

hello

root fifty-two



**Root Fifty-Two**, established in 2008, is an independent and mighty full-service **creative and marketing agency** with the power to build, create, design, write, brand, market, and everything in between.

We're an inspired collective of creatives based in Lancashire, each with our own unique style and passion for storytelling.

01282 911 910

[hello@rootfiftytwo.co.uk](mailto:hello@rootfiftytwo.co.uk)

[rootfiftytwo.co.uk](https://rootfiftytwo.co.uk)



# our approach

**Whether you're after one-off or monthly ad hoc services, or the full creative and marketing package on a retainer basis, we've got you covered.**

## we bring **energy**

Everything we do is driven by a contagious enthusiasm and passion for creativity, ideas, and elevation of our clients and ourselves. We value listening to everyone's ideas and are proud of the supportive and expressive energy we bring to the studio.

## we have **talent**

Supporting a culture of growth and innovation, we're inspired by the bright sparks we've got in our team and the visions we have. We're confident in the knowledge and expertise we've got on board, and we always push each other to go further.

## we are **authentic**

We focus on being open and honest, and won't pretend to be something we're not. Our interactions are down-to-earth, transparent and sincere with our clients and one another, motivating us to build meaningful partnerships and collaborations that last.

## we build **connections**

We're committed to building long-lasting relationships with all of our clients - in effect, becoming extended members of your team. We love getting to know the unique stories that make up each business and that our partnerships become friendships over time.

**our services** →



creative

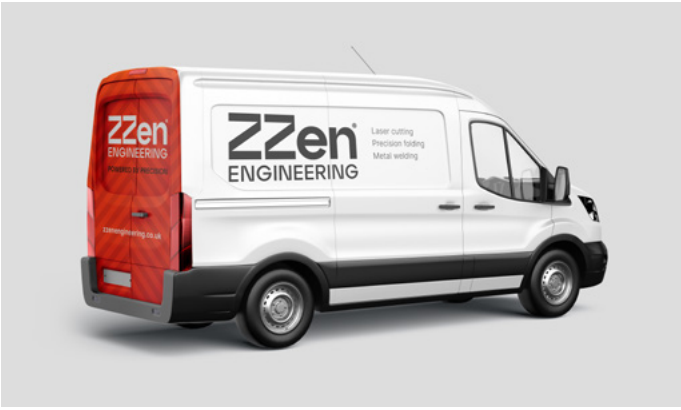
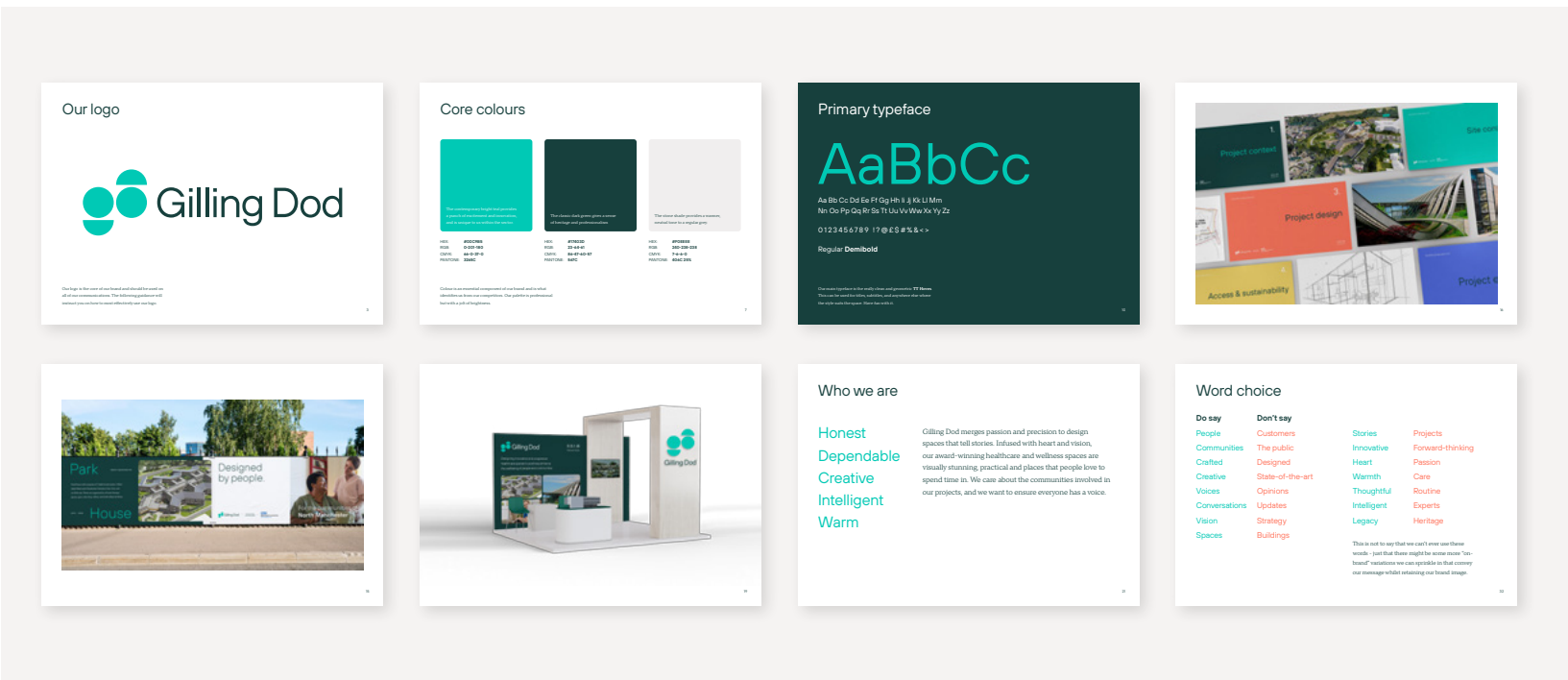
Comprehensive graphic design services that fuse creativity with a keen eye for detail.

