

A little bit about us...

- We are a **digital branding and communications** agency.
- We specialise in helping **emerging** and **established** companies.
- We help organisations **tell their story** and grow.
- We do this with the help of 15+ **creatives** and **coders**.
- We use **strategic thinking** to work across **3 key areas...**

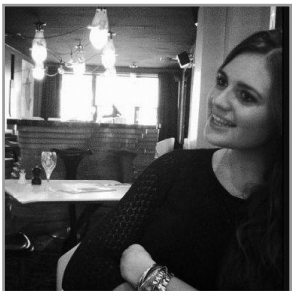
**BRAND
& DESIGN**

**ANIMATION
& FILM**

**WEBSITES
& MOBILE**

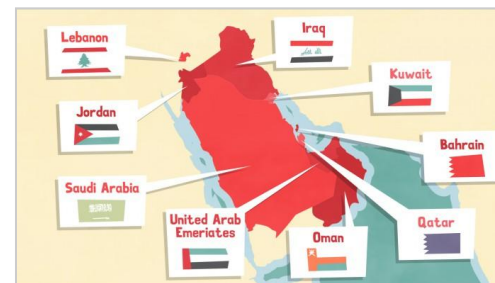
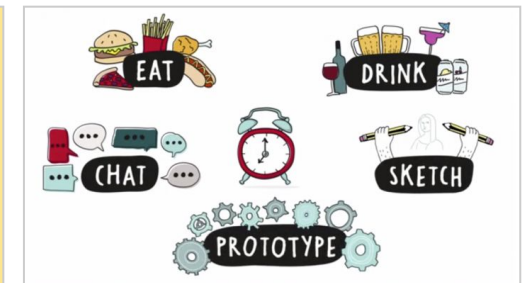
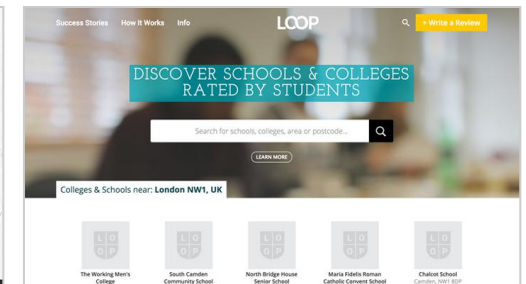
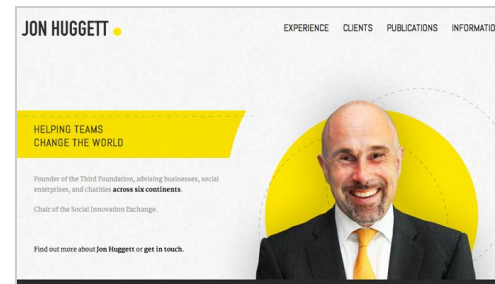
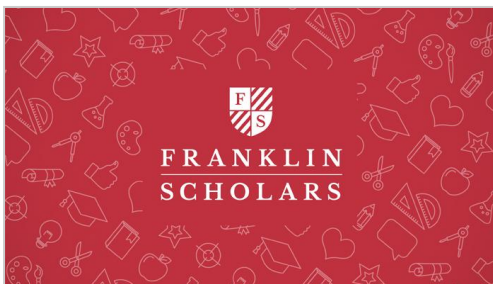
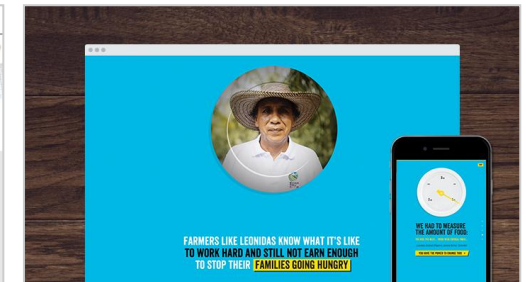
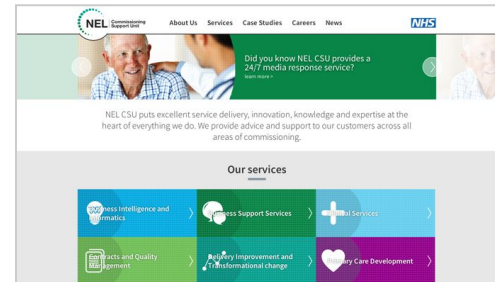
Some of our team...

Designers, Developers, Animators, Film-makers, Strategists, Copywriters and more...



Team: <http://www.thehouselondon.com/info/team/>

Some of our work...



And some of the organisations we have worked with...

DiABETES UK
CARE. CONNECT. CAMPAIGN.


