



Marketing & Design Agency

www.thediscoveryagency.com

support@thediscoveryagency.com

2024 - 2025

The Discovery Agency is a multi-award winning marketing & design agency, specialising in marketing, graphic design, and website design.

BROCHURE & GUIDE

THE DISCOVERY AGENCY



Hola
Salaam
Salut
Guten Tag
Bonjour
Merhaba
Aloha
Dia Duit

Welcome,

We're a multi-award marketing & design agency who help businesses of all sizes.

Whether you're hearing about us for the first time, or even starting your journey with us, this brochure is intended to give you all the information you need.

Allow us to showcase our work, give you the finer details and outline exactly what you can expect when you partner with us. And remember, if you have any unanswered questions, get in touch and our friendly team today.

Many thanks;

Yousaf Shah
(Managing Director)

www.thediscoveryagency.com

EMAIL: support@thediscoveryagency.com
PHONE: 0330 043 3438

London: 25 The Shard, London Bridge Street, London, SE1 9SG
West Yorkshire: Huddersfield Road, Dewsbury, West Yorkshire, WF13 3LT





Discover more about our agency

We're a multi-award winning marketing & design agency that specialise in marketing, graphic design and website design. Having generated over £50million for our clients, we know what it takes to discover your greatest expression.

Whether you need content that differentiates you, artwork that supports your communications, or a team to build and manage your website, you can do it all in one place for an affordable, fixed-price, monthly-rolling contract.

[CONTINUE TO LEARN MORE](#)



Our expertise

Imagine a team of experts on a month-by-month subscription. You get access to an entire team that can cover your marketing & design needs, for only a fraction of the cost, with no long commitments.

- **Monthly rolling** contracts, cancelled at any time
- A team of UK-based, **qualified & experienced experts**
- Starting from only **£499 per month**

See a list of our key services:



Marketing

Our team of marketers know what it takes to position your business in the right way.

We know how to execute on the different challenges that different sized businesses face throughout their journey of growth.



Graphic Design

Visually stunning graphics often come at a premium cost. Not with us.

Whether you need branding, packaging, social content, signage or even graphics for your digital campaigns, our team is ready.

Web Design & Build

Your website is an essential part of your customer journey. It needs to be right because it also says a lot about your brand.

Have it designed, built and managed by specialists that know their stuff.



simply be.

Branded inserts for Simply Be, presented in a 3D rendered mockup. There was emphasis on balancing materiality and colours, with chaos and order.

SIMPLY BE

THE DISCOVERY AGENCY

Our people, are your team

Our team consists of Account Managers, Marketers, Graphic Designers, Web Specialists, Consultants and more. Choose a package which gets you the right team.

