

# MadeBrave - a Global Strategic Brand Agency

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We make brands bigger, bolder and stronger.

Glasgow | Edinburgh | London

[madebrave.com](https://madebrave.com)





Hannah Davidson  
Head of People & Culture







## Our Roots:

MadeBrave was born in **2012**, when our CEO Andrew's son Finlay was just two weeks old - and Andrew had just £1k in the bank.

## Hence our name – and our attitude to this day.

- 9 years old
- Locations in Glasgow, Edinburgh & London but work on a global scale
- c. 50 MadeBravers

Finlay





We're true  
experts in  
brand.

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## Strategy & Insight

- Market & Customer Research
- Brand & Marketing Consultancy
- Content & Campaign Strategy
- Digital Roadmap Strategy
- Digital Marketing & Social Strategy
- Social Listening
- Customer Journey Mapping
- Stakeholder Engagement

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## Brand & Creative

- Brand Creation & Evolution
- Brand Naming
- Brand Storytelling
- Tone of Voice & Personality
- Employer Brand & Culture
- Brand Architecture
- Brand Equity Analysis
- Campaign Creation
- Print Management

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## Content & Production

- Graphic Design
- Illustration
- Copywriting
- Live Action Film Production
- 3D & Motion
- Photography
- Voice, Interactive & Immersive
- Experiential

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## Digital & Marketing

- Omni-channel marketing
- SEO
- Automation
- Social Media (Organic & Paid)
- Content & Campaign Management
- Digital Design Systems
- UX/UI Design & Build
- AR, VR, and Experiential Digital
- Analytics & Optimisation



Just some of the partners we're proud to be trusted by, worldwide.

Medtronic



BBC

Google



JACOBS

DIAGEO



TED





campaign  
**BEST**  
PLACES  
TO WORK  
**WINNER**

In partnership with



TALENT | TRAINING | EXEC SEARCH

**The Drum™**  
**Top 100**  
**Independent**  
**Agencies**  
**2019**



UK  
Digital  
Agency  
Census 2021

**Top 50 UK most  
admired digital  
agencies by peers**



Just announced



THE UK'S

**100**

BEST SMALL COMPANIES  
TO WORK FOR

**2021**  
cert.b.co.uk

MARKETING & MEDIA'S

**40**

BEST AGENCIES  
TO WORK FOR

**2021**  
cert.b.co.uk

SCOTLAND'S

**40**

BEST COMPANIES  
TO WORK FOR

**2021**  
cert.b.co.uk



# We help brands **find their brave.**

There's more to being brave than just doing something big and loud and risky. For us, it's about striking the right balance between **business** strategy, **brand** know-how, and industry-leading **tech** in order to deliver informed, world-class **content** and impactful **digital** experiences.





New greener bus launch





First Bus

more ease. more comfort. more eco-friendly.

First Bus

NEW



- Stop-start engine technology
- Comes fully charged
- Wi-Fi connectivity
- Officially licensed First Bus product

