

A woman and a man are smiling at each other in an office setting. The woman is on the left, wearing a light-colored sweater, and the man is on the right, wearing a dark shirt. They are sitting at a desk with a laptop and some papers. The background is a bright, modern office space. The entire image has a red overlay.

SIXTH STORY

The Creative Growth Agency®



We believe growth starts with collaboration.

Seriously, we're in this together.

At Sixth Story we have a wealth of knowledge and experience in all aspects of design, digital and advertising.

We begin every new project by sitting down to understand what you want to achieve and exactly where you want to be. Then together we craft a strategy to deliver the authentic brand, world-class digital application or piece of exceptional content that will get you there.

You're involved every step of the way. The journey would be no fun without you.



Our capabilities.

We exist for brands with ambition. Everything we do comes from a strategic standpoint and is handcrafted to differentiate our clients' businesses.

We're a creative partner and whether we're rebranding your business, building a new website or helping you to innovate, we'll be powered by genuine insight and driven by the best result possible.

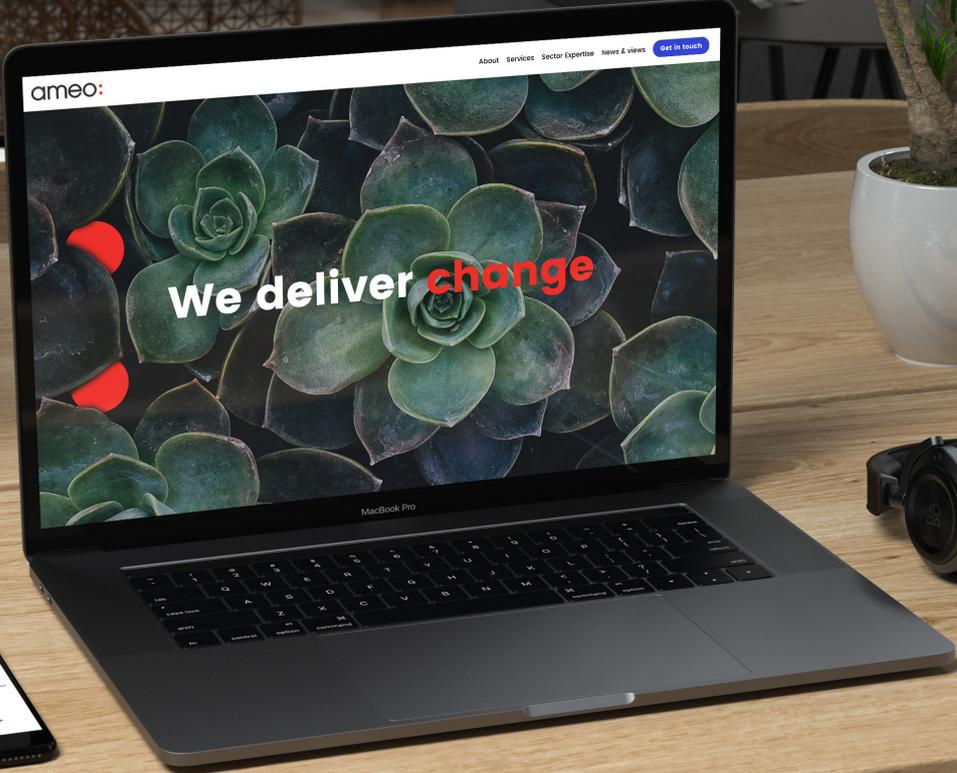
**Brand Development,
Design & Advertising**

