

Case Studies  
2022



# WE BELIEVE

## WHO ARE WE?

Connecting brands and consumers with content that engages, educates and maximises conversion; our mission is simple; define and pave the way that digital media is consumed within the ecommerce and retail universe with forward thinking consumer and product psychology.

**With the full cycle product journey produced entirely in-house our studio boasts a range of flexible shooting spaces and sets. As does the plethora of our team, with an impressive roster of disciplines, from video and photography to CGI, motion graphics and graphic design**

## OUR NICHE



Members of the Neuromarketing, Science and Business Association; as product focused specialists, we weave consumer and product psychology into everything we produce. By combining target audience research with consumer behaviour data, we can effectively stimulate the primal brain with considered message, delivery and reinforcement.

Through from pre-production creative to final delivery, our team offer neuromarketing strategy, consumer trend, expertise and insight to form not only a best-in-class retail content solution but offer an asset suite with conversion longevity.

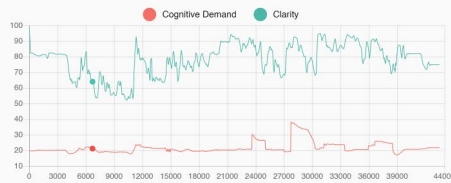
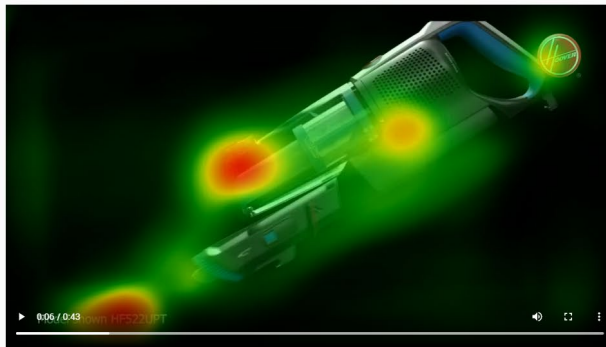
As your visual content partner, your brand is in safe hands.



# Concept Heat Maps

to further understand potential  
consumer engagement

← Previous Next →



Cognitive Demand ⓘ



Low Medium Low Medium High

Video Clarity ⓘ



Low Medium Low Medium High

Tags

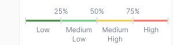


CLICK IMAGE TO VIEW

← Previous Next →



Cognitive Demand ⓘ



Low Medium Low Medium High

Image Clarity ⓘ



Low Medium Low Medium High

AOI

Tags





# CASE STUDY

## SBC

### Introduction:

A family-run British brand with deep foundations in well-being and enhanced skin health, and with a specialist interest in blending naturally derived ingredients with bespoke fragrances, SBC came to We Believe with an idea for a PR campaign up their sleeve.

### Challenge:

With an ethos rooted in minimal packaging and marketing through word of mouth, SBC wanted to launch a high-end beauty meets fashion PR campaign that still appealed to the practical, effective and affordable market. The brief; a suite of images to increase brand awareness, inspired by the 'fountain of youth' meets 'love your skin' – and all without showing the products.

### Solution:

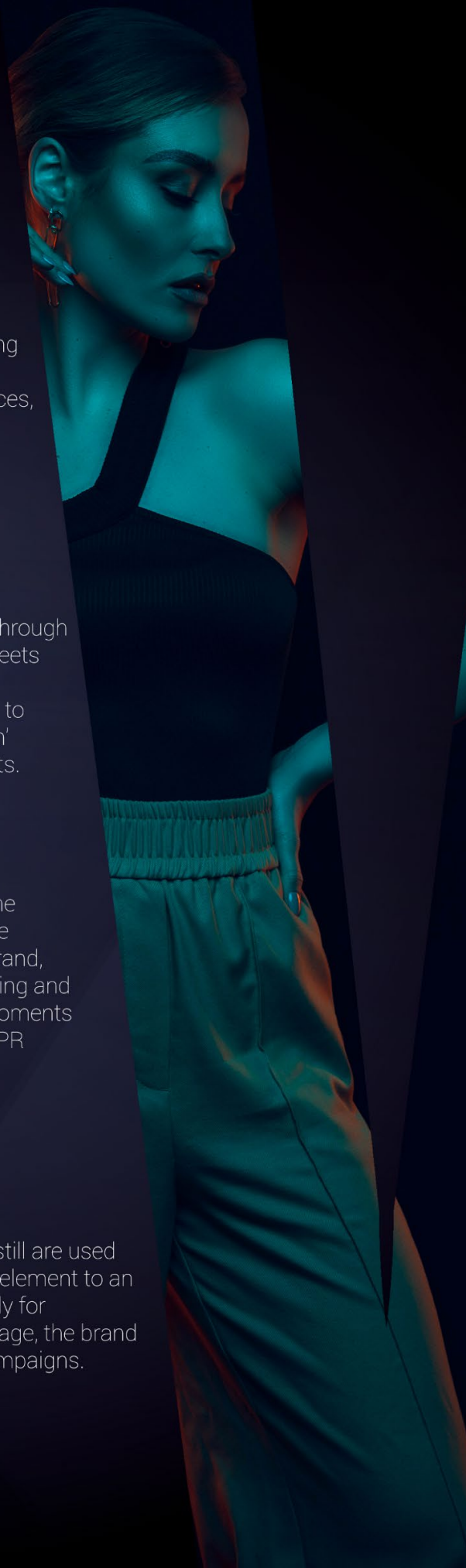
To reach as many touchpoints and demographics across the SBC marketplace without showing the products, the creative maximised on the 'revitalised' and 'refreshed' focus of the brand, with nods to 'natural' and 'enhanced well-being' through styling and storytelling. Shot on location, the shoot spanned various moments across every day, special occasion and seasonal set up for PR purposes, social and print content.

