



## SMALL BUSINESS CASE STUDY

A complete transformation of the existing client base with a fresh new brand story.

### AT A GLANCE

#### CHALLENGES

- Misaligned customers
- Services didn't tie together
- Lack of customer awareness around equine therapy
- Lack of clear direction

#### GOALS

- Focused, coherent story
- Fully-aligned clients
- Significant growth in therapeutic equine services
- Fulfilling work-life balance



"Natalie really opened up my eyes to a different way of viewing my business and attracting the clients that I want with a story that is true to my values. I cannot recommend her enough!"

*Casey Bradford*

D.E.A.P Healing Ltd  
Visit: [deaphealing.org](https://deaphealing.org)

### OBJECTIVES

The client was feeling overwhelmed by clients who drained her energy. She wanted to shift focus towards people who want to find peace within themselves.

### SOLUTIONS

We redefined the core needs of her ideal clients. This led to a brand story focused on freedom, connection, and the value of giving yourself permission to be who you are.

### RESULTS

#### TWO SERVICES, ONE BRAND STORY

By combining the benefits of counselling and equine therapy into a singular dream client, we created a coherent brand story for both target markets in a single website.

#### DESIRABLE CLIENT BASE

The business gets inbound enquiries from people who resonate with the solutions offered. Enquiries from misaligned clients have been reduced to near zero.

#### FOCUS ON PREFERRED SERVICES

Equine therapy has experienced significant year on year growth, and now forms a core part of the business strategy. Casey has gained a solid reputation as a trusted equine therapist.

#### REDUCED OVERLOAD

The client is no longer bogged down by people who drain her energy. Instead, she works with clients who bring fulfillment and let her achieve her purpose as a therapist.

# IN-HOUSE MESSAGING CASE STUDY

A powerful internal communication initiative during challenging times.



## AT A GLANCE

### CHALLENGES

- Siloed campuses had different objectives
- Post-Covid pressures meant staff had lost morale
- A redefined college strategy had one chance to land correctly

### GOALS

- Bring the entire team together towards one unified sense of purpose
- Generate emotional buy-in for the redefined college strategy



“Natalie quickly grasped what we were looking for and has a wonderful ability to draw out what is really important to ensure our message was delivered with a simplicity and a richness that we are confident will resonate. I would highly recommend Natalie - a pleasure to work with.”

*Audrey Cumberland*

EDINBURGH COLLEGE  
Visit: [edinburghcollege.ac.uk](https://edinburghcollege.ac.uk)

## OBJECTIVES

The college needed to bring students, staff, educators, and facilitators together across four campuses to implement a revised strategy during the post-covid recovery.

## SOLUTIONS

Through interviews, we identified how the college impacts communities, and why facilitating education gives stakeholders a sense of purpose.

## RESULTS

### STREAMLINED STRATEGY

By focusing on the value of investing personal energy into the success of the college, we created a narrative where all stakeholders can make a difference to themselves and others.

### IMPROVED UNITY

To ensure the strategy landed correctly, we integrated the four campuses and instead created one story with one objective. This united the whole college together around a common goal.

### COMMUNITY IMPACT

By analysing how the college benefits from the local community, we reversed the narrative to put students and their frequently disadvantaged communities at the heart of the story.

### GREATER ECONOMIC OPPORTUNITIES

We highlighted the symbiotic relationship between education providers and local businesses. This creates mutual opportunities for students and employers to shape the future together.

# ESTABLISHED BRAND CASE STUDY

An upgrade and refresh of key marketing messaging for a multi-national brand.



## AT A GLANCE

### CHALLENGES

- Long-standing brand seeking growth
- Design ethos difficult to capture
- Multi-channel decision makers hard to appeal to simultaneously

### GOALS

- Capture the design spirit online
- Enhance written presentation to multiple stakeholders
- Showcase full range of available services in brochures
- Speak to a multinational audience



“After we spoke to Natalie we felt really inspired. She not only rewrote the text but completely changed our approach to make us a more professional, approachable and friendly team.... exactly what we were looking for!

*Colin Bone*

KETTLE COLLECTIVE

Visit: [kettle.co](http://kettle.co)

## OBJECTIVES

The client wanted to improve overall communication, moving away from technical details towards capturing their design ethos and award-winning sustainability credentials.

## SOLUTIONS

We conducted extensive interviews with head designers to explore what quality design means to culture and the human experience. This informed the brand story.

## RESULTS

### SOPHISTICATED WEBSITE COPY

By focusing on a sense of place, we created an emotional connection to Tony Kettle's passion for innovation in a world where energy and sustainability drive key design decisions.

### CUSTOMISABLE SALES PROPOSALS

To appeal to varying stakeholders across multiple design disciplines, we created customisable sales proposals. This lets the team personalise communication without reinventing the wheel.

### EASIER PROSPECTING AT HIGH-VALUE EVENTS

Together with the interior design team, we created short, punchy brochure content to attract new clients at prestigious industry events in the Middle East.

### STREAMLINED SERVICES

By focusing on communication strategies across all services, we refined the team's approach to working with clients, presenting design ideas, and showcasing Kettle's industry-leading edge.