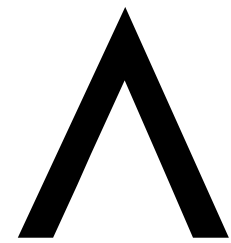


AGENCY

We'll give you
AGENCY.

*An insight into AGENCY's proven
process to help your marketing achieve
the growth you need.*





INTRODUCTION

Ever wondered what *makes a successful campaign tick?*

At AGENCY, we're all about being open and upfront. We want you to know exactly how we use Compliant Creativity to help grow your brand.

This insight offers an understanding of how working with AGENCY's tried-and-true process can help you achieve your marketing goals with a partner who can show you all the steps they take to prioritise your brand's reputation. We've created a step-by-step guide to show you how we set you up for Compliant Creativity and success.

We believe that our clients deserve not just a service but an engine that drives their brand to success. That's why we work so hard on making our processes transparent, so we can manage your expectations and deliver the excellence you expect.

We're all about laying it out straight, sharing the strategies, the creative sparks, our precise execution, and how we measure our wins.

Want to explore the roadmap to your brand's triumph? Read on...

AGENCY:

Growth *with Compliant Creativity.*

In a marketplace where innovation meets strict regulation, AGENCY Medical Marketing is here to share our knowledge about how Compliant Creativity can help your brand stand out from the crowd. We are not just another marketing agency; we are the catalysts for growth, committed to navigating the complex interplay between cutting-edge creativity and compliance.

Our process is bespoke, crafted with the understanding that each brand's journey is unique yet bound by common threads of necessity:

- Legal adherence.
- Market resonance.
- Brand integrity.

We unfurl the blueprint of Compliant Creativity, designed to propel your brand towards its objectives while meticulously respecting the regulatory framework that governs your industry.

Read on to find out more.





THE AGENCY DIFFERENCE

Our team are from healthcare, we have sat at marketing desks, carried the salesmans bag, operated on patients, presented statistical analysis to hundreds of doctors, rehabilitated patients and analysed x-rays.

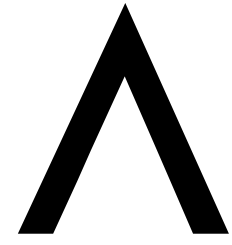
Whatever your challenge is, we understand and will give you some helpful blueprints for growth.

- **Brand Integrity:** Your brand story is sacred. We delve into the DNA of your brand to ensure our creative proposals resonate with your core values and promise. Most importantly, we align it to your business plan.
- **Legal Safeguards:** Our commitment to compliance is unwavering. Every creative asset we craft undergoes a stringent legal compliance check to ensure that your brand's growth is built on solid ground.
- **Transparent Processes:** Managing your expectations is important. That's why we map out our journey together with a clear, step-by-step guide, ensuring you're with us at every decision point and every creative milestone.

In an era where creativity can sometimes outpace compliance, AGENCY ensures that your brand's growth is not just impressive, but sustainable and responsible. We embrace the challenge of marrying innovation with industry standards, ensuring that every campaign, every project, and every piece of content is a testament to Compliant Creativity.

As we embark on this journey together, we invite you to experience the AGENCY advantage—where your brand's integrity is our mandate and its growth, our shared vision.





GETTING STARTED: The **AGENCY** *brief*.

As we kick off our collaboration, we want to make things as smooth and efficient as possible.

Enter our briefing form...

This little form is a big deal. It's not just paperwork; it's the roadmap for our creative journey together.

Why fill it out? Well, because time matters. We respect your time and resources.

A well-done brief ensures we're on the same page, saving you from unnecessary back-and-forth and ensuring we hit the mark faster.

Here's a glimpse of what the form covers:

01

Your Goals: What do you want to achieve with this campaign?

02

About You: Tell us about your brand, product, and services.

03

What We'll Deliver: A detailed list of what we'll be working on.

04

Deadlines: When do you need things done by?

We're also keen on understanding your audience:

- **Who They Are:** Job titles, roles, and needs.
- **What They're Like:** Their characteristics, motivations, and behaviours.
- **Where They Go:** Insights into their habits and preferences.
- **Their Journey:** How they find you, get to know you, and become your fans.
- **Where They Hang Out:** Online, offline, wherever they are.

