



PRESS RELEASE

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Continued success sees Brand Communications Agency Thrive double in size during 2014

Thrive, the Cheshire-based Brand Communications Agency, has gone through an incredible period of expansion over the past 12 months. On the back of several new client wins the agency has increased the size of its creative and development teams as well as appointing a new Senior Account Manager. The team now stands at 11 and there are plans for further expansion in early 2015. In late 2013, Thrive appointed Jeremy Bassett Managing Director of business strategists Corve Consultancy Limited as Non-Executive Director. In the last quarter of 2014, Shaun Keefe, co-founder of former Wilmslow Marketing Agency The Raft became Thrive's latest senior consultant.

Thrive also took time in 2014 to undergo a strategic review of its own services, repositioning as a Brand Communications agency which is reflected through an exciting new website.

Founder and Managing Director Dave Powell said *"As Thrive has evolved over the last 4 years we've found that it's our advice and collaborative approach that clients value the most. Rather than being reactive, we take the time to understand clients businesses in detail and then use the most appropriate means to communicate their values, services and products to their target audiences. Essentially we work as an extension to their business. That's why we're emphasising our role as a Brand Communications agency, which accurately represents what we do.*

In 2014, Thrive won a contract with leading kitchen, bedroom and bathroom manufacturer ECF, who tasked the agency with building on the 30% growth that they had achieved over the previous two years. ECF required positioning as a market-leader in their industry, as well as effective communication of their unique product portfolio. Key marketing collateral was rebranded to a definitive style that clearly reflected the brand vision and values. The digital experts at Thrive also built ECF a new website and rolled out a series of online campaigns to the trade. In addition, visitors to the website can now use advanced web apps to configure their own living spaces. ECF have attained an impressive uplift in new accounts directly attributed to the new suite of literature and improved customer experience online.

Amongst Thrive's current portfolio are Claire's, Graham & Brown, The Victorian Chop House Company and Bramham International Horse Trials. Thrive is based in Beartown, the affectionate name given to the market town of Congleton, Cheshire.

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Additional information, images etc:

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