

# A little light reading

**Success is a great story well told: Here is a little detail about the Taylor O'Brien story...**

# Great stories well told by Taylor O'Brien

Taylor O'Brien are a creative consultancy based in the heart of Manchester.

We pride ourselves on delivering **great ideas** and **design** with fantastic **customer service**.

Our clients **trust** us and choose to work with us because of our **experience** and **enthusiasm**.

No-one creates success stories quite like Taylor O'Brien. You have a story to tell. **We will help you to tell it well.**

## What makes us special? |

What makes TO'B special is our **collective experience**. We have an **exceptional** team of creatives, designers, technical, production experts and account managers. We are all young enough to have great **fresh ideas** yet old enough to know what we are doing.

We have worked with fantastic clients on some incredible projects. In each case we have **made a real difference** to our clients and their businesses.

A little light reading...



We created the **corporate identity** for our colleagues at **3i** and **re-launched No.1 Piccadilly** in London – the flagship store for **Virgin Records** • We filmed a one off version of **The Office** with **Ricky Gervais and Stephen Merchant**, but **don't tell anyone**, it's a secret • Recognise those two circles on the side of a bus, back of a car, front of a dealership? We were there at the start when **The Cowie Group** became **Arriva** • We have worked with **Reebok** to **communicate its brand** all around the globe • We have **set 2 world records** with **PepsiCo** for the most people simultaneously performing the **Macarena** and the most people sitting on a **whoopee cushion** • We painted the town red with **Kris Akabussi** and the nice people that make **Witch** • Created the **packaging** for the launch of **Halo** stay fresh wipes and we've also **freshened things up for Listerine!** • We've got **London taxis** all wrapped up – providing the design and print production to cover a fleet of black cabs • We've designed a **brand experience** into the office for a team located in **Bangalore** • We created **promotional design** and print work for the heralded **Tate Gallery** • We got **11,000 people talking** to each other with **Mouchel Consulting** • Whilst also assisting our client **Microsoft** to win the 2003 **Times Top 100 Companies to Work For** • We have **conceptualised** and **created** a fully functioning **Intranet TV Station** with **monthly programming** and interactive features for **2,500 staff** • We have fitted **over 5,000 feet of vinyl window graphics** to the interior of a brand new office in **central London** • One of us **dressed from top to toe in leather** as the model for the **International Motorcycle Show** in 1998 • We've thrown ourselves into a **jet engine – indoor skydiving**, guess who flew the highest? • One of us mistakenly told the **President** of the **Czech Republic** to 'move up a bit' • After spinning the **wheel of knowledge** for **Orange** we sent this simple **communications project** global with **18 language versions** • We placed a **TV camera** on **Ryan Giggs'** head and got him to do **keepy-ups** for as long as he could – all in the name of **launching** the **Strikezone football boot** for **Reebok** • Produced, filmed and created the **interactive experience** for the most **technically advanced home** in the country for **Microsoft** • Specified and fitted the **directional** and **toilet signs**

at **Warwick Castle** ah, the glory days! – we also designed, photographed and **printed a million copies** of their **guide book** so that was a little more salubrious • We brought the entire **Donkey Kong** family together in one **family snap shot** for **Nintendo** • We filmed in a 7 bathroomed **£10m Hyde Park mansion** for **Grohe Ondus** • We advised the **Chartered Institute of Marketing** on how to **communicate on-line** • and had a hand in a couple of **CIM on-line strategy books**, but only got a credit as 'et al' – darn it • We persuaded the **bright young things** that **Baileys** is not just for their grannies, in fact we know a thing or two about **drinking** – having worked with **Scottish Courage, Theakstons** and **Diageo** in the past • We've **blinged it up** with **Garrards** and the **Gold Patrons at Manchester Art Gallery** • Celebrated **the best of North West hospitality** with **Natasha Kaplinski** • Helped **new mums** find their feet with the **Huggies Club** • **Got into men's pants...** and socks... and vests... and knitwear with **Wolsey Menswear** • We have worked very hard on **knobs and knockers**; but our friends at **Hoppe** prefer to be referred to as **Europe's largest provider of prestige door and window furniture** • We took **Yates's Wine Lodge** on-line way back in 1999 • Made **tax news** up to date and **interesting** for the clients of **PriceWaterhouseCoopers** • Created the **Dirt Republic** brand (and hundreds of t-shirts out of plastic bottles) and set up their **online store** • We learnt all about **compliance** and **financial services legislation** in our work for **Birmingham Midshires, UIA Insurance** and **Coventry Building Society** – it wasn't all **red tape**, we created some really nice work too • We brought **Clarks Shoes** people together across their **global intranet – OneClarks** • And learnt about **all terrain apparel** with **Timberland** and their **European sales teams** (handy when you are based in rainy Manchester) • We've hung out with **10,000 ladies** at a **Body Shop** at Home **convention** in Telford and lived to tell the tale • We put **500 new trucks** on the road for **Aspray24** • With the publishers permission we've put **Penguin** in **top hat and tails** and won a **New York Type Directors Award** • And finally, we did get around to writing a book of our own; **A great story well told**, by Taylor O'Brien.

