

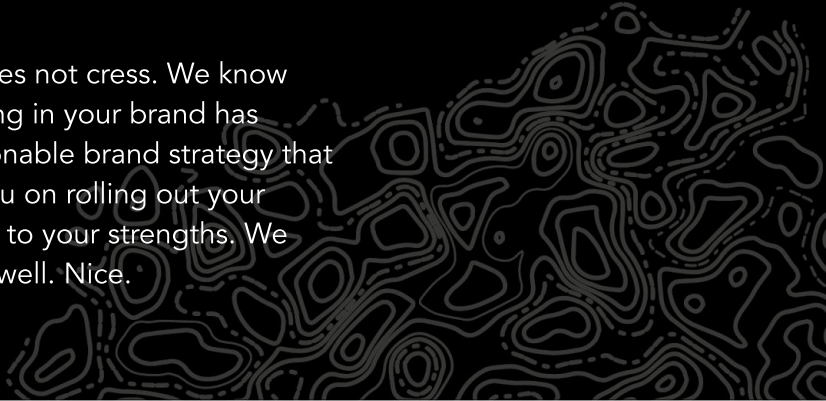
Deliver



Deliver - What's it all about?

This is the production bit where the intangible threads of that knotty mess are sorted and woven together to create something more concrete. Cue the designers to visualise your brand identity, considering all the touch points. It can be starting from a blank page or breathing new life into branding which is no longer fit for purpose. We can be radical or restrained, adapting to your brand's personality and tone of voice.

Investing resources and energy into growing your brand takes time, think trees not cress. We know from our own experience and many impressive empirical studies that investing in your brand has positive effects on the long term health of your business. We deliver an actionable brand strategy that looks at interesting ways to tell your story consistently well. We can guide you on rolling out your brand plan through carefully curated campaigns and content, always playing to your strengths. We are hard wired to do more with less and focussing on doing it, uncommonly well. Nice.



Meet The Team

Melissa Fretwell - Founder White Camino

Melissa has over 15 years' experience of telling marketing stories from entertainment brands at UKTV and Channel 4. She's a chartered marketeer 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. In this case, she took a spoonful or two of her own medicine, working with the rather talented Stone Creative Design on the new agency brand identity.



Meet The Team

Stone Creative Design

Stone Creative Design are agency compadres, collaborators and all round good eggs. They started out of a passion for design and communication. Their vision was to build a company that created marketing projects that not only worked for clients, but exceeded their expectations. Likewise it should indulge their passion for creating intelligent and engaging work. This fits brilliantly with the ethos of White Camino.

They have over 30 years' experience in marketing, advertising and design and an impressive portfolio of brand identities, brand guidelines, brochures, advertising campaigns, direct mail, leaflets, posters, exhibition panels, websites and other marketing collateral.

They believe good design starts with a good idea. It should be memorable, thought provoking and super serve the client brief. Bravo to that.



The Brief in a nutshell

“We’re looking for a design concept which sets the creative bar for this new agency serving challenger brands and social enterprises with a super lightweight, virtual marketing team who create affordable, impactful brand identities born from real insights.

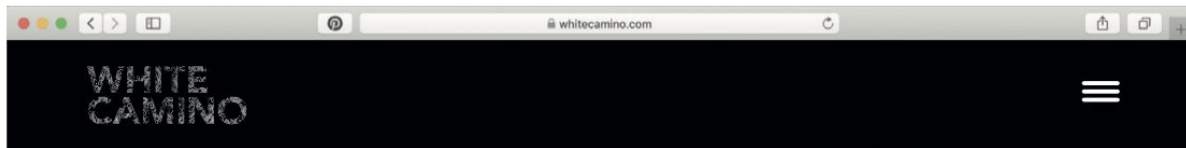
And can it communicate some of the connotations in the name? White is Ibiza and pure, clean, no mess (no BS). Camino means path so this could translate as taking brands on a journey, showing them the way, cutting through the noise etc.”





The Big Reveal

WHITE
CAMINO



WHITE
CAMINO



WHITE
CAMINO

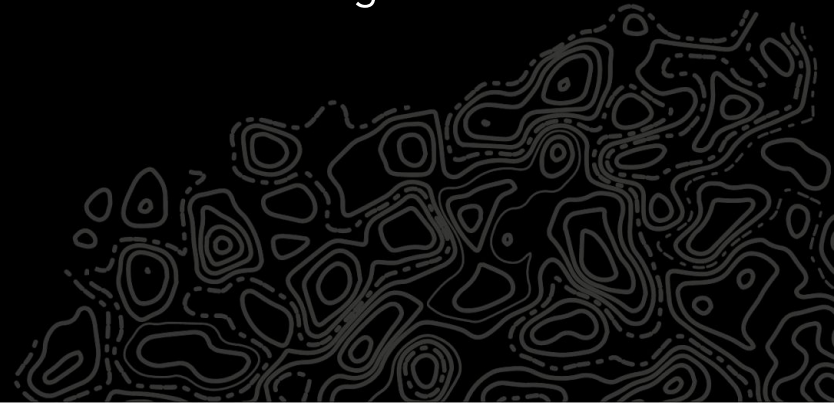


WHITE
CAMINO



"After working with Melissa in the past when she was on the other side of the fence, it was a pleasure working together on the branding of her new agency. Once we had received a full detailed brief and had a good chat about how she wanted White Camino to be viewed, it became apparent that she wanted something bespoke, with a strong idea that was contemporary and very much now. Using the inspiration of journeys (Camino means journey/road in Spanish) and the island of Ibiza (known as the white island) itself we came up with a logo which is made of the contours of a journey/island and rolled it out over various piece of collateral. We are very pleased with the result and looked forward to being part of the White Camino journey."

Eamonn Foy, Co-Founder Stone Creative Design



WHITE CAMINO



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