

New look, new circular direction for Morrisjones

In celebration of 10 years of business, Morrisjones has rebranded its corporate image, refreshed its website, appointed a MD and widened its scope in new directions. [video]



Earlier this week, the agency announced the promotion of Lou Boxall Davies to MD, having been acting MD for the past six months. Davies joined the agency two years ago as head of planning.

The agency has trademarked a concept it refers to as Allvertising, which is a circular way of thinking, from feedback, to strategy, to positioning, to branding, to design, to engagement, to feedback. The tools include collaboration, convergence and customisation.

According to CEO Nina Morris, "the days of major players and 'traditional' advertising are gone. As consumer requirements and trends constantly change, we are seeing a rise in the way people choose to interact with brands and we need to adapt, to suit them."

Multiplatform approach

Traditional advertising is sharing the stage with new technology and methodologies and advertising may not always be the solution. It might be a product tweak, or a distribution change - Allvertising. As an example, the agency has announced that it does not do TV ads it does screen ads, encompassing the multiplatform approach.

International research shows that marketers who use the same agency for both mass and digital branding are more satisfied. (Ref: Bain/IAB 2009)

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