

# Digital branding & Creative content

## Key Trends & Best Practices for 2022

*With Thom Shardlow*

14<sup>th</sup> January 2022



# *Introductions*

Thom Shardlow  
**Head of Client Strategy**



# About Anicca

**2007**

*Est*

**27**

*Crew*

**45+**

*Clients*

Supporting your digital ambitions.

**No Ego and No Bull**, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.



# *We're on a mission*

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?





# The importance of a brand

Why it's so important in 2022

# *Your brand*

- Is your digital face
- It's how you differentiate from the rest
- Your cumulative exposure relies on it
- The way you build rapport online
- Everything you stand for



# *Your brand*

- Is your digital face
- It's how you differentiate from the rest
- Your cumulative exposure relies on it
- The way you build rapport online
- Everything you stand for

**Ready Player Me**



# What does 2022 look like?

For Digital Branding & Content Creation





*Relevance!*



# *Relevance!*

**THEN**



Budget  
High

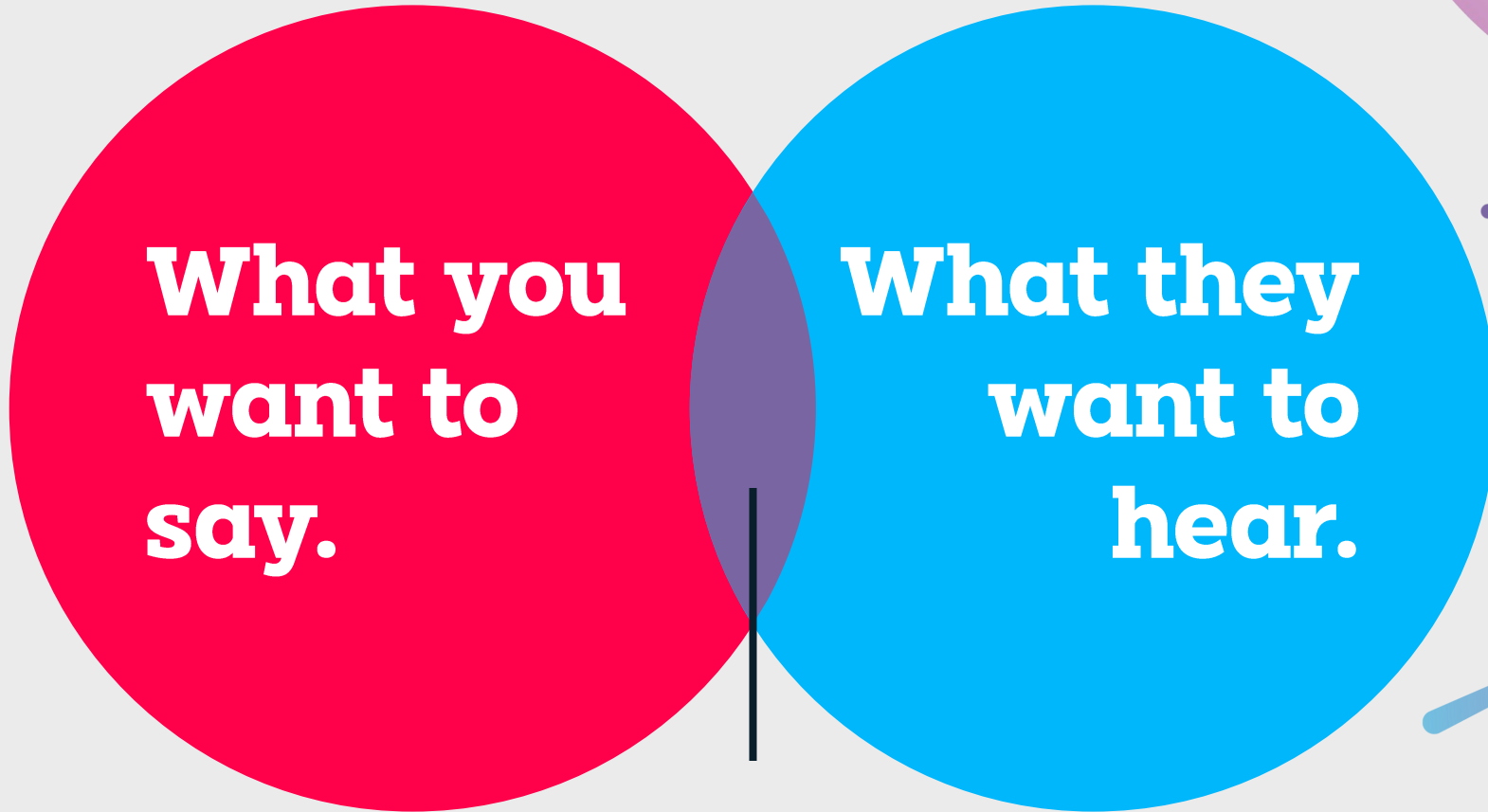


Low



*Relevance!*

**NOW**



**RELEVANCE**



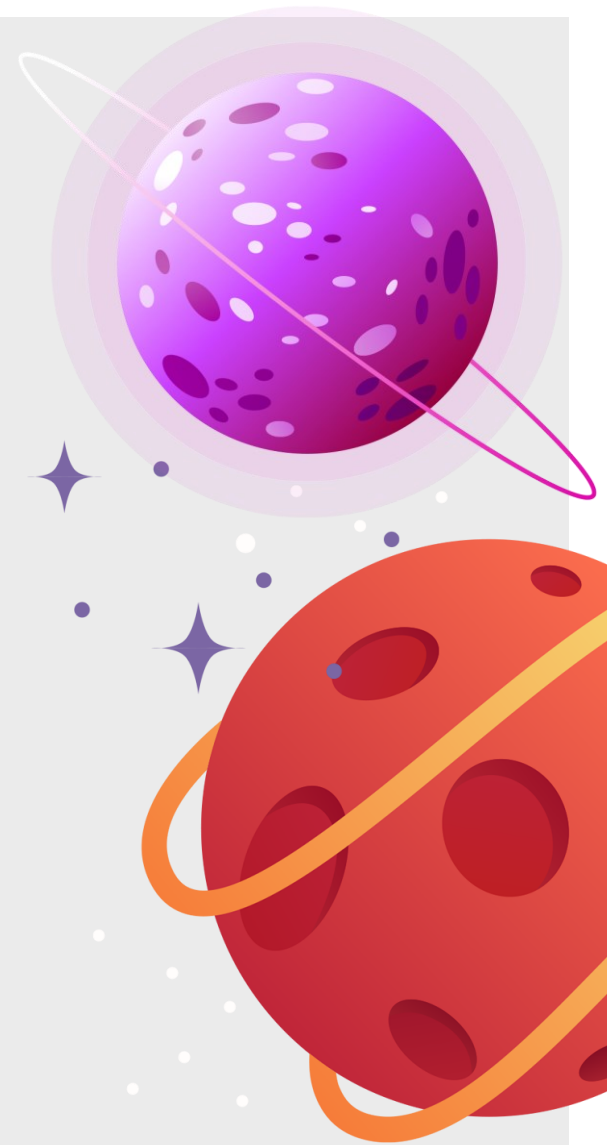
*Relevance!*

From **DOING** Digital to  
**BEING** Digital

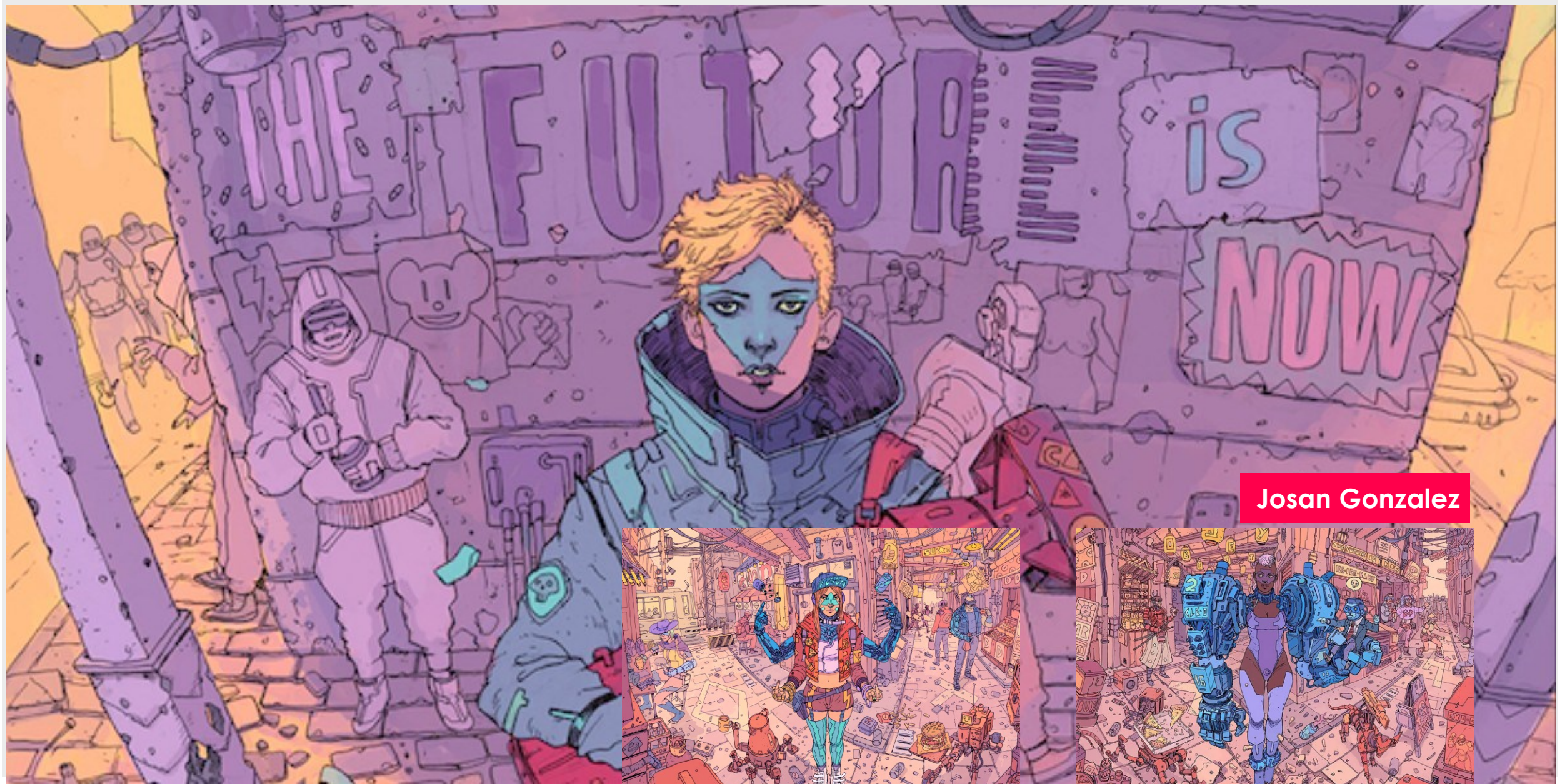


# *Relevance!*

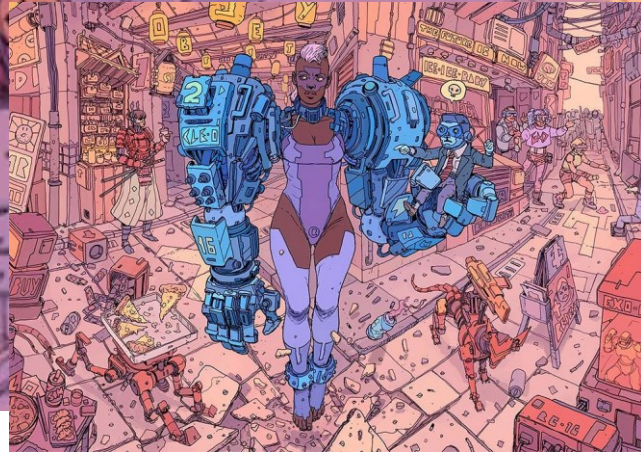
- Frictionless experiences
- Personalisation
- Lifestyle
- Omnichannel
- Digital Identity
- Anticipatory







Josan Gonzalez



The background is a dark blue gradient with various space-themed illustrations. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. In the bottom left is a green planet with dark spots. In the bottom right is a pinkish-orange planet with dark spots and a red planet with a yellow ring system. The text is centered in the middle of the slide.

# What is content fatigue?

And do users want to see?