THE GLOBAL GOALS

THE CHALLENGE

ff futurefirst

Innovate UK
Technology Strategy Board

TESCO

UnLtd 

SANYO


Prince's Trust


WALK FREE
THE MOVEMENT TO END MODERN SLAVERY

NHS

YouthNet

STEPFORWARD


ageUK

 **variety**
the children's charity
improving young lives every day

**GENERATION
CHANGE**

 **UNITED NATIONS
FOUNDATION**

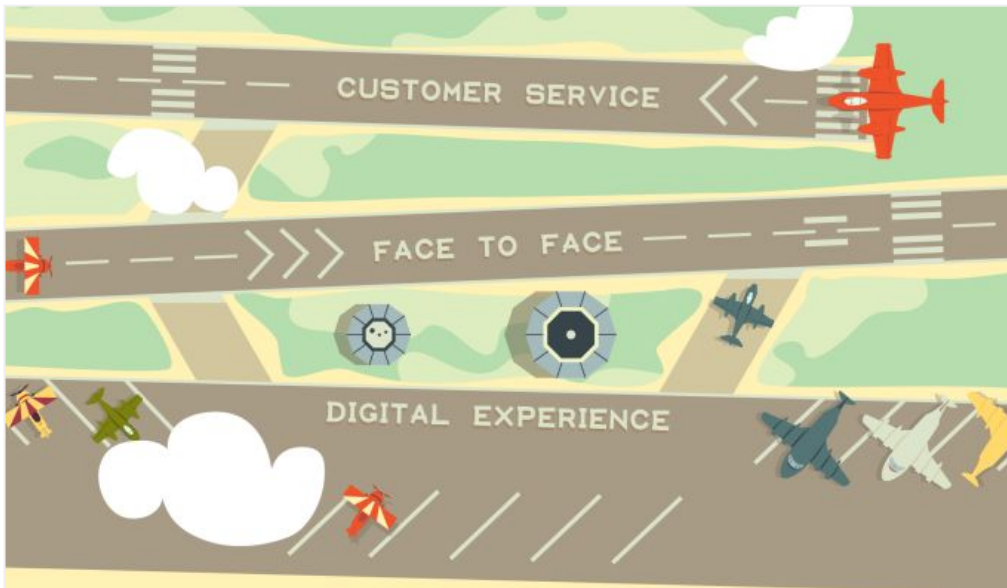
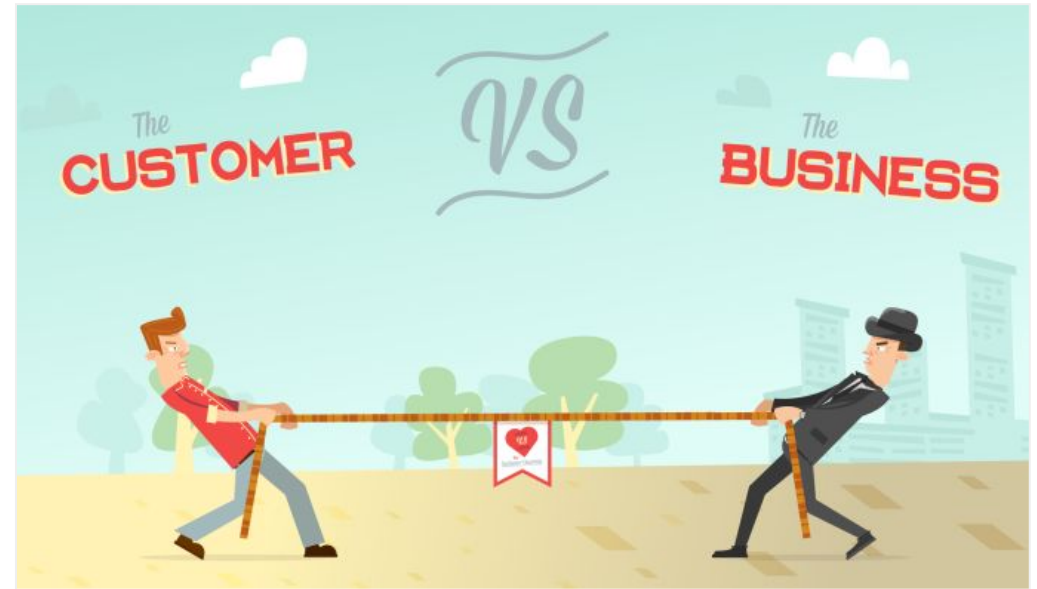
MFY
MUSIC
FOR YOUTH


FAIRTRADE

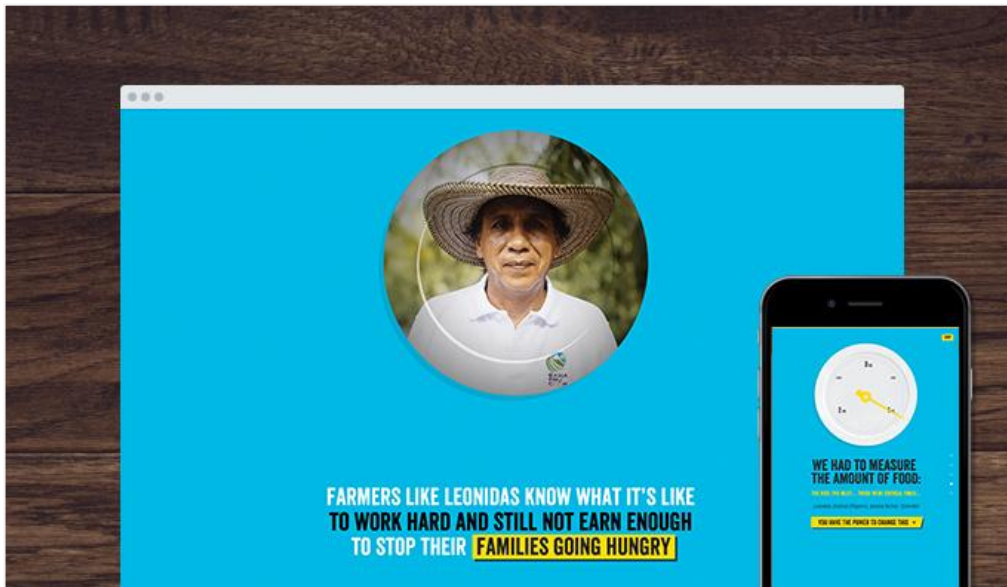
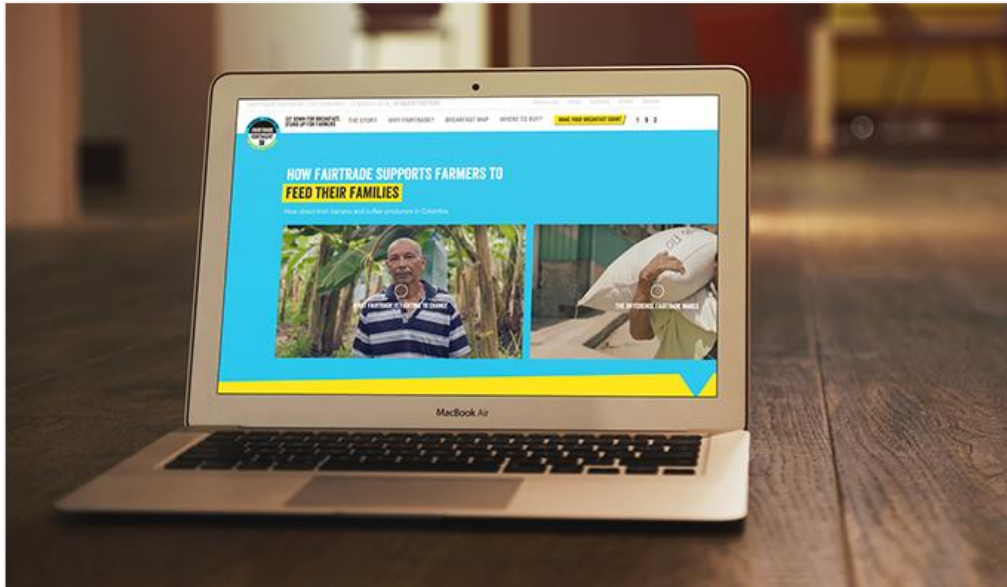
MTV

