

MANIFESTO



@manifestogroup



The international MANIFESTO GROUP includes **Manifesto Creative**, our award-winning brand and creative agency based in Nottingham, UK; **Manifesto Research**, specialising in customer research, Manifesto Marketing, our marketing and social media agency, and **Manifesto Web Design**, all based in Melbourne, Australia; UK-based **Manifesto Learning**, our specialist e-learning company; and **Manifesto Technology**, our US-based technology agency.

We are a cooperative of researchers, designers, art directors, writers and specialists in marketing, user experience, social media, web technology and learning, who work together across timezones to deliver whatever a project demands, whenever it's needed.



MANIFESTO CREATIVE: hard working creative ideas that can only be realised with a strong relationship between client and agency.

MANIFESTO RESEARCH: research that helps you know your customers better.

MANIFESTO MARKETING: authentic, powerful, unique marketing content that speaks to real people.

MANIFESTO WEB DESIGN: user experiences that tap the firehose of customers' real lives.

MANIFESTO TECHNOLOGY: data-rich web-based applications that help you achieve your business goals.

MANIFESTO LEARNING: learning should be focused, fast and fun to make a measurable difference to your organisation.



We thought long and hard about a name for our agency, something that would reflect our ethos and way of working.

Outlining our beliefs and principles in some sort of manifesto seemed an obvious way forward – and a good name for an agency.

We could have written a lot of self important stuff to fill this book, but why go to the trouble when more eloquent and well respected figures in our industry have done it better?

If the quotes within these pages strike a chord, we'd like to speak to you about how we can work together.



CREATIVE





PAUL ARROWSUCH

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With over 26 years in the industry, Paul has worked as a Visualiser, Art Director, Creative Group Head, Head of Art, Brand Guardian and Creative Director. His experience spans both London and regional agencies such as WCRS, Partners Andrews Aldridge, EHS Brann and Ogilvy One.



ADVERTISING IS

“Advertising is the ability to sense, interpret...to put the very heart-throb of a business into type, paper and ink.”

LEO BURNETT

“The simplest definition of advertising, and one that will probably meet the test of critical examination, is that advertising is selling in print.”

DANIEL STARCH



AGENCY CLIENTS

“I’ve learned that you can’t have good ads without a good client, that you can’t keep a good client without good ads, and no client will ever buy better advertising than he understands or has the appetite for.”

LEO BURNETT

To advertisers: “Do not compete with your agency in the creative area. Why keep a dog and bark yourself?”

DAVID OGILVY



AGENCY HIRING

“If each of us hires people who are smaller than we are, then we shall become a company of dwarves. But if each of us hires people who are bigger than we are, we shall become a company of giants.”

DAVID OGILVY

ART AND ARTISTS

“I regard a great ad as the most beautiful thing in the world.”

LEO BURNETT



ATTENTION

“Unless you make yourself noticed
and believed, you ‘ain’t got nothin’.”

LEO BURNETT

COMMITTEES

“Much of the advertising you see
today is the product of committees.
Committees can criticize
advertisements, but they should
never be allowed to create them.”

DAVID OGILVY



COMMUNICATION

“People won’t listen to you if you’re not interesting, and you won’t be interesting unless you say things imaginatively, originally, freshly.”

BILL BERNBACH

CUSTOMERS

“The customer isn’t a moron, she’s your wife.”

DAVID OGILVY



CONTENT

“There is no such thing as ‘soft sell’ and ‘hard sell’. There is only ‘smart sell’ and ‘stupid sell’.”

CHARLES BROWDER

“Make it simple. Make it memorable
Make it inviting to look at. Make it
fun to read.”

LEO BURNETT



COPYWRITING

“I have learned that any fool can write a bad ad, but it takes a real genius to keep his hands off a good one.”

LEO BURNETT

CREATIVITY

“In advertising not to be different is virtually suicide.”

BILL BERNBACH

“Creativity is an agency’s greatest asset, because it is the rarest.”