SCALE 1:1

No assembly required

YOUR NEW BUSES ARE HERE

NEW

75

Your new buses have arrived

Glasgow



**First f BUS**

*more ease. more comfort. more eco-friendly.*

**YOUR NEW BUSES ARE HERE**

**NEW**

- Stop-start engine technology
- Comes fully charged
- Wi-Fi connectivity

**75**

Your new buses have arrived

First Bus  
full of more

**NEW**

them all















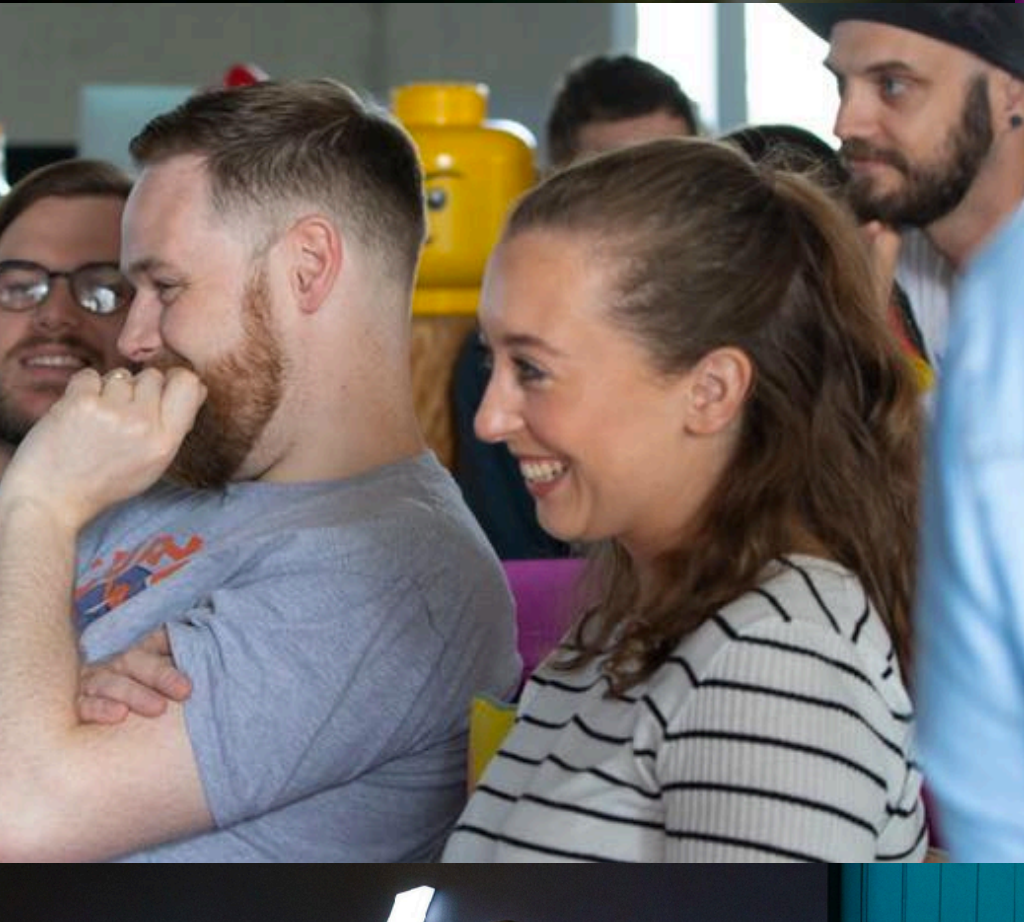












**HARVEY**  
BARKETING EXECUTIVE

**ASTRO**  
BARKETING EXECUTIVE





A man wearing a black cap, glasses, and a grey t-shirt is taking a selfie with a smartphone. He is smiling and looking at the camera. The background is a wall covered in various brand logos, including 'DOUBLE TAKE', 'GLENWYVIS', 'First Bus', 'Kestrel Press', 'BDprint', 'Naked', 'Signal Noise', and 'G.F. SMITH'. The logos are arranged in a grid-like pattern. The overall scene is dimly lit, with the man's face and the phone being the primary light sources.

Brand is the thing that **humanises** your business, so that people can connect with it the way they would a friend.

We believe brands are built from the **inside-out**.