AGENCY
medical marketing

AGENCY

Let's talk numbers: *quotations and proposals.*

When it comes to collaboration, transparency is our thing. We want to make sure you've got a clear picture of the financial side of things.

Here's a quick peek into what this step involves:

01

Estimating Costs:

We'll put together an estimate using a special template tailored just for your project.

02

Outlining the Budget:

This is where we get down to brass tacks, detailing the costs or rates for your campaign.

03

Double-Check Time:

Our director gives everything a once-over to ensure all the financial details are spot on.

04

Crafting Your Proposal:

This is where we wrap up all the project's nitty-gritty details into a client-ready proposal.

Once everything's ready to go, we will present the proposal to you for your review and thoughts. We're totally flexible. Your feedback is gold, and we're open to tweaking things to fit your vision. Once you're all set, we just need your confirmation, either in writing or a verbal 'thumbs up.'



AGENCY

The creative brief: *Where creativity meets compliance.*

But we're not done yet. We've also got a Design Brief:

At AGENCY, our aim is to make sure that our designs not only capture your brand's essence but also comply with all the necessary legal guidelines. Here's a quick rundown of our approach:

01

Briefing Form:

We'll be sending you a special form. It's not just paperwork; it's our way of diving deep into what makes your brand unique. Your thoughts and insights will guide us through the design journey.

02

Legal Compliance Check:

Legal aspects can be tricky, but we've got your back. Our team reviews all the legal angles to ensure that your designs not only look fantastic but are also legally compliant.

03

Legal Checklist:

To simplify things, we'll share a handy checklist that covers all the legal necessities and useful links. It's like your guidebook to ensure that your designs meet all the legal requirements.

Why does it matter?

Like the naughties, nineties, eighties, and even the seventies, blue is all the rage in medical marketing right now...

However marketing can end up looking the same. But we have a firm mantra at AGENCY; 'It doesn't have to be blue to get through.'

Whether it's the MDR, the ABPI or the local territory laws, our in-house lawyers are here to set out the boundaries at the beginning of the project. They set our creative team the working boundaries to ensure your marketing materials are set up to keep within regulatory, legal and compliance boundaries.

This process is our way of guaranteeing that our messaging, copy and designs not only capture the essence of your brand but also stand proudly within the legal boundaries. It's about combining creativity with compliance, making sure your designs not only look amazing but are also legally sound.

After all, nobody wants an unusable campaign at the end of all that hard work.

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AGENCY

Our creative process *has evolved and adapted to meet today's needs.*

This involves a series of structured steps to ensure effective communication, collaboration, and the delivery of visually compelling creative. Like most things in life there are many formulas to success, the one we choose has evolved and adapted to meet today's challenges:

01

Client Briefing:

- The starting point of any project, our chance to understand your goals, target audience, and overall expectation of the project.
- We ask detailed questions to gather information about your brand, preferences, and all specific requirements.

02

Research and Inspiration:

- We start research on your industry, competitors, and current design trends (where necessary).
- We then create our mood boards, collect visual references, and seek inspiration from various sources to set the visual roadmap.



Our creative process:

03

Define Objectives:

- We clearly outline the project's objectives, including the message hierarchy. Our creative will convey the desired emotional response we wish to illicit from your audience.

04

Brainstorming:

- We then involve all the members of the creative team and various others to brainstorm initial thoughts.
- This actively encourages open communication and exploration of diverse creative approaches and heated debates!

05

Concept Development:

- Based on our brainstorming session, we refine and develop two or three strong creative concepts.
- The creative concepts are transformed into visuals that allow us to show our ideas at a first stage creative client presentation.

06

Feedback and Iteration:

- Essential to the success of every creative brief.
- We gather your thoughts and make the agreed necessary creative development to gain concept approval.

07

Concept Exploration:

- Once the concept is chosen, we can start to move the creative forward by exploring the details of typography, imagery and colour.

08

Design Execution:

- Once we are happy with our concepts we begin the detailed design process, translating the chosen concept and style into the required deliverables needed to implement the campaign.

