



TOWARD

A new voice for Liberty

Tom Lloyd

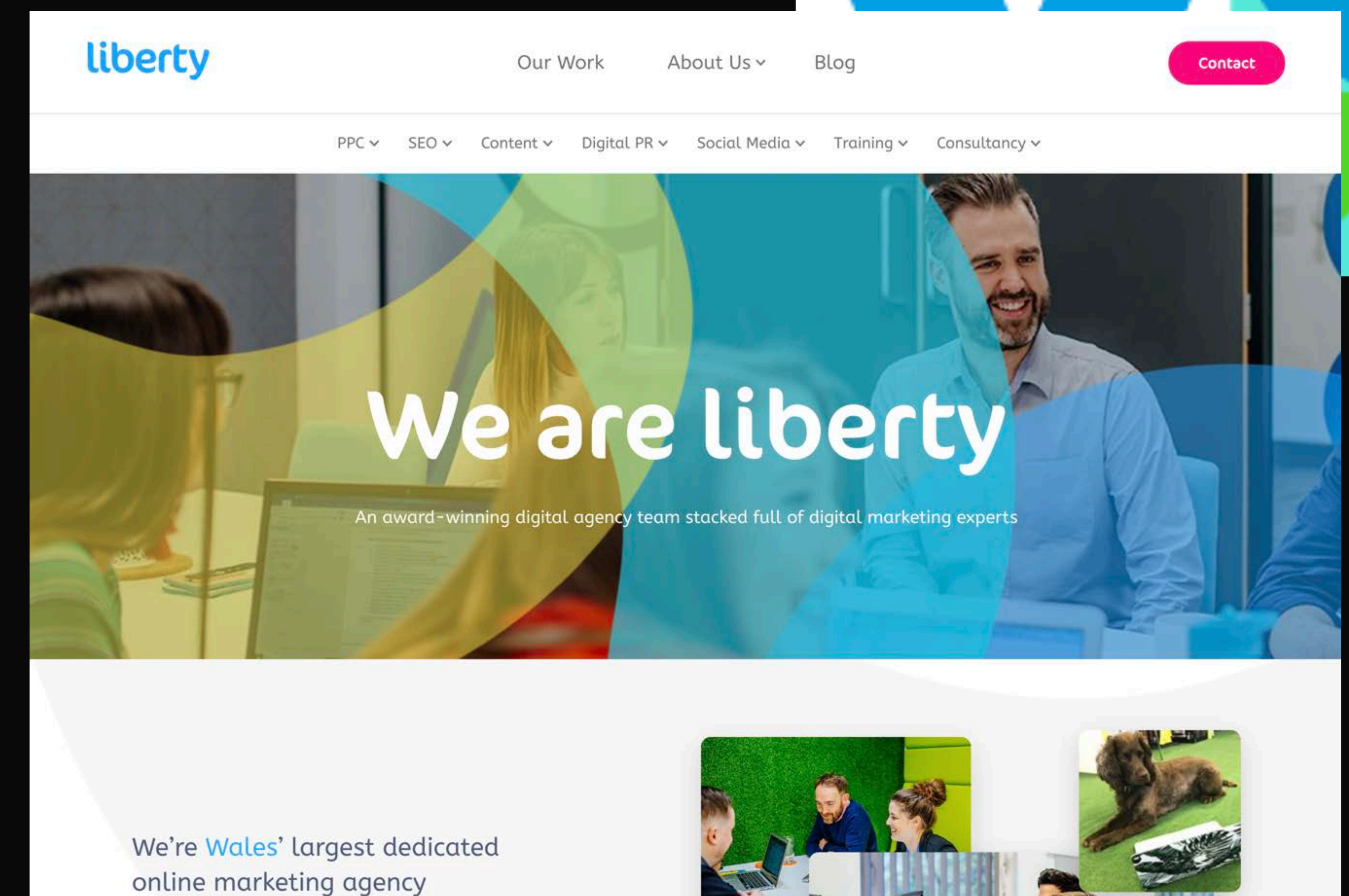
Why Liberty needed a rebrand

We are,
liberty

Case Study



Eduqas



WHY LIBERTY NEEDED A REBRAND

We no longer stood out

We'd forgotten who we were, why we exist

We weren't communicating as one team

We had outdated and unworkable assets

A FAMILIAR STORY

Companies evolve and forget their roots

They stay too true to their past

New people amplify missteps

End up with a brand that doesn't fit

SO, HOW DO
YOU FIX IT?

SO, HOW DO YOU FIX IT?

STEP 1: INSIGHT

1. INSIGHT

Workshops with internal teams

Drill into commercials

Engage your customers

Find YOUR space in the market

SO, HOW DO YOU FIX IT?

STEP 2: STRATEGY

2. STRATEGY

Create a distinctive proposition

Frame the personality & tone

Create a brand story

Engage internal teams

HOW WE APPLIED
THIS TO LIBERTY

INSIGHT

They'd outgrown the brand
They lost what made them distinct
They struggled to articulate what they stood for
Customers said they were bold, honest, no bullshit.
Space for a straight talking brand

PERSONALITY

OUTSPOKEN

PROUD

DIVERSE

VIBRANT

MATURE

VOCAL

INNOVATIVE

BIG

AGGRESSIVE

MISSION

To *make a stand* against those who miss-sell, miss-lead and give digital marketing a bad name.

POSITIONING

Unleashing online
performance for brands
that demand better

BRAND STORY

“Embrace Liberty”

FREEDOM

INDEPENDENCE

OPENNESS

EMPOWERMENT

DETERMINATION



SO, HOW DO YOU FIX IT?

STEP 3: VISUAL

LIBERTY

JCDecaux

Online
performance.
We get it.