- brand identity
- signage & merchandise
- brochure design
- exhibition materials
- business stationery
- photography direction

Whether you’re just starting out in drafting your new brand, or you’re already a well-established business in need of a brand refresh, our team of designers will work closely alongside you to develop a unique and effective logo and brand identity that aligns perfectly with your company’s core values and vision.

Our designers develop a deep understanding of your product / service, target audience, and brand, translating these ideas into visuals that amplify your stories and promote your core company values.

If you're looking to build on your brand awareness, contact our creative team today.



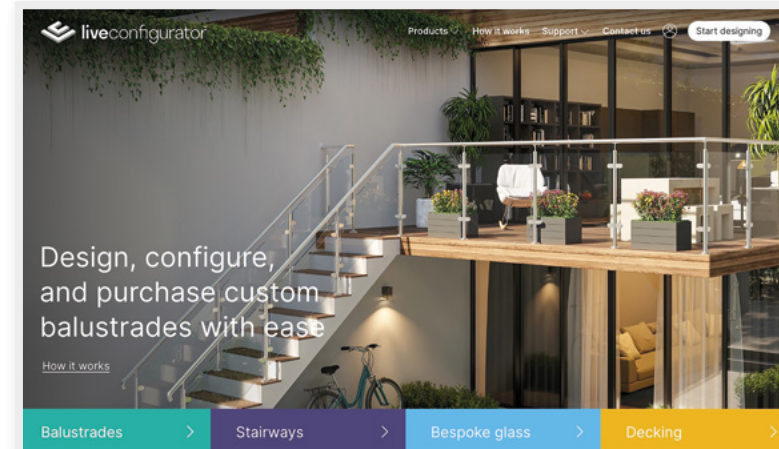
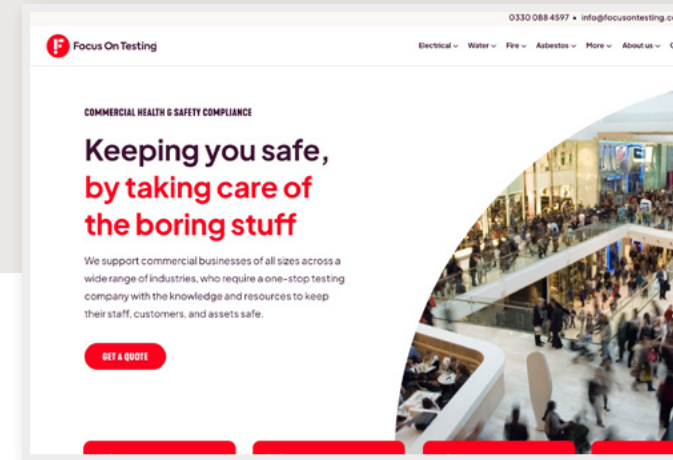
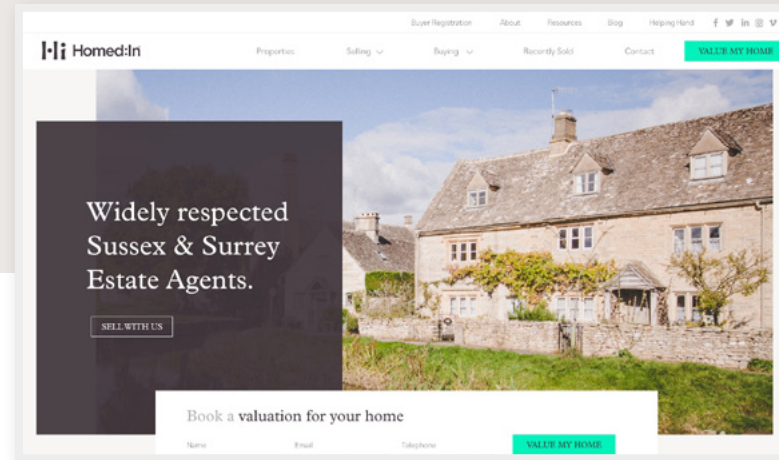
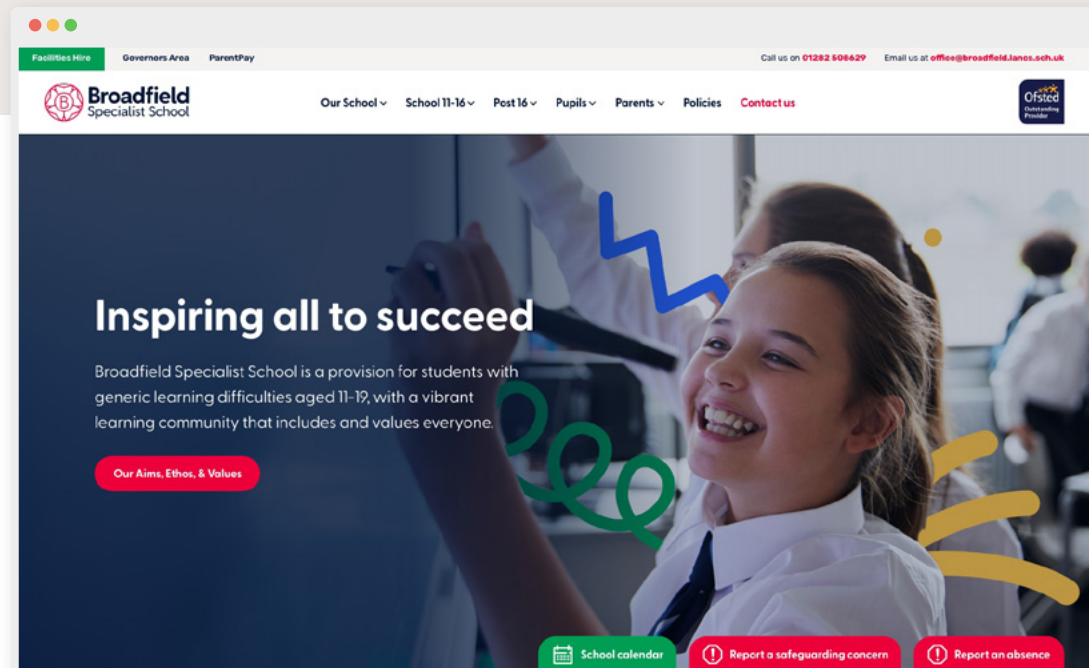
# web

