



passionate about yachting

about The Owen Agency



Hall Place, the manor house of Havant - Owens head office since 1980

Since 1969, the Owen group has constantly looked to add new skills to build a formidable client base represented in FMCG, F&B through to consumer electronics, electrical appliances, aerospace, computer hardware and software. One string of business success was in the marine industry which gained Owens a special and emotional standing in the growth of the yachting industry both in the UK and around the world. This position is still well represented today with a cluster of clients in this sector.

When the digital age became the future in marketing some 15 years ago Owens embraced this fully. The leading-edge digital team at Owens have built a blue-chip customer base across many vertical markets, this cross-fertilisation benefits our marine clients with a fresh perspective. More recently social media marketing has joined with the digital activities to create a truly integrated digital marketing platform for our clients.

Building skills in-house has always been a priority for The Owen Agency. Our creative team supports our powerful media buying team with fresh creative advertising, online and off the page. Yacht photography and video production for the worlds finest yachts and the yards that build them feature regularly in our contracts. Marine PR and photojournalism are cornerstones as well.

From traditional marketing channels to the latest digital solutions, The Owen Agency has the capacity and passion to make a client's marketing programme perform against KPI's and ROI.

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Branding, the great communicator. Your brand should say volumes about your business. This is why we take brand development so seriously. We look at the 'space' in your market. We research it thoroughly then measure your proposition against your peers and competition. We create devices, logotypes, colourways and define the 'tone of voice' that will place (or refresh) your brand and proposition exactly where you want it to be in your marketplace.

We have been creating memorable branding since we started in business. We re-branded Lewmar at the very start of our business journey. We created sub-brands for Esso, Marconi, we relaunched the electrical giant Goodmans then Tannoy Goodmans International. These are just a few examples.

We must not forget the work we have done in the marine market over time such as refreshing the brand for Oceanco, Abeking and Rasmussen and Royal Huisman. More recently we rebranded CMN Yachts and Sunrise Yachts.

We love the whole branding process because it concentrates the mind and focuses on the very life-blood of a business and releases the creative process to build on marketing successes.

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Advertising is still a powerful force. Yes, it has expanded into all the digital corners, banners, pop-ups and that intrusive re-advertising seems to follow you around wherever you look. The ambient-noise of advertising is greater than ever... we are confronted by hundreds perhaps thousands of messages every day. Out-of-home advertising and digital are fleeting encounters where at the other end of the scale, the glossy 'lifestyle' magazines, sit on coffee tables for a long time slowly engaging the brand or product. One thing is certain, only a really strong creative message will cut through. Words, images and a presence will prevail though the fog of your competitors material. The Owen Agency is very successful in the marine marketplace in getting the message through with superior design and imagery.

The creative advertising from The Owen Agency is best in class in the yachting industry, honed by years of passion for yachting coupled by the knowledge that supports our work. The Owen media team buy over £700k of media each year in the yachting and luxury press publications plus the associated on-line media. Negotiated savings are passed back to customers and media research is not charged, part of our service. This zero cost to our customers for media operations is a strong proposition for Owens.

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The smell of fresh print. Printed material was written off as a dying communication tool a couple of decades ago and we would all live in a utopian paperless society. Wrong! Print is busier than ever as the attraction of handling a well designed and printed magazine or promotional piece of print is an experience that touches all our senses. Magazines are becoming the size of door-stops and finishing touches are the competitive features.

The Owen Agency has had a long association in producing quality printwork. Over one hundred individual charter or sales brochures produced for the worlds finest yachts, plus charter annuals for the worlds top yacht brokers. For the 2014 yacht shows we produced several substantial news magazines, yacht brochures and a hard-backed book.

We bought all the print for Sunsail for a twenty five year period which illustrates our technical abilities in the technical management of producing the very best printed material.

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Royal Huisman Shipyard

This world-leading 130 year old Dutch superyacht builder appointed The Owen Agency for a full service support programme in 1982. As well as creative work and branding upgrades, Owens provide all the high quality print from hardbound books to newsletters and a brochure on every yacht they have built to date. Other work includes photography, video, PR, advertising and exhibition material.