10+

Team members

£50m

In client revenue

500+

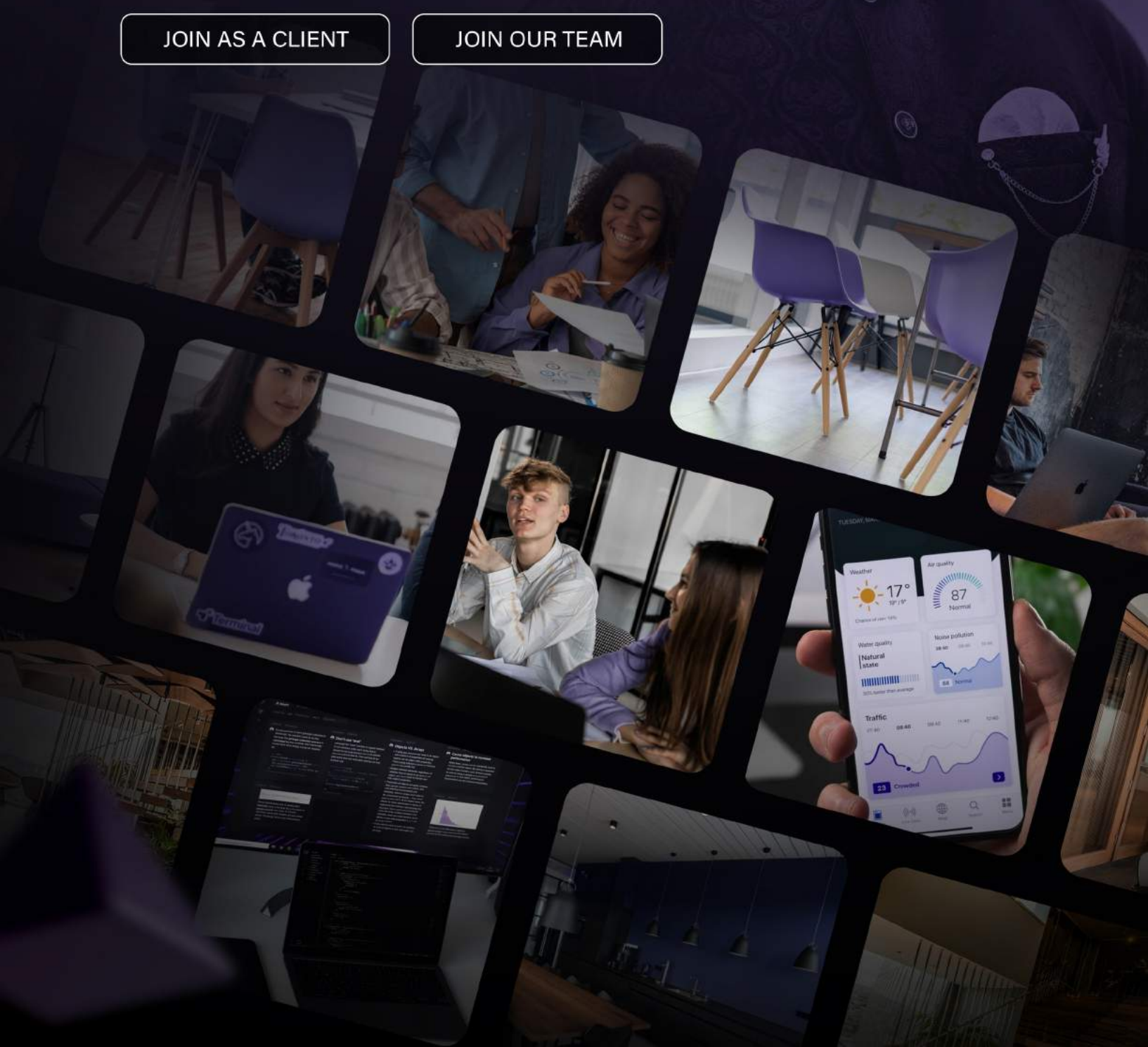
Completed projects

500+

Cups of Yorkshire tea

JOIN AS A CLIENT

JOIN OUR TEAM






Discover our many locations

We work with clients across the world, in a variety of industries and sizes.

The majority of our clients are in the UK, and that's why we have offices in the north and south of the nation, to be closer to where our clients need us to be.



HQ

London
The Shard


London Bridge Street, London



HQ

West Yorkshire
Dewsbury

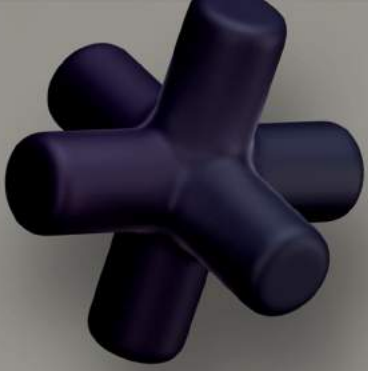
Huddersfield Road, Dewsbury



REMOTE

United Arab Emirates
Dubai

Dubai, UAE



Experts at only at a fraction of the cost

Hiring a full-time team is expensive. Instead, get a whole team of experienced and qualified Marketer, Designers and Web experts, part-time, at a fraction of the cost.

Our experts are more efficient compared to mid-level executives and we don't tie you in with lengthy contracts either. So even if your needs change, we'll adjust accordingly.

You don't have a team

- ✓ Your have ongoing needs for marketing, design or web expertise.
- ✓ You want to save money on hiring an experienced multidiscipline team without paying the cost of a full-time team.
- ✓ You understand that an experienced team, part-time, is still more efficient than a full-time mid-level executive.

You have a team

- ✓ Your have additional needs for marketing, design or web support.
- ✓ Your needs fluctuate across disciplines. One week you need more design expertise, the next you may need more web.
- ✓ It's becoming costly to hire experts in individual disciplines. You want one partner that has it all.