**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 development
- landing pages
- ecommerce
- content management
- hosting & 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 for both desktop and mobile users.





# social media

## Increasing your social reach with original content creation.

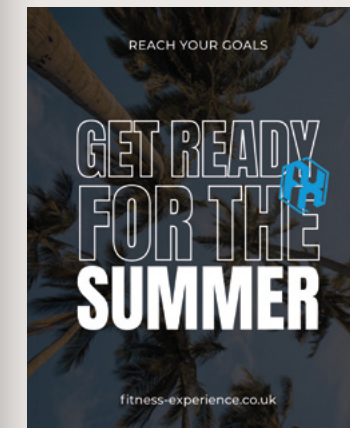
- profile management
- organic & paid campaigns
- audience engagement
- tailored content plans
- PR & influencer marketing
- post scheduling

Social media can be an excellent and invaluable marketing tool, especially if you know how to use it effectively.

Our dedicated team of social media experts live and breathe all things social, and each have vast experience in setting up and executing successful paid and organic social media campaigns across all platforms, including Facebook, Instagram, LinkedIn, Twitter, TikTok and YouTube.

Following an initial meeting, we'll highlight the platforms which offer the most potential for you and your business and develop a strategy, before getting all set up and making regular posts on your behalf in accordance with a detailed monthly marketing plan, tailored to your objectives.

We have monthly marketing packages to suit all budgets. Get in touch with our social media team today to find out more.



