

**HOW TO  
GET THE  
BEST FROM  
HUNCH**

50555



# HELLO

## LET'S MAKE **MAGIC**

If you're reading this, chances are you already know a bit about us. But you may not know exactly **what we do** and **how we do it**.

How long does stuff take? How does the money add up? How do we work together to do brilliant work?

Here are some answers on some of that.

**If you have any questions, just ask.**

# THREE **BIG** THINGS

When you boil things down, there are only **three things** that really matter.

1  
2  
3

## HAPPY **CLIENTS**

**Our job is to make you look good.** So we listen, think, collaborate and always bring our best to deliver the work you need.

**Our success is your success.**

## HAPPY **TEAM**

**Happy people do better work.** So we look out for our people and yours, make time to work together and celebrate wins on the way.

**Work together to make stuff great.**

## GREAT **WORK**

**We all get a buzz from awesome work.** So we take the the time to clarify, craft, collaborate and focus on making stuff great.

**Always focus on the work.**

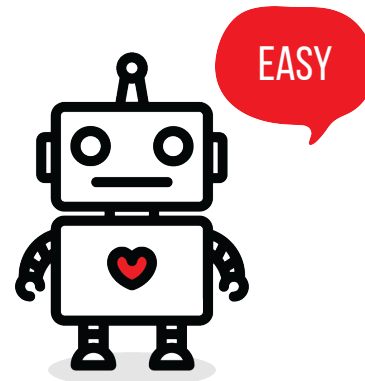
## MAKE IT SIMPLE

Every agency has different strengths.  
Ours is making things **simple and human**.

# WE MAKE **COMPLICATED** STUFF FEEL **SIMPLE**

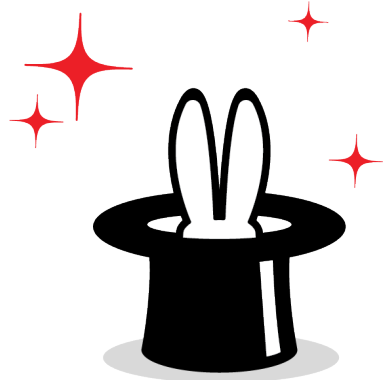
We help with: Strategy, Content and Comms.  
We make stuff: Easy, Excellent and Fun.

WE MAKE A DIFFERENCE  
BY THINKING LIKE HUMANS



# WHAT WE DO

We focus on three kinds of work.  
Strategy, content and comms.



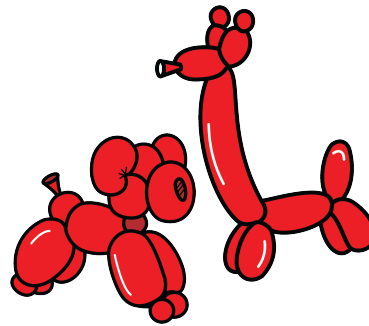
## STRATEGY

Making stuff feel simple.

We sort the news from the noise by thinking human-first to define the big picture and refine a tight brief.

WHAT YOU SEE

**SIMPLICITY**



## CONTENT

Crafting things that matter.

Content is just noise if nobody cares. So we focus on crafting stuff that people choose to share.

WHAT YOU SEE

**ENGAGEMENT**



## COMMS

Getting to the point.

Great communication has job to do. It's about saying what matters most - and nothing else.

WHAT YOU SEE

**EFFECTIVENESS**

# HOW WE DO IT

Our team bring **three key values**.

We love it when you do too.

## HONESTY

Helps us work  
as a team

○ **What we love**

Clients who give us straight up feedback. So we know how to make stuff better.

## BRAVERY

Helps make  
the work great

○ **What we love**

Clients who like to push boundaries aim for excellence and challenge the status quo.

## PASSION

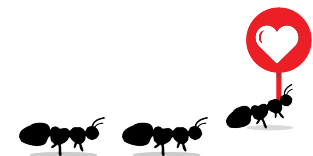
Helps make  
stuff fun.

○ **What we love**

Clients who get as excited as we do. Passion is infectious and gives everyone a buzz.



**MAKE IT EASY**  
**MAKE IT EXCELLENT**  
**MAKE IT FUN**



# IT'S EASY AS 1, 2, 3.

The best way to make stuff easy is to get it really clear up front.

## 1 CLOCK THE JOB

### Understand the challenge

We sense-check every brief with our experts to spot flags and get an idea of how easy (or tricky) it is to ballpark time and costs.

▶ TRIAGE

## 2 SCOPE & PLAN

### Plan out the detail

Once we've agreed ballparks we simplify the brief and put together a detailed estimate and timeline to make sure we can deliver together.

▶ CLARIFY

## 3 CRAFT & DELIVER

### Make it awesome

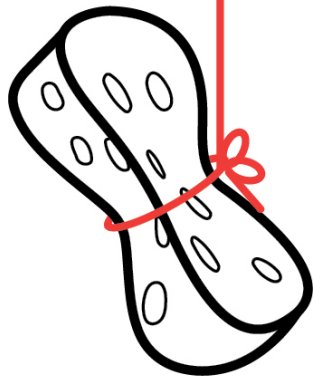
Our Project Managers cuddle the project from beginning to end and do their best to keep everyone on time and budget.