Businesses that we've worked with

Whether you're a small, medium or large business, we have the experience needed to help support you throughout your journey of growth. We believe each business is unique and undergoes different challenges. We have the versatility you need to tackle each of them.

We've already helped a variety of businesses across a range of different industries, from brand new side-hustles, to global, multi-billion-pound brands.

Join a group of businesses that trust us to generate over £50million in client revenue.

[JOIN OUR CLIENTS](#)

JACAMO



simply be.



AROM



N BROWN

JDWILLIAMS



What it's like to hire an employee



What you'd expect

- ✓ Low/medium level of experience with limited reliability, efficiency and effectiveness.
- ✓ 28 days holidays, including bank holidays, 4 days in paid sick days. Data from *Cast UK (2023)*

£30,444 per year

- ✓ Based on a £25,000 salary using data from *Cast UK (2023)*.
- ✓ £1,500 in recruitment, HR & training costs, £1,000 in annual equipment and software costs, £2,194.20 in National Insurance & 3% pension.

What it's like to work with other agencies

What you'd expect

- ✓ High level of experience and execution, delivered on a project by project basis.
- ✓ Long and costly contracts with no flexibility or changes permitted.

£50,700 per year

- ✓ Based on a median project cost of £5,070 per project, per discipline. Data from *teamwork.com (2023)*.
- ✓ Annual cost based on 5 projects a year across 2 different disciplines.

What it's like to work with our team

What you'd expect

- ✓ A whole team of highly experienced experts who deliver with high levels of efficiency and effectiveness.
- ✓ Covering all ongoing needs that are typically expected of an entire team of marketing & design executives.

