



SPARK

FOUNDRY

ALISON TYRRELL
HEAD OF CONTENT

ROLE OF CONTENT

CREATE EXPERIENCES WITHIN RELEVANT, OWNABLE ENVIRONMENTS THAT REVERBERATE ACROSS SCREENS AND BETWEEN PEOPLE.

ROLE OF ADVERTISING

Tells the **POV of the brand** via traditional messaging – driving **awareness and selling** product and service benefits.

ROLE OF CONTENT

Develops the brand narrative to **solidify its relevance and involvement in people's lives**, via personalised, contextual and fluid experiences that **build upon traditional messaging and leverage media**.

ROLE OF MEDIA

Assigns the **relevant environments** in which ad messaging is distributed and lives, strategically **aligning with** the key target **demographic and behaviour**.

THE CHALLENGES...

- **Multiple stakeholders and business objectives.**
 - **Disconnected thought leadership.**
 - **No clear communication focus.**
- **Break the mould of conventional finance marketing.**

A MULTI-FACETED MEDIA STRATEGY

REVIEW FINANCIAL MEDIA

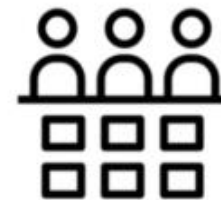
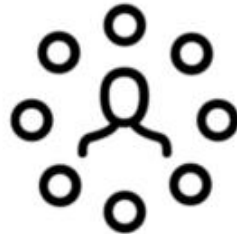
IDENTIFY CORE THEMES

REVIEW SEARCH DATA

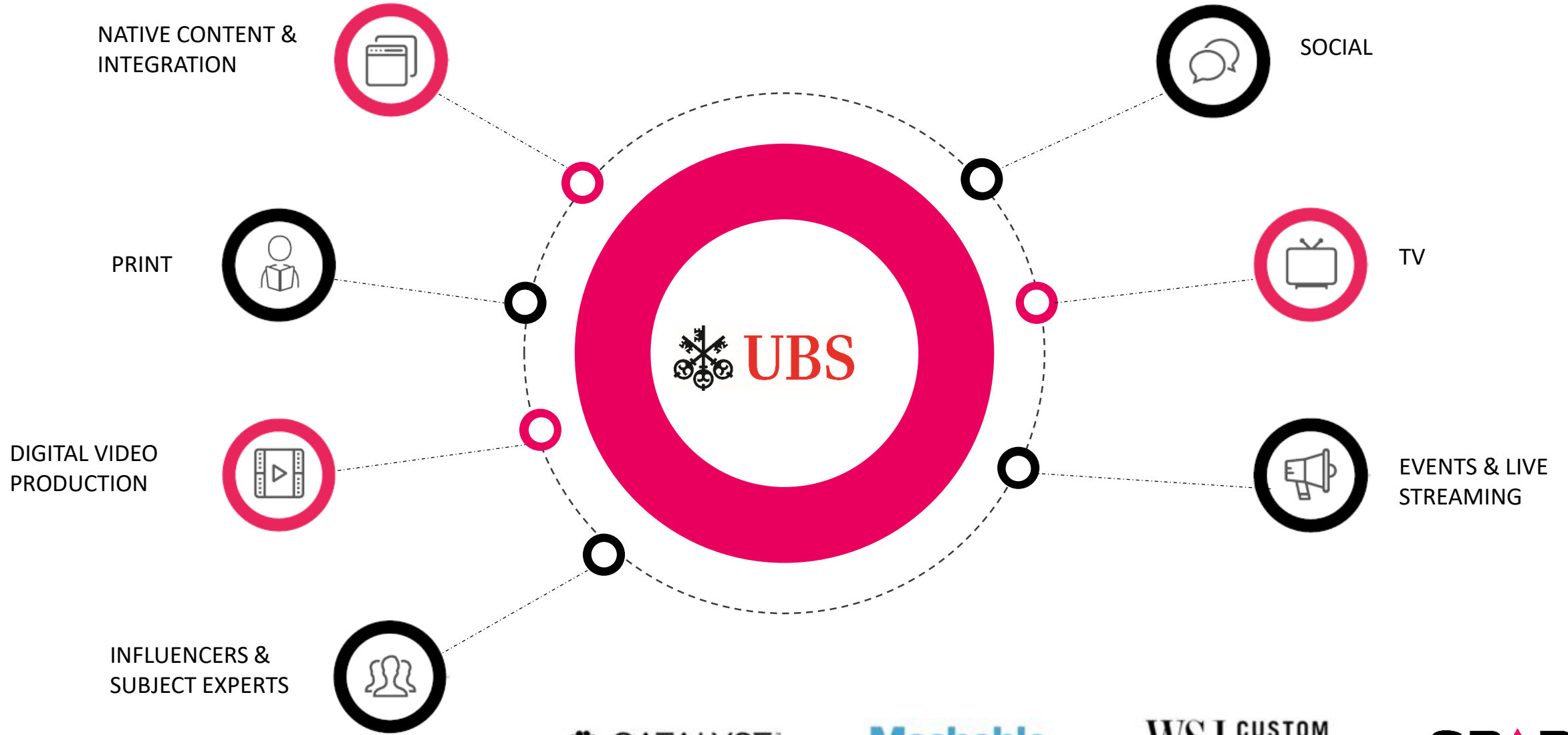


IDENTIFY AUDIENCE 'TRIBES'

CLIENT WORKSHOPS



IMPLEMENTATION



 CATALYST™







The logo for SPARK FOUNDRY is centered on a black background filled with a dense field of small, bright red sparks. The word "SPARK" is written in a large, bold, white, sans-serif font. The letter "A" is replaced by a white graphic of a triangle with a diagonal line running from the top-left corner to the bottom-right corner. Below "SPARK", the word "FOUNDRY" is written in a smaller, white, all-caps, sans-serif font.

SPARK
FOUNDRY