Clients: <http://www.thehouselondon.com/info/clients/>

The Value Engineers: <http://www.thehouselondon.com/project/the-value-engineers/>



Fairtrade Fortnight: Design, Animation and Website Development



Ceviche Restaurant: Branding, Design and Motion



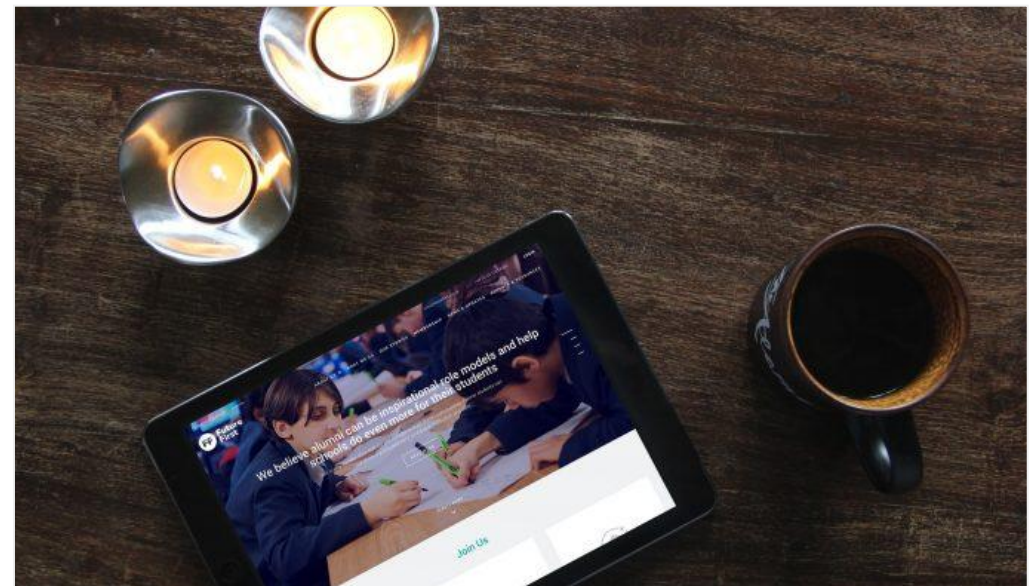
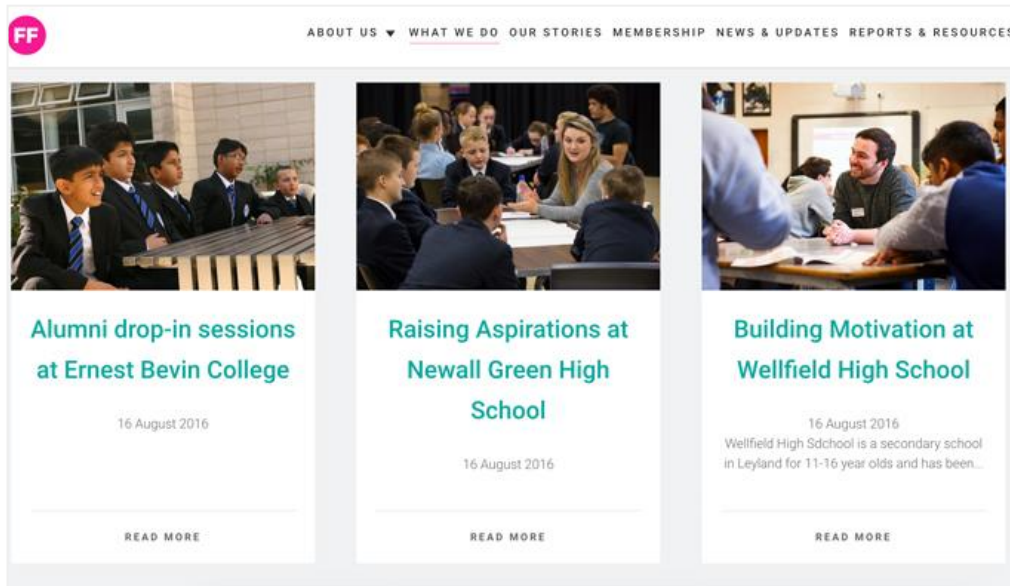
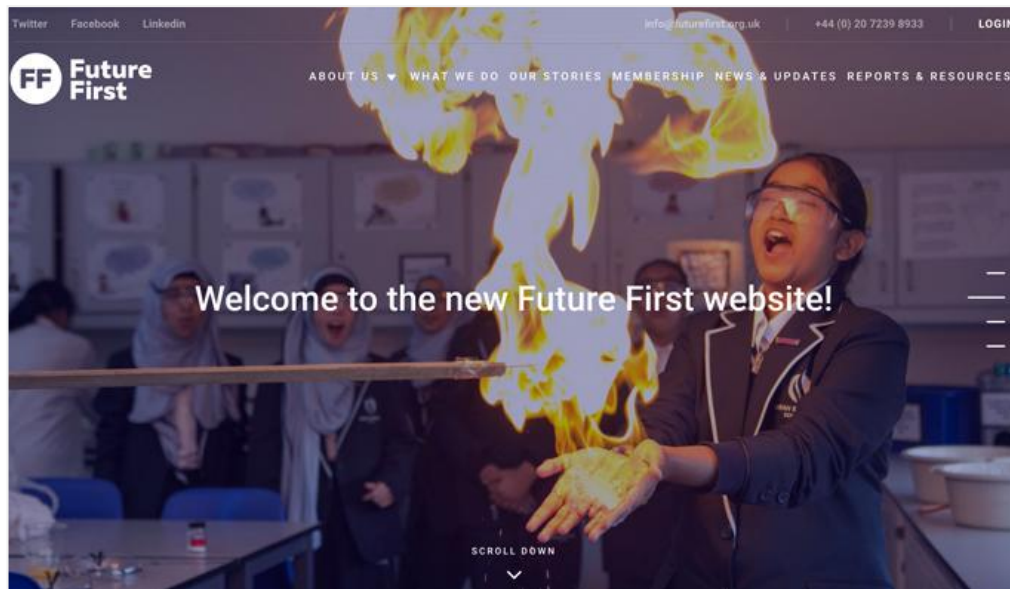
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Diabetes UK: Design and Animation



