

Five by Five is an independent creative and innovation agency.



THE SUNDAY TIMES
Best Places to Work 2023

We're a diverse group of **creative problem solvers** on a mission to make a positive impact on business and society.

ACCREDITATIONS AND ASSOCIATIONS



SUSTAINABILITY-FOCUSED CLIENT PARTNERS



_____ We partner with global and regional clients

ACTIVISION

amazon



CHARLES
TYRWHITT

CooperVision®



First Bus



Saffery Champness
CHARTERED ACCOUNTANTS

SCREWFIX



THE CROWN
ESTATE

THE
gel
BOTTLE

Creative problem solving

Two different male audiences

CHARLES
TYRWHITT
JERMYN STREET LONDON

SCREWFIX

Charles Tyrwhitt

“My aim has always been to provide men with the best quality clothing. No compromise... on quality. Or value. Or service”



Nick Wheeler, Founder,
Charles Tyrwhitt



Target audience



... men like James Sanderson







56%

of men feel their self-confidence is
“strongly influenced” by the clothes
they wear.



“

We believe that effortless
confidence and style should be
easily accessible to every man.

Nick Wheeler.

CHARLES NEWITT
FOUNDER



Audience truth
Confidence means **looking**
the part





Functional benefit

**We make it easy for men to
look the part**



Audience truth

**Confidence means looking
the part**





Emotional benefit

We make men feel great



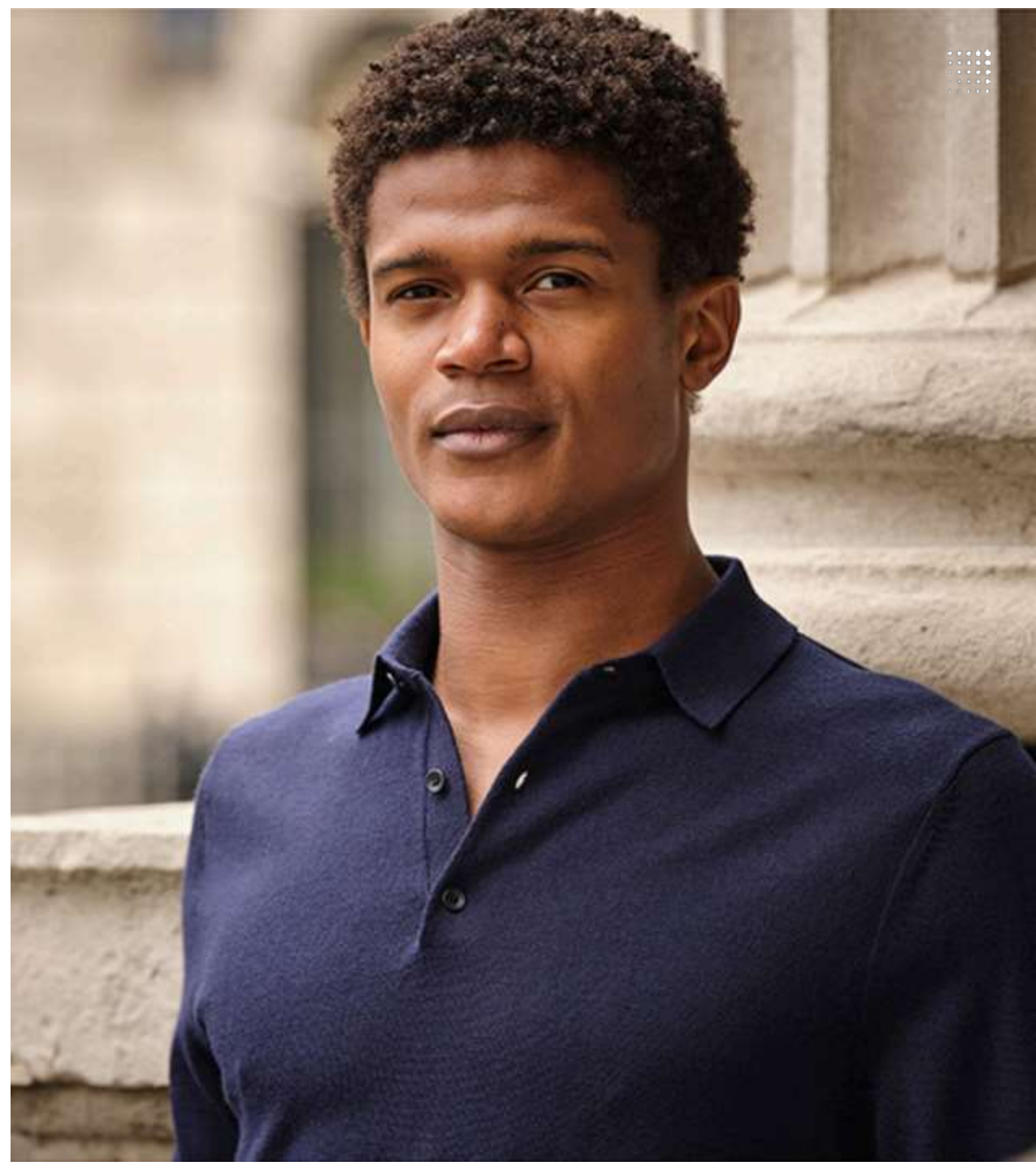
Functional benefit

**We make it easy for men to
look the part**



Audience truth

**Confidence means looking the
part**



_____ The proposition

*Clothes with **confidence** stitched into every seam*

A dialogue built on empathy and shared values



NEW

fivebyfive

Work from home.
Work from office.
Work from 14.40
to St Albans.

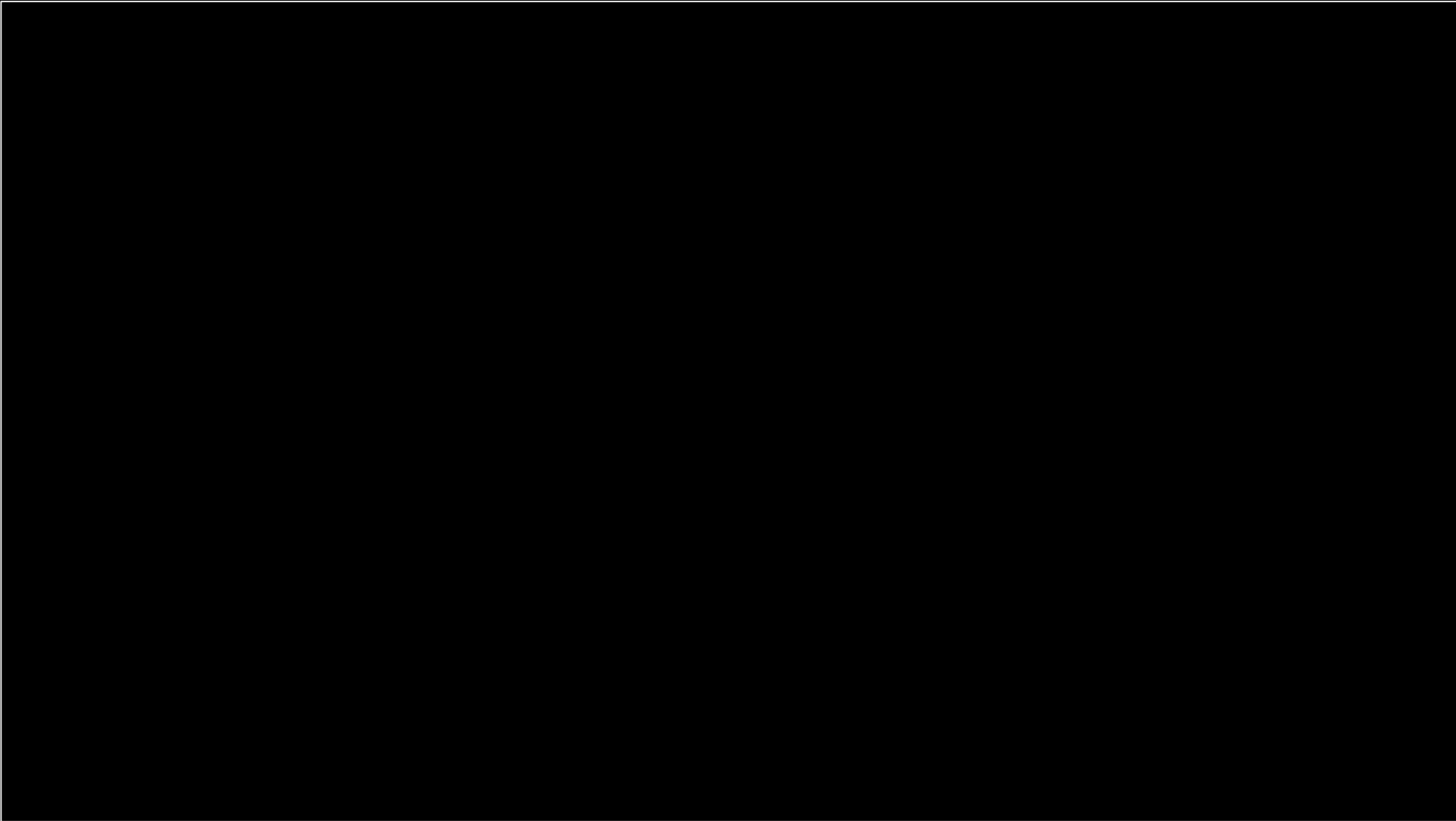
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CHARLES
TYRWHITT
JERMYN STREET LONDON