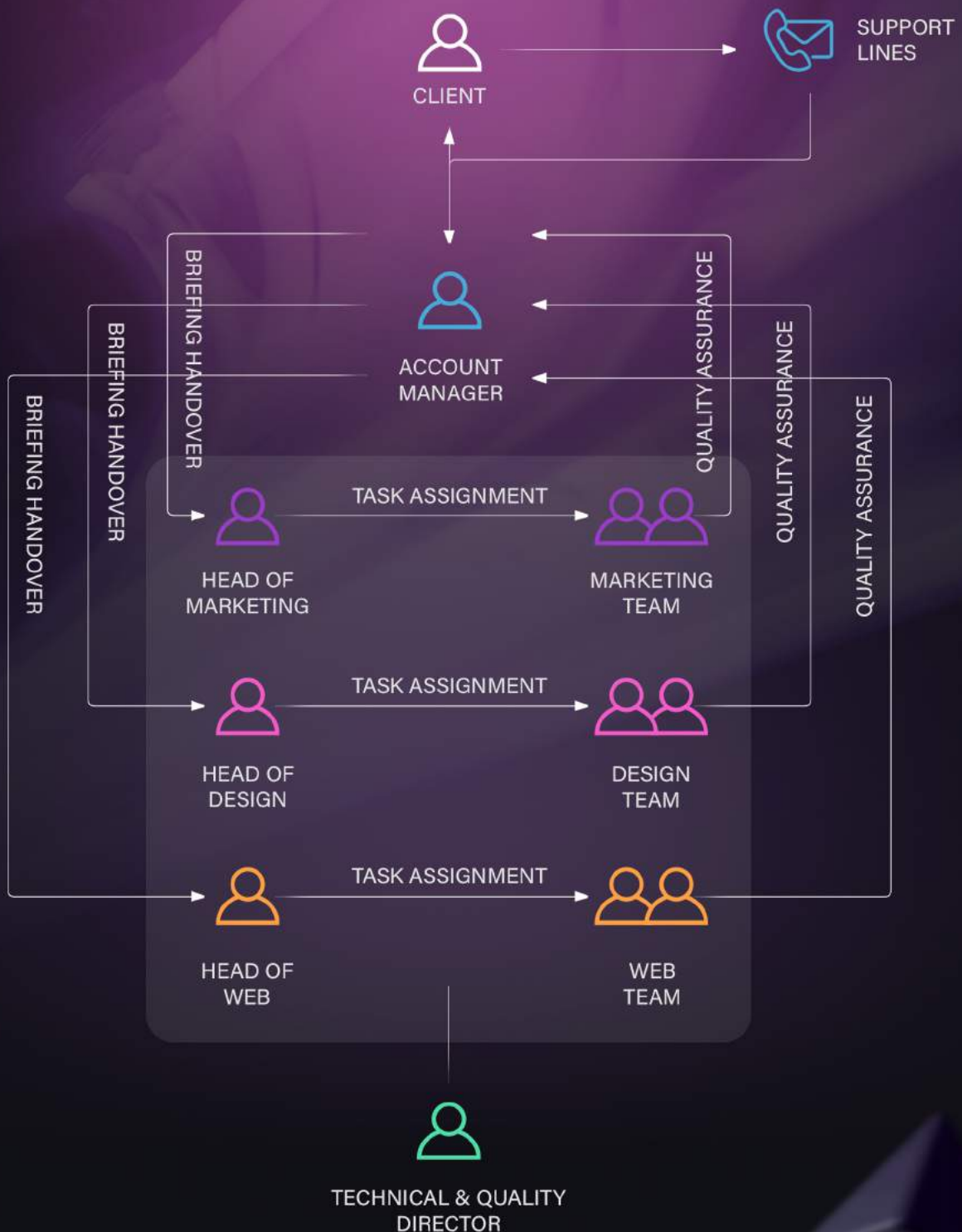
£10,188 per year

- ✓ Based on the expectation of covering the responsibility of a full-time low/medium-level exec.
- ✓ Annual cost based on a *Standard Package*, covering Marketing, Design & Web at £849 per month.

Our Award-Winning Process

You'll have regular opportunities to meet with your Account Manager. And when things suddenly pop up, you can send us tasks any time by our dedicated email or phone-line.

Your Account Manager distributes the work by discipline, it gets completed by a specialist, and sent back to your Account Manager to present it to you.





Work with us on a monthly package

You get access to a team of specialists to spend dedicated time working on your business.

You can dedicate the hours, in any variation, to any one of your specialists. That could be all the hours to one role, or a mix of hours to different roles. Your Account Manager will meet you regularly to update you on progress and to direct any on-going work. It's that simple.



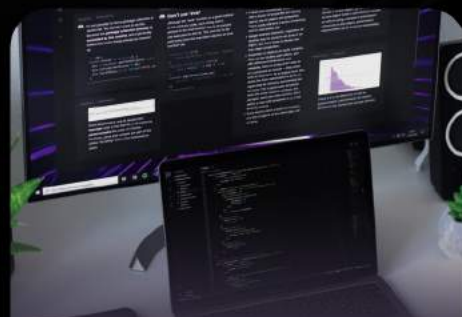
Get a team of specialists

You'll get a team of Marketers, Graphic Designers and Web Designers, all directed by you and the Account Manager.



Get dedicated time

We give you a total amount of hours to distribute across your team, in any variation, across the disciplines.



Get regular meetings

You get to meet your Account Manager to regularly update you on progress and take the next set of tasks from you.

Our monthly packages

Fixed pricing helps you avoid nasty surprises. By knowing exactly what's included in your package, a fixed price contract keeps your financial planning on track, but without limitations. Month on month, your package can expand or contract exactly as you need it to.

See the monthly packages or email us for help: support@thediscoveryagency.com

Essential Plan

£599

per month

1 x Account Manager
1 x Graphic Designer
1 x Marketing Specialist
1 x Web Designer

4 Hours per week

Max 1 brand

1 x Fortnightly meeting

Marketing, Design & Web
+ Account Manager

Grow, shrink or cancel any
time

1 monthly rolling contract

4 hours per week,
price per month + VAT

Standard Plan

£849

per month

1 x Account Manager
1 x Graphic Designer
1 x Marketing Specialist
1 x Web Designer

8 Hours per week

Unlimited bands

1 x Weekly meeting

Marketing, Design & Web
+ Account Manager

Grow, shrink or cancel any
time

1 monthly rolling contract

8 hours per week,
price per month + VAT

MOST POPULAR

Enterprise Plan

CUSTOM

10% discount on multiple days

1 x Account Manager
1 x Graphic Designer
1 x Marketing Specialist
1 x Web Designer

16+ Hours per week

Unlimited bands

Custom meeting schedule

Marketing, Design & Web
+ Account Manager

Grow, shrink or cancel any
time

1 monthly rolling contract

16+ hours per week,
price per month + VAT

PRICES SHOWN ARE EX. VAT



Work with us on a single project

You get access to a team of specialists to spend dedicated time working on your business.