**Helen** | TO'B's creative guru and calming influence. Helen has an amazing ability to apply her creativity across diverse types and styles of business. Always with a unique and fresh outcome... there is not house design here! Passionate without the arrogance, a rare quality in creatives. As a Founder of TO'B, Helen understands running a business and knows that unless our creative actually works for our clients, they won't be coming back. Each piece of work is really well thought through in terms of knowing and understanding our audience, as well as pushing the boundaries to achieve more. Helen loves adventure and the outdoors, whether it be digging for victory in her allotment surrounded by marrows and strawberries, hitting Annapurna base camp or scuba-diving the great barrier reef... a wonderful energy to be around.



**Keith** | Our charismatic MD, with a wealth of experience and oodles of energy. Although he has the grand title, he is very hands on with our clients, loves to get stuck in with most projects and give it that 'Keith' energy. He has that unusual ability of being great at relationships, pretty creative with inspiring ideas, but with a good business brain to ensure our clients and TO'B do **great** business together. His passion is infectious, he can make the impossible possible. Loving football, worshipping at the temple of Old Trafford, trainers (he is the Imelda Marcos of the sports casual shoe world!) likes a cheeky beer, he is a Northern man at heart... although all this training for the London Marathon is making us nervous.



**Scott** | Our latest recruit and our first outside these shores! He's based in Dublin and has been recruited to develop the TO'B brand in the Irish marketplace. Scott (known to his friends as 'Scott who likes to get things done. Like yesterday!') has over 15 years experience across internal comms, media relations, project management and research; and has worked with a myriad of SMEs and blue chips in Ireland, the UK and across Europe.

He loves all things outdoors but doesn't have the temperament for golf (as his pitching wedge found out to its detriment). He has climbed to 20,000 feet above sea level in Africa, been to 130 feet below it in Australia and, when he isn't being super human, likes nothing more than a potter around his garden!



A selection of brands we work with



Why is TO'B a perfect partner?

# Small = beautiful (and attentive, focused and flexible)

At beginning of our story we painted a clear vision of our future. We wanted to **be the best**, but certainly not the biggest.

We want to **make a real difference** to our clients' businesses.

Our belief is that **great ideas, great design, sound business strategy, superb client services** and **working to your budget** shouldn't be too much to ask.

This is what we do.