Giving customers a nod and a wink as they shopped



Speaking like a fan not a sponsor



Screwfix



Helping tradespeople get the job done quickly, affordably and right first time.

Tradies are proud of the job, but it's tough

"These timber panels last year cost £56, this year they're £129 each and there's a limit to how much you can pass on to the customer because you just won't get the work so it comes out of your profits."

LEE, CONSTRUCTION

"You look back and say 'I built that'. We drive around and spot the jobs we've done."

GARY, MULTI-TRADE

"It's like losing money having to leave a job to go and collect items as I cannot charge for my time if I'm off site."

"Customers are getting hit because interest rates have gone up ...they've decided to ease off"

"Reputation is everything in this industry. I want to make sure I'm known for doing quality work."

DAVID, PROPERTY MAINTENANCE

In category, communications can be one-dimensional

The collage features several promotional banners and advertisements:

- Wickee Sponsored:** A banner for a kitchen and joinery event with a 20% discount. Text: "Show the Wickee Lifestyle Kitchen and Joinery Event and save today." Includes a "Shop Now" button and the website "WICKES.CO.UK".
- DeWalt Power Tools:** A banner for two DeWalt power tools. Text: "BUY BOTH SAVE AN EXTRA £20". Prices: "ONLY £149.98" and "ONLY £139.98". Savings: "SAVE £50" and "SAVE £60". Features: "2x 4.0Ah Li-Ion". Includes a "SHOP NOW" button.
- General Purpose Ply:** A banner for Selco Builders Warehouse. Text: "REAL DEALS", "£23.99 EACH 1.8x 7M". Product: "General Purpose Ply 2440 x 1220 x 18mm". Includes a "Learn More" button.
- Travis Perkins:** A banner for power sheds. Text: "15% OFF POWER SHEDS UNTIL 31ST AUG". Includes an image of a wooden shed.
- Click & Collect:** A banner for a Karcher K3 Pressure Washer. Text: "BIG TRADE DEALS June & July Offers", "ONLY £120.00 each Trade Price ex VAT". Includes a "Shop now" button.
- Seagull Handy Brush:** A banner for a brush. Text: "BIG WAREHOUSE CLEARANCE UP TO 70% OFF HOME DELIVERY ONLY", "Seagull handy brush HALF PRICE", "Was £4.99 NOW £2.49".
- DeWalt Tools:** A banner for DeWalt tools. Text: "OUR LATEST DEALS on Lighting, Hand Tools, Workwear, Test Equipment, Power Tools, Heating & more!". Includes an image of a DeWalt tool catalog.
- Spot Deals:** A banner for Google Nest smart electrical products. Text: "SPOT DEALS GOOGLE NEST SMART ELECTRICAL PRODUCTS". Products and prices: "Stand / Cables FROM £30 EACH ex VAT", "Doorbells / Cameras FROM £120 EACH ex VAT", "Thermostats FROM £150 EACH ex VAT".
- October Building & Roofing Offers:** A banner for Selco Builders Warehouse. Text: "20% OFF KITCHENS WHEN YOU SPEND £500 ON A KITCHEN". Includes an image of a kitchen and the text "Ends 9 October".
- Everything:** A large orange banner at the bottom with the text "15% off everything".