# *Who's your audience?*



# *Who's your audience?*

**OPTIMISM**



# *Who's your audience?*

**OPTIMISM**

**VIBRANCE**



# *Who's your audience?*

**IN IT TOGETHER**

**OPTIMISM**

**VIBRANCE**



# *Who's your audience?*

**IN IT TOGETHER**

**VIBRANCE**

**OPTIMISM**

**DO YOUR BIT**



# *Who's your audience?*

**IN IT TOGETHER**

**VIBRANCE**

**STAY AWAY**

**OPTIMISM**

**DO YOUR BIT**



# *Who's your audience?*

**IN IT TOGETHER**

**VIBRANCE**

**STAY AWAY**

**OPTIMISM**

**DO YOUR BIT**

**TOW THE LINE**



*Who's your audience?*

**REDISCOVER  
INDEPENDENCE**





*Be yourself.*

**WE'RE ALL FAR  
TOO GOOD NOW  
AT SPOTTING  
INSINCERITY**



*We've matured*



*We've matured  
(Digitally)*



*We've matured*

DIGITAL

THEN

NOW



*We've matured*

DIGITAL

Witchcraft

THEN

NOW



# *We've matured*

DIGITAL

Witchcraft

Just a fad

THEN

NOW



# *We've matured*

DIGITAL

Witchcraft

Just a fad

For experts

THEN

NOW



# *We've matured*

DIGITAL

Witchcraft

Just a fad

For experts

Dip a toe

THEN

NOW





# *We've matured*

DIGITAL

Witchcraft

Just a fad

For experts

Dip a toe

Explore

THEN

NOW



# *We've matured*

DIGITAL

Witchcraft

Just a fad

For experts

Dip a toe

Explore

Discover

Pandemic

THEN

NOW





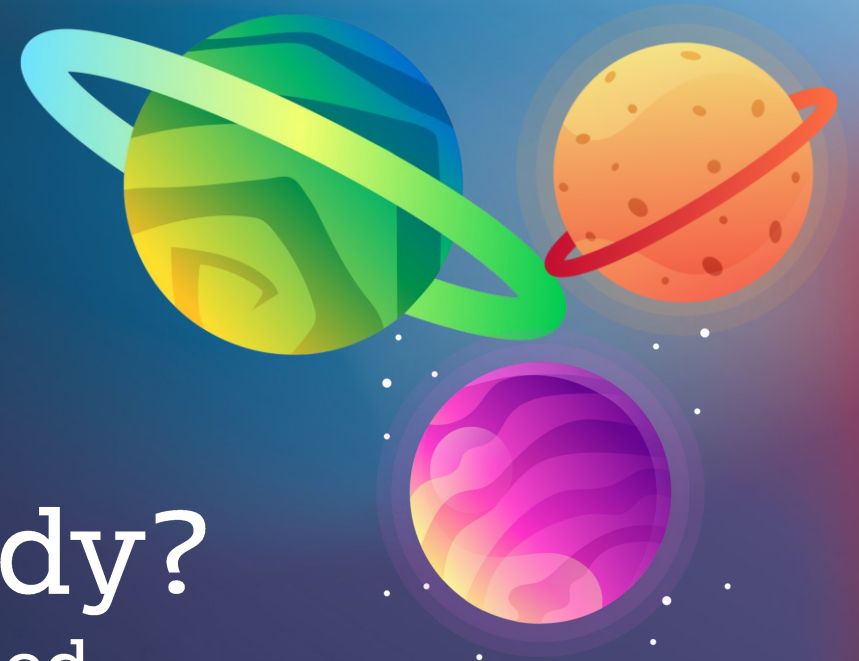
Just do  
you

*Help them find you*



# Is my brand ready?

## Getting digitally prepped



# *Your Brand*

Not just a logo!

- Typefaces
- Colour Palette
- Imagery
- Tone of voice
- Company culture
- Product and Service

