



# What is OIL?

OIL is an independent brand strategy and research consultancy.

It delivers practical solutions, based on real and relevant insights, which translate easily into focussed, executable actions.

Put simply: OIL will either help create new brands from scratch, or else take your current brand from where it is, to where it needs it to be.

Smart Research. Simple Strategy.





# Who is OIL?

We know that the game we are in is a game of both science & art. The kind of game conquered only by a smart and cohesive team. A team made up of talented individuals inherently brimming with passion and ambition, constantly striving to exceed expectations and excel.

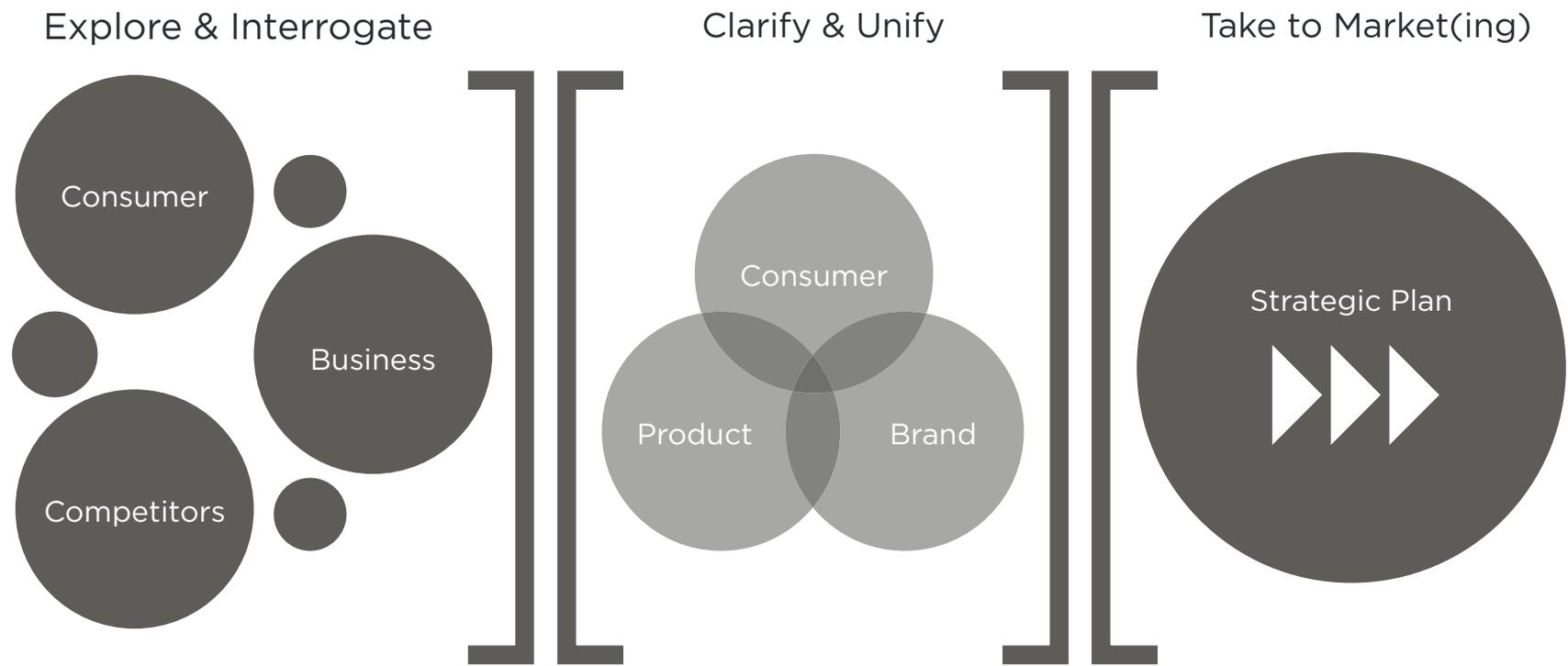
A team who works together to understand our world and constantly dig deeper - curiosity would never kill our cat. A team who brings each other back to earth when departed in our strategy bubble.

A team who respects each other and our clients, who will always listen first, and then talk openly and honestly. A team who always honours promises and deadlines. A team who goes home at the end of the day, only to dream of the next thing we need to know.





# What does OIL do?



Smart Research. Simple Strategy.





# Where does OIL's experience lie?



# HOW TO BUY SOME



You don't always have to buy a barrel.



Sometimes you may just need a few drops...



...to oil your brand engine.



## FAST ADVICE - BY THE HOUR

# 1



REVIEW A BRIEF/CAMPAIGN FOR AN EXPERT OPINION



SOLVE A PROBLEM TOGETHER



GET GENERAL STRATEGIC ADVICE. GET SOME INSPIRATION (BUZZ SESSION) FROM GLOBAL & LOCAL BEST PRACTICE

## PROJECTS - IN LINE WITH YOUR PROJECT BUDGET

# 2



RESEARCH PROJECTS



BRAND/COMMUNICATION STRATEGY

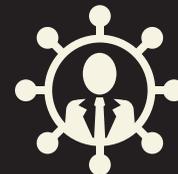


FACILITATING WORKSHOPS

## LONG-TERM PARTNERSHIP - RETAINER/AGENCY PARTNER

# 3

INDEPENDENT STRATEGIC PARTNER WITH YOUR INCUMBENT AGENCY, I.E. OIL + OGILVY



STRATEGIC PARTNERS WITH LOWE + PARTNERS



STAND-ALONE STRATEGIC/RESEARCH CONSULTANT

**YOUR BRAND SUCCESS**