

WHITE
CANYON

A new way of marketing



What's it all about?

WHITE
CAMINO

We are here to show you new ways to fix slippery marketing problems deftly and cost effectively. Drawing on our knowledge and creativity from far too many years in the story telling industries of media and entertainment, we have a knack of transforming the thing you are selling into a brand that finds a place in the hearts of your consumers. Decisions are rarely made with the head.

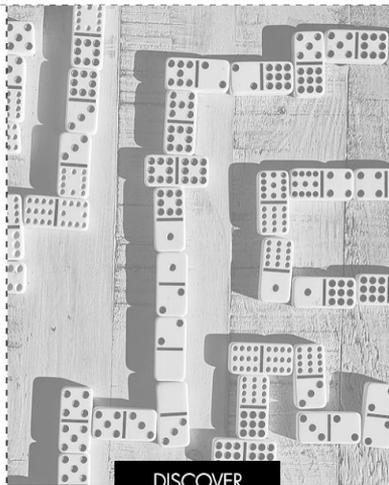
We prioritise projects with challenger brands and those who are in the business of positive change for social or environmental good. They have great missions and are sleeping giants, ready to WAKE UP. That plus decent coffee is what gets us out of bed in the morning.

We are the loveable geeks, the keeno's with freshly baked goods raring to get cracking. We're ready to take you to your next stage of growth. Our trends, insights, marketing strategies and creative execution are designed to set the foundations of a life in beta. Always evolving, always experimenting. Hold on tight.



The 3Ds of what we do

WHITE
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DISCOVER



DREAM



DELIVER

We don't know what we don't know

Discover new insights to unlock fresh thinking and new opportunity. From mainstream trends to niche consumer behaviours.

Craft compelling brand stories

Building strong challenger brands with stories that emotionally connect with your consumers and place you front of mind.

It's all in the execution

You've got the consumer insights, a truly impactful story let's bring these together in a killer visual identity and brand plan.



Meet The Team

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Melissa Fretwell

Melissa is the founder of White Camino and has over 15 years' experience of telling marketing stories from entertainment brands at UKTV and Channel 4. She's a chartered marketer and CIM mentor. She thrives as a brand and marketing strategist specialising in nailing jelly to the wall and working with fascinating challengers from music, to parenting, to solar powered catamarans and hemp clothing.

She's also a Business Director of Hoxby, working with clients new to TV like Etsy. Hoxby is an award-winning workforce of more than 1,000 handpicked, talented and diverse freelancers who work remotely in 30 countries around the world.

She launched White Camino after seeing so many smaller businesses blind to the potential of their brand or not knowing how to join the dots. Has sharpies, can help.



Meet The Team

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Laura Lyon

Laura Lyon Trends as you may have guessed, is Laura's brainchild and partner agency of White Camino. Before setting this venture up she spent 12 years client and agency side ensuring market research, trends and insights underpin strategies for major brands including BBC Worldwide, The Guardian and Channel 4. She has contributed towards raising awareness and understanding of the important issues addressed within the content of these organisations.

She continues to seek out meaningful work and actively prioritises working for organisations promoting social and environmental change.

Her focus is on Discover - conducting research and generating insights to understand consumer, sector, market, cultural and behavioural trends. She makes recommendations about the likely future impact on people and organisations.





Discover: Digital Media Insights

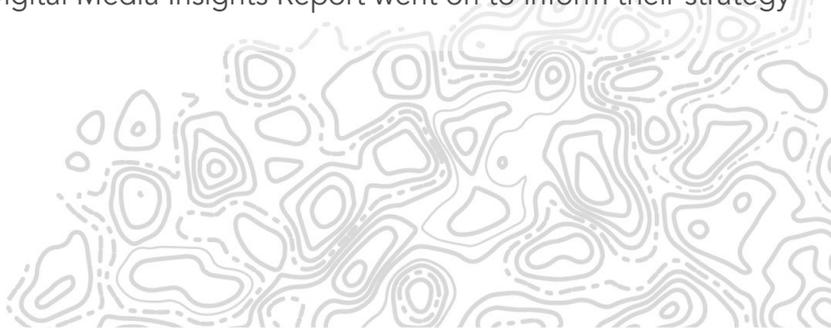


The Challenge

The Womanity Foundation wanted to launch a new digital media platform to raise awareness of gender issues in the Middle East but they needed to move their strategy on and attract investment.

The Solution

Combining trends in media consumption within and beyond the region with partnership case studies, key issues affecting women in the region and current initiatives to address these. This comprehensive Digital Media Insights Report went on to inform their strategy and attract investment.

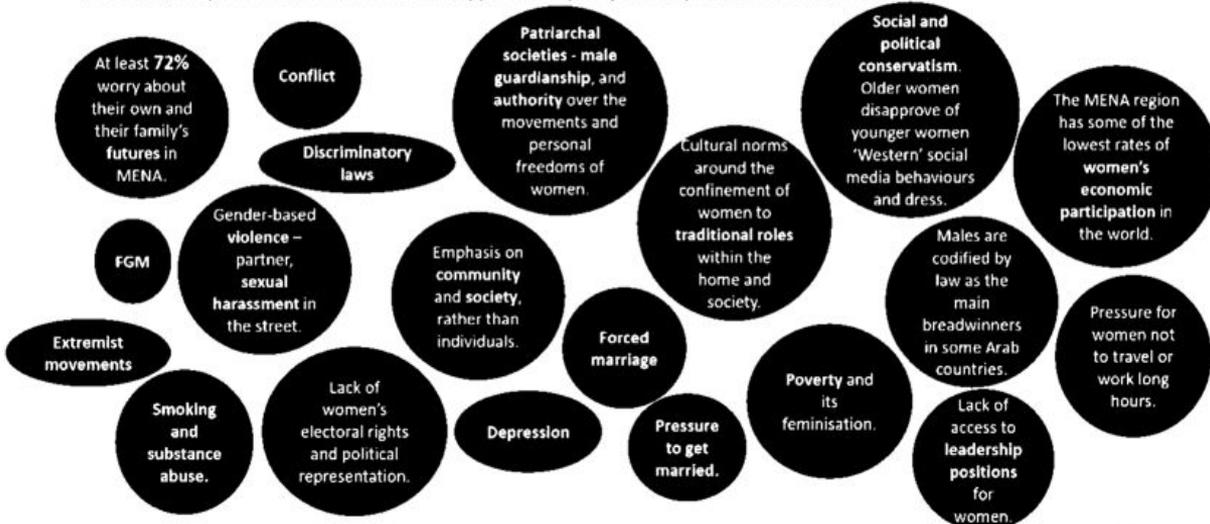


The Approach

Investigating key gender issues and topics relevant to countries in MENA region. This was done through smart synthesising of news reporting, papers from global and regional organizations working on gender issues, and gender topics discussed on researched platforms etc.

Gender Issues and Topics of Relevance

Women in MENA face issues around limited personal freedoms, marginalisation and lack of equality. There is a prevalence of traditional, inequitable attitudes that do not support the equality and empowerment of women.



“One key finding was that millennials in the region want to be informed about a wide variety of topics and issues, and they want to contribute towards improvement for the future, women in particular.”

Laura Lyon



What the people say...

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“Highly professional and a pleasure to work with. Laura understood the brief immediately and was able to deliver on point and in a timely manner. I would highly recommend her and would not hesitate to work with her again.”

Seema Alibhai, Communications and Media Programmes Consultant
The Womanity Foundation



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