**Your most precious asset**

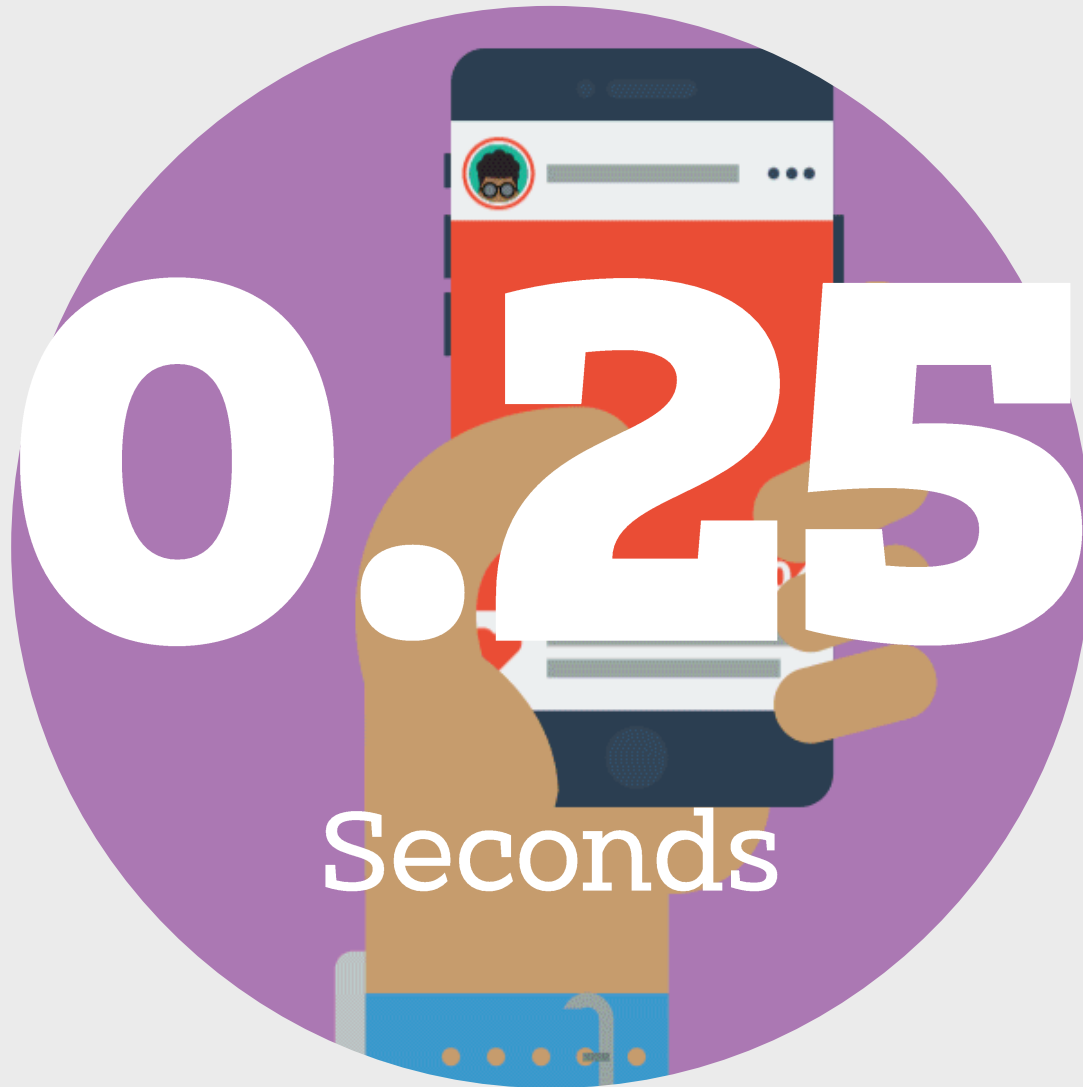


*Own it*





*Own it*



*Stand out*

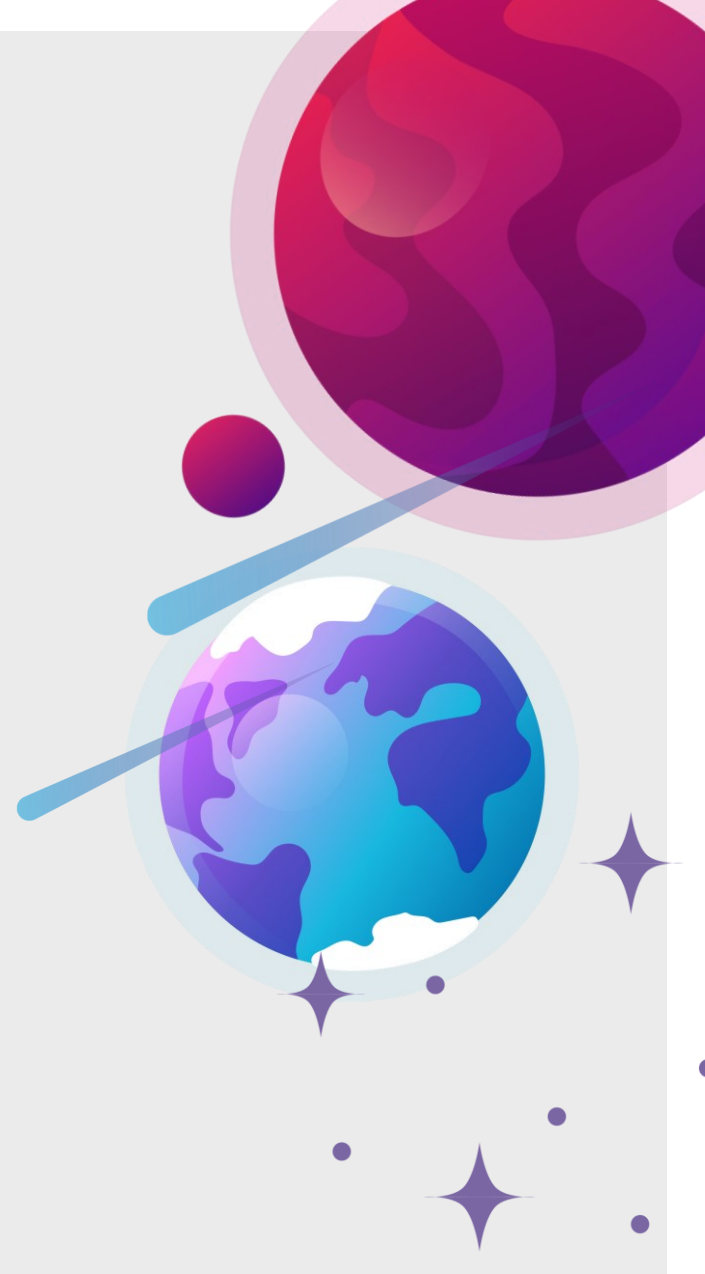
**ASSET**

Take up more screen



*Stand out*

**ASSET**  
Take up more screen



*Stand out*

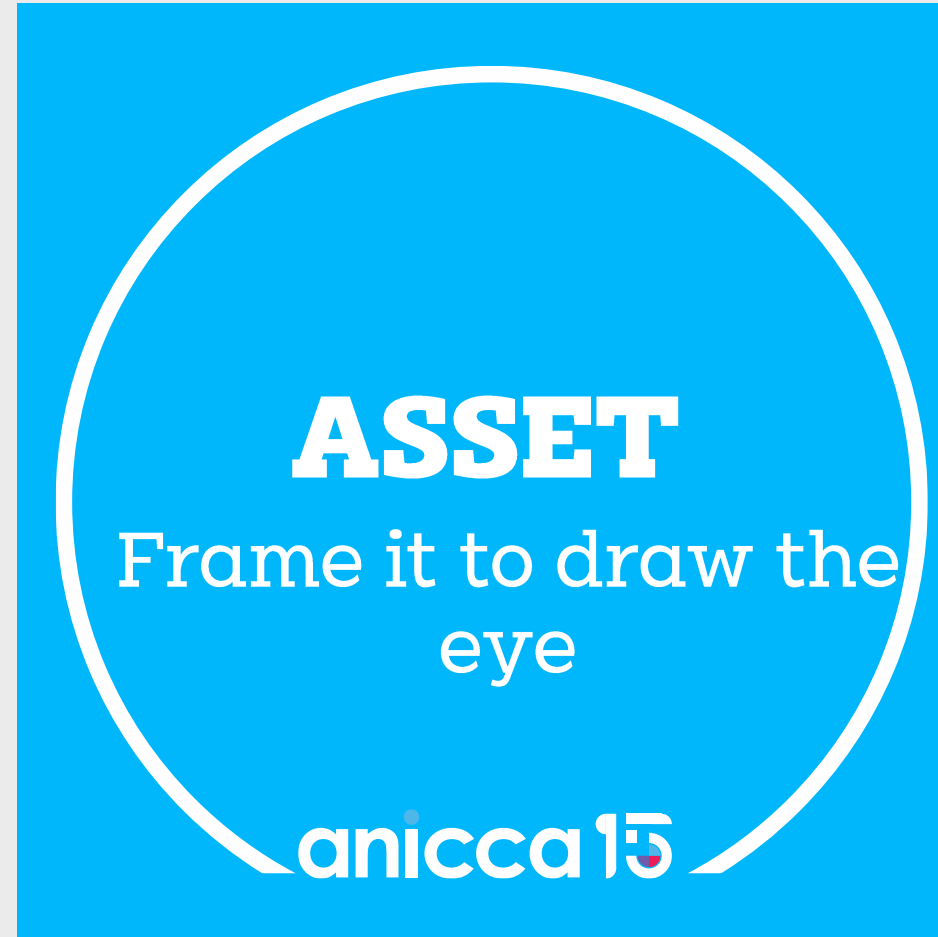
**ASSET**

Own it to reduce  
consideration

anicca 15

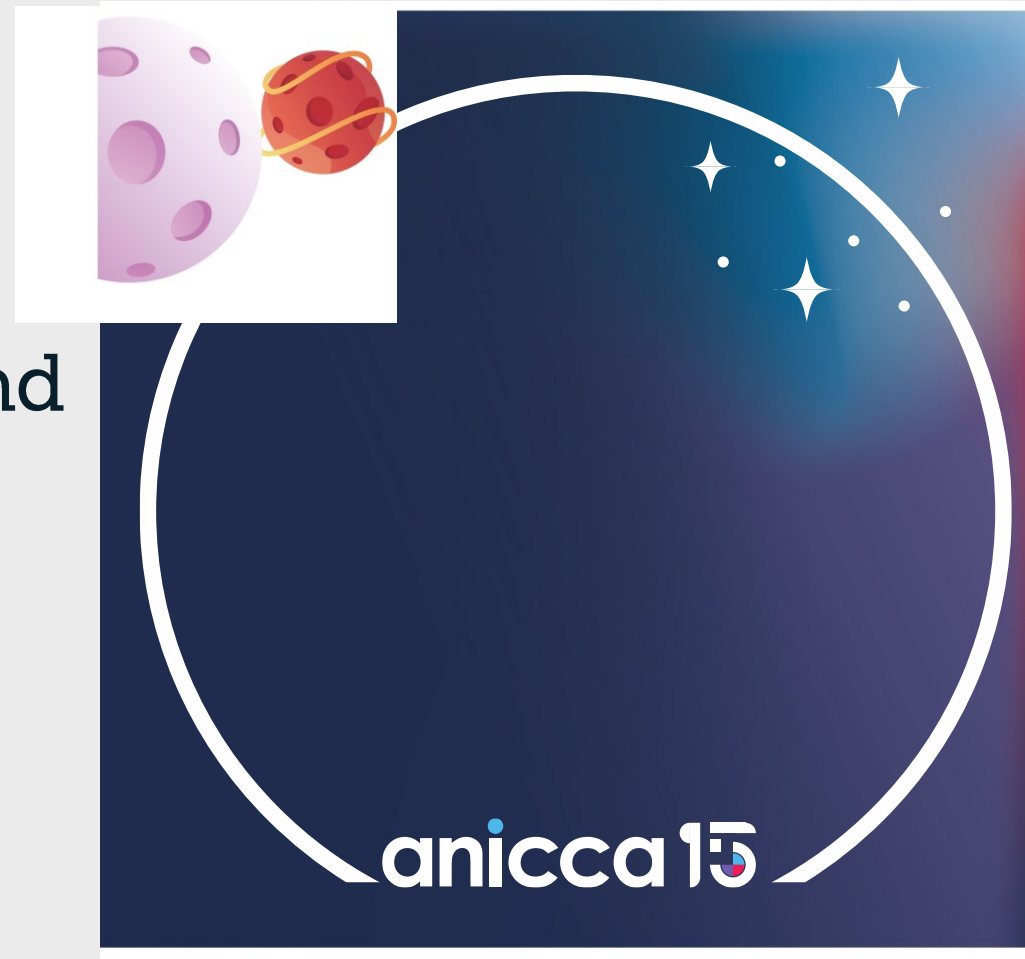


*Stand out*



# *Stand out*

Add colour and imagery



*Stand out*

Add Subject



# *Stand out*

Be more  
playful





# *Thumbstopping*



# Thumbstopping



*A live example*



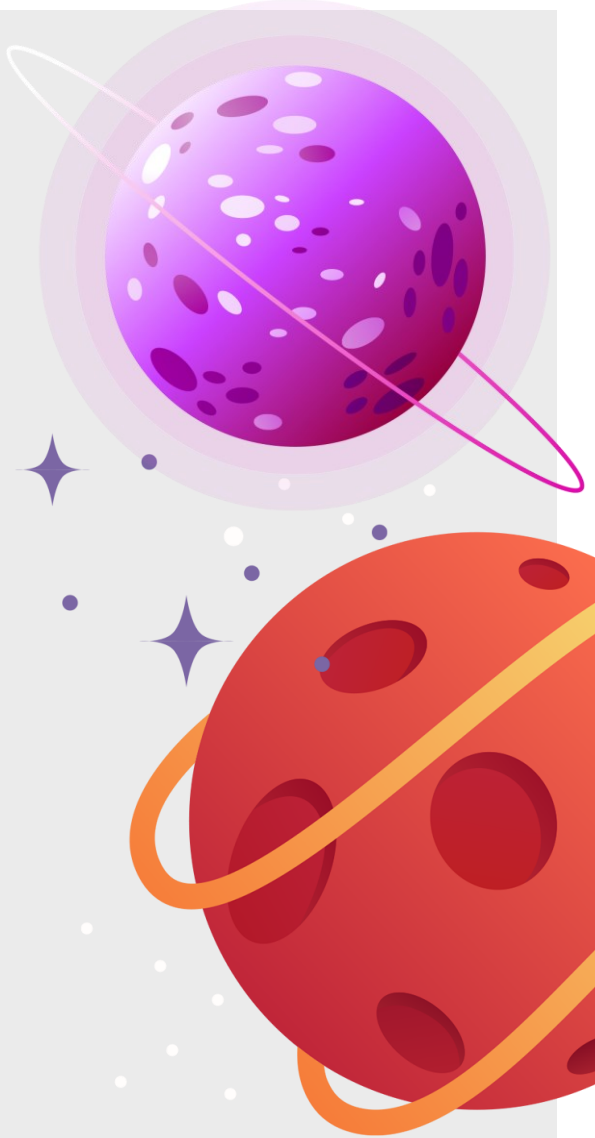