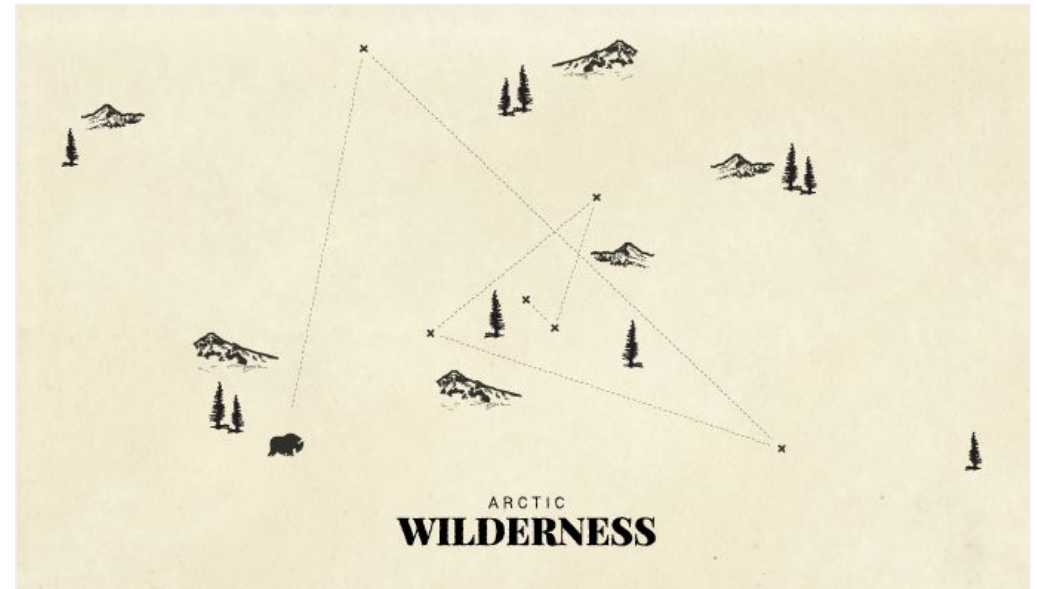
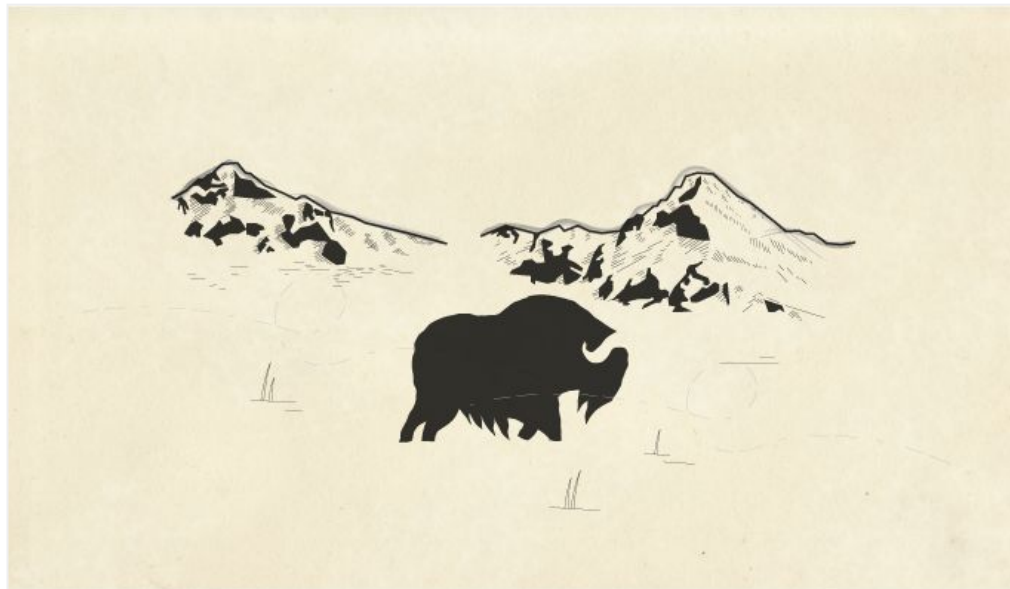
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Future First: Branding, Design and Web Development



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Qiviut&Co: <http://www.thehouselondon.com/project/qiviut-co/>

