

What is Circular Creative Communication?

Circular Creative Communication is a process that enables us to gain deep insights about what creative communication is right for us by asking clarifying questions about our work, through which we gain greater clarity about what creative communication is right for us.



Circular Creative Communication

VS

Traditional Brand Strategies

Responsive and fluid

Equips you with the tools to evolve and expand your brand as your work evolves and expands.

Synergistic

As your brand understanding matures and deepens, you'll gain deeper insights into what your work is and how you do it; which will help you understand your brand better.

Creative adaptation

Facilitates individual and organisational adaptation of your brand since, instead of creating rigid, stifling rules that discourage individual interpretation, your brand decisions will be made responsively and in real-time, flowing easily from your team's or organisation's clarity of your key values and purpose(s).

Generative and fun

Circular Creative Communication keeps bringing you back to the heart of what you do and why you do it. It keeps the focus on what matters: your values, your purpose, and your desires. And if you're not having fun doing it, we're not doing our jobs well.

A straightjacket

Brand guidelines and style guides can mean that your agreed branding ends up acting as a straightjacket, stifling evolution and expansion of your work, and you may find that decisions about the direction of your work are directed by your branding instead of what's right for your work.

Hinders creativity

Traditional brand strategies don't encourage co-creation or individual creativity especially real-time responsive co-creation and creativity. And it's co-creation and creativity that brings really cool things into the world.

Lack of growth

The informative and inner-growth potential of evolving branding for your work is often stifled by the need to keep a brand on-brand.

Circular Creative Communication

VS

Traditional Website & Graphic Design

'From Inside Out' design

Because we design our websites and graphics by first exploring what your work is and how you do it (i.e. your purpose(s), your values, your role in the world, and your desires), we create designs that arise from the inside out, and therefore will be unique and in full alignment with your work.

'Stand out' design

Because our design will be designed from the heart of who you are and what your work is, we can only produce designs that are likely to be different to most of your field and will help you stand out and gain attention.

Synergistic

Since our design process focuses on what your work *is* and *how* you do it, many of our clients find that their experience with us is somewhere between business coaching (that specialises in internal culture) and a creative design agency.

Engaging & Energising

This is the fun part! It's where you get to create something special and that communicates your work with the rest of the world. It's also where you gain a greater insight into your role in the world.

Circular Creative Communication

VS

Traditional Content Creation

An inside job

Because we approach content creation as a circular process, where every decision we make together about your content helps you to gain a deeper understanding of other aspects of your work, your content will always be a materialisation of the heart of your business: your values and your passion, turned into words and images.

Easy flow

We don't just produce content for you and then you need to come back to us (or go to someone else) every time you want to create new content. Instead, we work closely with you so you understand that when you keep returning to the heart of what you do, and how and why you do it, your 'voice' and what content to create flows easily and is something that you can take ownership of.

Synergistic

As you become clearer on the right content for you and your work, you'll gain insights on your work. The more content you create, the greater insights you'll have.

Joyful and Easy

Content creation can be a pleasurable and easy process once you see that it's simply an opportunity for you to be generous and helpful, to showcase the heart of your work, and to share your voice authentically.

Following the field

We care too much about producing excellent work that truly benefits you in the long-term to simply copy what other people in your field are doing.

Paint-by-numbers

We hear of design agencies that simply gather in content and copy and place it on the page. We want to produce websites and graphics that represent you the best way we can. Therefore, we'll work with you on every aspect of your design, from content to copy, to 'voice' and how it sits within all your other creative communication.

Linear process

Design is often a linear and one-way process, i.e. the client supplies the information and the designer implements it in the best way possible. We know that the design process can give you key, real-time information about what your work is and this kind of information can help inform your work throughout; so, you're involved every step of the way.

Short-term goals

Content creation is often focused on how your message can be adjusted to get easily-achieved short-term goals and vanity likes. We are always focused on the long-term, and long-term results can take a bit of patience and hard work on your part.

Repetitive

Content often exists for the sake of existing. This means that repetitive content is shared again and again. We believe that if you don't have something important to say, don't say anything just then; instead, wait until you have something special to share. We build your content from the inside out. That means that the content we'll create with you will matter and will be unique.

Difficult to create

When content isn't an extension of the heart of your work, creating good content is a chore. You're likely uninspired and struggling to create content you love. When content flows from your ever-evolving values and purpose(s) and understanding of your work, you'll know exactly what to create and you'll enjoy doing so.