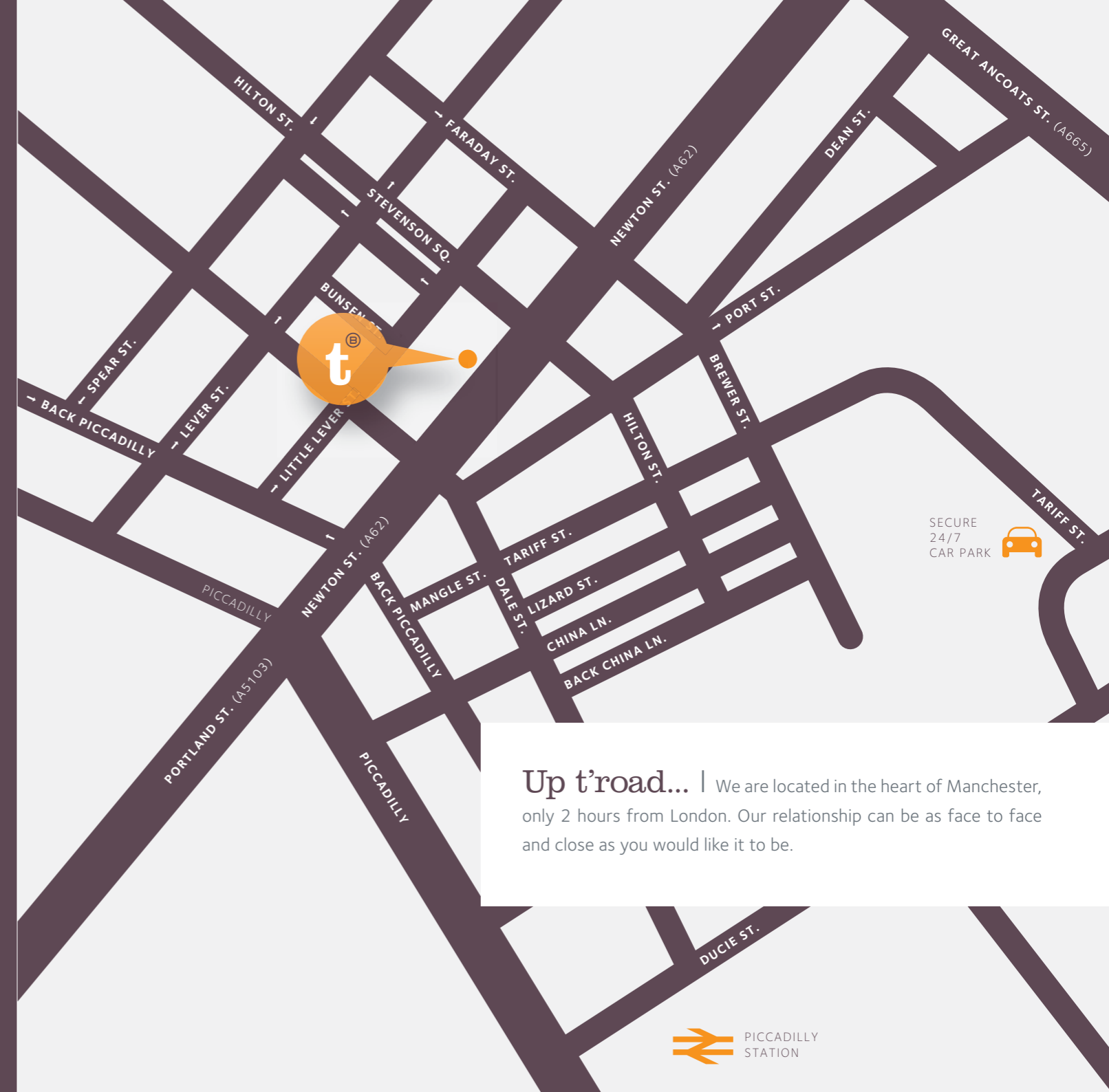
We operate a unique structure that provides our clients with direct access to our people; whilst also providing the flexibility and network to operate across a number of disciplines.

## Our proposition | Great Stories well told...

**Culture:** We are not a family run business, but it feels that way sometimes. We work with each other, our clients and our suppliers in a family like way, through respect and understanding. **Respect** others, and they will respect you.

**Service:** As we are small, our clients always feel like they get **great service**, we have no aspirations to take over the world and manage 100's of accounts. We look after a few accounts **really well** and make a real difference to the success of our clients businesses.

**Skills:** We have the finest skill sets in terms of creativity, design and copywriting, with the production capabilities to support all the materials you need across every type of medium.



Up t'road... | We are located in the heart of Manchester, only 2 hours from London. Our relationship can be as face to face and close as you would like it to be.



..if you are ever 'just passing by'  
pop in for a brew and a biccie!  
Our door is always open and it  
would be lovely to see you.



To find out more visit [www.taylorobrien.co.uk](http://www.taylorobrien.co.uk)

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