**Strategy & Purpose
Driven Marketing**

**UX Design, Websites
& Digital Applications**

**Video production
& Photography**





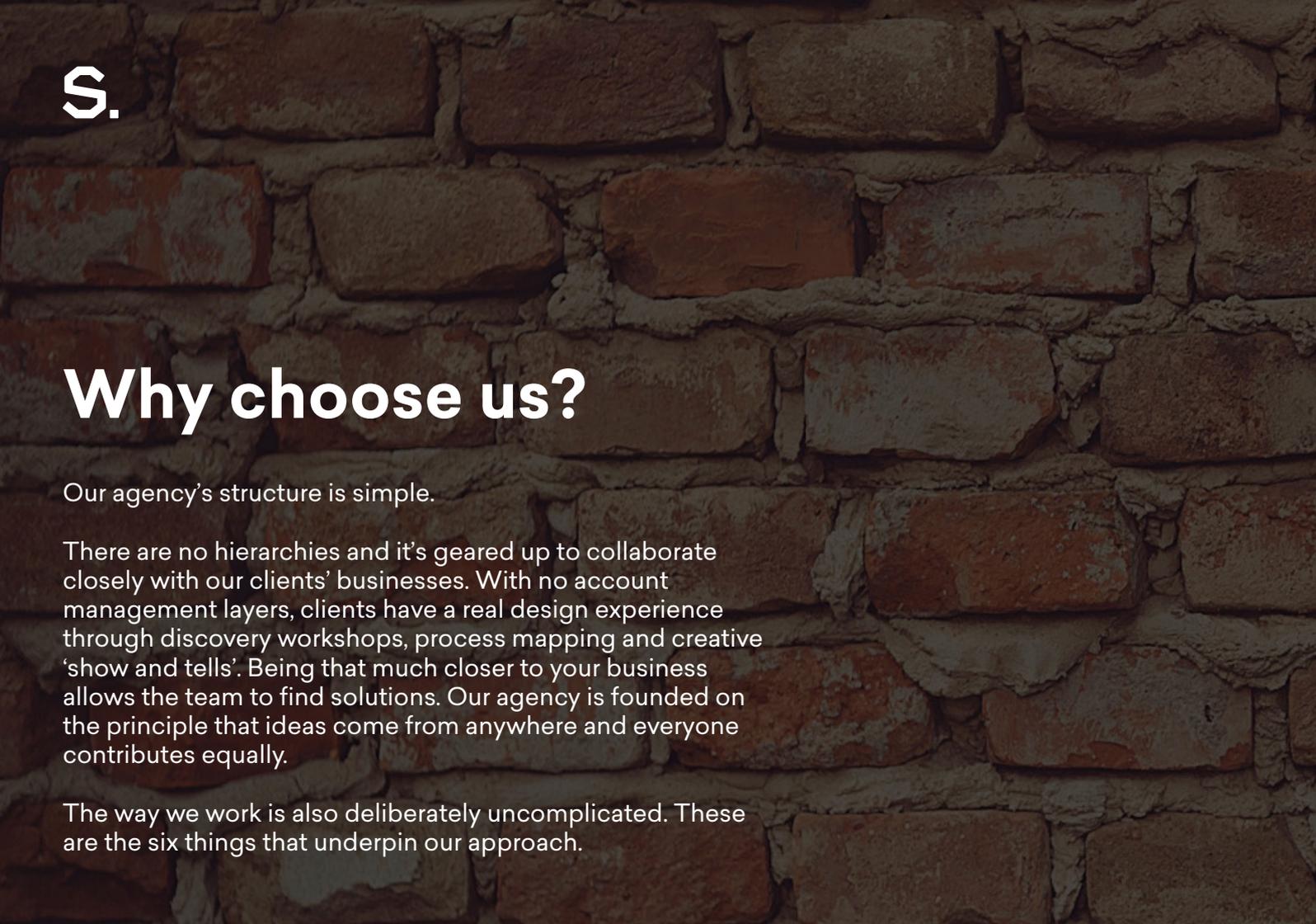
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We deliver **change**

MacBook Pro





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Why choose us?

Our agency's structure is simple.

There are no hierarchies and it's geared up to collaborate closely with our clients' businesses. With no account management layers, clients have a real design experience through discovery workshops, process mapping and creative 'show and tells'. Being that much closer to your business allows the team to find solutions. Our agency is founded on the principle that ideas come from anywhere and everyone contributes equally.

The way we work is also deliberately uncomplicated. These are the six things that underpin our approach.

