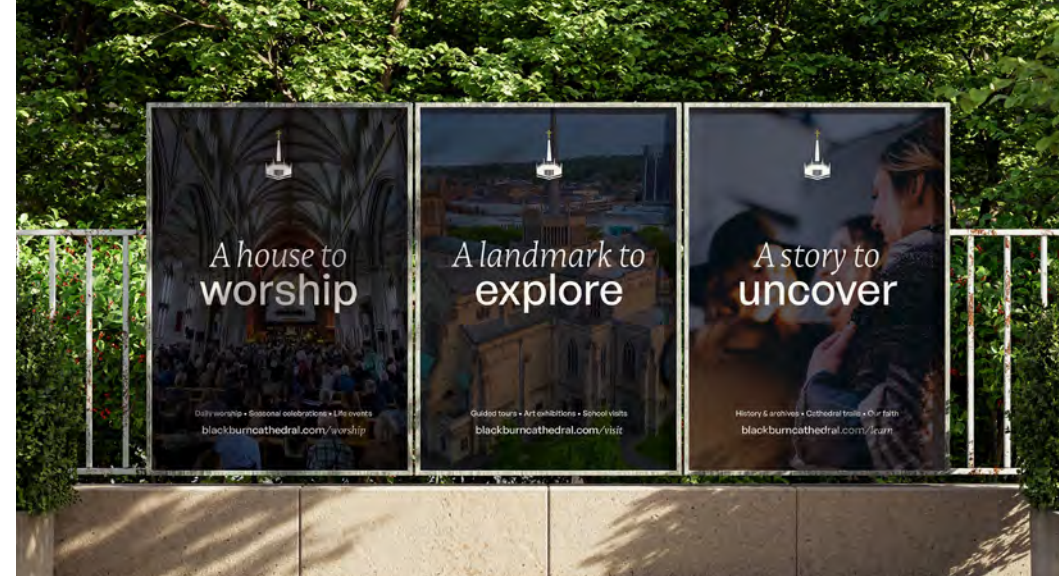
Our goal was to bridge generational gaps, creating a brand that is inclusive and welcoming to all. It was also imperative that our design approach emphasised engagement and connection, steering clear of any commercial overtones.

We worked closely with Blackburn Cathedral to develop a new brand identity that really spoke to who they are. Starting with a hands-on workshop, we got the whole team involved, making sure our vision worked effectively across all departments.

The Cathedral's online presence also needed to delve into the heart of what Blackburn Cathedral represents - not just a place of worship, but a vibrant beacon in the community, a hub of cultural and social integration, and an institution with a rich narrative waiting to be told.

| | | |
|---------------------------------|----------------------|------------------------|
| +42% | +138% | +32% |
| increase in organic impressions | increase in sessions | increase in engagement |

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CASE STUDIES

Financial Affairs

Empowering financial futures with a modern, approachable brand.

