

Sowing the seeds of success...

A new brand, advertising and design business has come to Cornwall, not only bringing over 16 years of expertise, but also adopting flexible working practices, enabling employees to benefit fully from the county's creative community and inspirational environment.

Overview

Wayne Deakin has worked all over the world - Australian born, he has undertaken branding and design projects in South East Asia, China and USA before moving to the UK over ten years ago. Having built up significant creative marketing expertise, Wayne teamed up with friends and fellow creative professionals, Mark, Sue, and Matt. Alongside their range of large agency experience - which includes Saatchi & Saatchi, Bates, Euro and Leo Burnetts, they all shared the desire to create a new kind of agency. Although we are an independent agency, we are also now part of a bigger agency network which means we have access to our sister offices in Bristol, London and Cardiff - which means clients can now choose to work just with us or can call on our network relationship to deliver national media buying and major branding and advertising skills and benefits. This has worked really well for our Cornish clients that are looking to grow their sales on a national level and not just in the county. Wayne explains "We are all passionate about our work and see it as more than just a day job. Between us we have won over 30 awards for our creative work, so collectively clients benefit from our big agency expertise".

The Seed Brand team were based all around the country so choosing the location for their business was up for discussion. "We all wanted to work in a creative environment and had discussed the possibility of working flexibly, and we also

Workforce

All employees bring different skills to the team and operate a flat structure to ensure clients get the right mix of expertise for each project and we can match skills to the job at hand.

Technology

All employees are Mac based and have access to remote desktops and video conferencing. "We believe the ability to work flexible encourages creativity and lets us work successfully wherever we might be. You don't often get your best idea sitting at your desk. At Seed we have created a new working structure, which results in motivated employees, better creative output and happy clients."

Support

Penwith District Council has helped set up introductions for Seed with local business networks and groups. Cornwall Pure Business (CPB) has provided advice and guidance with regards to networking and marketing and Seed sourced its premises on the CPB website.



wanted to seek a better lifestyle. Any location was open to us. Matt is from Cornwall and I have some Cornish heritage, so we decided to check out how feasible it was. We are also surfers, so the prospect of being close to the sea was very appealing!" The environment is also very important to Seed Brand; "Cornwall was also chosen as a suitable business location as we felt as a county it was committed to the environment. We are keen to be as sustainable a business as possible and Cornwall supports this ethos - which makes good business sense for us and our clients".

The business is located in a former piggery, on a working Dairy Farm, and part of the Bolitho Estate in Penzance. The company operates a flexible working policy. All employees are linked to their virtual private network, providing secure access to files both on and off site 24/7. "This means whether we are, be it stuck in an airport for 2 hours or in Cornwall - we have immediate, secure access to work files which bring better return on investment for our clients and provides our staff with a quality of life that is not attainable when working in a big agency".

Clients

Seed works with retained clients and on one-off projects, working with a number of high profile clients, including: Vitacris, the salad company. Seed rebranded the products resulting in contracts with leading supermarkets in the UK and Europe; for Emmi, an International Swiss Dairy Drinks Brand, Seed helped launch their product into the UK market; the company also is responsible for branding for a number of high profile brands including Jack Daniels, Southern Comfort and Spy. New clients include; P&G, Cable and Wireless, LS, Sure, London Transport, First, Yukos Oil, and have just recently rebranded and launched the UK Festival Awards (The UK music industry awards for music festivals). The business has secured a number of local clients too: undertaking advertising/branding for Valcent EU, Cornwall Care, Global Borders, West Cornwall Business Network, Kerrier Council, Concerts Penzance, Inside Cornwall Magazine, Spiezia, Hotpod Designer Stoves and Cornwall Retail Skills.