09

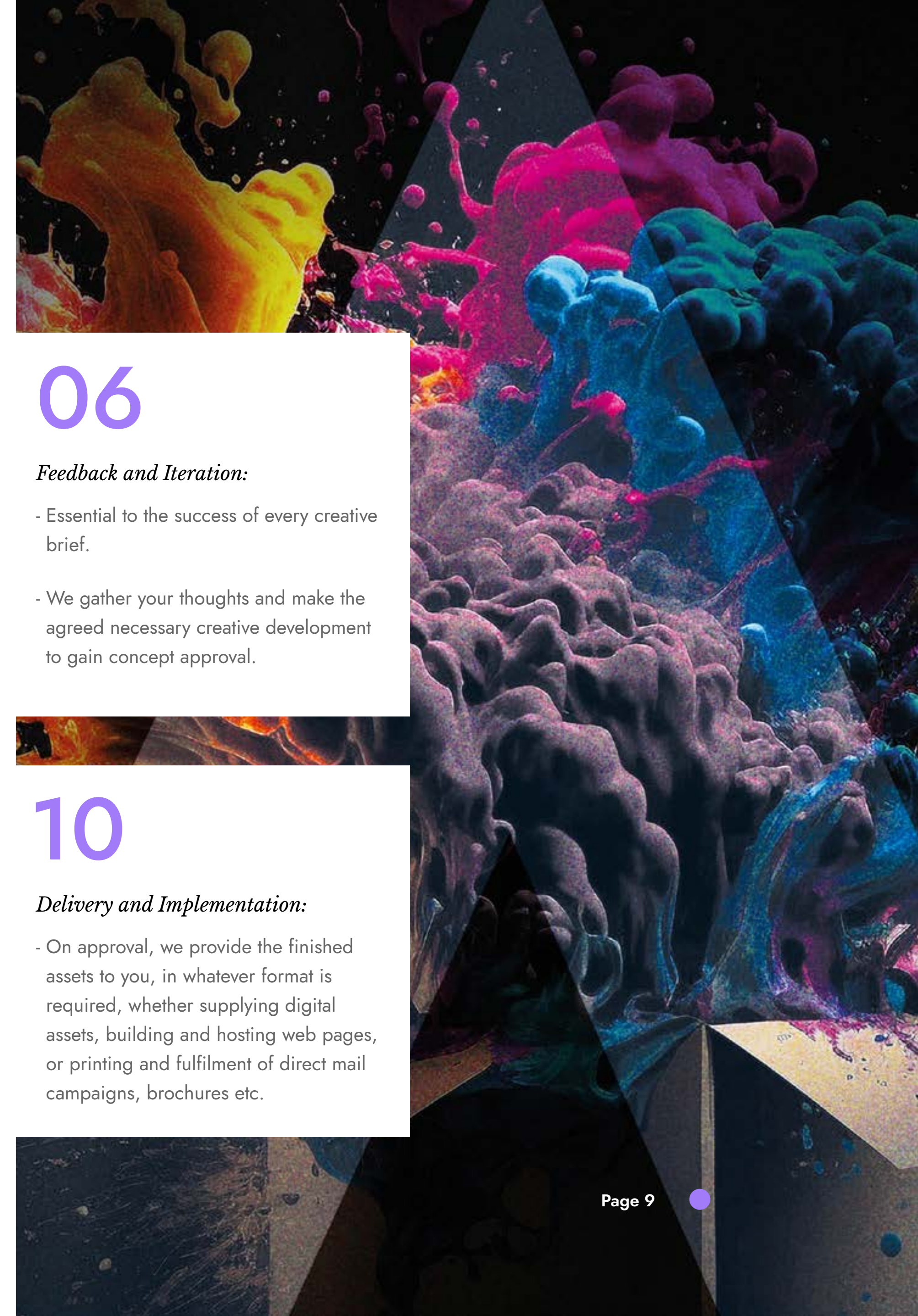
Client Review and Revisions:

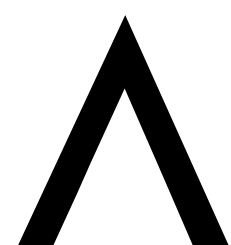
- Here we share the developed deliverable for your review and approval. Making the necessary revisions based on your feedback, until approved.

10

Delivery and Implementation:

- On approval, we provide the finished assets to you, in whatever format is required, whether supplying digital assets, building and hosting web pages, or printing and fulfilment of direct mail campaigns, brochures etc.