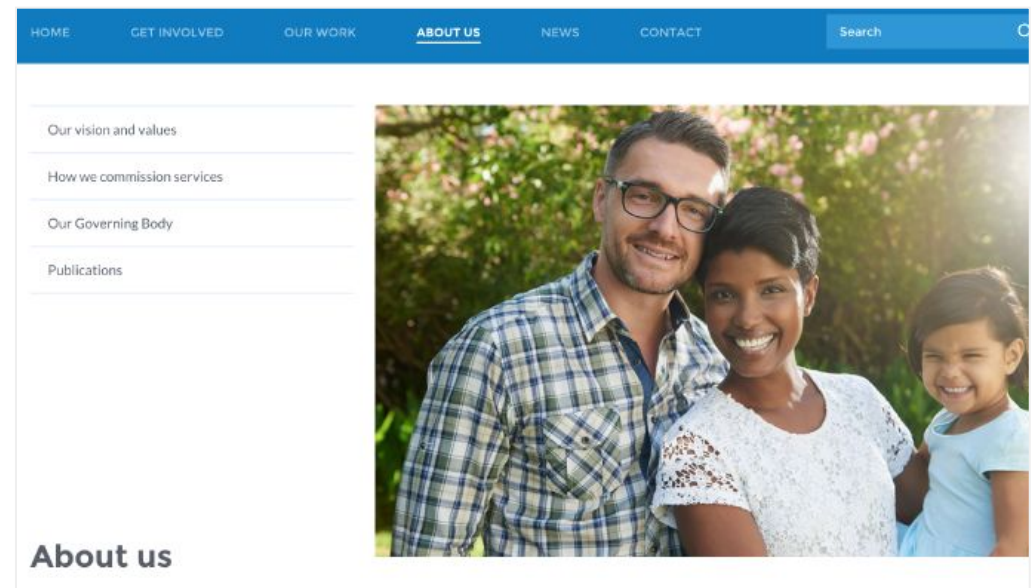
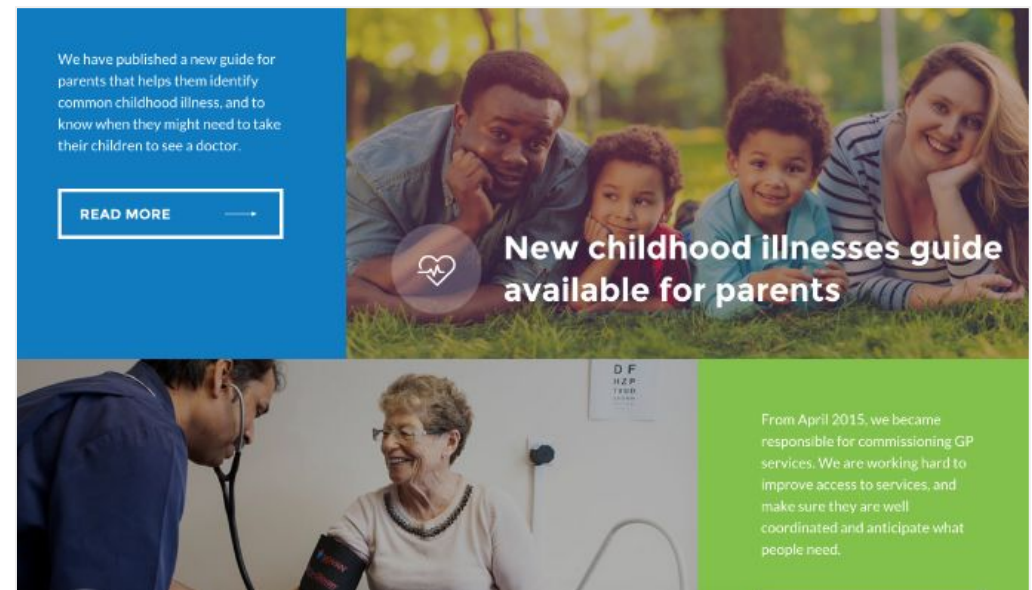
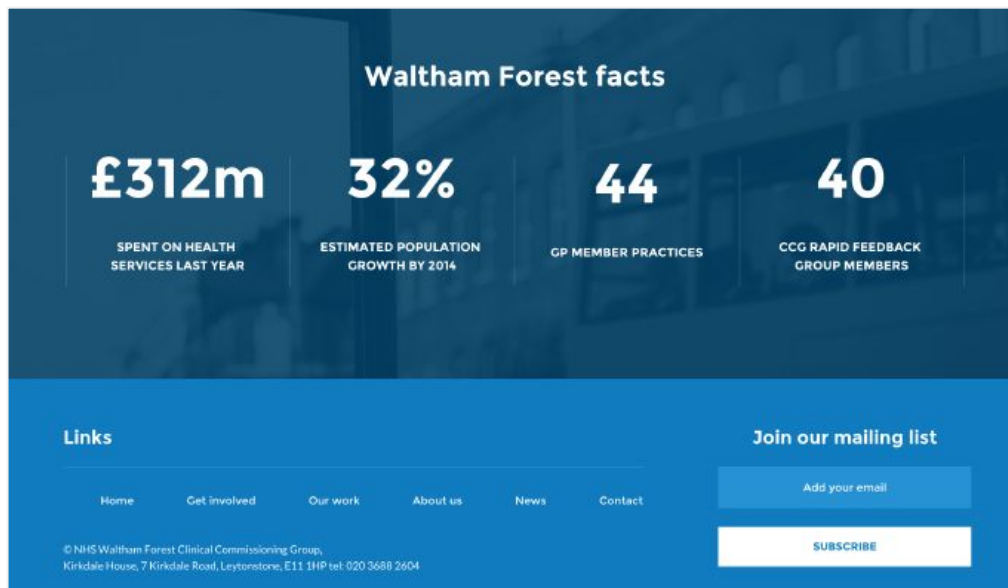
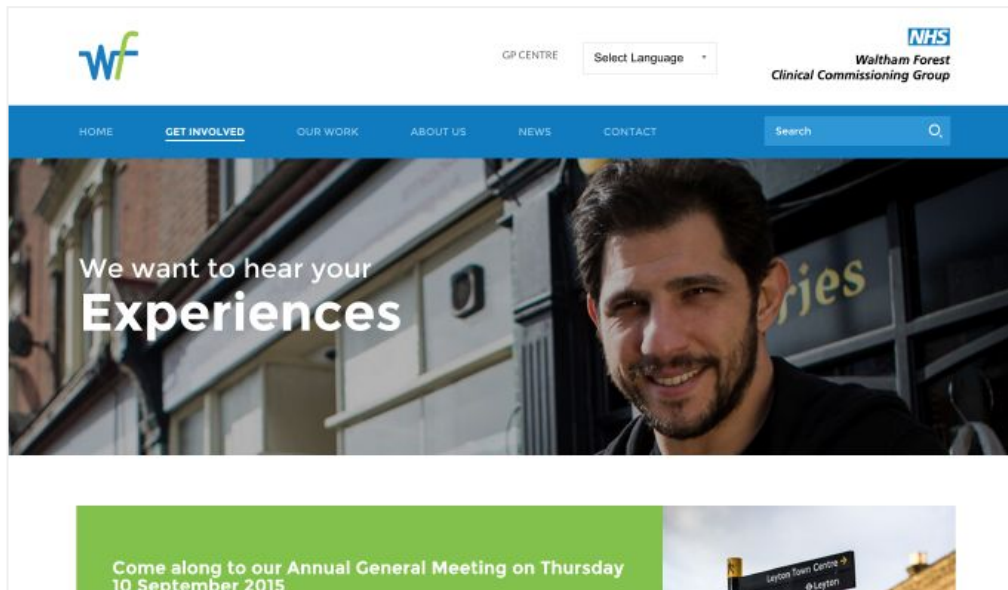


