



Dream

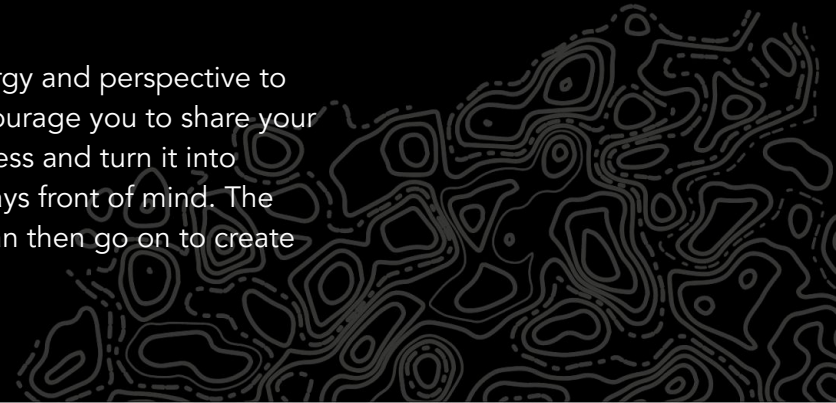


Dream - What's it all about?

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Dare to dream, we double dare you. We are expert at thinking big, bright, occasionally bonkers and never boring. In dreams we are free to go wild and explore without judgement. We are here to help you dream and tell your brand story in ways that get the pulse racing and pupils dilating. We love to play with the power of language. We are infinitely curious, nosey in fact, with a billion tabs open because that's how creative thinking works. Thoughts ruminate away in the subconscious ripe for the picking when that juicy brief lands.

Armed with consumer insights from the Discovery stage we bring fresh energy and perspective to examine where you're at and reframe jarring or dusty propositions. We encourage you to share your ambitions, what you love and hate and challenge us to unpick the knotty mess and turn it into something beautiful. Crafting a compelling story which is so distinctive it stays front of mind. The brand narrative then guides all the other exciting thinking and doing. We can then go on to create your visual identity and a smart, holistic brand plan. Peachy creamy.



Meet The Team

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Melissa Fretwell

Melissa is the founder of White Camino and has over 15 years' experience of telling marketing stories from entertainment brands at UKTV and Channel 4. She's a chartered marketer and CIM mentor. She thrives as a brand and marketing strategist specialising in nailing jelly to the wall and working with fascinating challengers from music, to parenting, to solar powered catamarans and hemp clothing.

She's also a Business Director of Hoxby, working with clients new to TV like Etsy. Hoxby is an award-winning workforce of more than 1,000 handpicked, talented and diverse freelancers who work remotely in 30 countries around the world.

She launched White Camino after seeing so many smaller businesses with huge potential and no bandwidth to join the dots. She loves a high energy brand workshop - Dream is her very own pet schnoodle. Woof.





TPF STUDIO LTD

THE PHOTOGRAPHY FOUNDATION



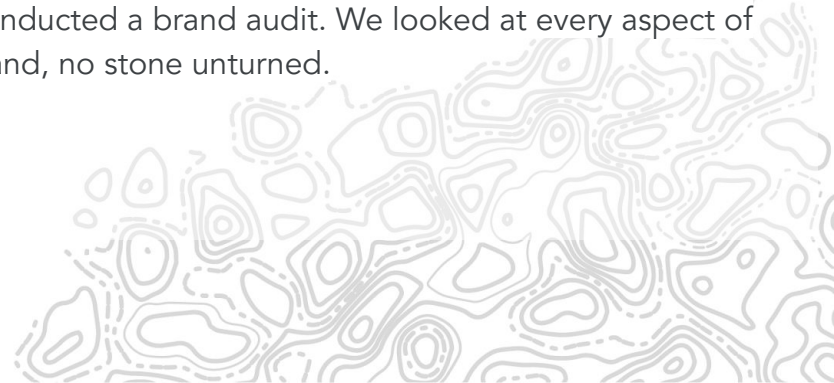
Dream: Brand Audit Workshop

The Challenge

The Photography Foundation is an exciting new charity with three clear services to offer, tons of creative ideas, a stellar team and a compelling mission. But there were gaps in their brand narrative and strategy.

The Solution

To arrive at a consensus on their reason for being, what they stand for and how they communicate, we conducted a brand audit. We looked at every aspect of their business and the brand, no stone unturned.