# digital

## Connecting your business with new and existing customers.

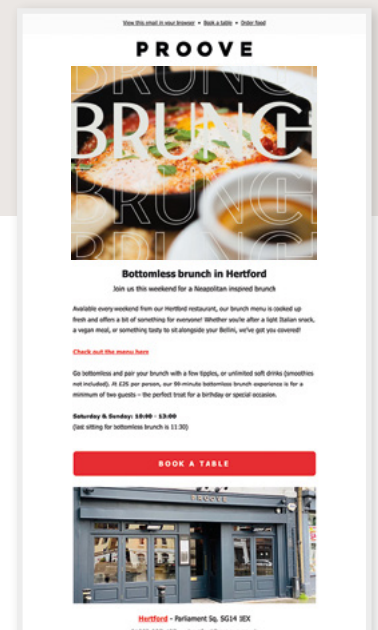
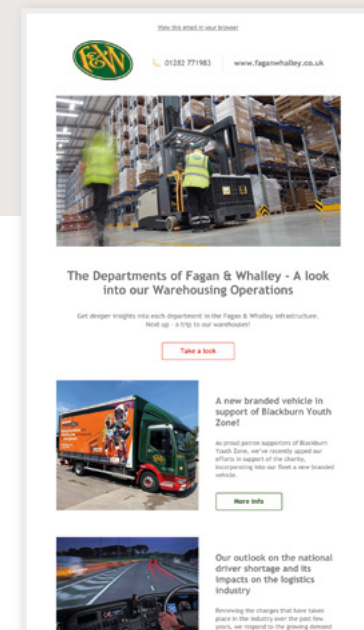
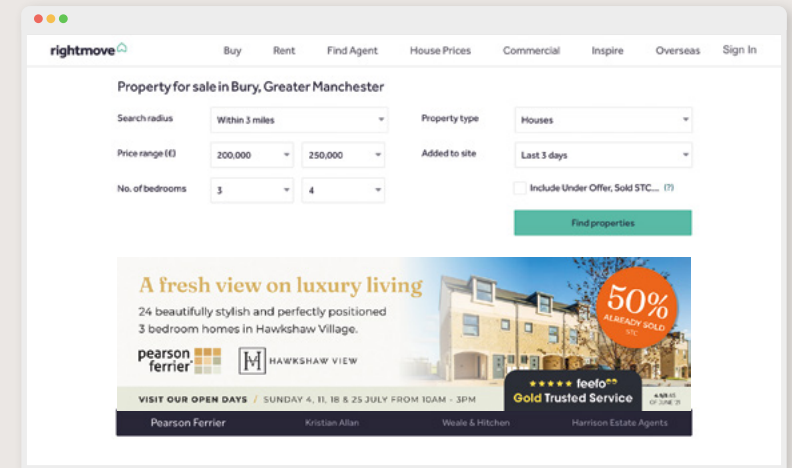
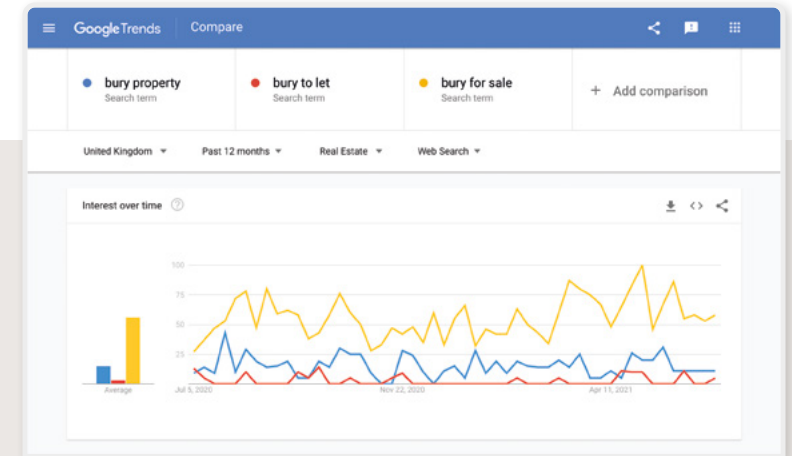
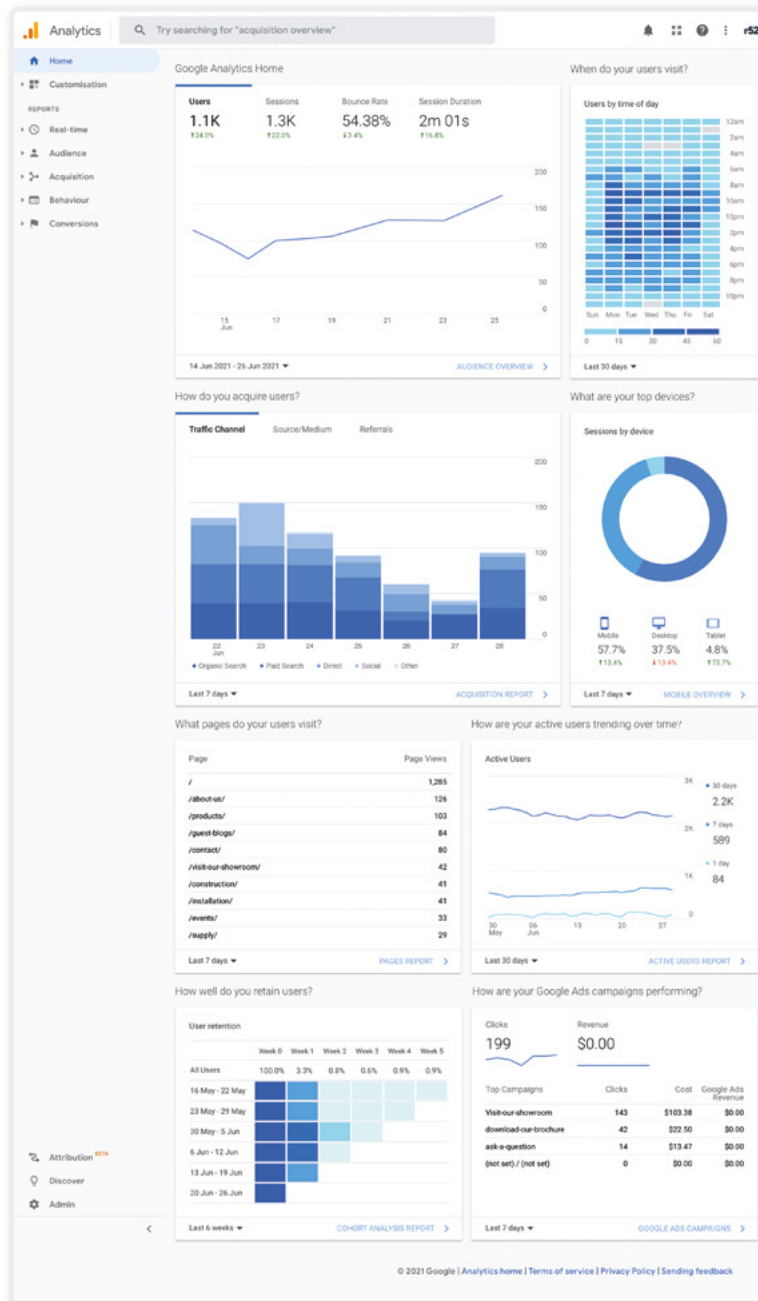
- content marketing
- email campaigns
- remarketing
- SEO management
- Google Ads
- web analytics

Whether it's driving traffic to your website, increasing brand awareness, managing your email marketing or social campaigns, or thinking up new ways to engage with your existing customers, we're always excited to get out the drawing board and start generating new ideas for your next digital campaign.

Helping you to grow and target your client base, we have a wealth of experience in planning, designing, building and managing successful digital marketing campaigns, and can incorporate our digital services into a fully scaled marketing strategy.

*"Root Fifty-Two came along and switched everything around for us, in that year on year on year, our sales have grown because of the input we've had from them."*