JEF I. RICHARDS



EFFECTS

“Make the layouts rough and the ideas fancy.”

STAVROS COSMOPULOS

“Unless your advertising contains a big idea, it will pass like a ship in the night.”

DAVID OGILVY

SCIENCE

“I warn you against believing that advertising is a science.”

BILL BERNBACH



SELLING

“If it doesn’t sell, it isn’t creative.”

DAVID OGILVY

“Advertising is totally unnecessary.
Unless you hope to make money.”

JEF I. RICHARDS



RESEARCH





PETER THOMAS PhD

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Peter has worked with public and private sector clients in customer research and strategy for 20 years. Peter was previously CTO of the e-commerce arm of a FTSE 100 company and has developed multimillion dollar research centres and institutes in the UK and Australia. Amongst Peter's clients are Sensis, MYOB, The Financial Times, HP, BT, Serco Plc and AXA. He is co-founder of several startups in the social media/ education space, and is CEO of the Leasing Foundation.



RESEARCH

“Research serves to make building stones out of stumbling blocks.”

ARTHUR D. LITTLE

“If politics is the art of the possible, research is surely the art of the soluble.”

SIR PETER MEDAWAR

“The trouble with research is that it tells you what people were thinking about yesterday, not tomorrow. It’s like driving a car using a rearview mirror.”

BERNARD LOOMIS



KNOW YOUR CUSTOMERS

“Know the customer well enough to develop products that sell themselves.”

PETER DRUCKER

“Very few of us, myself included, know the customer. All of us believe that the product and the service we produce is important, but 99.9% of your customers couldn't care less about your product or service.”

PETER DRUCKER



LEARN, UNDERSTAND

“Learning is the only source of sustainable competitive advantage.”

MARSHALL GOLDSMITH

“Senior managers typically hire market research to quantify the size of opportunities rather than to understand the customer.”

CLAYTON CHRISTENSEN



IT'S NOT OBVIOUS

“What is ‘value’ for customers is anything but obvious.”

PETER DRUCKER

“Our personal consumer choices have ecological, social, and spiritual consequences. It is time to re-examine some of our deeply held notions that underlie our lifestyles.”

DAVID SUZUKI



CUSTOMERS

“Consumers are statistics.
Customers are people.”

STANLEY MARCUS

“Few employees know firsthand
what is happening to customers.”

GEORGE STALK



LEARNING





TIM GIBSON, PhD

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Tim has 20 years' experience of designing and delivering learning solutions to major clients in both the UK private and public sectors. Manifesto Learning has a wealth of skills and experience in learning and content management systems, bespoke content and system development, project management and benefits realisation.



“The task of the excellent teacher is to stimulate ‘apparently ordinary’ people to unusual effort. The tough problem is not in identifying winners: it is in making winners out of ordinary people.”

K. PATRICIA CROSS

“Anyone who stops learning is old, whether at twenty or eighty.”

HENRY FORD



“Learning without thought is labor lost.”

CONFUCIUS

“Thought flows in terms of stories - stories about events, stories about people, and stories about intentions and achievements. The best teachers are the best story tellers. We learn in the form of stories.”

FRANK SMITH



“Beware of the man who works hard to learn something, learns it, and finds himself no wiser than before.”

KURT VONNEGUT, JR.

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn. ”

ALVIN TOFFLER



“It is what we think we know
already that often prevents us
from learning.”

CLAUDE BERNARD

“You don’t understand anything
until you learn it more than one
way.”

MARVIN MINSKY



“Tell me and I forget. Show me and I remember. Involve me and I understand.”

CHINESE PROVERB

“Memorization is what we resort to when what we are learning makes no sense.”

ANONYMOUS



TECHNOLOGY





MIKE THORNTON, PhD

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Heading up Manifesto Technology is Mike Thornton. Mike has over 20 years' experience in delivering complex real-time and web technology solutions to the financial services industry in London, Asia and currently, New York.



“Technology presumes that there is one right way to do things and there never is”.

