

Case Study	Strap Line/Detail Heading	Summary Text	Detail Page
EMAP	Owning Your Digital Strategy	We shaped and delivered a hands-on, digital best practice programme, providing editors from six leading EMAP brands with the data and skills required to write and implement their own digital strategies. Each brand created a mobile strategy that included a roadmap with KPIs which was followed by the development of a wider digital strategy and a commitment to delivering their roadmap.	To support these teams in writing their own digital strategies and to accelerate their implementation
Time INC UK	Identifying Market Opportunities	Our experience with developing unique products helped Time Inc build a deep understanding of their millennial audiences across a number of brands. From this understanding, we developed a concept for a new generalist site that fit a clear gap in the market and helped the company bring in new audiences.	Commas should surround "off the back of this" so it reads "and, off the back of this, developed"
HSJ Intellegence	Launching Award-Winning Products	After spotting an opportunity to build out a new intelligence service around their incredibly successful HSJ magazine, EMAP asked us to help validate and refine their proposition and ensure a successful launch. Within 3 months of launching the product, EMAP hit their annual sales target and, in 2014, won the award for business intelligence product of the year.	What We Did Section should be written out in a narrative style as the other case studies. Subscriber value 10 x higher than magazines. Duncan Painter, the CEO of Top Right Group (who own EMAP), described it as the most successful product launch in his tenure at the organisation.
Informa	Improving Customers' Experiences	Informa asked us to rapidly create a set of responsive templates for four key brands that could later be extended across other titles in their B2B news and insight portfolio. The personalised and streamlined content experience we designed helped reverse subscriber churn by meeting customers' desires in a way that enabled them to make better business decisions.	WHAT WE DID In six weeks, we created a set of responsive templates for four key brands that could eventually be extended across the other titles in Informa's portfolio. The personalised and streamlined content experience we designed improved the lives of Informa's customers by better addressing their needs and enabling them to make better business decisions. WHAT WE ACHIEVED Reversed subscriber churn and increased user engagement A single, best practice template set that can be used across 12 different brands Products positioned for growth Efficiencies across editorial, tech and product
The Telegraph	Accelerating Product Delivery	We accelerated the delivery of The Telegraph's new DIY investment product Telegraph Investor. This enabled them to hit the market in time for the critical ISA season when over 50% of DIY investment takes place.	WHAT WE DID We accelerated the delivery of The Telegraph's new DIY investment product Telegraph Investor, enabling the company to hit the market on a critical date so their customers would benefit from the new service. WHAT WE ACHIEVED New multi-million pound revenue stream forecast in 3 years Increased ARPU from loyal & high-value customer base
Which?	Validating Innovative Ideas	We worked with Which? to distil and validate their ideas and clarify where they should invest. Over the past three years, we have helped the company refine and launch six new products and services across their business.	N/A
Incisive Media	Driving Mobile Engagement	Our team helped Incisive Media identify how to better serve their existing audiences on their flagship digital properties. The recent product launches we helped them with dramatically increased mobile traffic.	N/A

