



# the CROW Chronicle

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## Introducing Crow Consults

Most of what we do at The Crow Flies are stand-alone brand-building projects, either solely focused on, or mixing market research, strategy, innovation and planning.

However, we learnt our skills at the business coal face. Working in sales. Working on strategy. Creating and marketing brands. Developing and launching new products and services. Negotiating with retailers. Getting new listings in the Grocers. Developing international distribution agreements. Working on Mergers & Acquisitions. Helping our partners understand their business issues and face into them.

And sometimes business advice that blends across specialisms is what's needed. Crow Consults is business advice for start ups, scale-ups or strategic business units looking to bring together brand and business to grow and accelerate. Our role is to apply grounded business thinking, specialist skills, deep experience and senior-level clout to strengthen your arm to help you.

### Crow Consults



**Hello** – we hope this time finds you well and in good health. Whilst everyone seems to be talking about the ‘new-normal’, queues around the block for a drive-thru McDonald’s suggest, if anything, that most people are looking to return back to an old normal as soon as they can. Or perhaps, to just some of the deeply ingrained habits and learnt behaviours which we’ve come to enjoy and cherish more than we realised.

And it’s true that the world of work isn’t normal either, with the presence of a deep and damaging recession almost upon us. With this in mind, here’s an update on **three pieces of new news** from the The Crow Flies.

### 1 Launch of Crow Visualisation

Back when we started Crow in 2013, we decided against having a design wing to our offer. But we’ve reviewed it because of three factors:

- In increasingly cluttered market spaces, a brand’s distinctive visual assets are even more important. Demonstrating creatively and commercially fertile of new strategies is just as important.
- There are lots of visualisation tasks beyond big brand design, which need to be taken just as seriously
- There’s a bit of gap for our clients when they are looking to access effective visuals for use with internal stakeholders and customers.

### Visualisation



With this in mind we are launching **Crow Visualisation** - it’s focused on helping your brand **inspire internally** so it can go on to excite externally. Building the case, selling it in to stakeholders, partners and retailers along the way is critical. You want your brand to have strong insights but they have to grab people. You want a tight strategy, but it has to create action. You want innovation and new ideas, but you’ve got to be able to bring them to life. And you want a brand plan, but one that inspires and unites.

From research visuals that add impact to insights, innovation visuals that make ideas real or strategy & planning visuals that help unite, align and inspire, Crow Visualisation **creates hard working visuals so you can create momentum.**

Full list of Visualisation services is on our website under ‘What we do’.

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**Introducing our new Crow !** Gael Laurie has joined as Brand Building Director. Gael has what we look for in all the Crows: a wealth of experience working on leading FMCG brands (and previous creative consultancy too, helping smaller and challenger brands build a strong platform for growth. Gael takes over from Rob Parker - Rob has had a long term ‘itch’ around education and teaching. For many years, he’s been a leader in the Scout movement and took the opportunity of lockdown to start the process of training to be a teacher. We wish him well, but we know with his attention to detail and commitment to a cause he believes in, ‘good luck’ is something he will create for himself. Say hello to Gael at [gael@thecrowflies.co.uk](mailto:gael@thecrowflies.co.uk)

And finally... **Crow’s Brand-Building tick list**...after a staycation summer here’s our list of brand-building tasks to be cracking on with now the chicks have flown back to school:

- **Research:** online groups have been working well during the lockdown so there’s no excuse not to find that brand golden thread or deepen your customer understanding
- **New Product Development** – as supply lines are rebuilt, retailers are going to be thinking about the future big bets. Get ahead of the curve now if you can
- **Planning** – now’s the time to be brand planning Crow Friends!

Keep safe and keep on building those brands Crow Friends!