You can dedicate the hours, in any variation, to any one of your specialists. That could be all the hours to one role, or a mix of hours to different roles. Your Account Manager will meet you regularly to update you on progress and to direct any on-going work. It's that simple.



Get a project schedule

We'll outline our plan to tackle your next project and highlight all the key milestones so you know exactly what to expect.



Get regular meetings

You get to meet your Account Manager to regularly update you on progress and pass on any iterations from you.



Get the right package for you

We have pre-built packages for popular requests, but even if you need something more specific or complex, just ask!

Start-up packages

Have you figured a monthly package might not be for you? Maybe it's because you're just starting up or need help on a one-off project. Whatever the reason, you can make use of a one-off package if you decide not to make use of our popular subscriptions.

See our packages or email us support@thediscoveryagency.com to create a custom plan.

Basic Start-Up

£1199

one-off payment

2 months delivery
2 Brand design revisions
2 Web design revisions
1 Progress meeting

2 Month delivery schedule

Complete branding with guidelines

Website creation (up to 5 pages)

Domain connection & support

Revision & iteration meetings

E-comm Start-Up

£1799

one-off payment

3 months delivery
3 Brand design revisions
3 Web design revisions
3 Progress meeting

3 Month delivery schedule

Everything in Basic Start-Up

Up to 10 pages & 10 products

E-commerce functionality

Training workshop

Start-Up +

£1999

one-off payment

3 months delivery
4 Brand design revisions
4 Web design revisions
8 Progress meeting

3 Month delivery schedule

Everything in E-comm Start-Up

Up to 1,000 product variations

User tracking functionality

Custom features

PRICES SHOWN ARE EX. VAT



It saves us £43,704 per year, every year

Ayesha (Head of Marketing)
Immersive VR Business

"Our business has several locations and makes millions of pounds. For a business of our size, there's never really been an alternative to hiring marketers and graphic designers as full-time employees.

To begin with, we called Yousaf and his team to help support us on any overspilled projects and tasks, but eventually we realised how productive this method of working was. When we considered the potential of a more comprehensive relationship, it was no-brainer!

We agreed a multi-day agreement with The Discovery Agency and it works way better this way. It saves us £43,704 per year, every year, to reinvest in other areas of our business"



Distribution of hours by discipline

MKT 10%

DESIGN 17%

WEB 43%

OTHER 31%

Our expertise

With a vast range of expertise, all in house, you can rest assured that you'll have the majority of your marketing and design needs all fulfilled in one place.

Below is a list of just some of the technology we commonly use when working with our clients. This helps you gain confidence in knowing that we can hit the ground running when you sign up to work with us.

To see a longer list of tools we often use, visit our website or scan the QR code below.
www.thediscoveryagency.com/expertise



Scan to see a list of more tools that we commonly use





Monthly rolling contracts, cancelled at any time

There's no risk to giving us a go. We don't charge extortionate fees, tie you in to long contracts or compromise on what you'd expect from a multi-award winning team.

You get an entire team of qualified professionals at only the fraction of the price of hiring a single person. We know it works because we have a 96% contract renewal rate!

Working with us

- ✓ You get a whole team of senior experts who deliver with exceptional efficiency and effectiveness.
- ✓ There's no long contracts or commitments, just a monthly rolling contract, cancelled at any time.
- ✓ We're an affordable and flexible solution that doesn't compromise on the quality you'd expect.

Not working with us

- ✓ Even a mid-level executive is likely to cost you in excess of £25,000 a year in expenses, with inefficiency.
- ✓ Agencies and employment contracts can lock you in to long, risky commitments.
- ✓ We don't charge extortionate retainers, allowing you to spend money on other areas of business.



Premium
CHILLI FINISHING OIL

Caliente

*birdseye chilli
and black garlic*

240g

INGREDIENTS
Lorem ipsum
consectetur
eiusmodi
labore et
Dolore magna
suspendisse
Risus commodo
accumsan
www.caliente.com



Brand creation for Caliente, a chilli finishing oil for spice and cooking enthusiasts. The branding include font choices, colours and emblems.

