

Cre8ive Wisdom

Cre8ive Wisdom, the Dorset-based strategic creative agency represents the perfect marriage between freethinking creativity and intelligent strategic rationale. **Cre8ive Wisdom** seeks to understand client goals, guide them with marketing expertise and supply a creative approach to meet their brief.

Between **8** specialist divisions and services, the most important aspects of strategic creative support are covered. These divisions cover the key areas that make up **WISDOM... Words, Images, Strategy, Design, Online & Media...**

Words, images, strategy, design, online & media the most important aspects of strategic creative support are covered.

Pitched at helping UK businesses to uncover more 'bang for their marketing buck' and to support start-ups and SME's to establish growth and achieve their business goals; **Cre8ive Wisdom** is truly a unique, strategic-led creative agency.

Taking a consultative approach to client requirements, blended with over 16 years of strategic marketing and media experience working with organisations from start-ups to Governments and all between; the agency is fronted by a dynamic 'thirty-something' husband and wife team.

Neil Armstrong, the experienced strategic marketing and media expert and creative commercial photographer Wendy Armstrong; also owner of Broadway Studio, a well-known Dorset photography studio established since 1975; are jointly at the helm.

8 Specialist Divisions

Cre8ive Wisdom boasts **8** specialist divisions, covering all aspects of strategic marketing and creative media. These include copywriting division *ClickWriters*, established online image library *ClickWendy*; *Clear Workflow* business consulting, *Concept Weaver* design studio, an online web design unit called *Clever Web*, PR department *Coverage Winner* and *Chicago Way* for marketing support.

Cre8ive Wisdom also offer specialist strategic marketing services through *Campaign Workshop* events, which utilise aspects of group facilitation and decision sciences, developed by the *London School of Economics*, to help guide owner/managers, business teams and boards of directors through strategic planning and decision-making.

A word to the wise...

Whatever the entry point or service; a consistent thread runs through all that **Cre8ive Wisdom** produces; **"Everything begins with Strategy"**; this is their mantra.



Neil and Wendy Armstrong: a husband and wife team at the helm of the strategic creative agency.

If there is no definable purpose or intent in an activity, there is no reason to do it. At **Cre8ive Wisdom**, they make sure that everything their clients are engaged in doing is right for business reasons and meets client business objectives.

"We're here to make a difference and help clients to get more from their marketing activities. It's not necessarily about spending more money or increasing budgets; it's about strategic marketing planning, consistency in brand communications and about uncovering differentiation", said Managing Director Neil Armstrong.

"We offer prospective clients a free, no obligation two hour strategic session to capture the status quo, identifying efficient marketing activities from the ineffective, set objectives and then plot a strategy to meet the agreed business goals", he added.



words images strategy design online media

Media support services in **8** key areas

Click Writers words	Click Wendy images	Concept Weaver design	Clever Web online
Clear Workflow consulting	Coverage Winner publicity	Campaign Workshop strategy	Chicago Way marketing

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