Tradespeople are
multidimensional

- Dropping the kids at school
- Filling time on social media
- Talking about their sports team
- Bantering with the gaffer
- Calling their mum

fivebyfive

D. CLARKE
ELECTRICAL

Launching a new service for Tradies

Audience truth

“It’s like losing money having to leave a job to go and collect items as I cannot charge for my time if I’m off site”

Finance in the #1 concern for the trade.

A new 60 minute delivery service



_____ The proposition

Don't stop. Sprint.

It's all about finding the fun



Creating click-through as well as cut-through



Dialling up talkability and infiltrating popular culture

Matthew Wilder - Spotify Top Songs | Current charts



Last updated: 2023/10/22

| | Total | As lead | Solo | As feature (*) |
|---------|-------------|-------------|-------------|----------------|
| Streams | 487,778,878 | 379,131,126 | 379,131,126 | 108,647,752 |
| Daily | 221,055 | 183,133 | 183,133 | 37,922 |
| Tracks | 10 | 9 | 9 | 1 |

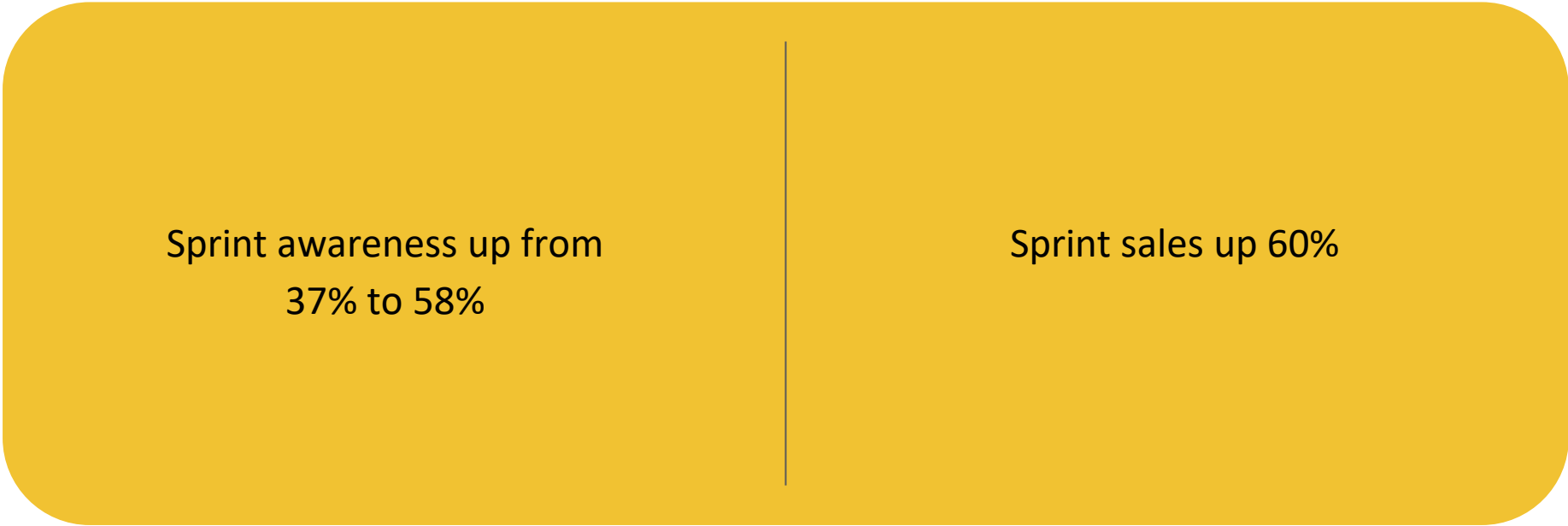
| Song Title | Streams | Daily |
|--|-------------|---------|
| 1 Break My Stride | 375,413,344 | 181,962 |
| 2 * A Girl Worth Fighting For - From "Mulan"/So... | 108,647,752 | 37,922 |