That Hungry Chef: Branding, Design and Web Development

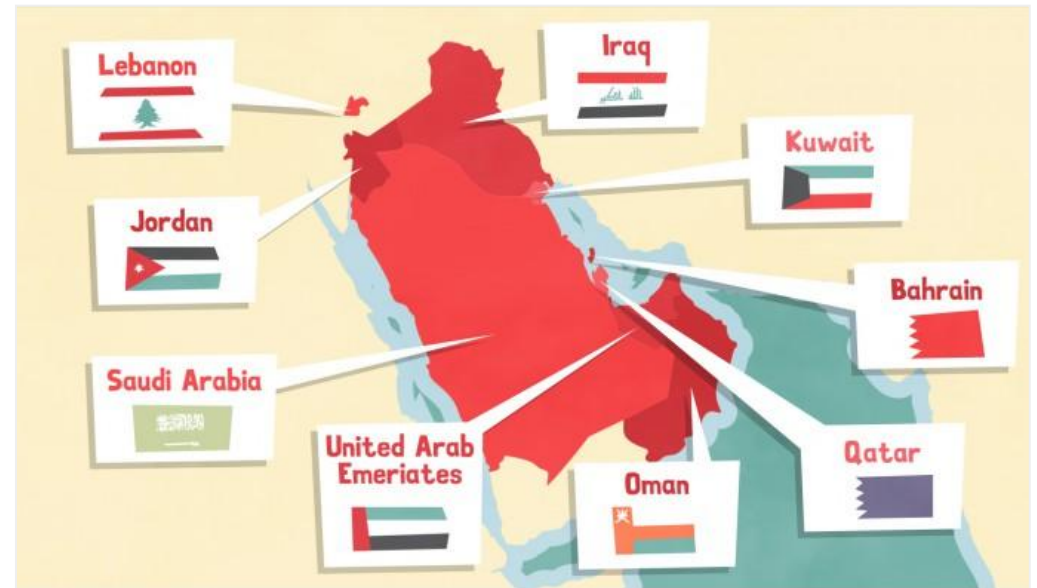


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NHS: Design and Website Development



Walk Free: Design and Animation



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Global Goals: Design and Website Development


Discover and support the global goals

DOWNLOAD THE GOALS

1 NO POVERTY	2 NO HUNGER	3 GOOD HEALTH	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 RENEWABLE ENERGY	8 GOOD JOBS AND ECONOMIC GROWTH	9 INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE AND JUSTICE	17 PARTNERSHIPS FOR THE GOALS	THE GLOBAL GOALS For Sustainable Development

03 Which image fills you with the most hope?

Process bar... 0% complete



04 Which quotation inspires you most?

- A "There are no passengers on Spaceship Earth, we're all crew" - Buckminster Fuller
- B "We are here not because we are law-breakers. We are here in our efforts to be law-makers" - Emmeline Pankhurst
- C "I don't mind if I have to sit on the floor at school. All I want is an education."

Globalgoals.org | Worlds Largest Lesson | Radio-Everyone | A Prayer For Everyone | Media Centre

THE GLOBAL GOALS For Sustainable Development

HOME ABOUT QUIZ GET INVOLVED NEWS

WELCOME TO THE GLOBAL GOALS ORGANIZATION & EMPLOYEE ENGAGEMENT HUB

Everyone can play a role in making progress for people and the planet. Here you will find tools, tactics, and actions you can take to engage your organization, colleagues and employees in raising awareness of the Sustainable Development Goals, also referred to as the global goals. You can also upload your company or organization logo and link to your website where viewers can read more about your commitments, initiatives, and projects related to the global goals for sustainable development.

Together we can share the global goals with the world and help make them a reality.

More content will be coming over the next few weeks.

WHICH GOALS ARE YOU?

Take Quiz

06 HOST A TALK

TAKE ACTION

These goals get people talking. So we've made a simple guide to help those who want to engage their organization in short talks about the global goals. Host a session at lunch times or during launch week.

Staff Talks

Download

A3 Poster

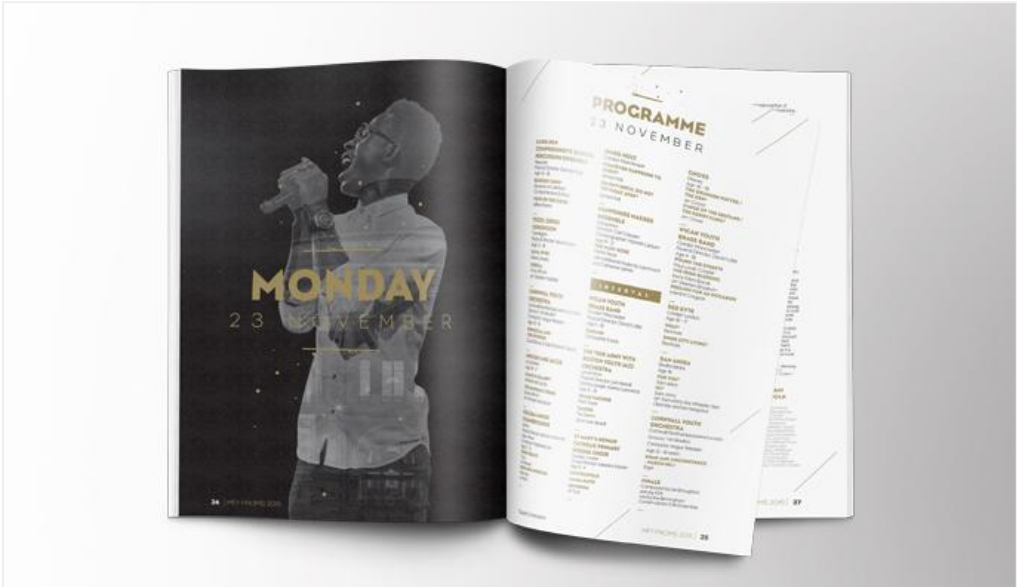
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Curry for Change: Branding, Design and Animation