The Guardian	Maximising Revenues	We worked with The Guardian to identify and validate the best ways to maximise revenues and grow audience size and engagement for their Gardening editorial and e-commerce offer.	<p><b>THE PROBLEM</b> The Guardian e-commerce team wanted to scope out how their Gardening editorial and e-commerce offer should change in the short- to medium-term in order to maximise revenues and grow audience size and engagement while avoiding major platform changes.</p> <p><b>WHAT WE DID</b> We completed a short strategic piece outlining The Guardian's current situation and identifying options for growth. In addition to developing a 6 month, low cost plan optimisation designed to achieve a 58% sales uplift, we created a clearly defined CRM plan identifying cross-sell opportunities across other areas in the business.</p>
Manchester City FC	Ensuring the Best User Experiences	Manchester City Football Club developed an award-winning second screen companion app that, on match days, allows fans inside the stadium to access exclusive match content whilst fans around the world can interact with the match and keep updated with the latest action. We defined the content experience for before, during and after matches to ensure the product provided a premium all-day offering.	N/A
BT Sport	Establishing Your Digital Presence	BT Sport asked us to help develop and build out their digital proposition. We put the digital building blocks in place for what would become a tremendously successful product: 2 million viewers signed up for the service in its first 3 months.	<p><b>THE PROBLEM</b> BT Sport approached FEB to help develop and build out their digital proposition.</p> <p><b>WHAT WE DID</b> We defined the product development process, managed the design process, and completed an end-to-end definition of concepts for BT Sport's entire digital offer. Our strategic work included website paywall, advertising, platform, and content publishing strategies, and we completed a market/competitor and a rights analysis. We also did a technology partner and concept evaluation.</p>
Coca-Cola	Understanding Your Customers	Coca-Cola hired us to shape and deliver a global platform that can be used across multiple international teams to gather information about how customers interact with their brands. In addition to helping Coca-Cola engage with customers more effectively, this project removed brand and geographic silos, reduced duplicate effort, and improved the company's customer insights by providing a single consumer view.	N/A
BBC	Developing Powerful Search Experiences	We worked with the BBC on roadmapping their search products to ensure their global customers had the best search experience possible. The replatforming programme enabled end-to-end search capability across a number of BBC verticals in non-live environments.	<p><b>WHAT WE DID</b> We worked with the BBC on roadmapping their search products – looking at how new search services would be provisioned and planning the re-platforming of all existing services following the procurement of a new search services provider.</p> <p>We also helped develop Vision and Values for Search within the BBC, which included where the areas of focus would be, how Search would be used with stakeholders, and how Search would prioritise projects.</p> <p>By the time we handed over, an 18 month roadmap was in place, the governance framework was established and the new search platform was ingesting content from a number of BBC sources (including iPlayer) and able to provide end-to-end search capability across a number of BBC verticals in non-live environments.</p>
Nature Publishing Group	Prioritising Your Customers to Create Powerful Products	We created the Nature Publishing Group's digital strategy and digital product roadmap, which covered a number of their flagship digital products. The clear view on product development priorities our work established ensured that their investment decisions were better aligned with customer needs.	N/A
Macmillan Education	Accelerating Development	We helped Macmillan find ways to accelerate product development and increase potential revenues from a new global product.	N/A
News UK	Building Better Digital Programmes, Fast	We worked closely with News UK on two of their strategic digital programmes. Our expertise helped them move faster and focus on user needs.	N/A

BetFair	Transforming Your Digital Approach	Betfair wanted a step change in their product organisation's effectiveness. We worked with multiple product teams to design and implement best practice product development processes and tools across their company. The tools and processes we designed enabled senior management to have a clear view of product performance, metrics and plans across their digital product portfolio.	N/A
Cannes Lions	Strengthening Strategies To Strengthen Sales	Cannes Lions has a digital archive containing hi-res versions of all the advertisements that have been entered into or won at Cannes (the Oscars of Advertising). To help them sell this B2B subscription product, we reviewed the product and existing ideas to identify ways to increase sales, defined a new digital strategy, and created a roadmap and business plan.	<p><b>THE PROBLEM</b> Cannes Lions has a digital archive containing hi-res versions of all the advertisements that have been entered into or won at Cannes (the Oscars of Advertising). The archive was a B2B subscription product that they were struggling to sell, and we were asked to review the product and existing ideas to identify ways to increase sales.</p> <p><b>WHAT WE DID</b> We performed a strategic product review to identify the key issues, defined a new digital strategy, and created a product roadmap and business plan.</p> <p><b>WHAT WE ACHIEVED</b> Realigned the product with Cannes Lion's overall service and offering Recruited a Head of Content to develop the customer journeys we had defined.</p>
Dods	Creating Rich, Efficient Products	We defined and delivered a strategic technology platform that enabled Dods to quickly get new products to market. The new UK Monitoring & Social Lens sites provided a richer content experience for their customers, and the automation of a significant amount of data processing freed up internal Dods teams so they could focus more on serving their clients strategic needs.	N/A
Kings College London	Digitising Printed Content	We worked with Kings College London to digitise their Alumni magazine and set up a content operating model for their editorial teams.	N/A
Marie Stopes	Designing Beautiful, Effective Websites	Marie Stopes asked us to take a fresh look at their website, which was not successfully delivering key messages. We designed a new responsive website that was better crafted to their users' needs and allowed people to find the content they needed.	<p><b>THE PROBLEM</b> Marie Stopes is a charity that provides family planning healthcare to NHS and private patients. Their website was not successfully delivering key messages and failed to encourage personal contact through their call centre. We were called in to help them create a better experience for their users.</p> <p><b>WHAT WE DID</b> We designed a new responsive website with a UX and design that allowed users to find the information they needed quickly and easily. We also helped develop more content and designed a content strategy that enabled Marie Stopes to convey key messages.</p> <p><b>New responsive website</b> <b>Concepting, UX &amp; design</b> <b>Content strategy</b> <b>Content development</b> <b>Project management</b></p>