

ISSUE

CREATING GROUND-
BREAKING BRAND
PERSONALITY THAT SPEAKS
TO ALL AUDIENCES

2014

www.dR-agency.com

Lowell. Business not as usual.

“The marketing process was key to the success of this activity. Agency planning provided clear direction against our strategic needs to position our business in a very competitive market for growth. We now have more than an advertising campaign; we will continue to deploy the concept throughout our business and across the full channel mix.”

James Cornell, Chief Executive, Lowell Group



Lowell Brand Muscles



We chose this case example because we want you to see an example of when standout creative execution is itself created from and led by our Discovery Framework; and that our creative can both challenge and deliver.

Lowell is a specialist financial services company, operating in a conservative heavily corporate niche highly regulated market sector. Their clients are FTSE100 and there are only 10's rather than 10,000's of them. But clients are not their only stakeholders. There are over 9M consumer accounts to manage, sensitively and effectively, and over 500 staff that need to be bought into their organisational culture and so be motivated to perform.

Lowell pitched dR 8 years ago, 2 years after their establishment. They were innovative, new kids on the block and they wanted to shake up the status quo. They wanted to know how to translate their personality and offer into an effective brand identity. From there, they would take over the world.

We applied the Discovery Framework; we isolated the components that gave them differentiation which then became the pillars of their brand promise (brand muscles) and communications – the same that they trade off today and remain committed to for the future. Expressing the promise (proposition) defined their positioning as innovators and breakers of convention, a breath of fresh air in a very cautious, established and passive market. And so the creative challenge was set.

dR has produced consistent sector ground breaking communications for Lowell that now see the company an expanded Group, established market sector leaders, both in size through outstanding YoY growth as well as industry reputation. Here is a flavour of our work.

Our advertising – in print, online, internal communications - to Lowell's clients, investors, competitors, industry opinion formers, consumers and staff has helped Lowell achieve their preeminent position in their industry, from scratch, in just 10 years (8 of which we have been retained for). Their creative look and feel remains distinctive and compelling, has maintained faithful consistency and presence to ensure the brand is known, instantly recognisable and above all else an enabler to achieve Company goals.



63.7
MILLION
UK Population



47
MILLION
Credit Active



20
MILLION
Population in Debt



9
MILLION
Lowell Customers

A world of difference.



Our world revolves around creating better results.

Better practices, better people and better systems
deliver better results.

Lowell. a better way forward
GROUP

www.lowell.co.uk

csa²
Credit Services Association

dbsg
debit buyers & sellers group

All's well that ends well Lowell.



a better way forward



Know the customer insight out.

In the land of Lowell imagination and technology combine. Cutting edge analysis becomes the catalyst of extraordinary performance. Lowell systems and Lowell insight deliver unrivalled customer data intelligence - creating knowledge that secures the best outcomes for everyone.

INVESTORS IN PEOPLE csa⁺ dbsg

www.lowellgroup.co.uk a better way forward Lowell GROUP



Business not as usual.

We don't have to do things the way we do. We could just take things for granted and fiddle along in the middle lane of business just like others do, with average systems and average practices performed by average people, but we don't. In the Land of Lowell we don't do usual. We don't do average... where would be the fun in that? More importantly where would be the results?

Smaller people / better results / better practice / better customer

Better practices

It ain't what you do it's the way that you do it. It ain't what you do it's the way that you do it. It ain't what you do it's the way that you do it. And that's what gets results.

In the land of Lowell, we couldn't have put it better ourselves

Better people

In the land of Lowell, we say 'thanks, but no thanks' to moaners, groaners, nay-sayers, time-servers, window-gazers and day-fillers. That just leaves the best people - and for them, we do everything we possibly can.