# *A live example*



# *A live example*



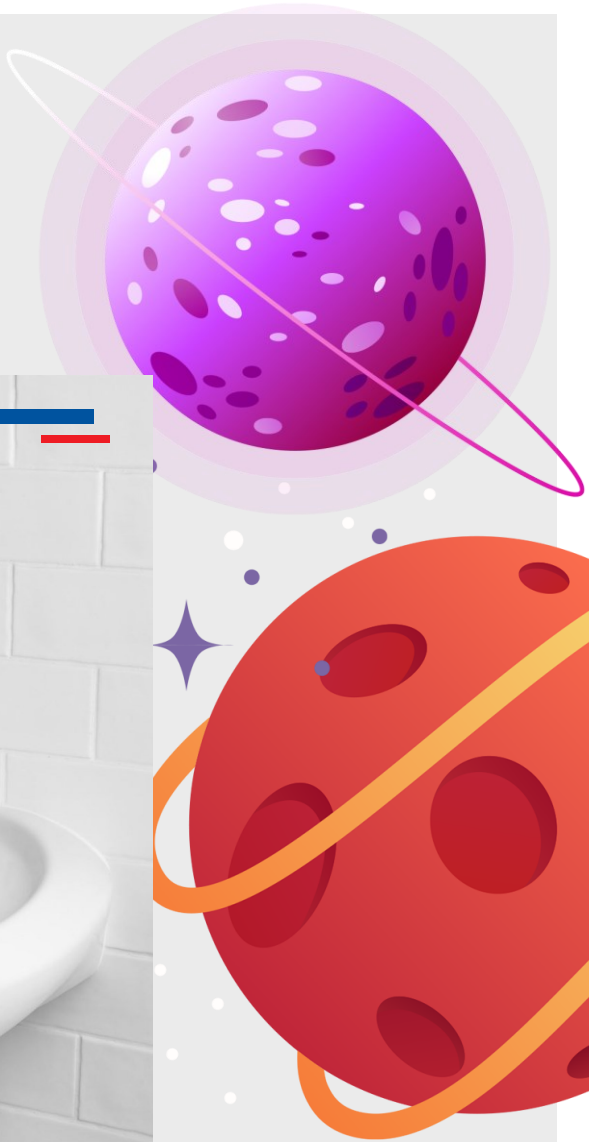
# *A live example*



# *A live example*



# *A live example*





# *A live example*



# We practice what we teach

**anicca**  
data driven digital marketing

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0116 2987687

Sharing our digital marketing expertise to help accelerate your business growth

Find out more

**A full service digital marketing agency**

Our integrated digital marketing consultancy and management services are designed to help established and high-tech brands to grow more rapidly, by using data-driven and award-winning digital marketing strategies.