CALIENTE CHILLI FINISHING OIL
THE DISCOVERY AGENCY

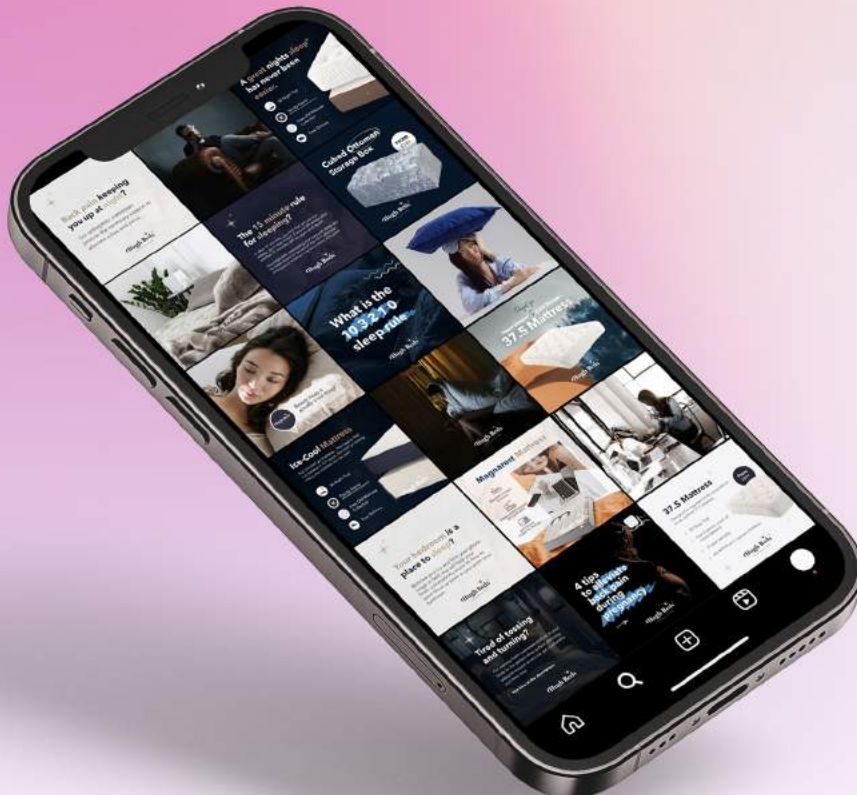
Marketing

Marketing builds strong relationships with the customers and clients you want to reach. The messaging of your marketing helps your brand be perceived in a way that positions your business as you intend it.

In order for your products and services to be considered by prospects, you'll need to draw attention online and be present when someone needs information. We manage that for you.

This could include:

- ✓ Campaign planning
- ✓ Copywriting and content writing
- ✓ Direct & e-mail marketing
- ✓ Community engagement
- ✓ PPC (Google & Meta)
- ✓ Social scheduling & publishing





A variety of social feeds we've created, from content taken directly from the clients, to compiling and curating royalty free imagery to create engaging posts for their audiences. Have your content your way.

VARIOUS CLIENTS
THE DISCOVERY AGENCY

Graphic Design

The art of communication goes well beyond just words. Your branding and visual direction plays a big part of that. By having a team that manages your representation, you're able to use graphic design to position yourself in an appropriate and intentional way.

Get jaw-dropping visuals for your digital and printed assets, all created with your consistent branding and messaging in mind. Expect beautiful, strategic and meaningful work.

Some ways to use Graphic Design could be:

- ✓ Branding & brand guidelines
- ✓ Packaging & product components
- ✓ Digital & printed assets
- ✓ **Digital assets:** Social creatives, Ad creatives, Display screens, Email graphics, Website graphics, Presentations, Documents etc.
- ✓ **Printed assets:** Leaflets, Posters, Business cards, Invoices, etc.





Packaging design, and mockup creation, for Dash Water, for the introduction of a new lychee flavoured line to add to their existing range.

DASH WATER
THE DISCOVERY AGENCY

Web Design & Build

Websites can be difficult, time-consuming and complicated. They don't need to be though. When you have an experienced team of specialists working on your website, you can take it from concept to reality in just a matter of weeks.

Get discovered by your prospects in a way that's professional and commendable, and let our team collaborate on your site and create something exemplary.

This can include:

- ✓ Website design
- ✓ Website build
- ✓ Website maintenance
- ✓ Copywriting & Content writing
- ✓ CRO, SEO & SEM
- ✓ Tracking & Analytics





See some examples of web pages we've designed, built and published. Create a complete, professional, website solutions for your business, your way.