Happy beds™

LIBERTY



Seats
25 - 76

Smarter
thinking
for bigger
impact

KETTLER

LIBERTY



liberty-marketing

Team spotlight

Meet Abigail

CONTENT & SOCIAL
TEAM MANAGER



LIBERTY



liberty-marketing



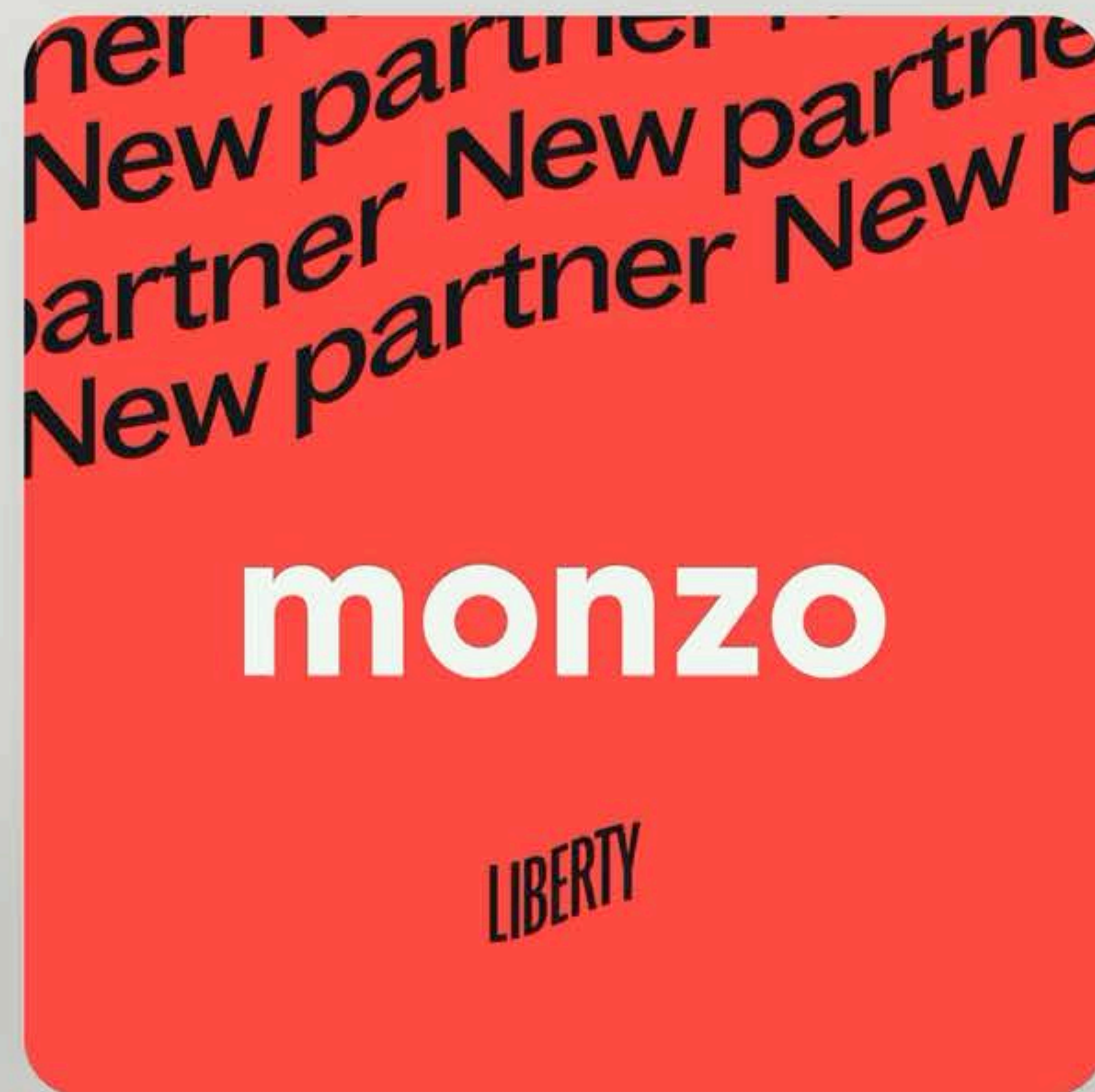
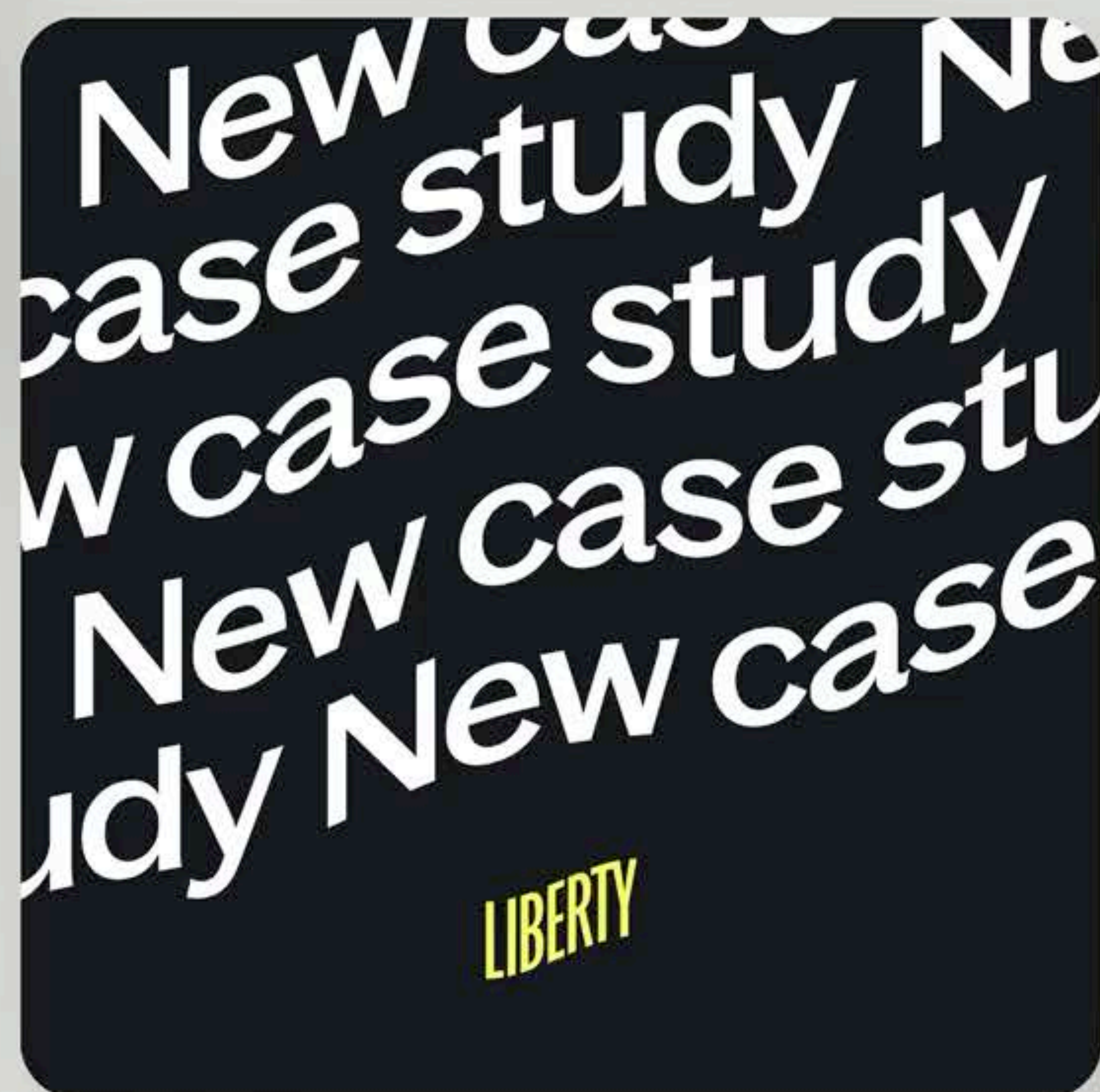
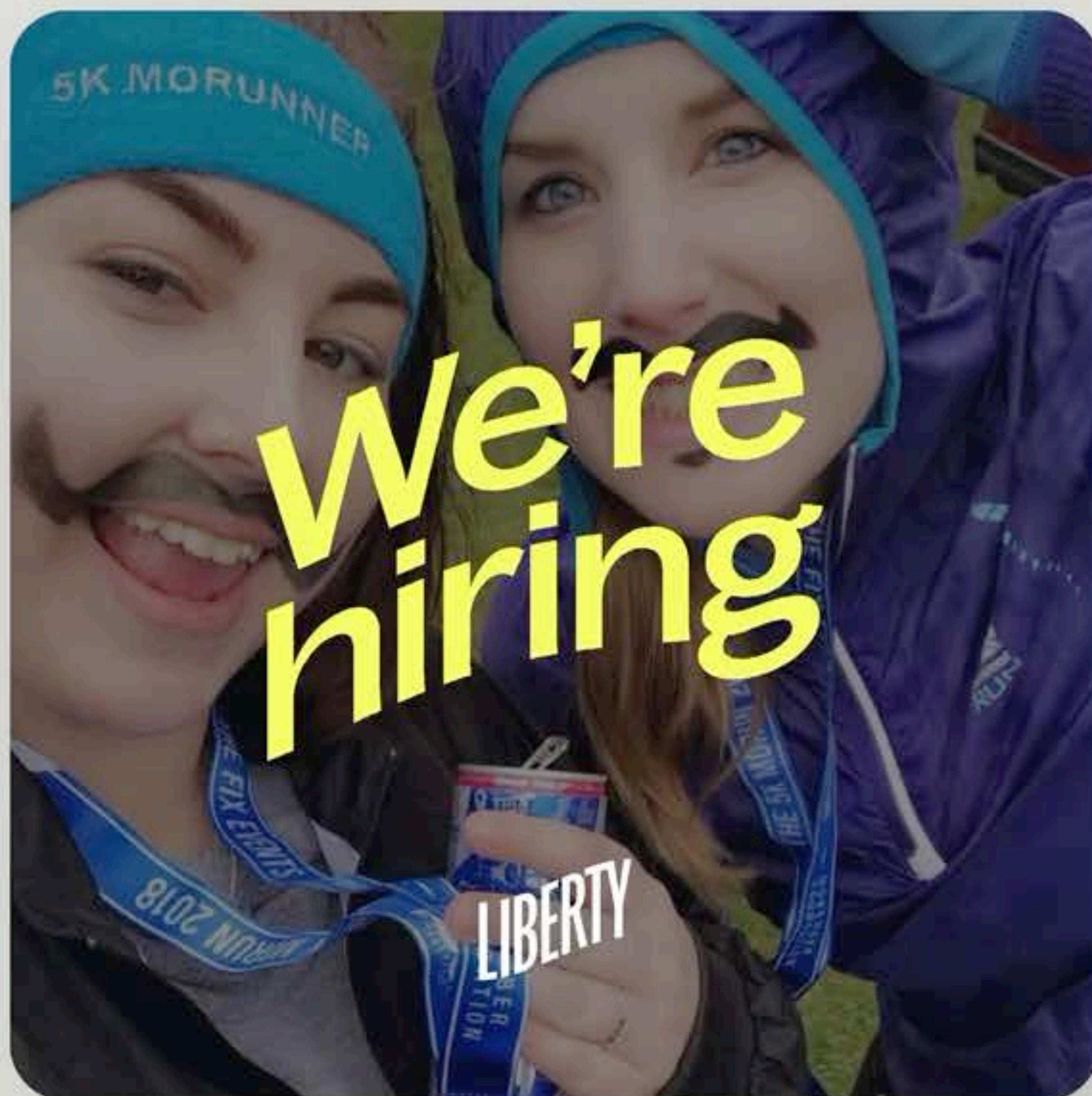
As team manager, Abigail's the driving force behind our captivating content and social media success.