Jimmy Bullard - Instagram reel & TikTok video

The collage includes a video of Jimmy Bullard, an elderly man in a blue shirt and tan pants, swinging a golf club on a green field. To the right of the video are several screenshots of social media comments. The comments are mostly humorous and supportive, with some mentioning 'Jimmy Bullard' and 'LODM LOVE'. One comment says 'Forget football and golf mate, get yourself on strictly'. Another says 'Buying shares after shares immediately now they have the Bullard on board'. There are also some emojis and reactions visible on the comments.

It's worked!



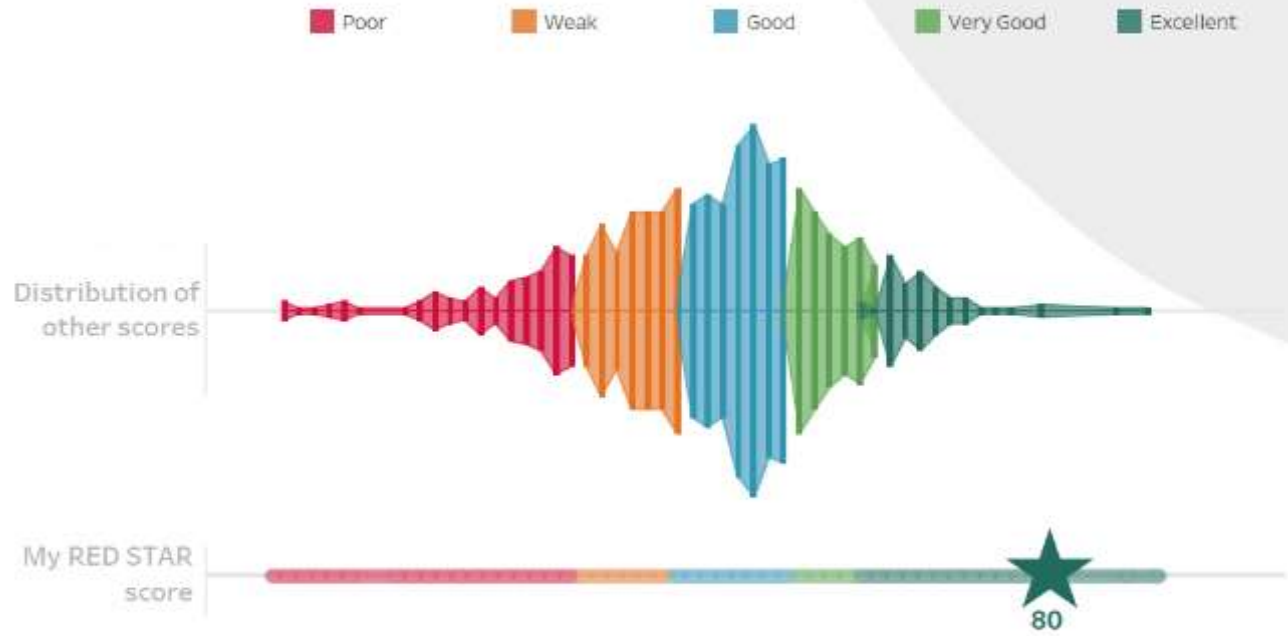
It's worked!

Overall Ad Performance

This ad is a very strong performer, achieving a high RED Star Rating, well above norm. The advertisement will be well received by consumers and impact positively on the brand.

Screwfix

Screwfix Sprint
Sprint TVC (TV pre)



In summary

Go beyond tropes to find a truth about the audience that makes communications more **human** and more **relatable**.

“Emotions tend to have more impact than messages, which mostly get screened out.”

Les Binet & Peter Field
Marketing Effectiveness in the Digital Era