ROBERT M. PERSIG

“Any sufficiently advanced technology is indistinguishable from magic.”

ARTHUR C. CLARKE



“Getting information off the Internet is like taking a drink from a fire hydrant.”

MITCH KAPOR

“The Internet has created a platform for innovation.”

VINTON CERF



“The competitive opportunity for new entrants is to fully embrace the potential of Web 2.0. Companies that succeed will create applications that learn from their users, using an architecture of participation to build a commanding advantage not just in the software interface, but in the richness of the shared data.”

TIM O'REILLY

“A key Web 2.0 principle: the service automatically gets better the more people use it.”

TIM O'REILLY



“Technology is always evolving,
and companies can't be afraid to
take advantage of change.”

ERIC SCHMIDT

“Once a new technology rolls over
you, if you're not part of the
steamroller, you're part of the
road.”

STEWART BRAND



MARKETING





HELEN THOMAS

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Heading up Manifesto Marketing is Helen Thomas, an experienced strategic marketing director with 15 years' experience in financial services marketing and who has worked with blue-chip financial services organisations across the globe.



MASS MARKETING

“Mass marketing is turning into a mass of niches.”

CHRIS ANDERSON

“It no longer makes sense to send an advertising message to the many in the hope of persuading the few.”

M. LAWRENCE LIGHT, MACDONALDS

“More word of mouth.”

GARY VEYNERCHUK



SOCIAL MEDIA

“The biggest mistake we see when companies use Twitter is that they think about it as a channel to push information.”

TOM O'REILLY

“The next time you hear a social media myth, question it. Ask for the proof.”

DAN ZARELLA, HUBSPOT

“Social media are tools. Real-time is a mindset.”

DAVID MEERMAN SCOTT



PERMISSION MARKETING

“One way to sell something to a consumer is simply to get his or her permission in advance.”

SETH GODIN

“By listening, marketing will re-learn how to talk.”

DOC SEARLS



BRAND

“Your culture is your brand.”

TONY HSIEH, ZAPPOS

“Unless you have absolute clarity
about what your brand stands for,
everything else is irrelevant.”

MARK BAYNES, KELLOG CO.



WEB DESIGN





JAY JEONG

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Jay has over 10 years' experience in designing web applications and user experiences for ecommerce, telecoms and retail clients. He heads up Manifesto in Melbourne and in Seoul, South Korea.



THE WEB

“There’s a tremendous number of small businesses that have been able to get tremendous economic returns because all of a sudden their market is no longer a local market.”

ERIC SCHMIDT

“The internet has created a platform for innovation.”

VINT CERF.



DESIGN

“Everything is design. Everything.”

PAUL RAND

“In most people’s vocabularies, design means veneer. But to me, design is the fundamental soul of a man-made creation that ends up expressing itself in successive outer layers of the product or service.”

STEVE JOBS



SIMPLICITY

“Simplicity is the ultimate sophistication.”

LEONARD DA VINCI

“Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that’s creativity.”

CHARLES MINGUS



SOME OF OUR CLIENTS

Here are just some of our clients. Take a deep breath and see if you can say them all before you run out...

Lloyds TSB ★ Goldfish
★ HBOS ★ Sun Alliance ★ Lombard
★ Prudential ★ Action Aid
★ Nationwide Building Society
★ BMW ★ Vauxhall ★ RBS
★ Nissan ★ Lexus ★ Ford
★ Jaguar ★ Barnardo's ★ Oxfam
★ National Childrens Home
★ Asset Value Investors ★ Siemens
★ Worldwide Fund for Nature
★ British Gas ★ ICI ★ Sky
★ Forte Hotels ★ Tesco
★ Microsoft ★ The Economist
★ Dell Computers ★ Dulux
★ Royal Caribbean Cruise Lines ★ BT
★ Nottingham University ★ Serco
★ Hewlett Packard ★ Sensis ★ MYOB ★
AXA ★ Orange ★ Vodafone