Jason - VWM Woodworking Machinery





# copywriting

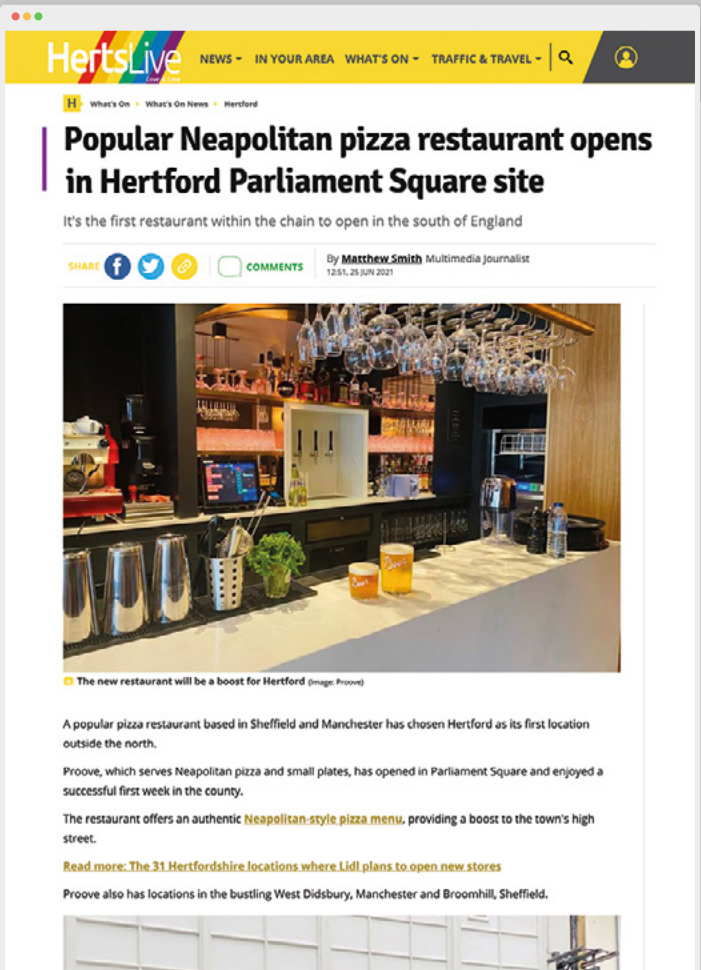
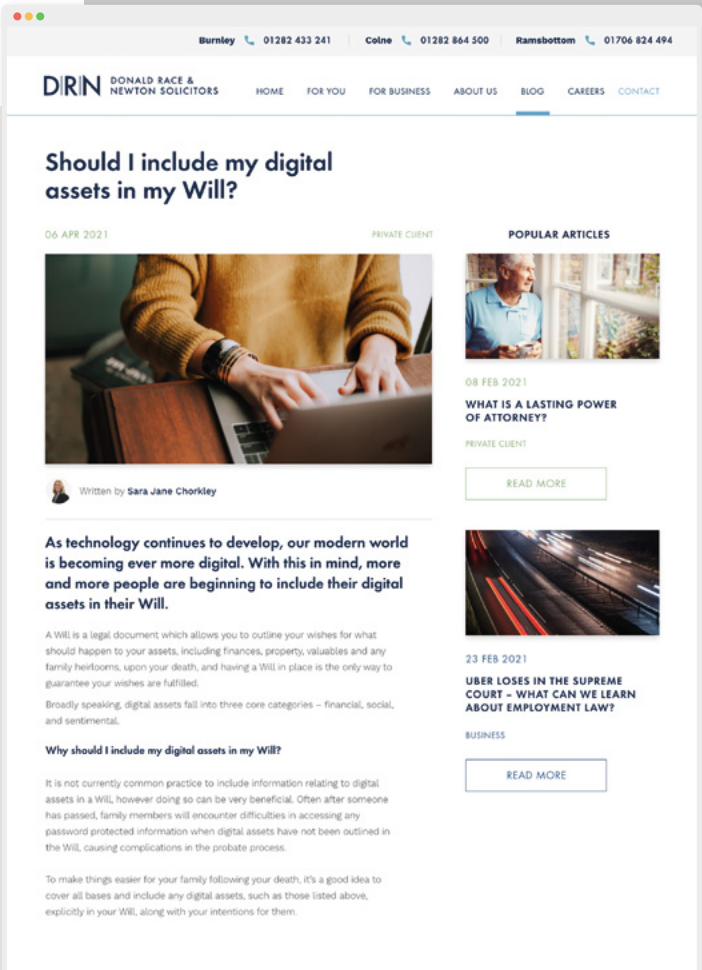
Bringing your brand to life with stand-out content.

- brochure content
- website content
- email newsletters
- blog articles
- SEO optimisation
- press releases

Great copywriting tells your story, sells your products and services, educates your customers and helps to boost awareness of your brand.

Our dedicated copywriter will be on hand to make sure every aspect of your content oozes personality, highlights your individuality, and remains on-brand across all aspects of your marketing.

Working closely with your team to gain a good understanding of your business, your key messages and core values, our copywriter will create outstanding, and SEO-optimised content that's both engaging and informative.





# who's who?

**The work we produce is carried out by our experienced, enthusiastic and committed in-house team of creatives.**

We began life as a design-for-print company back in 2008. Since then, our team has grown, and our capacity and creative output has grown along with it, and we now offer a comprehensive range of creative and marketing services.



**Kimberley**  
Managing Director



**Barrie**  
Director



**Andy**  
Head of Marketing



**Lindsay**  
Studio Manager



**Michael**  
Creative Lead



**Cameron**  
Lead Developer



**Lee**  
Web Developer



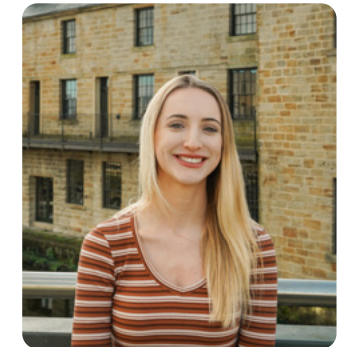
**Zakria**  
Web Developer



**Alex**  
Business Development



**Molly**  
Designer



**Izzy**  
Copywriter



**Ellie**  
Digital Marketeer



**Beth**  
Digital Marketeer



branding

copywriting

brochures

signage

exhibitions

# Driving the Fagan & Whalley brand forward

## the search for local creatives

As an already well-known brand in the local area, Fagan & Whalley were seeking the help of a local creative agency who could develop the brand, design and build a new website and provide ongoing marketing support. In 2016, they found us!