AGENCY

Achieving perfection, *our amends process.*

Quality Checks with the C&M Checklist

We take quality seriously. Our dedicated team follows a rigorous Checks & Measures (C&M) checklist to ensure that every T is crossed and every I is dotted before sending the deliverable to you.

Here's a snapshot of what we're assessing:

- Communication structure
- Key messaging adherence
- Regulatory Adherence
- Legal compliance to local territory laws
- Compliant visual assets
- Compliant graphics
- References
- Compliance to brand guidelines

We aim to get it right first time. However, that's not a guarantee due to constantly evolving changes to law and regulation. We also expect interpretation to differ depending on your regulatory team, and we're here to work with them to get it right...

...That's why we offer three rounds of amends as standard with all our quotes. One for you, one for the wider stakeholder team and one for your legal and regulatory checks.

Kicking off the amends process

Once we've got your deliverable ready, we fire off an email to start the amends process. This email is straightforward, organised into bullet points, and covers three important things:

- What we have done.
- What we intend to do next.
- What we need from you.

We'll wrap up the email by making it crystal clear that this round of amends counts as one cycle for our records and for clarity.

Review and amends phases

At AGENCY, we categorise our amends into phases:

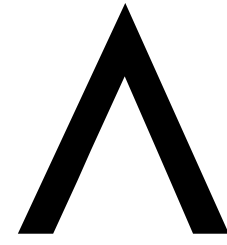
- V1 - primary stakeholder review and amends.
- V2 - extended stakeholder review and amends.
- V3 - regulatory and legal review and amends.

Delivery

After the amends process, we're onto the final stages, which include:

- Finalisation of deliverable.
- Handing over the final assets to you.
- Submitting final assets for publication (if needed).

That's just a taste of how we fine-tune and perfect your deliverables.



AGENCY

The Power of centralised information: *Our Single Source of Truth (SSOT).*

At AGENCY, we're all about enhancing our partnership with the tools you need, and our Single Source of Truth (SSOT) is a key player in making things seamless.

Our SSOT is the heart of streamlined information management, team collaboration, and project analysis. It's a central hub designed to keep things smooth and clear throughout our collaboration.

Key features

Our SSOT is a versatile buddy, available on Google Sheets and Excel because we like to keep things flexible for you.

Its key features include:

- **Accessibility:** You can access the SSOT from anywhere, at any time, with internet connectivity.
- **Data Integration:** The SSOT can integrate all of your project data sources into a unified view, ensuring data consistency.
- **Regular Updates:** Project status and relevant information are updated regularly, so you always have the latest data at your fingertips.
- **User-Friendly:** The SSOT is designed with a user-friendly interface for ease of use.

As we journey through your project, the SSOT will be the go-to spot for updates and information.

What does that mean for you?

- **Easy Access:** Important documents and resources are always a click away for your review.
- **Instant Updates:** Any changes or updates in the project status are swiftly communicated through the SSOT.





CONCLUSION

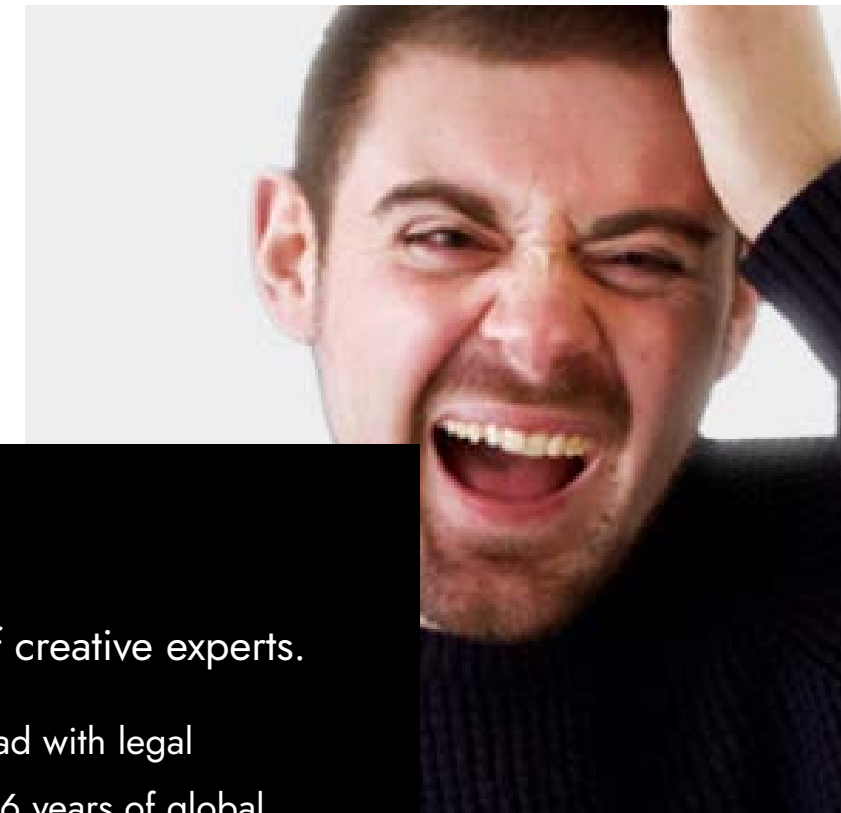
We're thrilled to have given you a tour of our process at AGENCY.

