

What's in our brand?

What are you looking to achieve? What motivates you and your team? We often say and hear these questions when we're establishing how to build a brand for a client. This time, it was time to check ourselves and ask ourselves questions such as;

What is it that makes us us?

What brings us together to produce the work that we all believe in?

Are we different to other agencies? What makes us different?

We took some time to think about ourselves. We were pretty self-obsessed for a moment there – forgive us.

Happily, through this self-indulgence, we realised a few things. We started saying things that we all wholeheartedly agreed with and wanted to hear more of. We hit a nerve. A friendly nerve, the nerve running through Kenyons; the nerve we'd felt but not always been able to articulate.

So, here we are...

We're here looking for a story. Aren't we all? Rarely do you pick the dull over the interesting... We're here to tell the story that you can't get out of your head.

We want to attract not alienate. We want to brighten up rather than bog down. We don't want the bulls**t, we want to connect your audience with you and what matters.

We couldn't do it alone. Our family ties don't allow that. We're here for each other, we're here to produce effective work. We work together, we work with you. Your challenges and ideas allow us to share new stories. Working with you allows us to raise our game, and we hope it raises yours too.

We want to do bigger and better things with you.

We *just* want to produce compelling stories that deliver.

We were started by two people looking for a story and here we are now, looking for the next.

Our purpose

To deliver compelling stories connecting brands to their audiences.

Our values

Do the unexpected – whatever the challenge or opportunity, which angles haven't been explored? How can it be looked at differently? What can we bring to this that will breathe new life into it and really engage people?

Ask questions – ask each other, ask the client. We don't know everything but between us we know quite a lot. The client knows their subject inside out, ask them about it.

Look out for each other – it's a mad world out there. Be sure to treat others as you want to be treated, check in on others and help out where you can. We can live in a mad yet happy world.

Find the joy – we're here because we enjoy this work. Focus on what gives you job satisfaction, build your skills in these areas, and enjoy the rewards – effective outputs, good client outcomes...

Our tone of voice

We are a friendly team that people can rely on. Our thoughtful creativity means that we produce compelling creative, with purpose, designed to achieve results.

Our approach is down to earth, no bulls**t. We want people to feel like they can pick up the phone to us, have an open and honest conversation, and be the person they go to when they need something (be it a video or a discussion about something they're stuck on at work). Our voice therefore needs to be:

- Open
- Honest
- Warm
- Interesting
- Knowledgeable

Our approach isn't 'salesy', and we don't want our messages to be perceived in this way. We genuinely enjoy our work and are interested in the opportunity to do more work with a range of clients. This is the message that we want to be communicated to our audiences - we want the opportunity to work with them so that we can explore new creative routes and help them to achieve their aims.

Ultimately, we want the people we talk to – via email/social media/phone calls/face-to-face/meetings... - to feel that they can trust us to give them informed advice.

Key points:

Keep it simple – if you can't say it simply enough, you don't understand it well enough... make sure we can explain our work/concepts to the audience in a way that is accessible.

Use humour – laughter is often heard in the office; we work hard but don't take ourselves too seriously, and we want this to come across in our outgoing content. We are friendly and easy to talk to.

Positivity - with every client project, we learn and improve, and can take enjoyment from the experience. The appreciation of this work needs to be clear in our content, without being cheesy or losing our down-to-earth approach.