The Approach

Challenger lenses, competitor analysis and customer perspectives created a much needed helicopter view. We then collaboratively edited and compiled all the important messages using the new tone and values, to write a compelling narrative explaining their offer with the right personality. Then we got stuck into the brand hierarchy which is now: The Photography Foundation, TPF Studio and TPF Shoots and as you'll see looks pretty juicy.

We also checked on the current brand touchpoints, revealing a bunch of simple fixes to drive consistency and fortify their position.





And the big reveal...

The Photography Foundation is a trailblazer of a social enterprise bent on fixing the injustices of the creative industry and opening up opportunities. For many young adults in London, a lack of financial resources or industry connections mean that a career in photography is out of reach. We believe that talent and motivation should be more important than who you know or where you come from, and it's our mission to make this a reality.

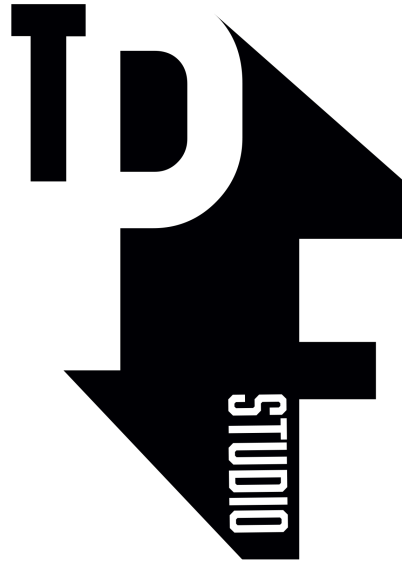


And the people behind the curtain...

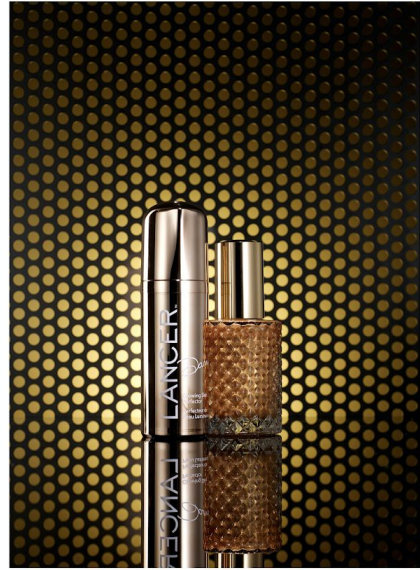
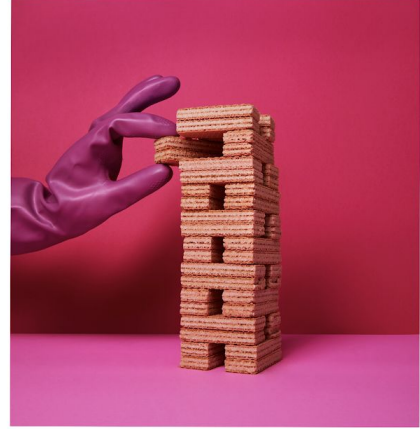
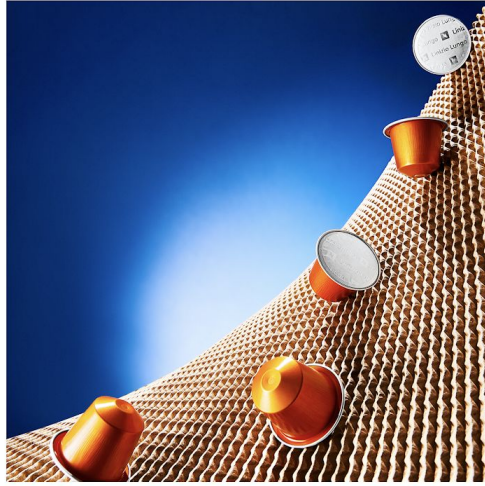


The Branding

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In Abi Smith's words...


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"White Camino's brand audit helped us navigate the murky waters of branding and marketing for our new social enterprise. Melissa quickly grasped the intricacies of our business structure and walked us through the different paths we could take in a clear and concise way. The workshops enabled us to unravel the many threads of The Photography Foundation and TPF Studio, ultimately leading to a streamlined marketing strategy that could be implemented immediately. Melissa's brand audit brought us the clarity we were after, plus a little more. It's great to have found a start-up helping start-ups!"




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