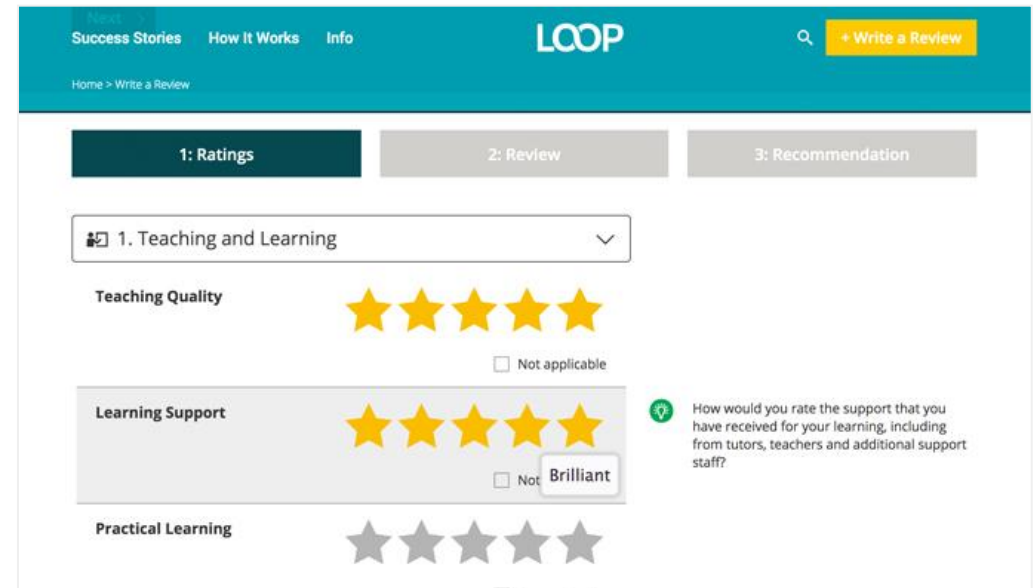
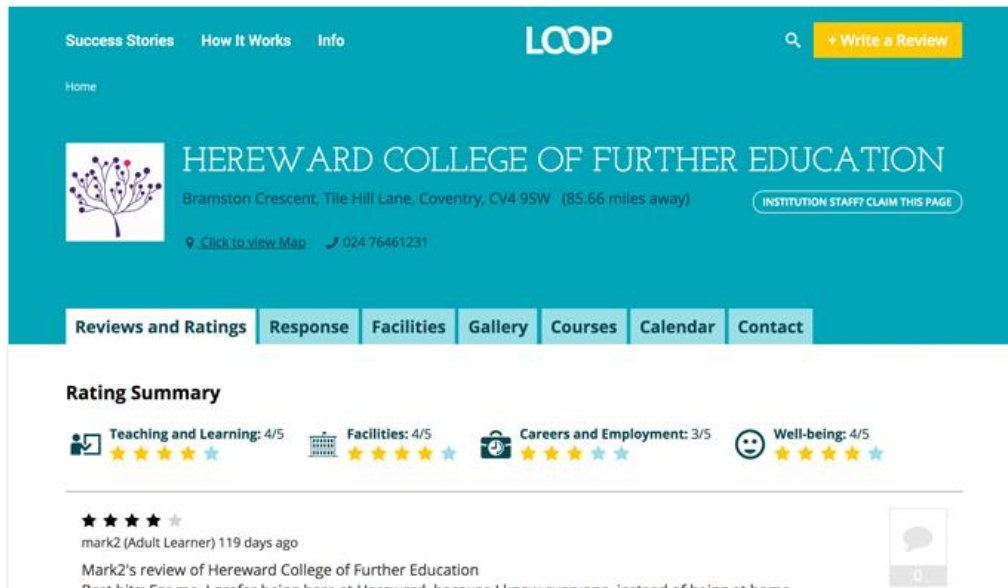
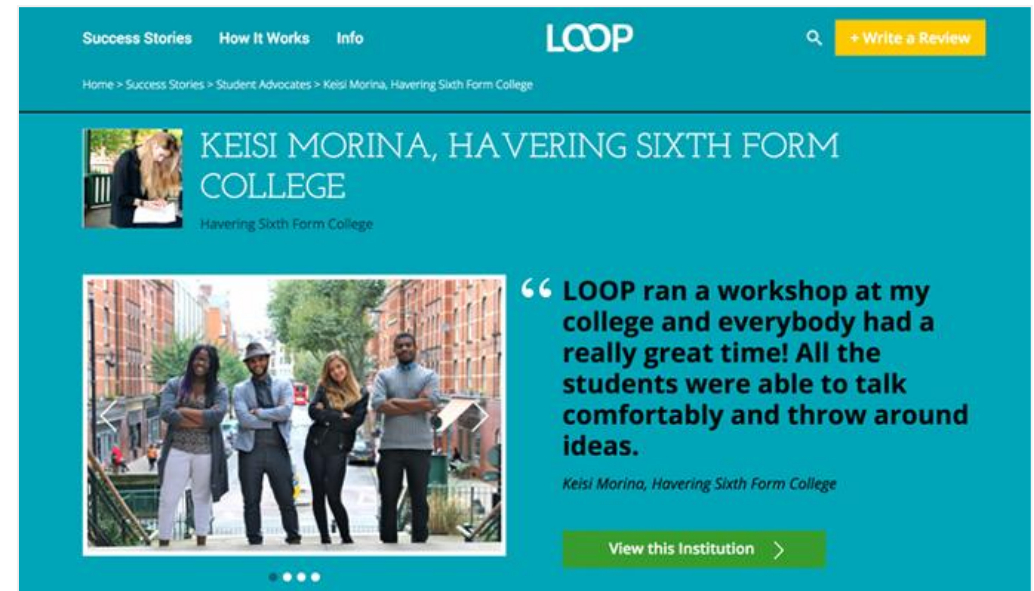
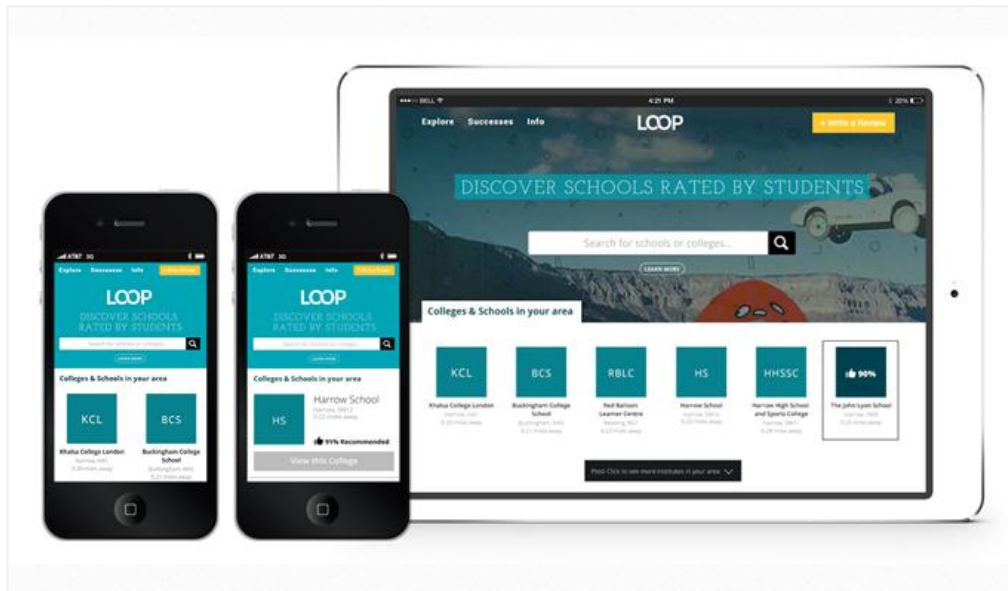
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Music for Youth: Branding, Design and Animation



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Loop - student reviews for schools: Branding, Positioning, Design and Web Development



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A little more about The House...