Websites that deliver. Your website is your key showcase. The first stop for anyone that contacts you. It needs to deliver, in a blink of an eye, an exact insight into your proposition. It then has to engage the visitor and guide them through the website to reach a conclusion. Perhaps making contact or filling in a form or if it is an e-commerce website, making a purchase.

Your website has to be 'responsive' so it automatically morphs into the correct format for a screen, tablet, notebook or smartphone. Importantly, in this connected society, your website needs to be an integrated part of your overall digital strategy. It needs to talk to your CRM system. It needs to collect data and track customers and drive your vital social media marketing programme. In all these areas The Owen Agency has the tools and team to really make this key marketing tool work hard for your business.

Our client list is impressive with blue-chips like the BBC, Virgin Media and ExCeL London. In the marine market place we have supported many of our key clients, some small and larger programmes for the BMF and Superyacht UK. Our creative team are already immersed in the marine marketplace and have an eye for choosing the correct images. We can ensure that any digital programme accurately reflect the yachting lifestyle.

Our Digital Toolbox

- Open source technologies for cost effective development
- Brief development and project planning
- Integration with digital marketing platforms
- Data capture
- E-commerce
- Responsive
- Interactive games
- Mobile apps

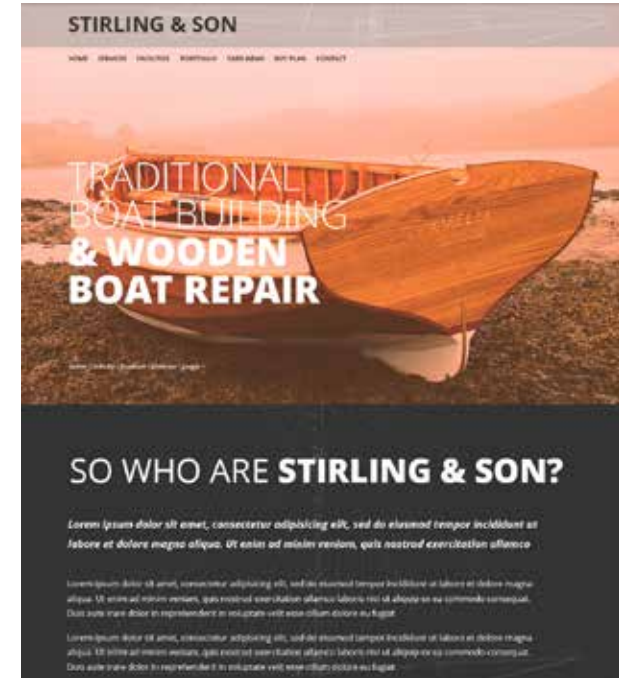
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Port Solent



BBC Top Gear



Stirling & Sons



A new video age. Video has been an in-house service in Owens for many decades. Over 100 safety videos for Esso, to TV commercials for Goodmans and Port Solent. In recent times the attention has been more on videos for the Owen marine clients showcasing their yachts and producing the video loops at boat shows and presentations. Video is now changing the way we get involved, gaining instant information because this way it is easy to digest the proposition. Youtube is becoming the search engine of choice and short videos form part of disruptive marketing we see every day when we go on line.

The Owen Agency have an in-house team that shoots video and more importantly carries out the creative production for all formats. We specialise in 're-purposing' existing content so we can transform a mix of still and moving images into a fresh presentation. We take a brief, produce a story board and craft your video with voice-over, music or captions.

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MarNav



Hill Robinson



Proteksan Turquoise



Social Media, the sharp end of your marketing. Our client, Virgin Media has a famous boss in the form of Sir Richard Branson who recently stated in a national newspaper "Social Media Marketing is now a key part of our customer relations and marketing programme. At last I now know exactly who my customers are, just minutes after they have something to say about Virgin. This was not possible before the social media revolution". This clearly illustrates that Social Media Marketing (SMM) is as much a broadcasting tool as a listening device. The SMM team at Owens have had many years developing the marketing aspect of this fast growing communication tool. The yachting community is a compact marketing opportunity, perfect for the SMM approach. Owens will help you develop a SMM strategy, plan the development and roll-out a programme that is measurable and accountable with statistics and reporting. We will help you with the content generation and how to optimise and integrate the SMM into your overall marketing and digital strategy.