## marking a big milestone

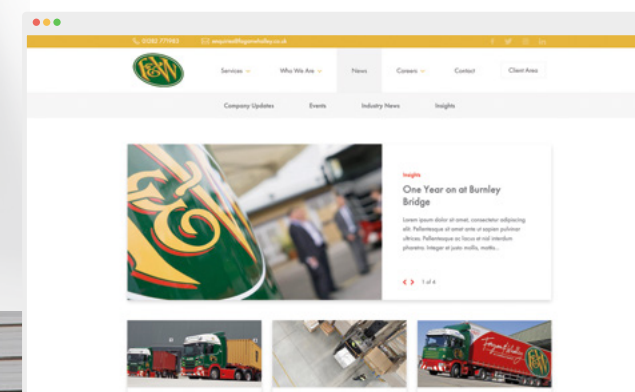
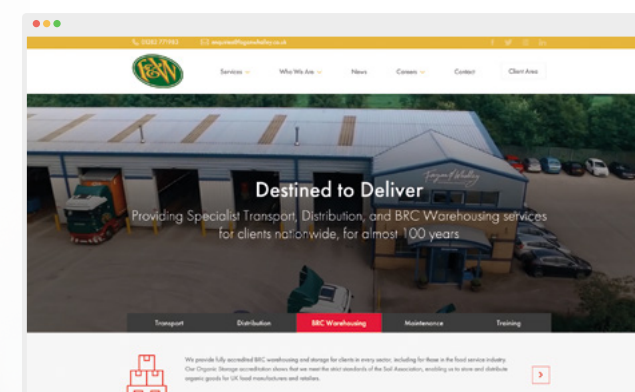
When the company reached their 90-year anniversary, we marked the occasion by introducing a commemorative logo. Creating a design which married well with their existing brand, the '90' logo takes pride of place across their marketing, and is displayed on every vehicle in their fleet.

## the impact

*"We had struggled to find someone to take our brand forward. We found Root Fifty-Two, and we've never looked back! They're fantastic to work with and their communication is seamless."*

**Sam Fagan, Business Strategy Director**

See more of our work at  
**rootfiftytwo.co.uk**





branding

web design &amp; development

social media

print

# Working together to update Equestrian Surfaces' identity

## industry experts

Equestrian Surfaces approached us in early 2019 with a rebrand in mind, and were looking to bring on board a creative team who could enhance the brand, deliver a brand-new website with digital resources, and manage future marketing and advertising opportunities.

## laying the groundwork

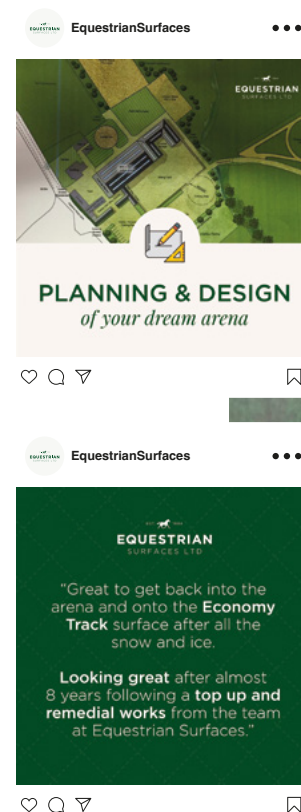
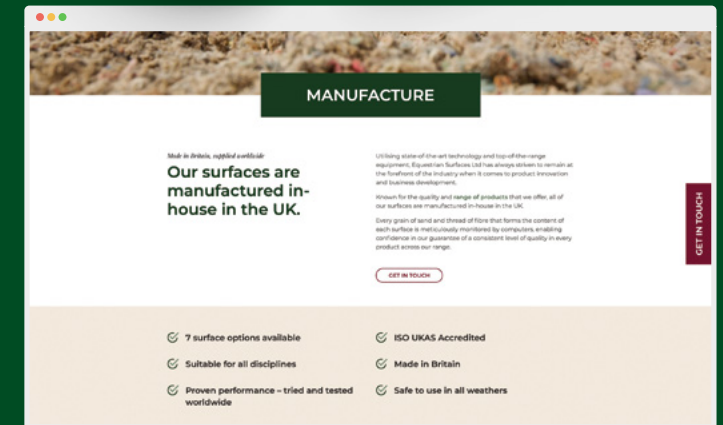
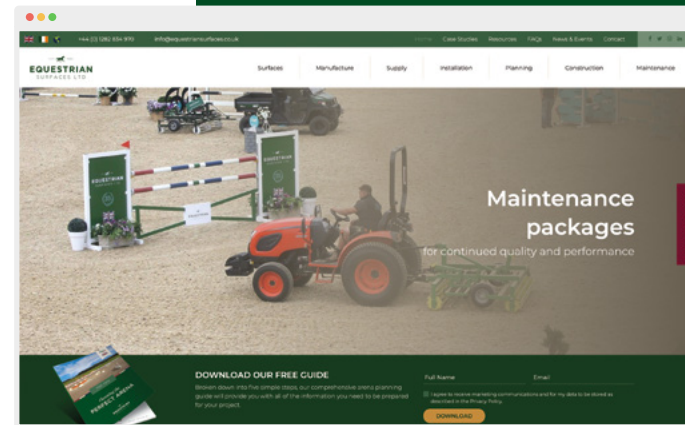
First came the concepts for a new logo and brand, which incorporated a quintessentially 'British' colour palette to draw upon their 'Made in Britain' manifesto. Once their new identity was established, it was time to roll it out across their website, social media, printed marketing, and exhibition materials.

## the impact

"The Root Fifty-Two team have been working with us for over five years now, and over the last two have been largely involved with the marketing and rebranding of our company. All I can say is what an excellent, creative and efficient team Kimberley has at her disposal, and we cannot thank them enough. Here's to many more years working together and making our businesses grow!"

**Luke Wilkinson, Finance Manager**

See more of our work at  
[rootfiftytwo.co.uk](https://rootfiftytwo.co.uk)





brand refresh

web design &amp; development

social media

strategy

# Developing a complete marketing strategy for Pearson Ferrier

## first viewings

The team at Pearson Ferrier first got in touch with us in 2020 to ask for some support with building their social media profiles, and it didn't stop there! Since then, we've continued to work closely alongside them to develop a complete creative package.