▶ CRAFT | REFINE | DELIVER



# STRATEGIC PROCESS

We dig for everything there is to know about everything we do.



## SPONGE IT

Dig deep in the subject and soak up everything there is to know.

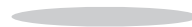
**The more you know  
the better the hunch.**



## SORT IT

Look for connections, themes and other bits of interesting.

**What's different?  
What's the same?**



## SIMPLIFY

Find the best way to say it that connects with our customer.

**If it doesn't feel obvious  
it probably isn't right.**





# HOW LONG THINGS TAKE

Most projects take **8 weeks or more**.  
We break them into bite-sized chunks.

## CLARIFY

Planning, scoping and simplifying the project to make it easy.



**3-8**  
DAYS

## CRAFT

Concepting, crafting and reviewing creative to make it engaging.



**7-15**  
DAYS

## REFINE

Clarifying, collaborating and revising the work to meet needs.



**5-10**  
DAYS

## DELIVER

Crafting finished work and briefing production partners.



**5-10**  
DAYS

Plus your time to feedback on:

## PLAN & COSTS

Reverse brief, timeline, and estimate.

Sign off or feedback

## FIRST CREATIVE

Concepts, copy and clear rationale.

Sign off or feedback

## FINAL CREATIVE

Usually two rounds of feedback.

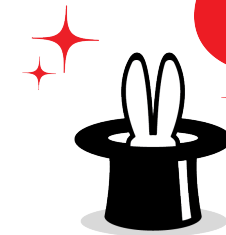
Sign off or feedback

## WORK THAT WORKS

Timings depend on production.

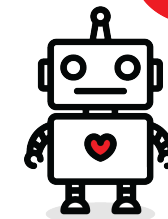
Campaign results

FAST  
MAGIC



Simple projects can be as fast as four weeks.

URGENT  
URGENT



Let's get in a room to make a plan.

# HOW TO LOVE FEEDBACK

Great work is a blend of different opinions and expertise. Here's our take on giving feedback that works.



## WHAT DO YOU **LIKE** ABOUT THE WORK?

**Start with what's working and why.** It's a great way to kick off, but also highlights the things that *don't need* changing. It helps make sure that feedback doesn't break the stuff you love.

**Start with LIKE to keep the work moving forward.**

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## ANY BIG PICTURE **OBSERVATIONS** OR GUT FEEL?

**Feels matter more than facts.** Especially to customers. So those initial gut feels are some of the most valuable feedback there is. They also bring context to other feedback.

**Share your OBSERVATIONS. Gut feel is always good.**

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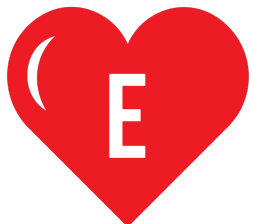


## DID YOU **VERIFY** THAT THE WORK MATCHES THE BRIEF?

**Does it hit the nail on the head?** From time to time, extra inputs or creative frills can get in the way of what matters most. So it's good to sense-check that the work lines up with the plan in the brief.

**It's always good to VERIFY that the work delivers on the brief.**

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## ANY **EXECUTIONAL TWEAKS**?

**What are the little things that need fixing?** Things like technical details that have been missed, or stuff that's not quite accurate. To make things easy, it's always useful to include what and why.

**Are there any EXECUTIONAL tweaks? Good to remember what and why.**

# SOLVING PROBLEMS

Every project hits the odd road bump. We like to fix stuff up on the way.

## PROJECT NIGGLES

Things like issues with time, cost, quality of the work or how we manage meetings.

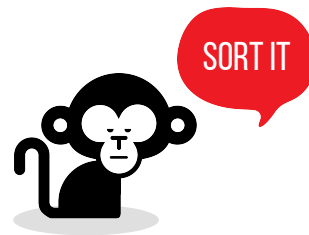


### CALL IT OUT. FIX IT UP.

Just talk to your Project Manager and we'll bring empathy, honesty and transparency to clarify niggles and get them fixed.

## PEOPLE PROBLEMS

If people don't click with people or someone puts their foot in it. Just tell us.



### CHAT IT THROUGH. WORK IT OUT.

Nobody ever intends to get stuff wrong. So we'll chat things through so everyone understands to fix any issues.

## BIGGER STUFF

Any serious or ongoing issues that can't be solved along the way.



### MAKE IT CLEAR. GET IT SORTED.

Senior people from both sides can come together with urgency to discuss and solve for broad context with clear actions and expectations.

## AND REMEMBER

Whatever else, there are only  
**three things that really matter.**

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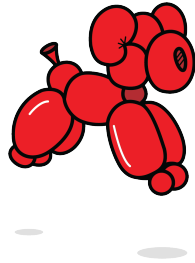
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