Our aim? To make sure you get a clear picture of how we roll and ensure our collaboration is as smooth as possible.

Don't hesitate to reach out if you need more information or a bit of extra clarity. We're just an email or call away!

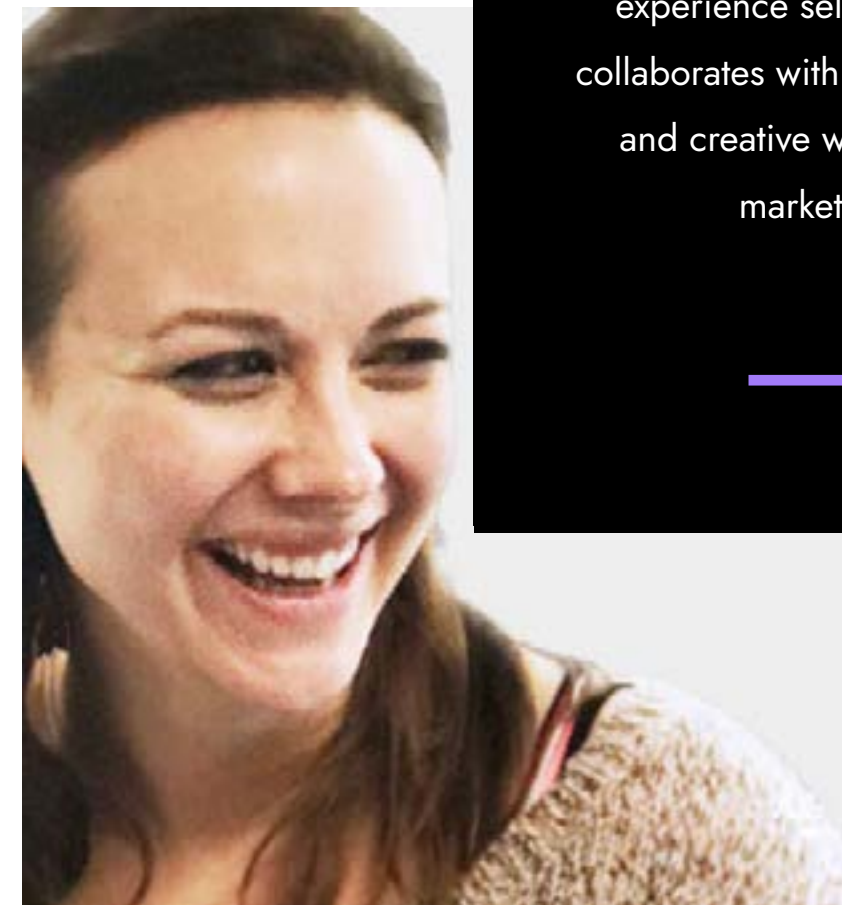
We hope to join forces and create some amazing results together.

www.agencybristol.com



A unique blend of creative experts.

An agency lead with legal background and 16 years of global experience selling medical devices, collaborates with specialised copywriters and creative with extensive medical marketing expertise.



A unique blend of medical experts.

We work alongside surgeons, lecturers and scientists across the healthcare sector.

[FIND OUT MORE](#)



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