Strategic.

When we understand your business, then we can begin to find solutions.

Client partner.

We're not a 'yes' agency, we'll challenge just enough to get the best result.

Handcrafted.

Everything we do is done from scratch. That guarantees the kind of authenticity our clients deserve.

Discover.

Our discovery workshops get us off the starting blocks before any creative work is undertaken. They've become a 'product' in themselves as they drive innovation.

Create.

We collaborate through design and development, there are no 'departments' here. The benefits to you are consistency and efficiency.

Deploy.

We work extra hard testing all the connections, kicking the tyres and making sure it all works before the big 'go live' day. We're in it for the long haul.

Our clients.

We're incredibly lucky to work with a wealth of clients in the B2B and B2C sectors across software, industry and commerce, construction, fmcg, retail and many more.

YourVets

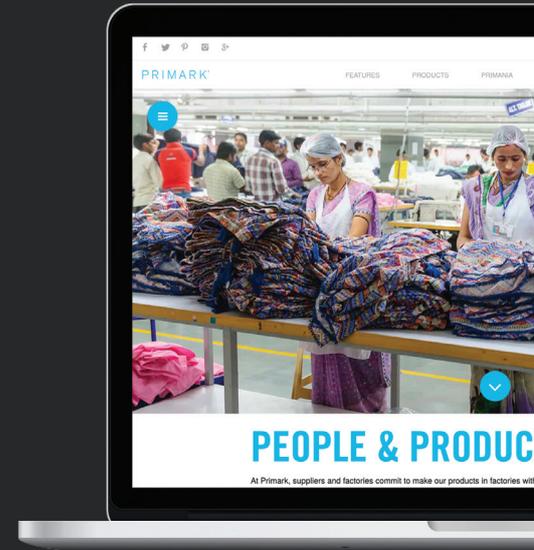
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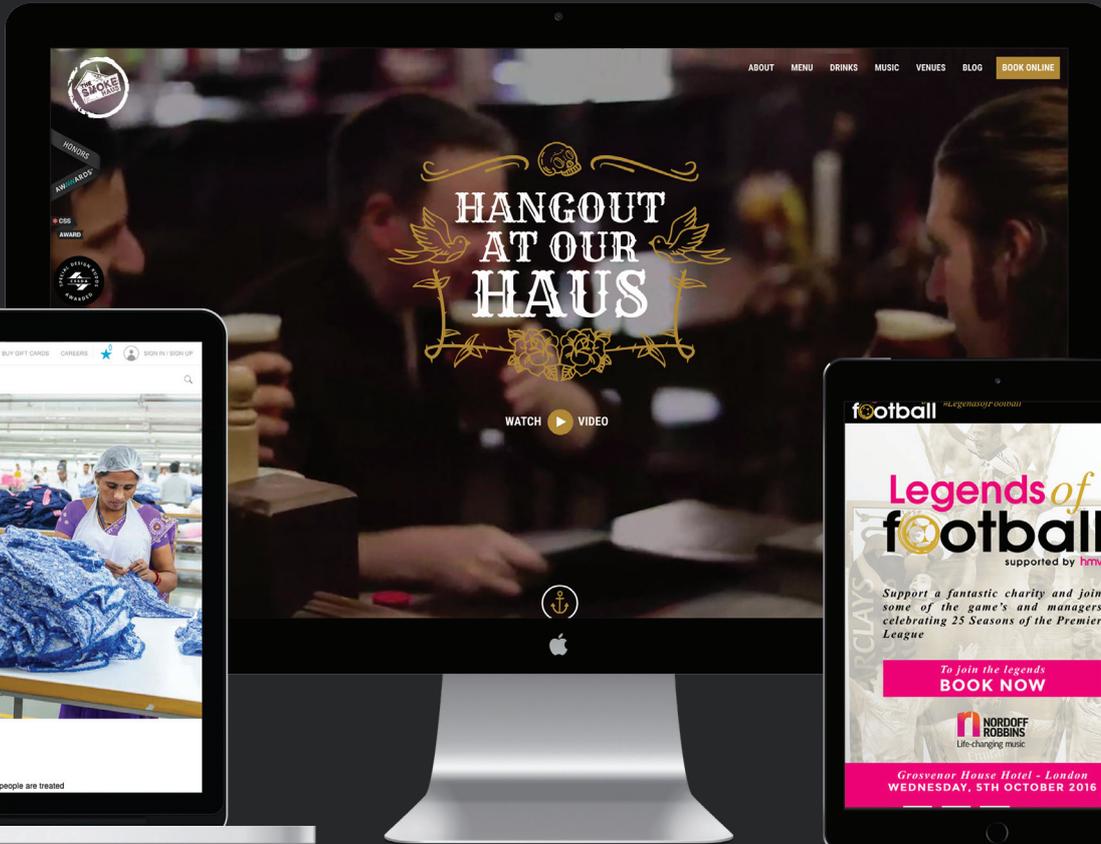


