

Inspired

t Taylor O'Brien
Brand Inspiration

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

Brand Inspiration by Taylor O'Brien

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

We believe that success is created by aligning brand, business and communications strategy.

Great brands possess a compelling truth, a vibrant identity and a powerful promise. We work with you to establish your brand promise and tell your story in the most effective way possible.

Great brands inspire business. Taylor O'Brien brings together a unique team of insightful creative and commercial thinkers that inspire both your brand and your business.

Taylor O'Brien – Brand Inspiration

Our Story

Taylor O'Brien is an experienced team that work with brands from the UK, Europe and across the World.

We are expert in helping businesses to realise their story through brand strategy, positioning, corporate identity and creative design.

Inspiring brands is our passion.

Our clients love us because we take great pride in our ideas, we always deliver and they tell us that we are truly lovely people to work with.

At the beginning of the TO'B 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. We believe that sound business strategy, great ideas, great design, superb client service and working to your budget shouldn't be too much to ask.

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

Now, doesn't that sound just like it should be?



Some inspirational 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!

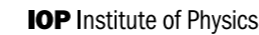
- We've got London taxis all wrapped up – providing the design and print production to cover a fleet of black cabs • We've designed a brand experience into the office for a team located in Bangalore • We created promotional design and print work for the heralded Tate Gallery • We got 11,000 people talking 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 • One of us has signed the Official Secrets Act – twice. But we can't tell you who – we'd have to shoot you • 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 • Between us we've done

five gold runs in front of a cumulative television audience of 45 million • 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 • 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.

Who do we inspire?

Taylor O'Brien was appointed to our first client and opened our doors on the 1st November 2006. A big **hello** to our friends at 3i.

From this day; our clients have been at the heart of everything we hold dear.



Thank you to each and every one of you.

Inspired Friendships

- *The tendency to desire what is best for the other*
- *Sympathy and empathy*
- *Honesty perhaps in situations where it may be difficult for others to speak the truth*
- *Mutual understanding and compassion*

We aren't a family run business; it just 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.

Our clients value what we do, so much so that we class each other as friends. Friends understand the value of honesty and openness, friends trust each other.

Our clients trust us with their brands. In return we make a real difference to their business.

Become a friend of TO'B.



Sometimes it's easy to think we've heard it all before.

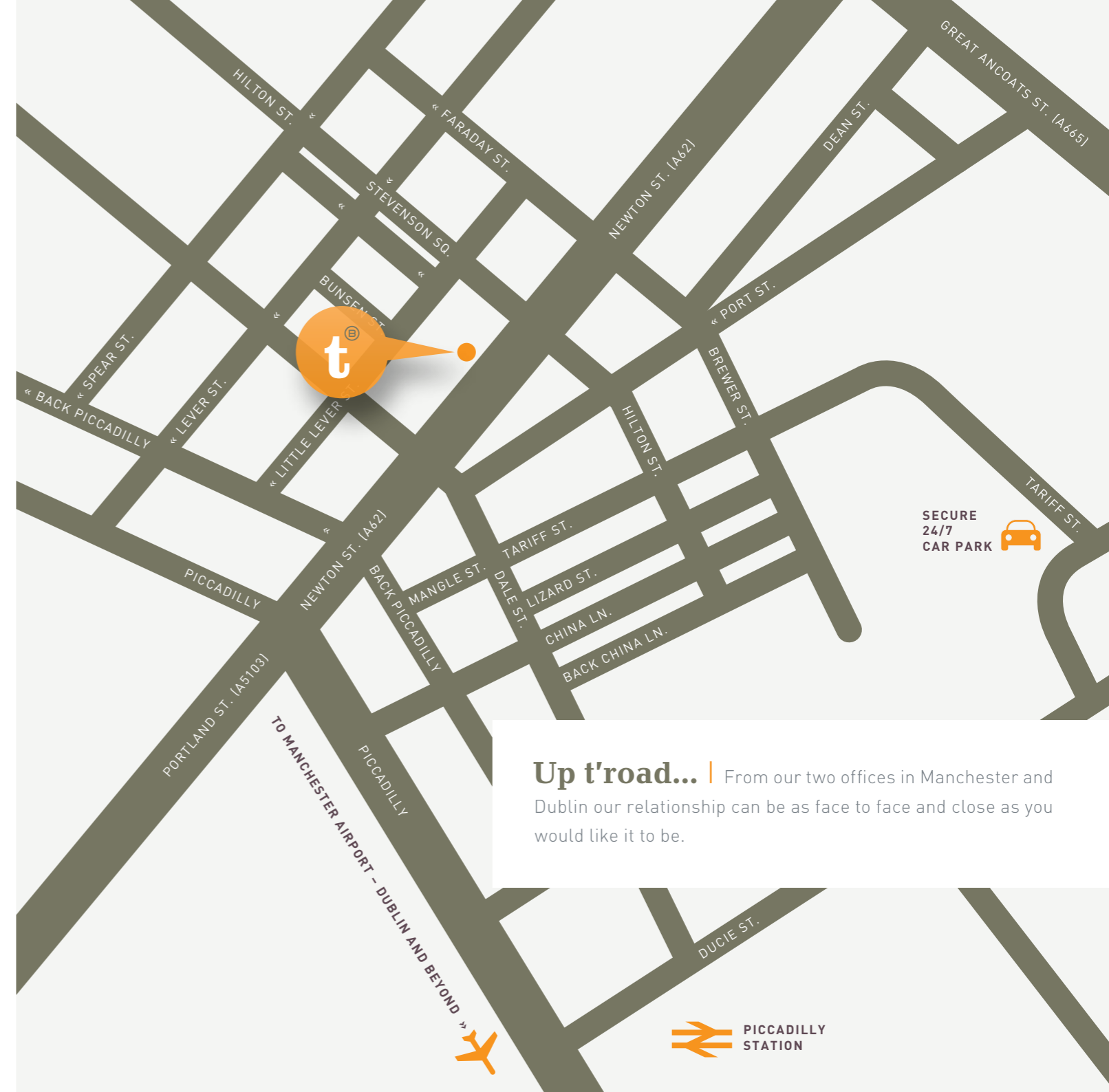
The moral is simple. The greatest, most compelling stories have truth on their side.

The promises we make and the way we keep them are the measure of our worth.

Let our promises be a measure of your worth.

...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.



SECURE
24/7
CAR PARK

Up t'road... | From our two offices in Manchester and Dublin our relationship can be as face to face and close as you would like it to be.

 PICCADILLY
STATION

TO MANCHESTER AIRPORT - DUBLIN AND BEYOND

to be continued...

Talk to us on **+44 (0)161 236 0013** or **+353 (0)1 617 7982**

To find out more visit **www.taylorobrien.com**

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