- Campaign planning and development
- Objective based approach
- Blog management
- Social account optimising
- Statistics and reporting
- Community management
- Content creation

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social media Marketing Funnel





Content is king. As social media marketing grows so does the need for great relevant and useful content. Engaging content can tell, develop and grow the story of your brand. Delivered to different audiences at key times to drive brand engagement before product launches, events or online media campaigns.

- Blog post creation
- Video (we can re-purpose old material and create a fresh piece of content)
- Podcasts
- Photography
- Infographics
- Surveys
- Competitions and prize draws
- Evergreen content

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Prize draws **Surveys** Data collection *Blog*
Content Creation
Video *Photography* Evergreen content **SEO**
Infographics Slideshare *Podcasts* *Competitions*



Tracking targets from emails to CRM. A versatile and 'packaged' service of email marketing delivered directly to your customers. Featuring adaptive software that allows pre-defined campaign scenarios delivered over time. A host of varying emails can be sent automatically, from reminders, to welcome messages. A,B testing to find the most effective message to deliver to your audience.

- Brief development for campaigns
- A, B testing
- Automated campaigns delivered on pre defined dates
- Responsive template development
- Full tracking and statistics

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Technology For Marketing

Technology For Marketing is a showcase for the latest innovations in marketing solutions. The Owen Agency were commissioned by United Business Media to produce a creative campaign that would deliver a consistent look and feel across digital marketing channels.



John Bell & Croyden

John Bell & Croyden, the Queen's pharmacy in London have been working with The Owen Agency for over 2 years now. Projects include a video on the history of the company which dates back over 200 years, email campaigns and general advertising/branding for in store products.



Port Solent

Along with multiple creative treatments for ongoing events, The Owen Agency has been delivering HTML email templates to support the print campaigns.



A picture paints... Perhaps today we should be saying that a million pixels paints more than a million words! In-house photography has always been a cornerstone for The Owen Agency. In the late 1980's we created two photographic studios with infinity capabilities. Clients included Everest, Lewmar, Autohelm, Simrad, B&O, Kenwood and food photography for a host of top cookery books. Owens sold these businesses over time and concentrated on marine photography and video. We currently shoot superyachts and the shipyards that build them. To date Owens have photographed over 150 yachts for brochures, magazines and newspapers. Titles using our yacht images include The Mail on Sunday, Paris Match, Herald Tribune, New York Times, Daily Telegraph... a very extensive list including most of the worlds yachting titles.

We have a fast chase-boat based at Port Solent for client support and shoot clients boats if they are passing through the Solent, recently the Royal Huisman yacht 'Hyperion' at Cowes.

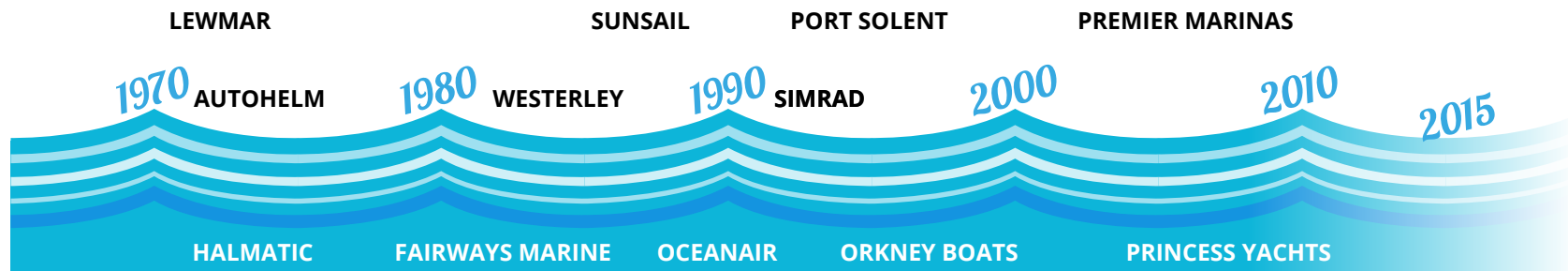
- Development of brief in line with objectives
- Consultation on shoot locations
- In-house and affiliates to ensure style guidelines are adhered to

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our Boat Show Client list





At **every** London & Southampton Boat Show from 1970 - present day.



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