VARIOUS CLIENTS

THE DISCOVERY AGENCY

We could not ask for a better solution for our business

Ken (Company Founder)
Essential Oil Store

"We have an online store selling essential oils. We were already working with a marketing agency prior to joining The Discovery Agency, but as our competition grew in 2020, we began to feel like the business was trailing behind our competition.

We were making money, but we were convinced that the right agency could help go one step further and differentiate us enough to capitalise on the influx of customers coming into this space.

We signed up for the Enterprise Plan and ever since we've been hitting our monthly records, month after month. Now The Discovery Agency handles all of our marketing & design, and we could not ask for a better solution for our business."



Distribution of hours by discipline

MARKETING 29%

DESIGN 46%

WEB 14%

11%



Brand creation for a UK based vocal artist. As part of the complete brand direction, here we showcase a business card with the custom emblem

R. BEE (PERSONAL BRAND)

THE DISCOVERY AGENCY



Want us to work on your site?

If you've got a desk waiting for us, we'd be more than happy to work from your locations.

Of course, there's many things to consider, such as working times, travel and more, but if it's something you're interested in, let us know and we can price up an arrangement, inside or outside of IR35 (starting from only £400.00 per month).

By having someone from our team on site, it means you get to work directly with someone who can address work quickly, communicate with you directly, and get a better feel for what's happening inside your business.

To arrange on-site working, get in touch with us today to get a quote.



Packaging design, and mockup creation, for Tesco's own range of pomegranate seeds. Product packaging created in line with existing guidelines.

TESCO

THE DISCOVERY AGENCY

Our average order value increased by over £12,000

Marcus (Managing Director)
Engineering Business

"With the type of business we have, we're heavily reliant on our sales team to bring in new business. Each sale can take months to nurture, in which time, marketing is important to ensure we're front of mind and positioned in a way that builds trust.

When our Marketing Manager left, we considered all options and decided to give The Discovery Agency a go. After improving our website, branding, marketing and sales material, we noticed our average order value increase by over £12,000!

Now we're trusted and we're visible, which has allowed us to target even bigger prospects, and we're seeing the benefit of that in the numbers."



Distribution of hours by discipline

MARKETING 32%

DESIGN 27%

WEB 21%

OTHER 20%



Packaging design and mockup production for Candle Box Company, a holistic wellness, e-commerce business selling boxed candles.



Document guide

Documentation is important and helps keep things smooth. Luckily, it's straight-forward! Here's a brief guide to help you understand what documents you may get along the way.



Service Level Agreement

This is your contracted agreement for your services, covering our working agreement & expectations.



Mobilisation Plan

Before you begin with us, we outline how we set you up and build momentum on your projects.



Scope of Work

This outlines all the scope that's covered in your package. This is what we agree to work on.



Onboarding Form

The form helps us understand your business & get access to channels & assets we might need.



Project Deviation Notice

PDN's helps us document changes. We'll only issue a PDN if a project changes against its planning.



Detail Update Form

When your details need updating, it's pretty simple. You just let us know and we issue you this form.

6 steps to get you started



Getting started is a series of necessary steps; we call this our onboarding process. Regardless of whether you choose a monthly package or a start-up package, you'll need to dedicate some time on your side to help us get the information we need to get going.

Here's how we get you started:

01

Get in touch with us

It couldn't be any easier. All you have to do is send us an email or fill out the contact form on our website. We'll get the process started.

02

Choose your package

Based on the conversation you'll get some clarity on what package is right for you. Once you let us know, we can begin the documentation.

03

Sign your contract

Your digital contract will include a service level agreement, a scope of work, a mobilisation schedule, and your first payment.

04

Make your first payment

Once you make your first payment, you'll be set up for automated billing. We'll also begin work internally to dedicate resources to you.

05

Complete the onboarding form

We'll request access to your marketing assets. That will help us begin auditing. We'll also arrange a kick-off meeting and arrange a schedule.

06

Celebrate!

Once everything is done, and your team is assigned, it's time to begin the celebrations. Fire the confetti cannons and get the kettle on.



Our mutual expectations

We're traditional in our beliefs when it comes to relationships - we believe in having difficult conversations and always doing what's right. That means outlining our mutual expectations to benefit both parties.