liberty-marketing

LIBERTY

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LIBERTY

Unleashing online
performance for
ambitious brands

SO, HOW DO YOU FIX IT?

STEP 4: ROLLOUT

Unleashing online performance for brands that demand better

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Specialist services designed for performance



Search optimisation

Own the top results at the bottom of the funnel



Paid search

Attracting the right clicks that drive sales, not traffic



Content creation

Building rich content that engage your audiences



Consulting

Personalised problem solving to resolve any digital issues



Conversion rate optimisation

Increasing your goal conversions for even better results

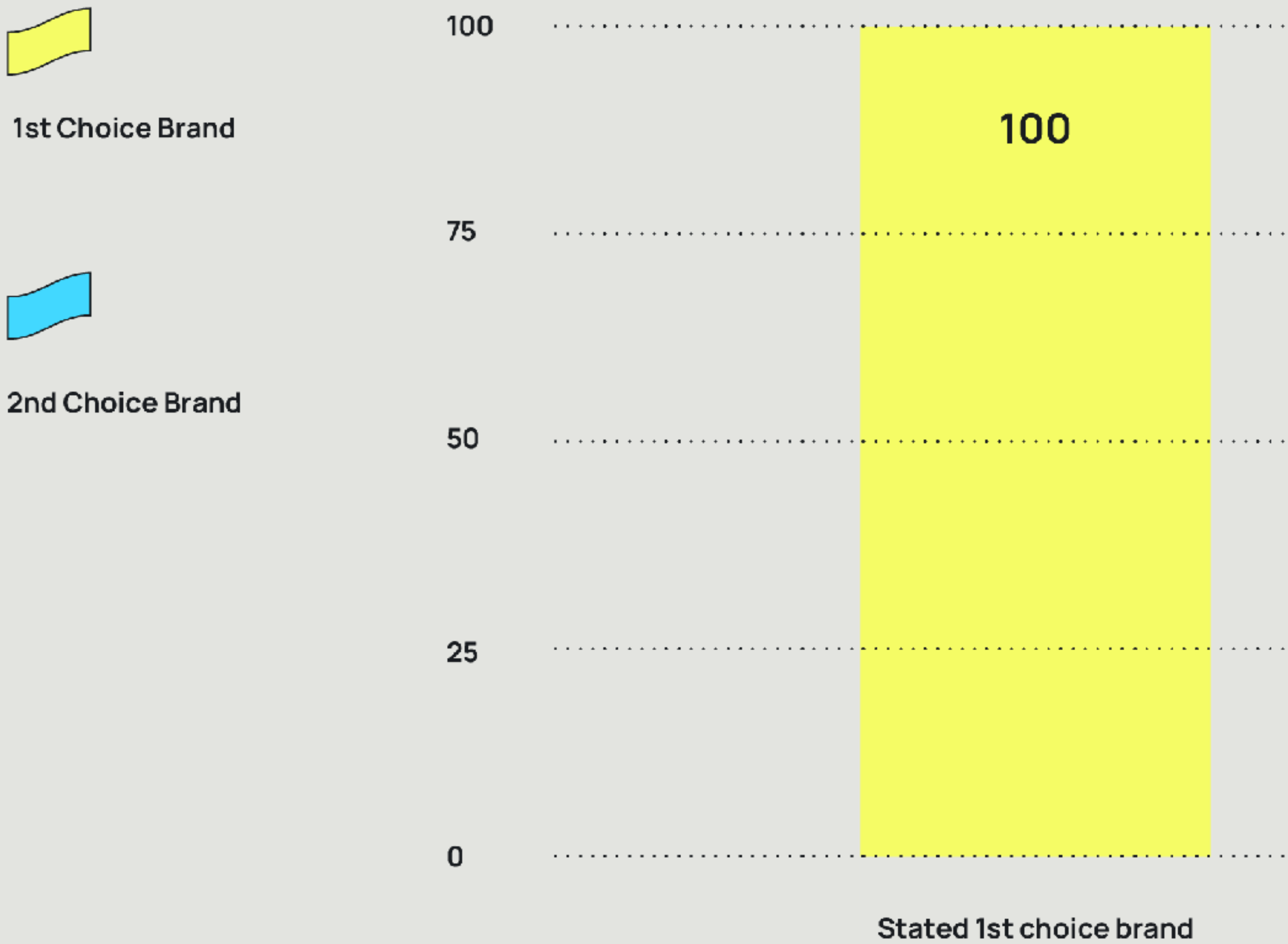


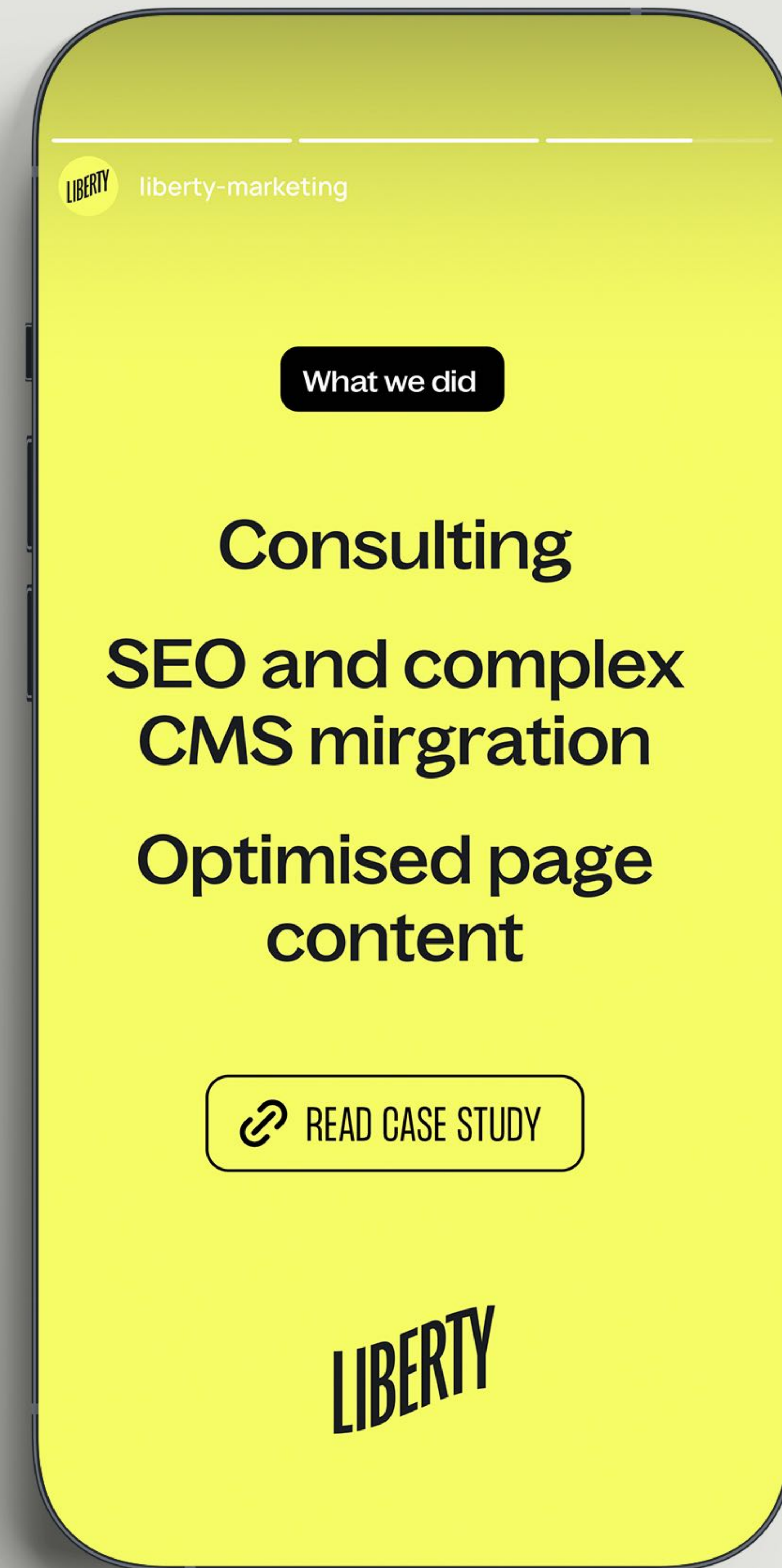
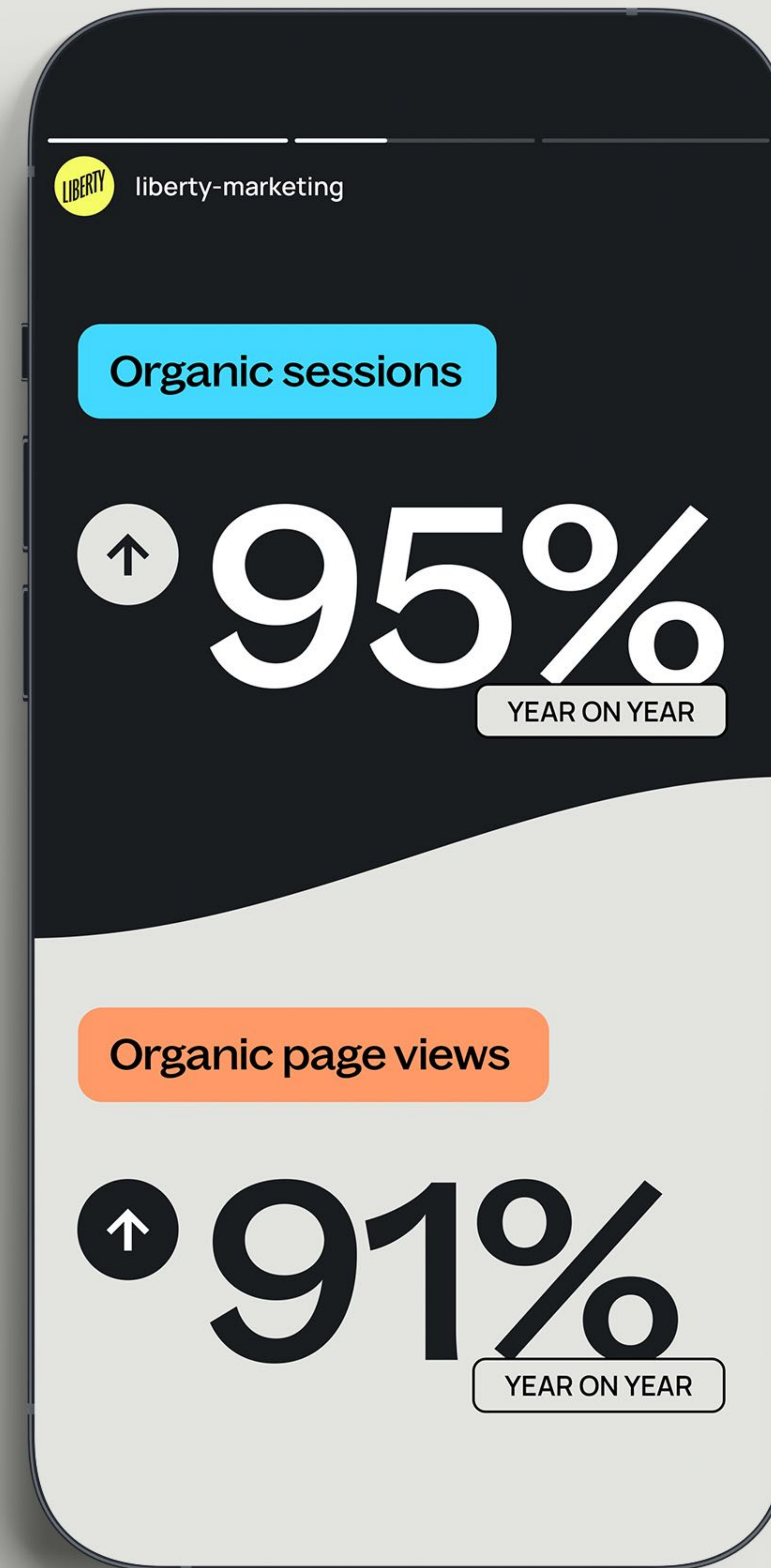
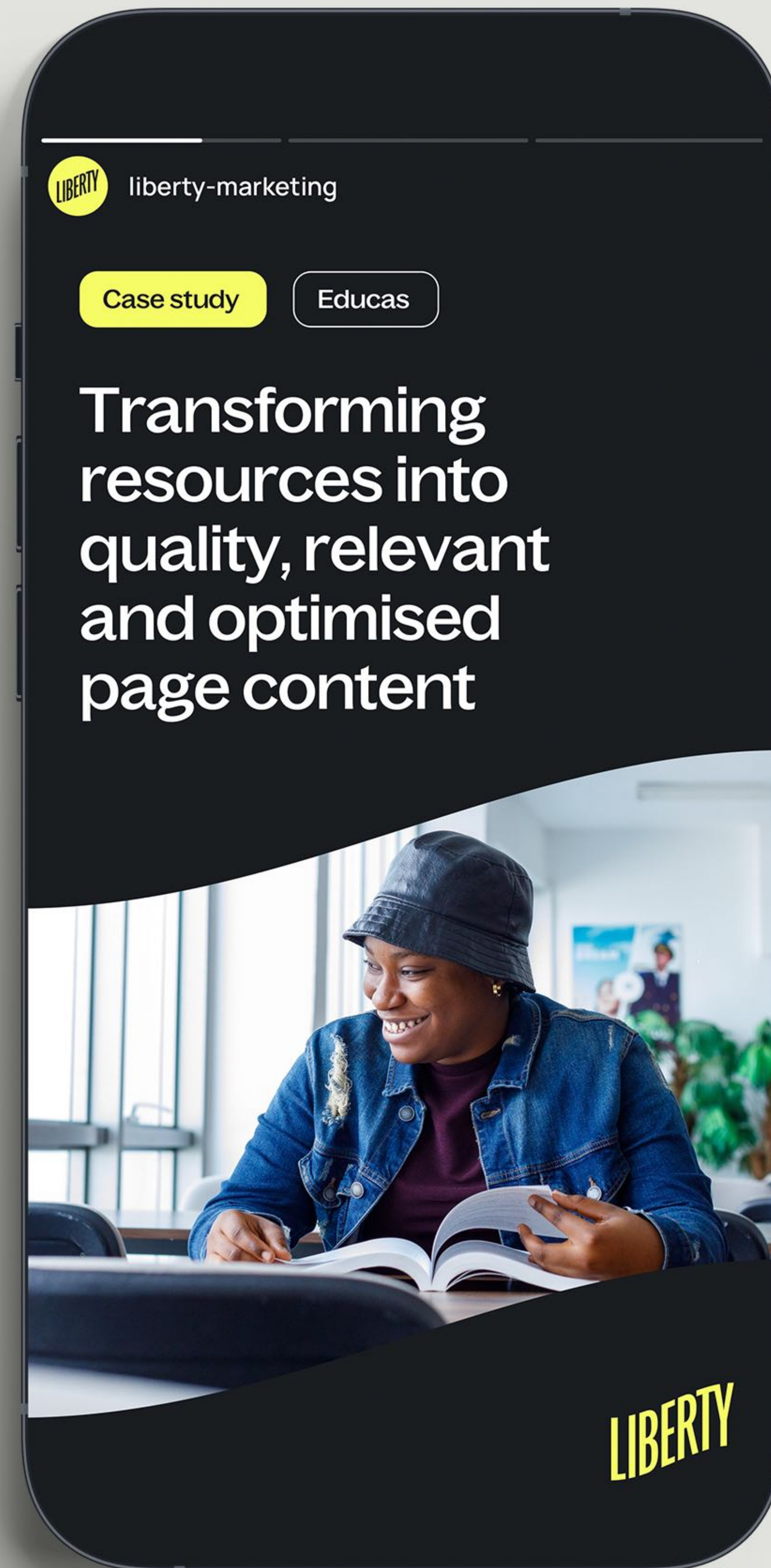
Affiliates

Sourcing and managing your new digital sales force

In over 300,000 purchase simulations, one of the most important elements was the power of **showing up at the right time**

