

A black and white photograph of a woman with long dark hair, shouting or singing with her mouth wide open. She is in a forest, with trees and foliage visible in the background. The image has a grainy, high-contrast aesthetic.

Hello from the other side*

From in-house team to a Creative Agency

Mark Stocker — Hello Studio @ The Very Group



The early days

Where it
all began

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The transformation

Getting behind the big idea

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A group of people, mostly men, are gathered on a grassy field. They are wearing light grey long-sleeved shirts and dark blue trousers. Several individuals are hugging each other, and one person in the foreground is wearing bright orange sneakers. The background shows a blurred landscape with trees and a fence.

Believe

Building the team

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Why data matters

When Creative meets data

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Building trust and credibility

We
understand
yours
and ours

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**The team's proactive
and collaborative
approach has fostered
a robust partnership,
allowing us to achieve
great things together**

Natalie Whitehead
Channel Communications for UK & IE





**Collaborating with the
team has been extremely
positive due to their
innovative approach to
concept development whilst
maintaining brand integrity**

**Georgina McErlean
Wholesale Activation Manager**

Key takeaways

People

One Vision

Transparency

Data, data, data

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Looking ahead

Growth,
digitised models
and ai in action

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Hello, Goodbye...

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