### Result:

**A content suite with great longevity**, the assets were and still are used across a number of media platforms, introducing a lifestyle element to an otherwise solely product-focused brand. Used predominantly for ecommerce banners and **social click-through** to product page, the brand saw an impressive **uplift in conversion** during seasonal campaigns.

### Areas Covered

Photography and Graphic Design









# CASE STUDY

TOWER

## Introduction:

Tower Housewares know a thing or two about iconic, British design excellence. As market leaders in kitchen essentials, electronic and housewares, they called upon We Believe to help explore the vision in bringing a new housewares off-shoot of the brand to market.

## Challenge:

The brief; 'set the table in style with Tower'. On-trend Scandinavian-inspired tableware meets functional beauty and aesthetic charm. With a focus on sustainable materials and a rustic edge, the brand wanted to elevate their affordable range to the mass market.

## Solution:

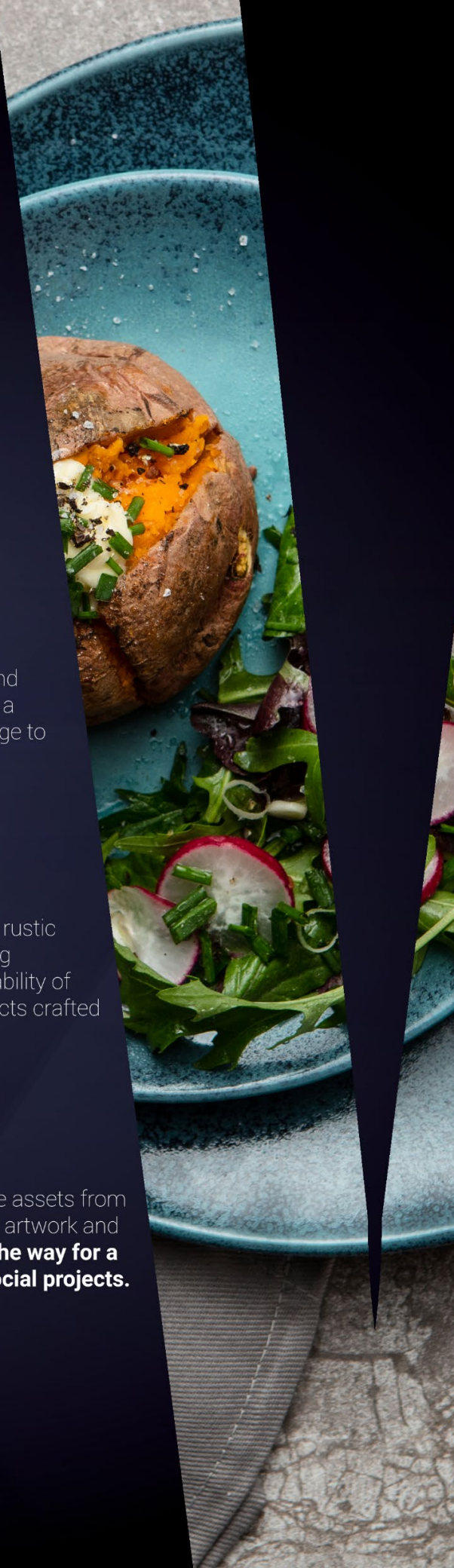
Creating lifestyle moments, the photography creative oozed rustic and relatable charm with down-to-earth food styling, drawing upon the sustainable messaging, natural materials and durability of design. A minimal palette, considered props and focal products crafted an asset suite of imagery across the product range, from dinnerware to bakeware and beyond.