How to supercharge your brand





New blog post

Insights

Social Listening

What is it and why it's important

→ Read the article

New blog post

Culture

Our 15 at 15

The teams most memorable projects

→ Read the article



Liberty Marketing Ltd

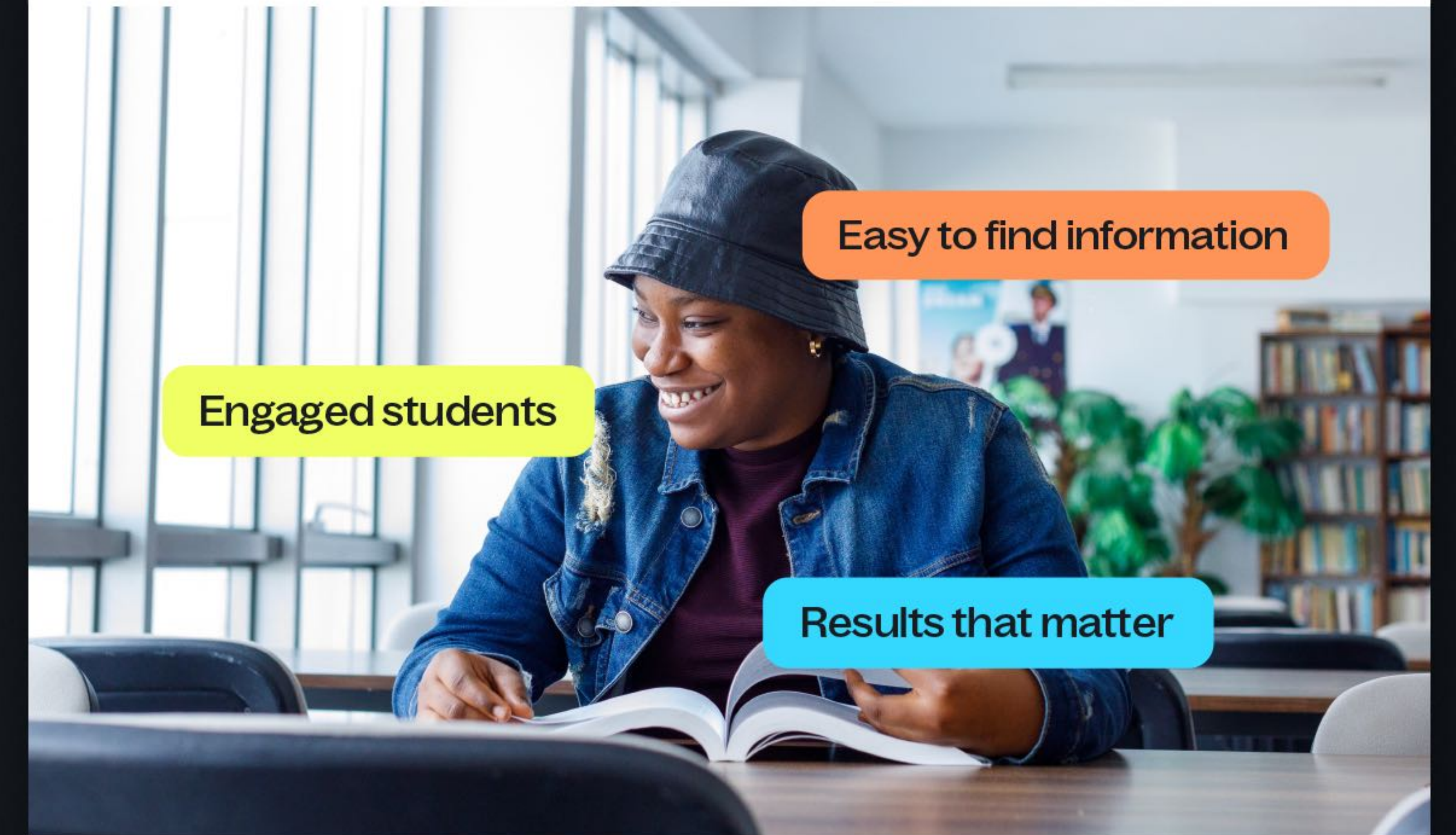
2,280 followers

1w •

+ Follow

Eduqas 🤝 Liberty

Eduqas is one the largest providers of qualifications for schools, academi ...see more



Organic Sessions



95%

YEAR ON YEAR

Organic page views



91%

YEAR ON YEAR

7



Like



Comment



Repost



Send

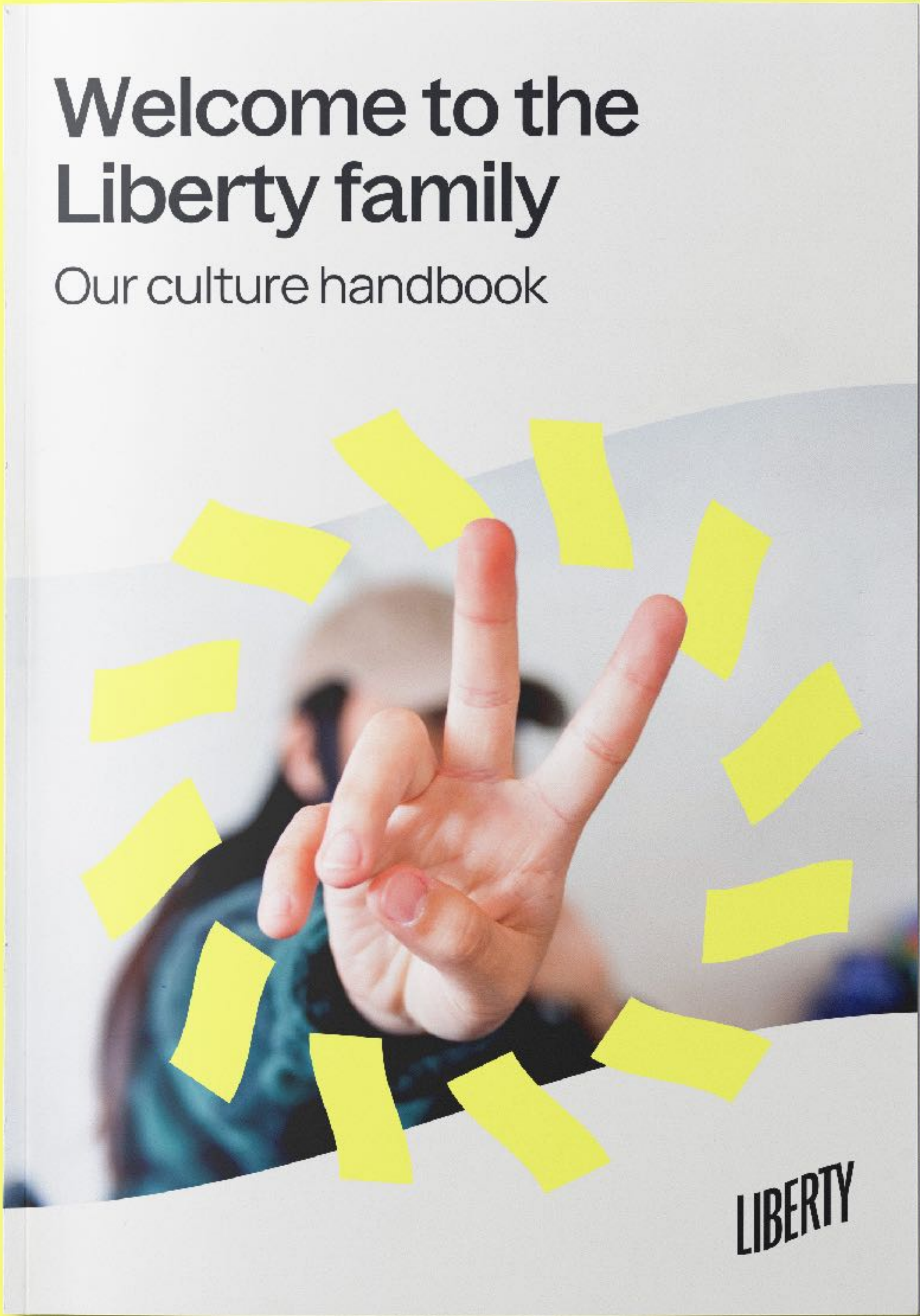
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SO, HOW DO YOU FIX IT?