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PRIMARK®





Premier League Legends of Football

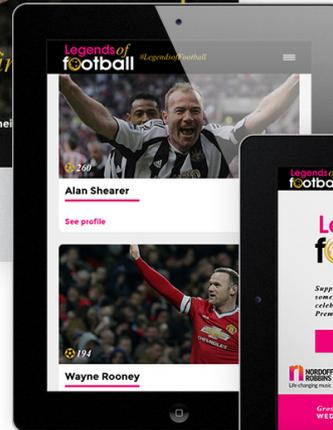
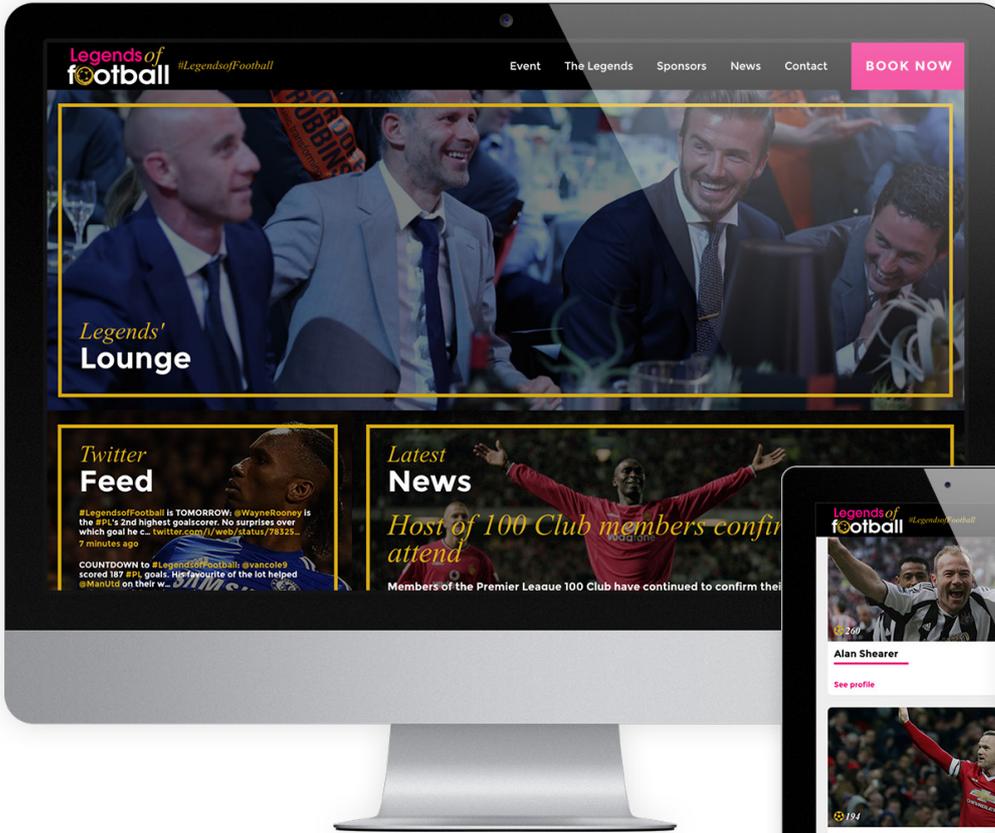
www.lofootball.co.uk

Brief.