## Result:

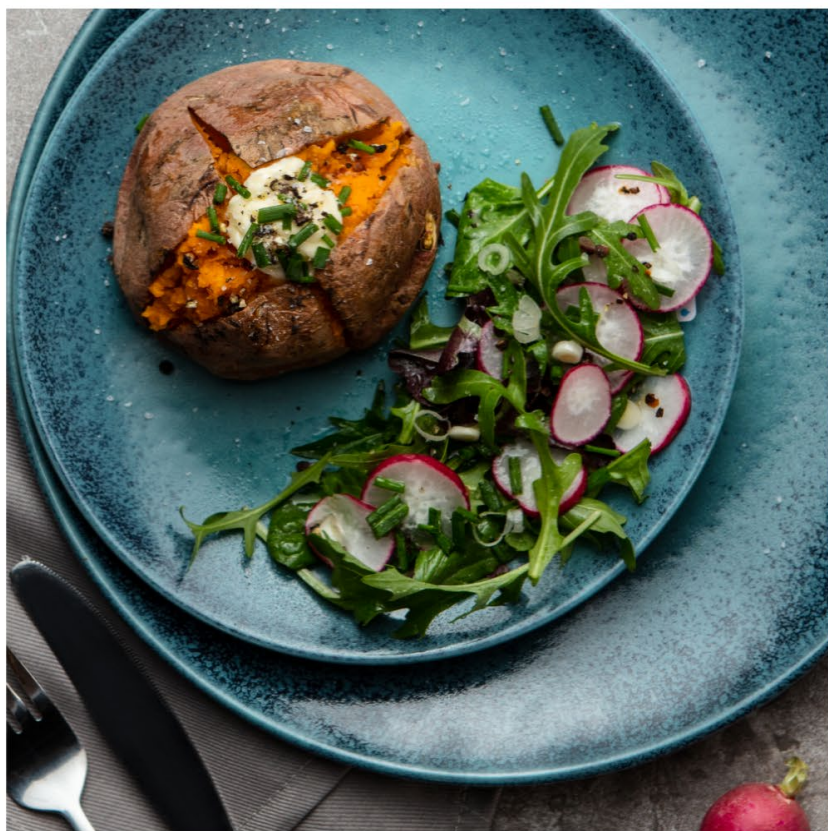
**Hitting a 30,000 strong and counting social following**, the assets from the curated suite were used for paid-for content, packaging artwork and partner retailer banner design. **The campaign also paved the way for a number of associated sub-brand video and influencer social projects.**

## Areas Covered

Photography, Graphic Design and Video









# CASE STUDY

## Introduction:



Black+Decker came to We Believe with a simple request. To develop the UK market SDA appliance range, rooted in the key messaging of 'spend less time preparing and cooking and more time enjoying important moments'.

## Challenge:

Beginning as a project to undertake the redevelopment and design of their standards guidelines and having already undertaken the relaunch of the garment care packaging range; We Believe were up for the challenge of refreshing the vast SDA range within a fast-moving market. The brief; create an asset bank of lifestyle imagery for each appliance within the range, for use across ecommerce carousel, gift box artwork and social campaign.

## Solution:

A range of photography, shot within a purpose-built kitchen set, evoking bright, welcoming and convivial design. The product always as the forefront of the imagery, but with fresh, lively and inspiring food styling; helping show the consumer just how easy preparation can be.

## Result:

The assets **spanned multi-media use**, across ecommerce carousel on partner retailer platforms, to use on the gift box artworks which we also produced in-house. **Setting the precedent for the UK look** and feel of the brand, **the project launched Black+Decker to mass market, increasing brand awareness, solidifying the brand ethos and enhancing the core message.**

## Areas Covered

Photography, Graphic Design and Packaging Artwork.









# CASE STUDY



## Challenge:

To simplify the FAQ section of the service website.  
Provide the information loaded onto the aftersales sections of our website in engaging and digestible ways.  
Help customers to easily solve issues or maintenance tasks and thus save the company the cost of unnecessary call outs.

## Solution:

We produced a suite of video content to sit on the Service section of the Hoover website. These were Presenter Led in style for ease of following and to make the content digestible.

## CLICK HERE TO VIEW.

To reduce costs where possible we produced generic videos that could be used across multiple SKUs.

## Result:

### **Dramatically Reduced Returns**

"Our phone traffic inbound and number of return products would be higher in all probability if we did not have a website with videos.

**"The dryer and pump videos saved us £2,160,000."**

Improved internal training for all staff (including our service engineer induction courses) "The other benefit we derive from the WeBelieve videos comes by way of internal training. They bring to life our training packages in the class room and offer a constant reminder message to agents taking calls in the call centre as they are played on the large screens situated in the call centre.

**"The mood here is that we benefit from making instructional as well as sales videos and the support they give to our external customer platform and internal support structure."**