These are our mutual expectations:



RESPECT & PROFESSIONALISM

In any relationship, communication is important. When communicating we'd expect all parties to be professional, respectful and decent in their manner.

UNITY

Mutually we take ownership and support one another through challenges we face.

COMPETENCE

You can expect us to handle work with the right level of competency that's required. That encompasses both businesses as a whole as we attempt to support your wider business challenges.

CONFIDENTIALITY

We expect both parties to handle information in a careful way.

MORAL APPROPRIATION

As marketers, we understand the impact we can have on wider society. We only engage in partnerships which are morally aligned to our beliefs (such as exploitative industries, adult material, gambling, etc).

UNDERSTANDING


It's important that we actively try to be as understanding and non-judgemental as possible.

HONESTY

We expect all communication to be honest and progressive, from all parties.

TIMELINESS

Whilst sometimes uncontrollable things occur, we generally expect timeliness for meetings, payments and deadlines.

 THE PRAYER PROJECT

Custom t-shirt
~~£19.99~~ **FREE**



WHILST STOCKS LAST
FREE CUSTOM, ARABIC T-SHIRTS
THEPRAYERPROJECT.CO.UK

Supporting an integrated marketing campaign, we created a city centre display advertisement for a national campaign for The Prayer Project.

THE PRAYER PROJECT
THE DISCOVERY AGENCY

FAQs



WHAT'S THE MINIMUM CONTRACT?

All of our contracts are monthly rolling, and can be cancelled at any time with a 30 day notice period.

HOW DO I COMMUNICATE WITH YOU?

You should attend your regular meetings, email us or call our support lines.

WHEN CAN I EXPECT A REPLY?

Usually within 1 working day between Monday to Thursday, 10:00AM to 5:00PM.

WHAT IF I HAVE AN URGENT TASK?

Email or call our dedicated support line. An Account Manager will pick up your request and assign it to the appropriate specialist.

WILL MY WORK BE SUBCONTRACTED?

No. By default, all of the work is done by our in-house team. On occasion, if your work needs an external specialist, we tend to let you know beforehand.

ARE THERE ANY GUARANTEES?

There's no guarantees. You pay a fixed rate because you're paying for the time, effort and expertise of the team, similar to hiring someone in your business.

WHO DICTATES THE STRATEGY?

Ultimately, you're the subject-matter expert, and we're the technical experts. You're always in control, but if you need a strategy, it's included in the Enterprise Plan.

CAN I BOOK A MEETING OUTSIDE OF MY REGULAR SCHEDULE?

Yes! Account Managers are often available throughout the week. You can book a meeting on our website.

WHO WILL WORK ON MY TASKS?

All of our team members are qualified and experienced specialists from the UK.

CAN YOU WORK ON MULTIPLE BRANDS IN ONLY ONE CONTRACT?

Absolutely. We're happy to work on any number of brands, or projects, as long as the package is appropriate and it's within your allocated time-allowance.

HOW OFTEN DO I RECEIVE REPORTS?

If you'd like to receive monthly productivity and performance reports, inform us and we can set this up for only £100.00 per month.

WHAT DOES MY DEDICATED TIME ALLOWANCE COVER?

Your dedicated time allowance covers any time dedicated to your business. As well as execution time, this also covers meetings, planning, additional staffing, admin, etc.

WHAT IF I NEED EXTRA TIME, IN ADDITION TO MY TIME ALLOWANCE?

We might be able to use future time allowances, charge additional hours or even change your monthly package temporarily.

HOW IS MY DEDICATED TIME ALLOWANCE TRACKED?

We use an internal project management tool to ensure time is accurately allocated to your team within our agency. If you want productivity reporting, for only £100.00 per month, just let your Account Manager know.

HOW CAN I CANCEL MY CONTRACT?

In the rare instance that you want cancel your contract, it's completely frictionless. Email support@thediscoveryagency.com



Ready to get started?



Monthly Packages
thediscoveryagency.com/pricing



Start-Up Packages
thediscoveryagency.com/start-up



Scope of Work
thediscoveryagency.com/sow



Get Started
thediscoveryagency.com/get-started

CONTACT US

EMAIL: support@thediscoveryagency.com
PHONE: 0330 043 3438

24/25 The Shard, 32 London Bridge Street,
London, SE1 9SG

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2024 - 2025

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