We will provide a brand new strategy, improve the performance of existing digital marketing campaigns and implement new channels or tactics. Depending on your objectives, this will result in a significant increase in brand awareness, more product sales, or the generation of leads for your business.

We will also share our technical knowledge with yourself and your in-house team through our programme of live and virtual training, webinars and conferences.

wattbike DECHMANN experian PALLEX NHS DOMINO

**Paid Media**  
Your paid media campaigns are delivered by a Google Premier and Facebook Business Partner. [Read More](#)

**SEO**  
We are Leicester's strategic SEO agency - Delivering visibility and return-on-investment for our clients... [Read More](#)

**Content Marketing**  
The creation of new, dynamic content for your website is vital to the success of your business online... [Read More](#)

**Social Media**  
Every vertical should be considering social media as a viable channel to reach their target audience... [Read More](#)

**Sharing our digital marketing expertise to help accelerate your business growth**  
Anicca offers data-driven, commercially-orientated perspective on digital marketing, offering solutions that combine ROI with innovation.  
Working in partnership with you and your internal team, we use multi-channel and data-driven strategies to smash your business objectives. This could include: increasing marketing share, new client acquisition, driving revenue/profit, launch of new products or services, entrance into new geographical regions, improved ROI and much more.



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**wattbike** **DEICHMANN** **experian** **PALLEX** **NHS** **DOMINO**

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Your paid media campaigns are delivered by a Google Premier and Facebook Business Partner. [Read More](#)

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**anicca**

Analytics Paid PR Social SEO Training Services

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## Digital Marketing for Manufacturing

Out of this world digital marketing since 2007

[Let us prove it](#)

### Award-Winning Digital Marketing To Support Your Organisation's Ambitions

No Ego and No bull. We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

#### Channels

##### Analytics

Maximise revenue and lower customer acquisition costs with insightful analytics. [Read More](#)

##### Paid Media

We're Google and Facebook Business Partners. Maximise revenue and lower costs with focused paid media. [Read More](#)

##### PR

Traditional and Digital content creation, supported by leading SEO insights and advice. [Read More](#)

##### Social Media

Find and reach your relevant audience, no matter the platform with bespoke social media projects. [Read More](#)

##### SEO

Increase visibility and return on investment with the in-depth set-up and support. [Read More](#)

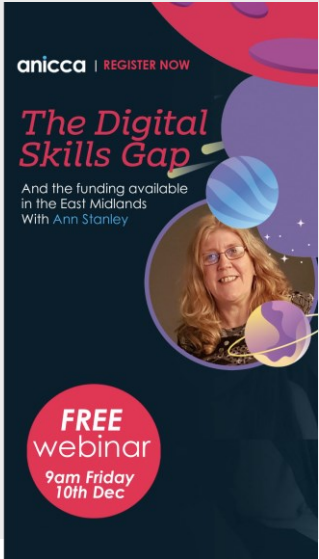
##### Training

Learn about the digital sphere so you can improve your own skills and create winning campaigns. [Read More](#)

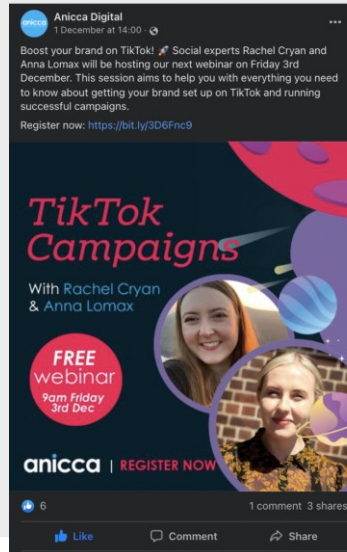
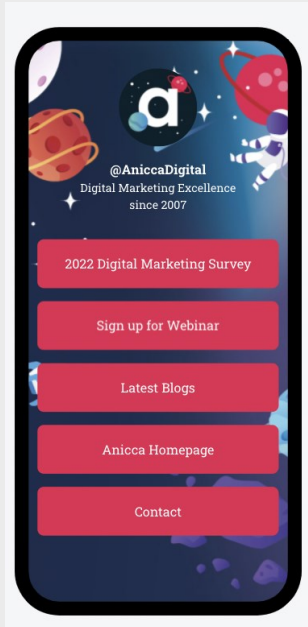
# Consistency