Legends of Football is an annual Premier League event sponsored by HMV. 2016 was the 25th anniversary of the event and we were delighted to be approached for the redesign and build of a new, fully responsive and engaging website. The website needed to promote the players and inform users that proceeds for the event are raised in support of the Nordoff Robbins music charity.

Solution.

The new Legends of Football website is a custom design, built in WordPress ensuring it is scalable and fully editable to make updates and run marketing promotions leading up to the event. The 'Legends Lounge' promotes the Premier League football players who will be awarded on the night for scoring 100 goals in their distinguished careers. The responsive website also includes a booking system enabling guests to book tickets or tables and this is integrated with PayPal. Digital tickets are issued to help the event organisers with administration.



Website Design

Custom Booking System

Custom Countdown Timer

Branding

Custom Icons

Branded Collateral



Cable.co.uk

Brief.

Since cable.co.uk began its advice service, the team have always put the needs of consumers first, solving practical problems for consumers and are a voice for broadband and TV customers in a noisy and some times complex market. We were delighted to work on the rebranding of cable.co.uk.

Solution.

During the discovery phase, we worked with the cable.co.uk to develop user personas for their service. Through this we developed a deep understanding of their market and were able to develop a set of positioning statements and refresh the visual identity. By using the C from cable and inspired by cables and colours of fibre optics, the new logo and brand assets are fluid, vibrant and the clean, customised type face portrays strength and customer service.

The Smoke Haus

www.thesmokehaus.co.uk

Brief

The Smoke Haus are an independent restaurant with a focus on providing an authentic American experience from their great food to cool decor, music and friendly team. We were delighted to be chosen to craft a new website that would give users a taste of The Smoke Haus experience before they've stepped through the doors.

Solution

After visiting the restaurant ourselves (which was a delight), we started creating various concepts and the one that felt right and most authentic to the brand was a casual and colloquial invitation; 'hang out at our haus'. This gives us the inviting warmth that the brand is about. The video for the website is created from a customer 'point of view' walking through the doors and being seated, the graphics and design take you on a little journey after the initial impact. Once you've chosen your location and booked a table, you can browse the story of the team and listen to music playing in the restaurants through a custom api integration.

We've created custom icon graphics for the site and menu as well as the promotional video to really showcase the vibrant and inclusive atmosphere. The mix of a typographic and 'tattoo' style illustrations gives a little bit of the urban cool that you can find in any of The Smoke Haus locations.