**TheNegotiator**  
*Awards 2021*

**Nominated for Estate Agent  
Website of the Year 2021**

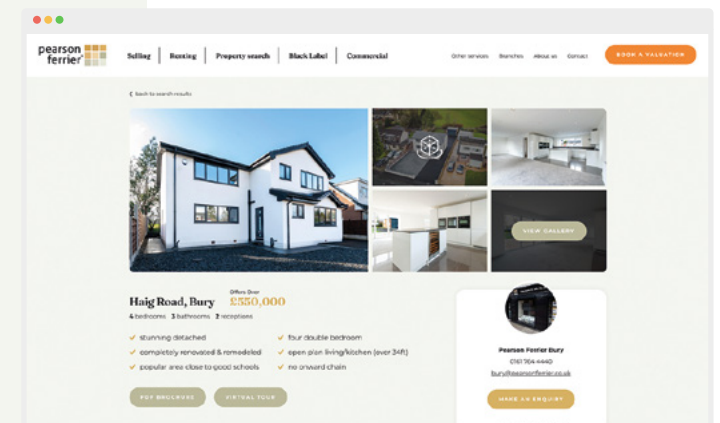
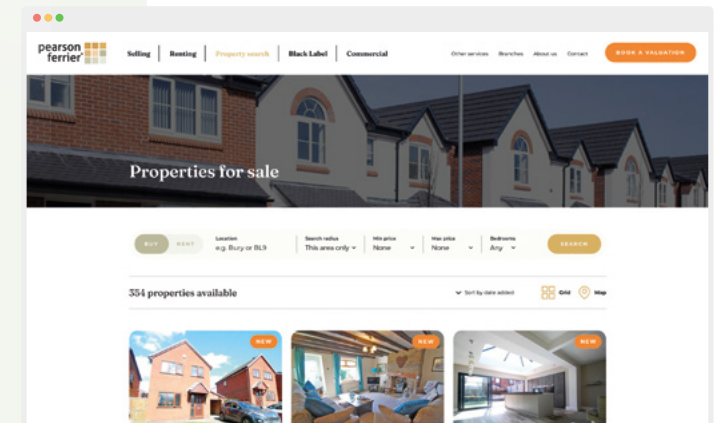
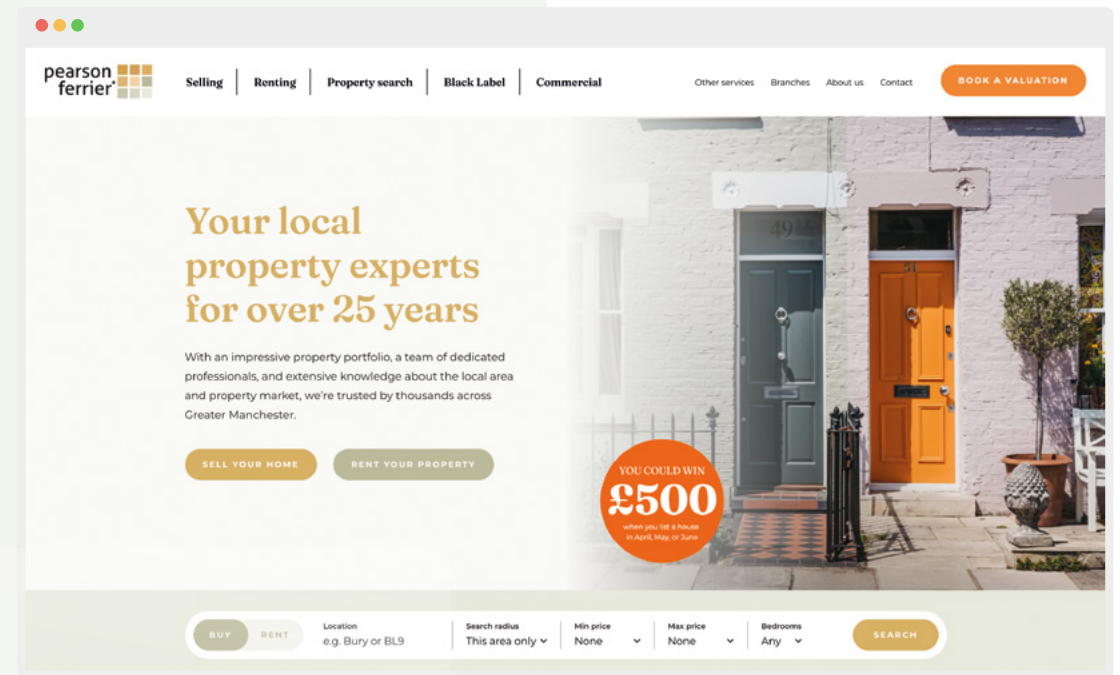
## the roll-out

We took the existing brand and gave it a little bit of TLC, introducing a softer, more modernised aesthetic with clean design and a new typeface, promoting consistency with colour, and utilising bright lifestyle shots and illustrations to bring the brand boldly into 2021. Drawing all of this together, we designed and developed a fresh new website, simplifying the layout and navigation to showcase the comprehensive range of properties and services they offer.

## getting social

With a scarce online presence, few followers, and little consistency throughout the brand, we worked hard to boost their online engagement and expand their reach, developing a comprehensive strategy for paid and organic content and carrying out online competitions to generate conversation and interest. We then helped them to target new audiences with an eye-catching leaflet maildrop, sent out to 60,000 homes and businesses around Greater Manchester.