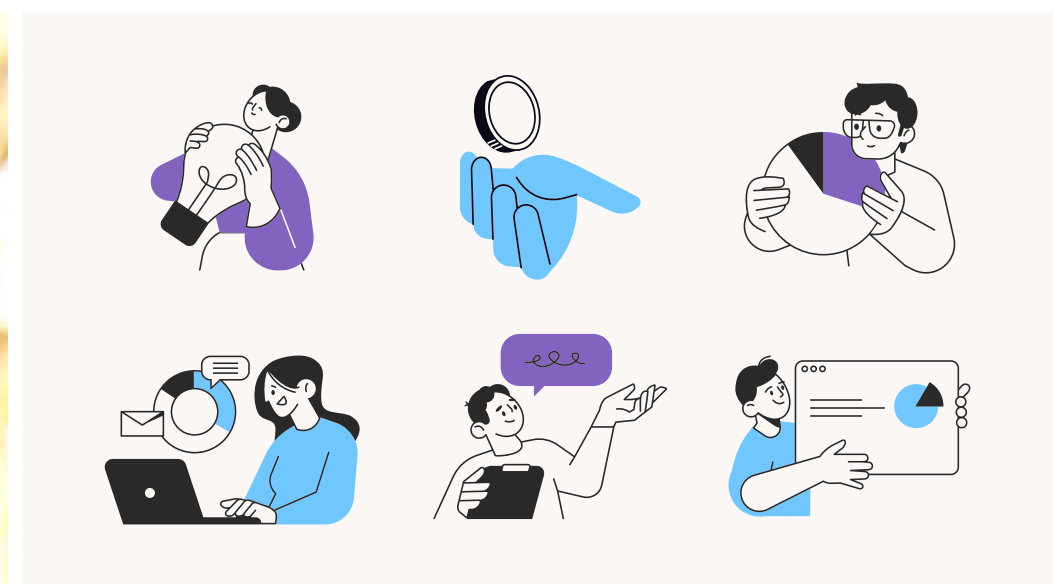
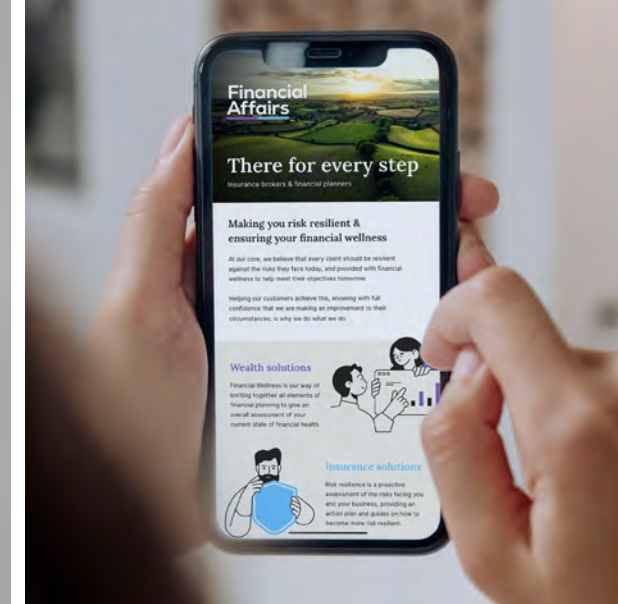
Financial Affairs, insurance brokers and financial planners from Burnley, sought a brand refresh and marketing support to strengthen their image, enhance approachability, and stay competitive in the market.

With their existing logo as the basis, we tweaked and improved all of the supporting elements including softening the colour palette, refining the typography, and introducing a new range of illustrations, to provide an overhaul to Financial Affairs' look and feel.

Having successfully rolled out the refreshed brand, we now provide ongoing marketing support through social media marketing, industry editorial content, and digital strategies.

The result is a modern, approachable brand that better reflects Financial Affairs' commitment to personalised, face-to-face financial services. The refreshed visual identity has helped Financial Affairs stand out in a competitive market and attract a diverse clientele.

See more of our work at rootfiftytwo.co.uk



Our *team*

We're creatives at heart. Our collaborative team is made up of a diverse mix of creative personalities and interests, allowing us to always see different perspectives towards the same goal.



Kimberley
Managing Director



Barrie
Operations Director



Michael
Creative Director



Jon
Business Development



Lindsay
Senior Designer



Michael
Senior Designer



Alex
Digital Lead



Joe
SEO Specialist



Paul
Marketing Exec



Ella
Digital Marketer



Zakria (Z)
Lead Developer



Joe
Developer



Chris
Developer



Positive *actions*

Our duties extend beyond being just a business. We have a wider commitment to those that have supported us in work and our lives, which is why we're always looking to give back through acts of kindness. Whether that's fundraising for causes close to us, supporting well-being organisations, or guiding future creatives and marketeers.

- Fundraising events
- Power of Print donations
- Charity golf days
- Food bank collections
- Future Leaders programme
- Educational business talks
- *Lift* support service projects
- Apprenticeships & education



root fifty-two

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Association
Member



We're a

Burnley Bondholder