Web Design

Photography / Videography

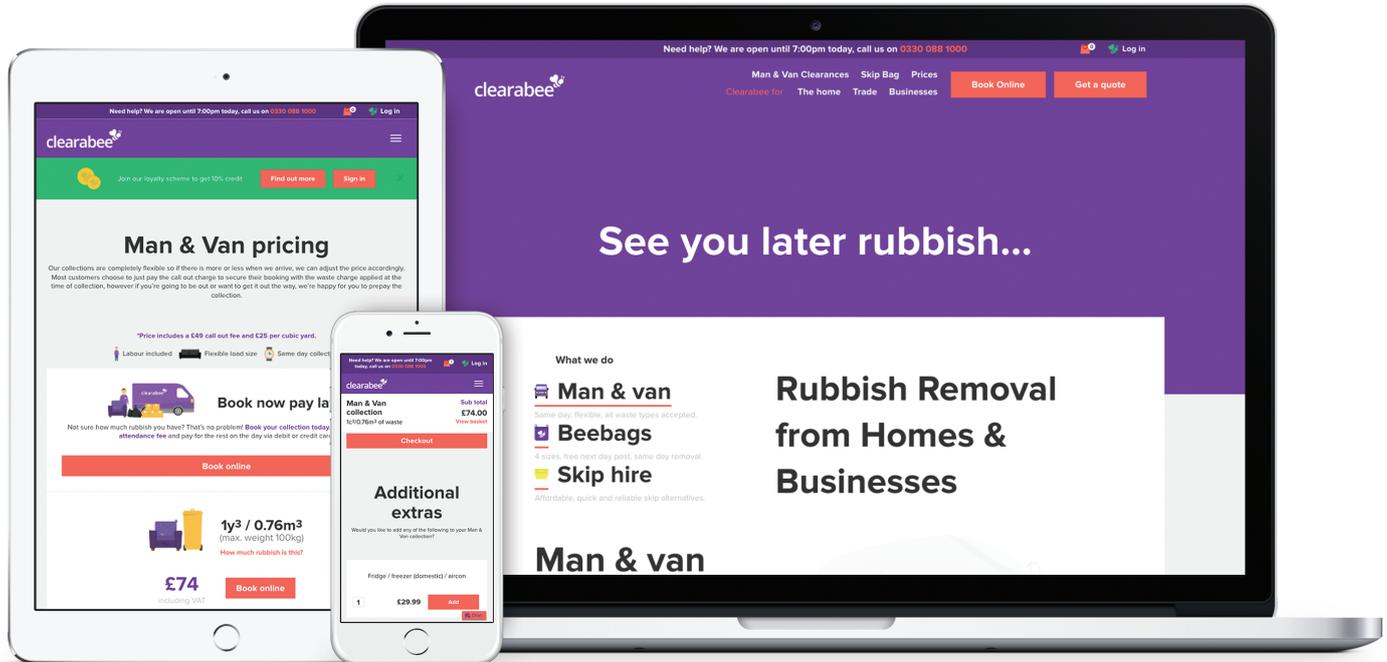
Illustrations



Web Design

Photography / Videography

Illustrations



Clearabee

www.clearabee.co.uk

Brief.

Clearabee came to Sixth Story for a website redesign to create a smarter website that caters for their different and diverse target audiences and communicates their key messages. The new website needed to show that 'we remove rubbish' as previously there were mixed messages about being a removal firm.

Solution.

The new website, with full content management system, directs personal or business users to relevant content immediately. The vibrant and custom illustrations support the services and make the site memorable. During our discovery process we uncovered that same day rubbish removal was a key selling point and integrated this in the design using a countdown timer to indicate this to users. Further more, we used imagery to help users understand the pricing per cubic yard giving a visual reference to the services. The backend of the website is highly integrated with their management systems. By integrating and automating many of the processes we've also saved Clearabee thousands of pounds in administration costs. The site takes orders on a monthly basis in the millions after a 35 times increase in conversions.

The proof is in the pudding.

We're proud of the results we get for our clients.

Every project is different. How do you know we're going to get it right?
Well, the proof is in the pudding so here's some food for thought...

x35

increase in
conversions

clearabee 

+500

enquiries
per month

elliott[®]
An ALGECO SCOTSMAN Company

+100%

increase in
web visits

 A&C



“ ”

The brand has been well received, we exhibited in Dubai after the launch and had amazing feedback and we now have business opportunities in the far East which is very exciting. The website is great and working well, I'm able to change things on the site whenever I want. The project and results have been positive, thank you.

Food Store International

Lisa Burrows – Project & Marketing Manager



Want to create great work together?

We're a tight-knit team and we work well together, we collaborate with our clients right from the discovery phase. Following through, design and production work hand-in-hand to give the benefits of consistency and efficiency to our clients.

If you've got a brief or would like to discuss how we can help uncover your brand's potential, let's have a chat.



SIXTH STORY

www.sixthstory.co.uk



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Creative, nimble and friendly. We have built two websites from scratch with Sixth Story and both look excellent and have great functionality. We also worked closely with them to create eye-catching and exciting imagery to recruit runners for the Great Birmingham Run which proved very effective. I can highly recommend this company for all your digital design needs.

Cure Leukaemia

Bobby Bridgeman – Head of Communications



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