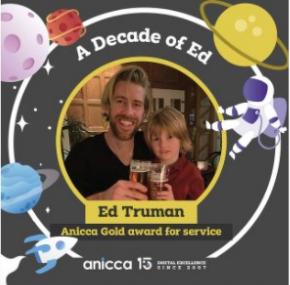
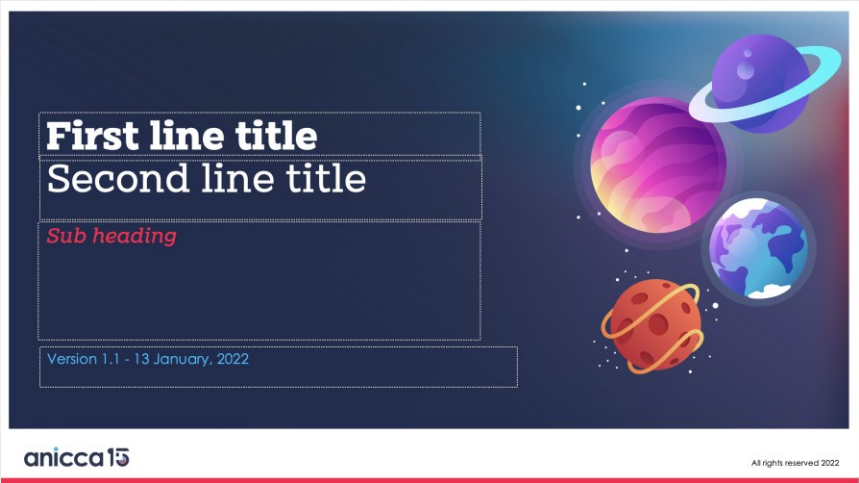
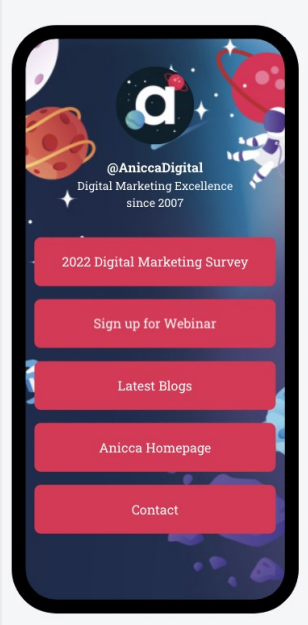
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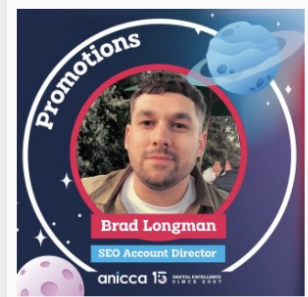
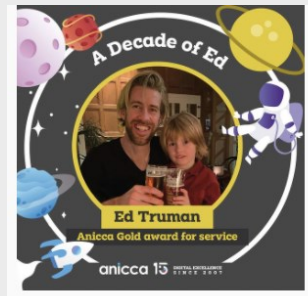
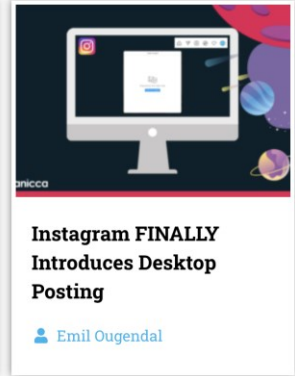
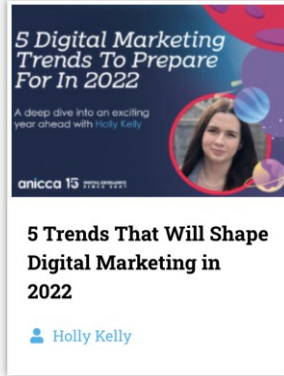
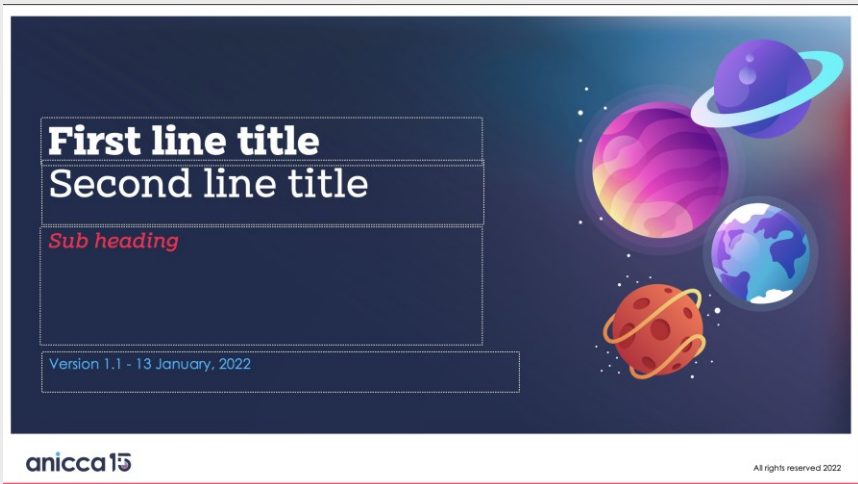
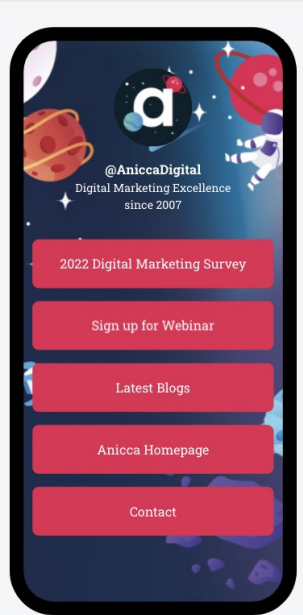
# Consistency



# Consistency



# Consistency





# *More than just the visuals*

- Stick to what we know in being experts in our services
- Celebrate our crew because they are our product
- Created an open forum to discuss ideas and concepts
- Allowed us to streamline our vision and create missions and objectives
- Implement process that allows us to scale
- Be more attractive to both current and prospective clients
- Attract new talent to join our team



# *It applies to us all*

Whether you in the construction industry or a mobile beautician, we are **ALL** people that have access to the same digital exposure, and these rules of consistency apply to us all.







# *This isn't a one-time fix*

- Keep on keeping up
- Reidentify who your audience are
- Where do they spend their time this month?
- Recognise what others do (competitors, influencers etc)
- Look at the engagement on posts and critique
- It's not a one size fits all
- Connect to the (digital) world around you



*It's easy to become out of touch...*

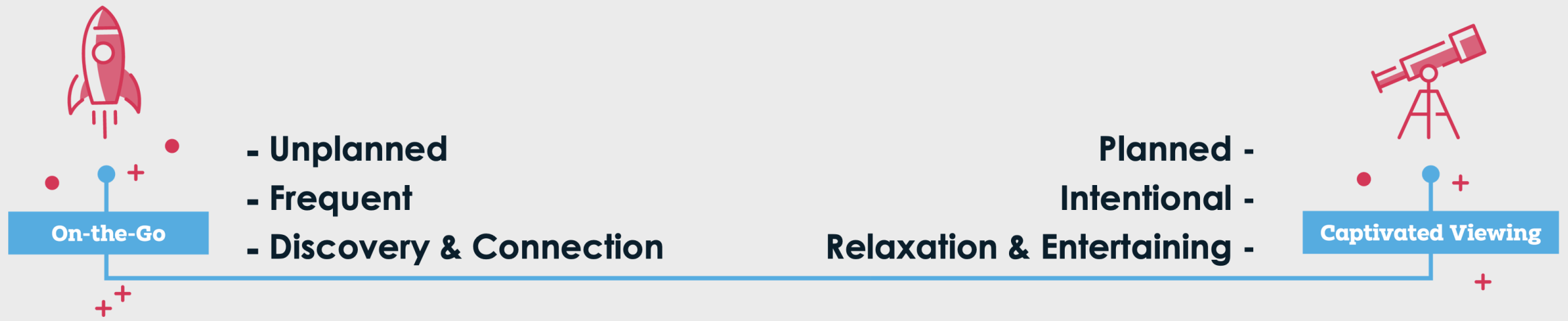




# Now for engagement

How do we do that?

