



JAGO

SERVICE OFFERING

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ADVOCACY'S DEFINITION IS BROADENING

The culture of product information and traditional ambassadorship is giving way to a larger discipline of communication.

Jago strives to translate every client's brand essence to its desired audience through the language of cultural understanding and memorable experiences.



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JOSEPH HALL, EXECUTIVE DIRECTOR

WHO?

Joseph Hall is a Londoner and an experienced brand and drinks professional with a proven sense for communication and aesthetics. He is a veteran of the global bar industry and a lover of music, food, fashion and photography.

Joseph spent a decade working in some of the world's best cocktail bars. From his positions at Satan's Whiskers and The Savoy, highlights include winning several industry awards, such as: 'Best Bar' at the GQ Food and Drink Awards, 'Best International Hotel Bar' at Tales of the Cocktail, and in 2019, he was named European Champion of the Diplomatico World Tournament.

Since a move toward brand education, advocacy and marketing, he has developed a track record for bringing modern substance and inclusivity to traditional drinks categories, applying his passion for connection and people in the process.

At Jago, Joseph offers tailored services in helping brands achieve their vision of success through consulting on brand advocacy and more.



ADVOCACY



WHAT

Create lifelong brand advocates, elevating advocacy to a strategic discipline of marketing.

HOW

- Developing memorable experiences and education programmes tailored to your brand's values and USP.
- Advocacy toolkit creation and execution.
- Producing rock solid advocacy platforms that ladder up to 360 marketing campaigns.
- Script writing for masterclasses and presentation coaching for ambassadors.
- Leveraging global connections across cultural territories to deliver distinctive brand experiences for trade and consumer.



BRAND BUILDING



WHAT

Define your brand's identity, marketing style and strategy.

HOW

- Strategy development and toolkit creation, tailored to market requirements.
- Incorporating aspirational cultural territories - such as music, fashion or film, to achieve a stylistic focus based around desired consumer profile.
- Considered use of popular media platforms such as podcasting and streaming.
- Developing the best in activation platforms - from the perfect homeplace visit to brand partnerships and collaborations.



SALES TOOLS



WHAT

Equip your sales team or distributor with the tools needed to effectively communicate and sell your brand.

HOW

- Creating comprehensive education materials, covering technical information, competitor analysis and exploration of key brand messages.
- Developing more concise sell-in decks for sales teams to use when pitching your product to customers.
- Executing your drinks strategy by giving salespeople the educational materials needed to communicate your signature serve(s).
- Copywriting - from technical information to romance copy within sales decks, brand positioning toolkits, social media platforms and more.
- Holding immersion sessions with distributors and sales teams.



SPIRITS EDUCATION & PRESENTATION



WHAT

In the moment where it counts - presenting directly to consumers or hospitality professionals - engage, excite and educate your audience.

HOW

- Script writing incorporating guidance on delivery and cadence for all levels and departments.
- Presenting (or coaching to present) with confidence in expertise and ability in communication.
- Tailoring presentations to audience demographic - e.g knowledge level, existing experience, enthusiasm vs. skepticism etc.
- Building presentation decks designed to compliment the spoken word.



DRINK STRATEGY



WHAT

Develop the drinks that will not only serve as the vehicle for your brand to display its character and lifestyle aspirations, but help establish its niche in the market.

HOW

- Identifying flavours and aesthetics that resonate with your brand and product.
- Aligning with long-term drink trends for your target audience.
- Developing a range of serves, each conforming to various methodologies - according to consumer interests and experience level.
- Producing timeless drinks that will remain desirable, aspirational and replicable for years to come.
- Capturing content around the drink strategy and educational material for sales teams and distributors.



DIRECTION OF PHOTOGRAPHY & DRINK STYLING



WHAT

Ensure your brand's aesthetic is brought to life through expert direction of photoshoots, and that your drinks are styled to perfection.

HOW

- Organising photoshoots tailored to your brand - from concept, venue, finding the right photographer, to styling on set.
- Consulting on set design, mood boarding and photoshoot concepts.
- Ensuring your drink strategy and signature serve(s) are communicated perfectly by using professional techniques in styling for photoshoots.
- Event photography for all occasions.



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