See more  
of our work at  
**rootfiftytwo.co.uk**





brand refresh

web design &amp; development

social media

photography

# Helping Proove to bring quality Neapolitan pizza to the UK

## how it began

We first began working with Proove in June 2020, when the country was in lockdown. Recognising the value of an online presence in such a critical time, the Proove team approached us to design and develop a new website, increase engagement on social media, and to grow their following.

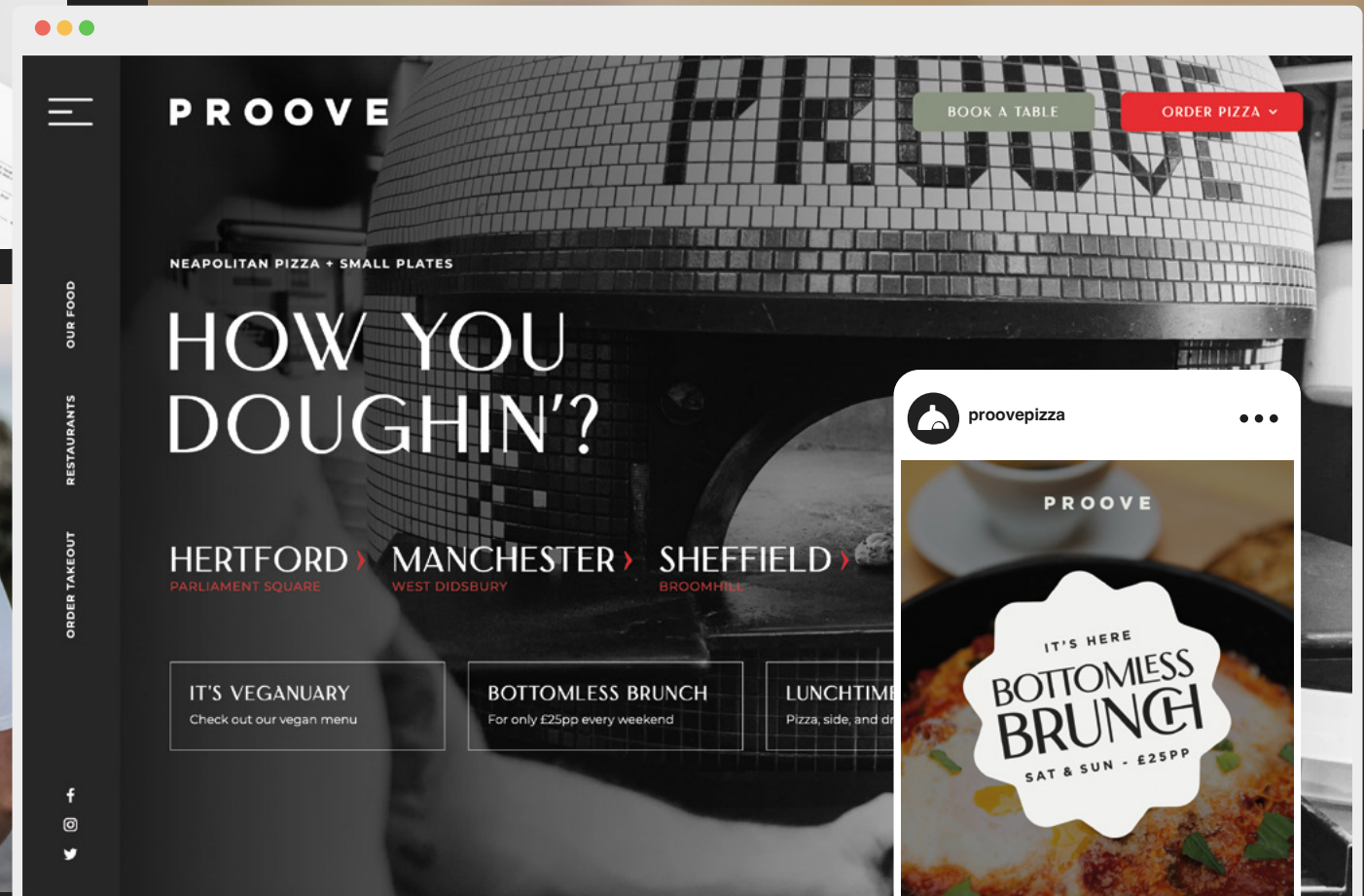
## guiding them through a pandemic

Even though we had loads of ideas to generate buzz around Proove, the principle target was to support them through the pandemic. Both of their restaurants were forced to close during lockdown, which meant a huge push for their delivery and collection services. We also increased exposure for their new side projects and products, including Proove@Home, and a new vegan menu, meaning Proove stayed busy as usual.

## creative support

Bringing all aspects of their image in line with their refreshed brand, we designed and produced a range of printed materials, including stickers, pizza boxes, and labels for their takeout cocktails. We also carried out a full menu redesign, plus signage for their new Hertford restaurant.

See more of our work at [rootfiftytwo.co.uk](https://rootfiftytwo.co.uk)



# who we work with

We love seeing our clients succeed, and our experienced team knows what it takes to get there. **Some of our clients...**



Think we'll be a good fit?  
**Let's chat...**

# the power of print

We've teamed up with The Brain Tumour Charity to help with raising awareness and boosting vital funds, donating a percentage of the funds from all print jobs to the cause.



## how does it work?

You don't have to do a thing. We simply donate 7.5% of all revenue brought in through print-related projects, such as brochures and flyers, directly to The Brain Tumour Charity.



## how much has been raised?

In 2021, we raised an incredible **£2,157**, with £1,789 purely coming from our print donations, which will pay for eight days of world-class medical research into brain tumours.

## how can I get involved?

As well as putting your designs together, we can source all your print jobs including stationery, brochures, flyers and more! For every print job you send our way, a donation will be made to our chosen charity.





# root fifty-two

## Get in touch

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We're a  
Burnley Bondholder