

Our vision is your success



ABOUT US

➤ Think Innovative is a commercial marketing and communications business with offices in Newcastle and Wynyard, created to help businesses achieve success in their marketplace, for new products, sales, services, brand awareness and increased market share. For innovators just starting out, SMEs or larger businesses, clients can profit from our ability. With a new brand relaunch in 2016, Think Innovative is supporting clients within the region and nationally – a mix of client sectors with different ambitions, but all enjoy the commercial and strategic marketing communications support that is available from senior professionals.

The directors of the business have broad commercial experience and understand what it takes to make things happen, along with the considerations of financial investment, market access and business development expertise. We can help convert ideas into value and deliver market impact.

Understanding the journey from “mind to market” is important so that we can best advise innovators and established businesses. The directors have each been on that journey themselves, so can provide strategic advice and guidance in support of the marketing and communications activities.

We work closely with clients to ensure we can support them every step of the way on the journey to market – our vision is their success.



SERVICES

➤ We have an excellent track record with over 60 years' combined experience at the helm of full service agencies and now deliver added value with strategic and creative support. We have an approved suppliers register and can direct and manage projects for clients for the services we choose not to provide in house. This agile and flexible structure means we don't have to carry expensive overheads and can provide competitive prices to clients for marketing collateral requirements.

Strategic support for business growth

Commercial marketing

Brand and campaign planning and delivery

Ideas generation

Creative – written and visual delivery

Digital technology – web front and back end development and content creation

Mobile app platforms

Marketing & communications materials

Events and Exhibitions (including international)

Media buying solutions – terrestrial, digital and social



HOW WE DELIVER SUCCESS



We take a holistic approach to a client's needs and start by producing a brand plan. Regardless of the age of the business or product, a succinct "brand plan on a page" will give focus and set a roadmap for the journey to market or to achieve set targets.

The brand plan will include key milestones for the strategic delivery of getting the new idea/project to market as well as actions and deliverables. From there, detailed campaign plans will be produced together with creative visuals in line with the agreed target market.

For each client we will provide a comprehensive proposal to include:

Recommendations

Plan

Timing schedule

Fixed price quotation

Quality assurance

Whether full strategic support is required or a single service element, we will work closely with clients to achieve their goals.

We make it happen

You can also hire us to compliment your in-house commercial or marketing resource - when you need that extra strategic input, commercial expertise or interim support for a given project.

MEDIA PLANNING AND BUYING



Clients can benefit from our media buying expertise and reputation for getting great media exposure. We spend every pound wisely and negotiate the best deal to deliver the perfect media campaign for products and services. There are no additional costs when media is booked via Think Innovative - we save clients' money and take care of business, all wrapped up with just one invoice from us.

MAKING THE RIGHT CONNECTIONS FOR BUSINESS



We have access to a vast network of professionals and are able to support a client's business development needs through introductions to key individuals in many market sectors. With finely tuned business development skills and proven ability to source and connect with senior professionals and your potential clients, our vision is your success.

CONTACT US



Let's get the conversation started. You will be glad you decided to Think Innovative about your business.

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