STEP 5: INTERNAL

Be curious. Be brave. Be accountable.
Be honest. Work hard. Talk straight.
Think laterally. Be strategic. Overdeliver.
Push boundaries. Own your work.

Freedom from bullsh*t.





LIBERTY

We are,
liberty

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Case Study



Eduqas



Energy Providers
29%



Credit cards
35%



Clothing
36%

Swapped

Dydd Gŵyl
Dewi Hapus!

from liberty



liberty

Our Work

About Us ▾

Blog

Contact

PPC ▾

SEO ▾

Content ▾

Digital PR ▾

Social Media ▾

Training ▾

Consultancy ▾

We are liberty

An award-winning digital agency team stacked full of digital marketing experts

We're **Wales'** largest dedicated
online marketing agency

We've been helping businesses big and small make a
splash since 2008. We like to put this down to our



liberty

Newbie!

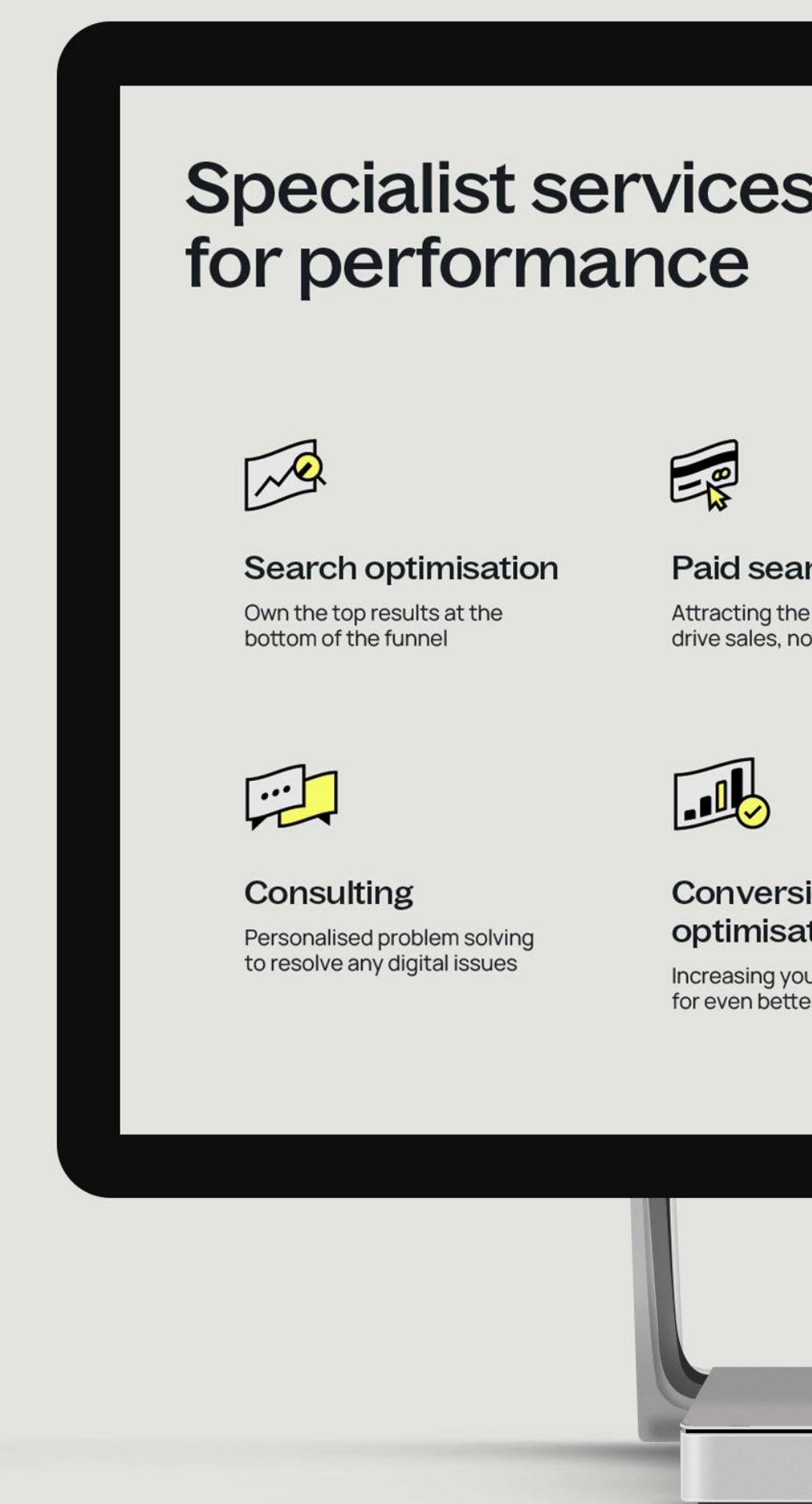
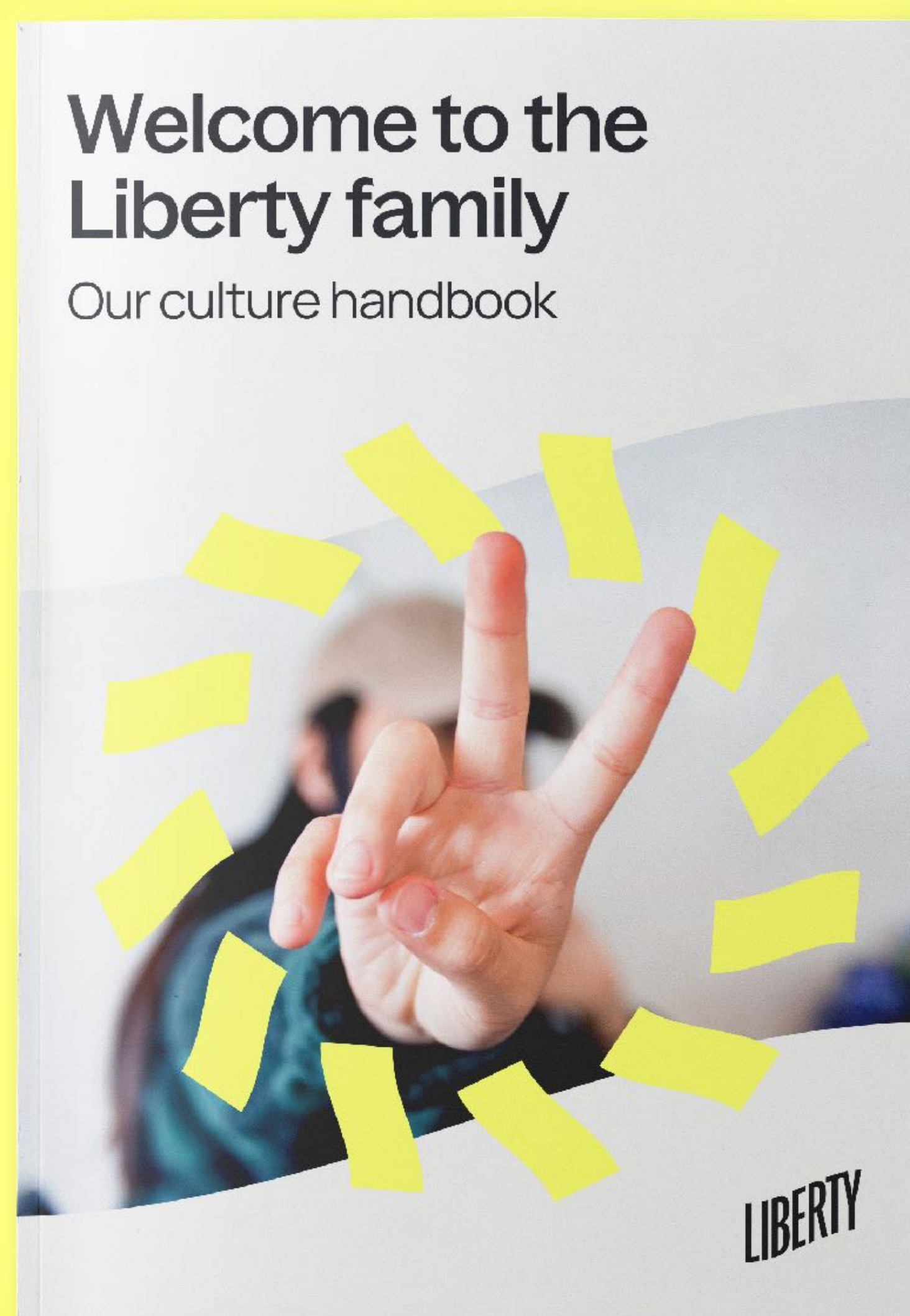
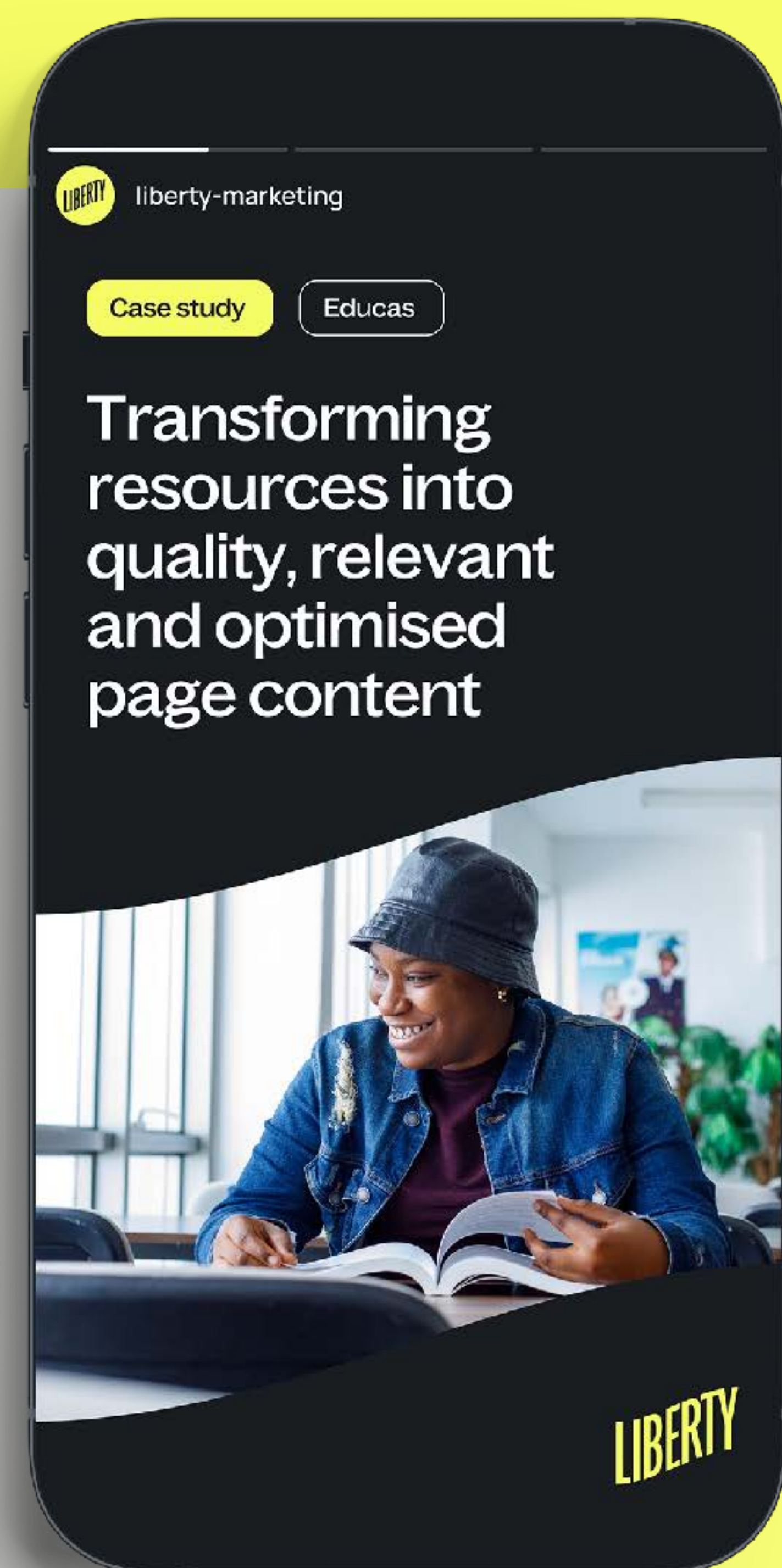
Welcome to Liberty!



Meet Jorjia, our new

social media specialist

LIBERTY



SOME HOT TAKES

Brands are the embodiment of a company

Brands should connect the dots

Brands should evolve

Branding as part of onboarding

Requires constant reinforcement

TOWARD

Let the journey begin.

TOWARD.STUDIO