We're a branding and communications agency that helps organisations tell their story in the most compelling way. We are strategic thinkers who use technology, design and business expertise to build brands through web, mobile, film, animation and print.

We have worked for startups, tech companies, public services, FMCG companies, charities and many other sectors, gaining a deep knowledge of how customers think and respond.

A quick look at our **90 second animation** will give you an idea of what makes us tick and for more details, visit our website at **<http://www.thehouselondon.com>**

And finally, my LinkedIn page can be found here so you can get a little more info on me... **<http://uk.linkedin.com/in/mjmurdoch>**

Many thanks,



Michael Murdoch
CEO and Founder

Plus, don't just listen to us, hear what one of our clients have to say...

You guys have been such a delight to work with, so professional and accommodating (and of course, creative geniuses!)

Amy O'Connor, WalkFree

We now have a fantastic suite of marketing resources to help our Curry for Change campaign be as exciting and engaging as possible. The House really helped us to simplify our message through the creation of excellent illustrations and design. We are very very pleased!

Jessica Ridgewell, Find Your Feet

I think the campaign microsite is brilliant - well done you and the team. It's really compelling and intuitive. This is surely our best microsite yet. Congrats again.

Mike Gidney, CEO of Fairtrade

THE HOUSE

Our Services...



DISCOVERY & STRATEGY

- Consultancy
- Brief Writing
- Planning
- Project Management
- Research
- Survey Creation
- Moodboards
- User Focus Groups
- Ideation Workshops
- Brand Positioning
- Digital Marketing



ANIMATION & FILM

- Script Writing
- Storyboarding
- Filming
- Video Editing
- Sound Production
- Animation
- Voiceovers
- Copywriting
- Photography



BRANDING & DESIGN

- Naming
- Ideation
- Brand Identity
- Brand Guidelines
- Packaging
- Illustration
- Photography
- Advertising
- Print Design
- Web Design
- Email Marketing (Design)
- PPT Presentations



DIGITAL & INTERACTIVE

- User Profiles
- User Journeys
- Information Architecture
- Wireframing
- Prototyping
- User Experience Design
- User Interface Design
- Front-end Development
- Back-end Development
- Search Engine Optimisation
- User-Testing
- Mobile Apps
- Email Marketing (Code)

Our Process...

You can find a full details regarding our process at <http://www.thehouselondon.com/info/process/>

- 1 EXPLORATION:** Practical interactive sessions to clarify your goals and identify how we can help meet them. With a new perspective we'll define challenges and opportunities where creative thinking can make a difference.
- 2 DISCOVERY:** The key is to set a clear roadmap, hand pick the team, clarify the scope of work, timings, budgets and set realistic goals (which many agencies don't!). This solid foundation will give us the launchpad to success.
- 3 DREAM:** This is where the fun begins. We pause, breathe and think of what we would love to achieve if limits were endless. We research, brainstorm, iterate and strategise ideas to make your story real.
- 4 COLLABORATE:** This is the key to success and we bring together a fantastic team of creatives to help combine ideas and skills to tell engaging stories. This includes our clients and partners at the heart the journey together.
- 5 CREATE:** It's time to create some magic! We collate all the research, ideas and detailed thoughts from your side. We then test, iterate, measure, learn and improve so we visualise ideas into amazing stories.
- 6 AMAZE:** After further refinements and collaborative discussions with you, we deliver our ideas in the form of animations, packaging, brand identities, websites, apps and aim to amaze in the process!
- 7 EVALUATE:** And finally, perhaps most importantly, once the dust has settled and your new communications have been tested in the big wide world, it's time to regroup and evaluate so your next version is even better!

For detailed discussion around our branding and web development process we would be happy to discuss in person. Our CEO and CTO are both available week of 19th September 2016.

Why us?

You can find a full list of reasons why we think we're good to work with at <http://www.thehouselondon.com/info/5-reasons/>

Here are a few that are specific to this project...

- 1 WIDE EXPERIENCE:** We have a lot of experience in brand creation, animation and building websites for clients like Sanyo, GrubClub, Fairtrade, The United Nations Foundation, Music for Youth, MTV, Tesco, NHS, Diabetes UK and many more.
- 2 YOUR CREATIVE PARTNER:** For this project all team members will work closely with you to create an brand and website that delivers on all objectives, working hard to go the extra mile to find solutions to business challenges. Michael Murdoch, our CEO, will also personally be on hand as the main point of contact throughout the project.
- 3 ACCESSIBLE AND AVAILABLE:** We pride ourselves in our level of service and are available by email, phone and in person throughout the project so that schedules are met and there are plenty of opportunities to discuss progress along the way. For this reason we have a 92% client happiness rating.
- 4 CONCEPT TO COMPLETION:** We are a full service agency and have purposefully recruited the best creatives in their field from various backgrounds so we can help with every stage of the project from concept to completion. In addition to branding and website development, we are experts in animation and film and design so we could work on other parts of the product too.
- 5 THE EXTRA MILE:** Ultimately, we go the extra mile for our clients, always looking for ways to improve the output and meet the project objectives. Clients return to us again and again and recommend us to others as we are their creative partner they can trust. No matter what the challenge, we're in this together, finding the best solutions along the way and if this means partnering with our trusted network, then we are happy to make the introductions.

Thank you. Please get in touch and pop round for a cuppa tea!



Michael Murdoch
CEO & Founder

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Behance: www.behance.net/thehouse

Website: www.thehoucelondon.com

Registered in England No. 06949920

“

Working with The House was a breeze and a pleasure. We've ended up with some real quality designs that are both user friendly and impressive. The designers were always very responsive to our feedback and requests for tweaks. Highly recommended.

Jessica Barratt, Franklin Scholars

“

We loved working with Michael and his team. They gave us a voice at a point we were struggling to find one. We still remember the excitement and joy opening the first draft of our branding guidelines gave us a year or so later. It gave us great encouragement.

Graham Gardner, Our Camden