# How do my users behave?





# *And what are you trying to say?*



# *Eco-Systems not just Execution*

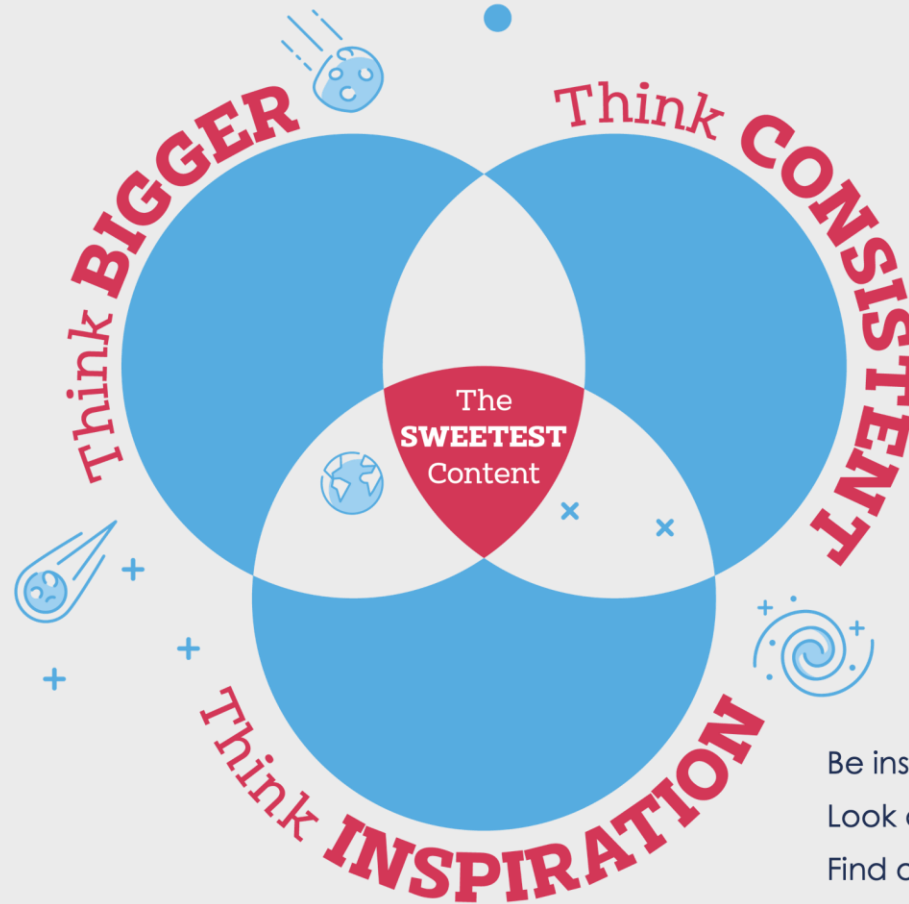
You wish to highlight the “tool of the summer”, our **new spade**, the best dig since spades were invented.

- We have a **product to highlight**, so we need a great image
- We need to create **assets** to use in our marketing **i.e. posts, ads, videos, or content etc.**
- We need our **brand on all these assets** - so users knows it is us
- We need a **square post** on social channels as a **flat image**
- A **vertical animation** to use on **stories**
- A **video** highlighting usage (**shot in landscape**) that we can use as ads on **YouTube** and on our **website**.
- Make it all **quick and exciting**
- Use **colour and movement**



# A take-out in creation

Create EcoSystems, not executions  
Encourage partnerships  
Be ambitious and push boundaries



Every point is a chance to build a brand  
Be consistent across ALL assets  
Only YOU care about solving objectives

Be inspired beyond your industry  
Look at competitors, influencers, creators.  
Find out how your audience are using the platforms

# *And remember the creative guide*



## **1 Branding**

Showcasing your brand upfront  
Display yourselves to stop users  
thinking you're the competition



## **2 Timing**

When is this going out? Make  
sure the asset suits the  
environment.



## **3 Sound**

Videos are viewed 85% sound  
off. So design for without. BUT  
delight with sound on.



## **4 Format**

Make sure your ad is getting the  
best opportunity it deserves.  
Design for the platform.



## **5 Attention**

Keep the balance right.  
Re-engage the user throughout  
and don't over explain.



## **6 Explore**

Play with platform limitations and  
get creative to engage the user.  
Be native and experimental.

# *Your next steps*

- Do you have the right creativity in house to critique what you have?
- Invest for set up! The cost of failure is far higher than the cost of success
- Your brand is the foundation of your business
- It's not just a logo. Colour, Tone of Voice, Imagery, Culture, Typography
- Your audience doesn't have time to find your brand via your product
- Apply a regular content strategy and update your content
- Mark your own homework before posting, does it stand to best practice?
- Are you happy with where your posts are posted? Are they on the right platform?
- Take the time to look at others (competition and influencers) look at their engagement.



# *In Summary*

- Be **relevant** and think what your audience want
- We all want to rediscover **independence**, so be **authentic**
- Be **available to interact** with your audience and create new ideas
- You have **0.25 seconds** to grab someone's attention
- Own your **own creative** so you don't sell your competitors
- Be **consistent** throughout all your assets, with your entire brand. Not just logo
- Remember where your audience may **have come from** (Digitally)
- It's easy to become out of touch, reidentify and **always learn**
- Think **Eco-Systems, not executions**



# Thank you

[thom@anicca.co.uk](mailto:thom@anicca.co.uk)

## Disclaimer

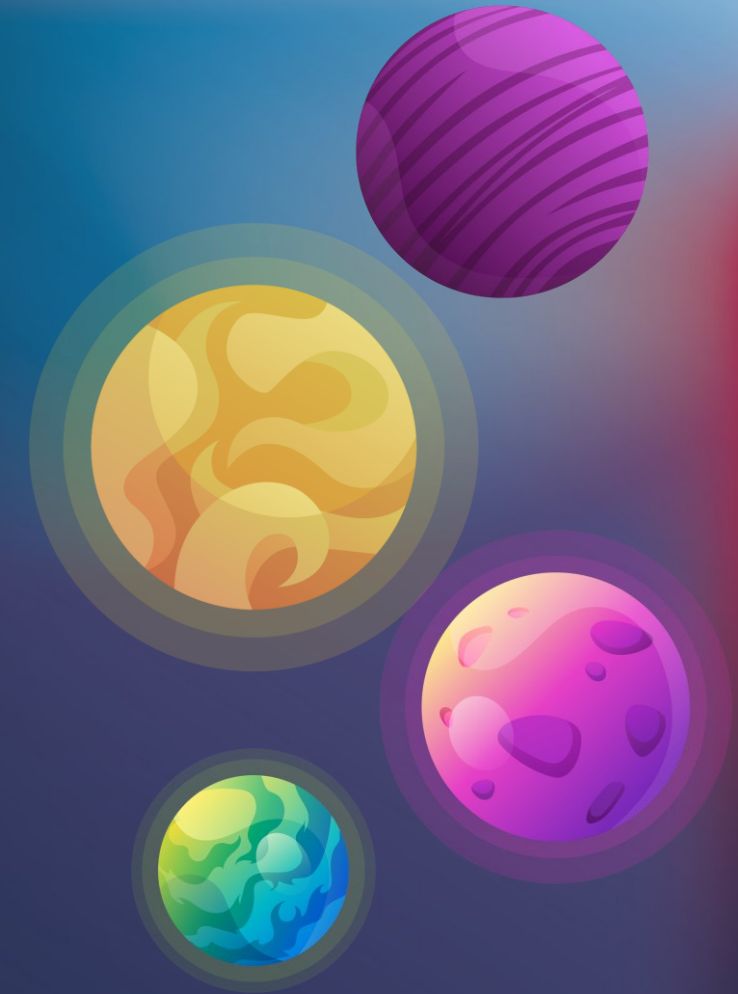
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# *Digital survey*





# *Next week*

*Improve the performance  
of your social media campaigns*

Tracking conversions & user engagement  
with [Emil Bolstad Ougendal](#)

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**FREE**  
webinar

9am Friday  
21st Jan

