



## Developing a new proposition for a well-established agency

IMAGINATION is well known in the field of live events, but shortly before appointing Rainmaker, they had moved the delivery of the agency towards a more integrated offer. Their brief to us was initially to help them with the new positioning - how should they articulate the new offer and how should they go about selling it to new audiences?

The Rainmaker planning process is entirely focused on helping agencies best articulate their services to new audiences - and in the case of IMAGINATION - also to a large number of people who have preconceived ideas about what they do. The client was very clear on what they do and what they want to be known for, but was conscious that integrated propositions confuse – too many colours make brown. This can cause unnecessary obstacles to cut-through, access, recall, and the ability to kick off new business dialogue from cold.

So from our planning meetings, we came up with a positioning concept that drew on IMAGINATION'S heritage in creating memorable experiences on and offline and their close links with consumers to give the foundation for an integrated proposition. The 'sales-logic' we created and its accompanying copy informs the brand positioning and its articulation on their new website. It is already providing us with a great opportunity to reengage with individuals whose knowledge of the agency is still narrowly based on their events credentials alone.

You can see the new articulation of the IMAGINATION offer here:  
[http://www.imagination.com/about\\_us/category/about\\_us/](http://www.imagination.com/about_us/category/about_us/)