

# NOKAMO is the *brand first*, business transformation consultancy.

01 //

## What We Believe:



Businesses don't have creative problems. They have commercial ones.

Issues reside in product, pricing, distribution, innovation, or sales, and have nothing to do with styling.

Beautiful branding never solved anything.

Instead 'brand' should be viewed as the organisation's economic flywheel - a force multiplier affecting every way it makes money; the only defence the P&L, and the culture, has against commoditisation.

As such, it must sit beyond the sole remit of marketing.

We believe that brand, done right, is an act of leadership, galvanising an organisation around a single attacking purpose. Done wrong, it's a waste of time and money.

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## What We Do:



We work in close collaboration with our clients' teams, their stakeholders, and our sector specialists to accelerate growth. Operating within the guardrails of our custom strategy tool, SphericalThinking.Ai, we cover three specific areas:

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**01 // Brand Strategy Frameworks:** defining a new, more profitable direction for the business and the road map to get there.

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**02 // Brand Design Systems:** creating a leadership presence in market for masterbrands, brand portfolios or standalone products.

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**03 // Deployment Programmes:** operationalising and embedding changes across the business, departments and culture.

Academic rigour is directed by Professor Robert Jones, and effective deployment is spearheaded by Jonathan Sands OBE. Together with the senior leadership team there's few challenges we haven't come across in.

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**Services Include:** Brand Strategy + Research + Campaign Activation  
Design and Creative Services + Training and Education

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## Comments C/O:








### Ian Humphris

Founder & CEO

Previously founded LIFE and Twelve agencies working with Nestlé, GlaxoSmithKline, Coke, Whitbread and more. Communis PLC acquired both agencies in 2016 for a £20m consideration.

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