EVERYTHING DIFFERENT
MARKETING/ADVERTISING AGENCY
WHAT IS EVERYTHING DIFFERENT?

Specialise in 3 key areas:

Research and insight
Brand and creative
Digital and content

• Established in 1999
• Finding solutions to business and marketing problems
• Offices in Newcastle and London
• 60 employees

• Clients include:
WHAT WE LEARNT ABOUT THE BUSINESS

Everything Different is composed of three different business sectors:

1. **Differentology** - The research based sector, providing insight and strategy. This helps establish factors such as who exactly the client is currently targeting, who is more likely to buy a product on offer, and if these collide.

2. **Different** - Giving the brand creativity and making it more engaging for consumers. It distinguishes the brand image, personality and their proposition. Through this, they can target their audience using the relevant channels.

3. **DifferentStory** - Maximising brand performance by tailoring content to be relevant; enhancing digital marketing and ad campaigns.

Through this, they have managed to help many companies, as seen on the next slide.
brands we’ve helped:
WHAT WE DID DURING THE EXPERIENCE

• We were introduced to people from the three different sectors of the company – differentology (research and strategy), different (brand and creative), and different story (digital and content).

• We were given a brief from a made-up client saying they needed advertisement for their new product – a bracelet that allows you to fly.

• Used statistics from a survey relating to the proposed product so that we could tailor our advertisement of the bracelet to a specific audience.

• Having established a target audience, we decided how we would advertise the product – e.g. its objective could be to create a more eco-friendly world as an alternative to cars and public transport, or make a global Quidditch league!

• By collaborating with the creatives in the company, we came up with different ideas about how to develop the advertisement and how to keep the public engaged in our product in the long-term.

• Finally, we learned about different research techniques used when a campaign is ineffective – e.g. gathering a focus group to get a depth of criticism and more constructive ways of how to improve the campaign.
We weren’t expecting it to be so difficult to make new advert ideas that hadn’t already been done before! Trying to stay unique whilst fitting brand aesthetic is a challenge to many companies; if an idea is unoriginal or doesn’t evoke emotions then it is ineffective.

Trying to create a brand name that hasn’t already been used is also a challenge! A name that you’ve thought of might be relevant to the product, but may already be used by a competitor.

Another surprise was how similar content was within marketing modules in comparison to real-life agencies. For example, we used SWOT and Maslow’s Hierarchy of Needs.
HOW THIS EXPERIENCE WILL BENEFIT US

• During our day, we experienced various roles and how they operate within marketing. From this, we are able to see potential jobs we may pursue in the future, or eliminate others which may not be our strongest asset.

• We have enhanced our communication skills, as we were able to work efficiently as two teams, pitching our ideas effectively to the other team; a valuable asset within work if you need to pitch an idea or do a presentation.

• We went outside our comfort zones and took time from our Easter break to do work shadowing, which will show future employers that we are passionate and dedicated to tasks.