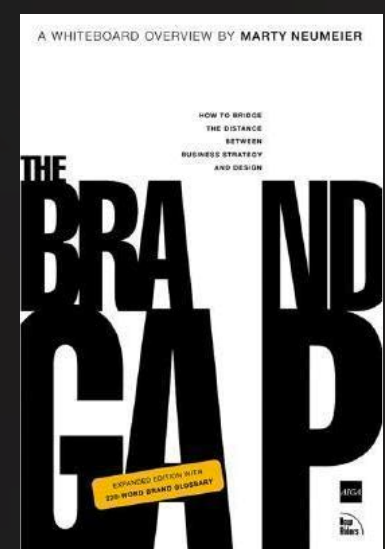
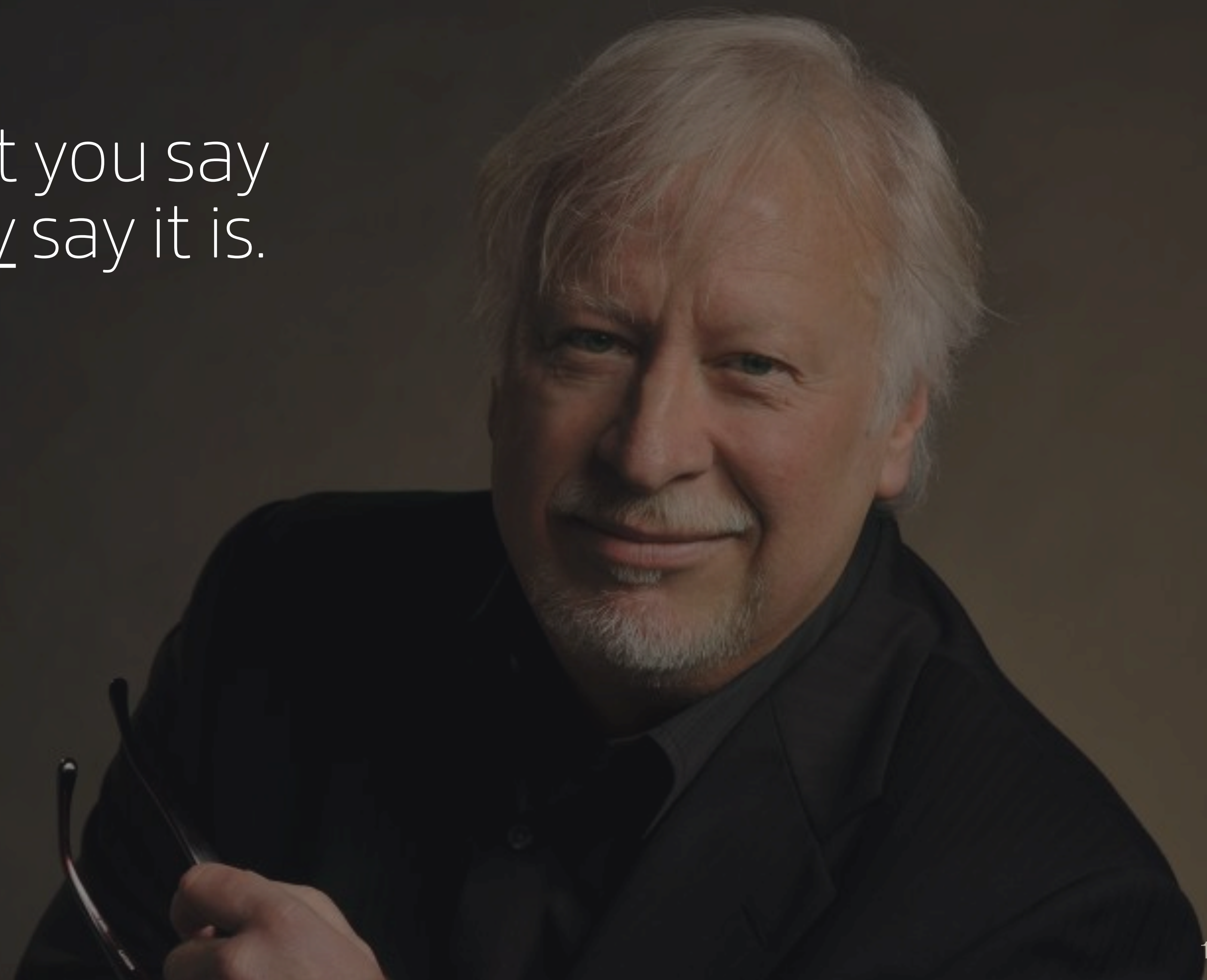


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Brand is not what you say  
it is, it's what they say it is.

**Marty Neumeier\***

\*(And part-time *Just a Chat With* appearer)



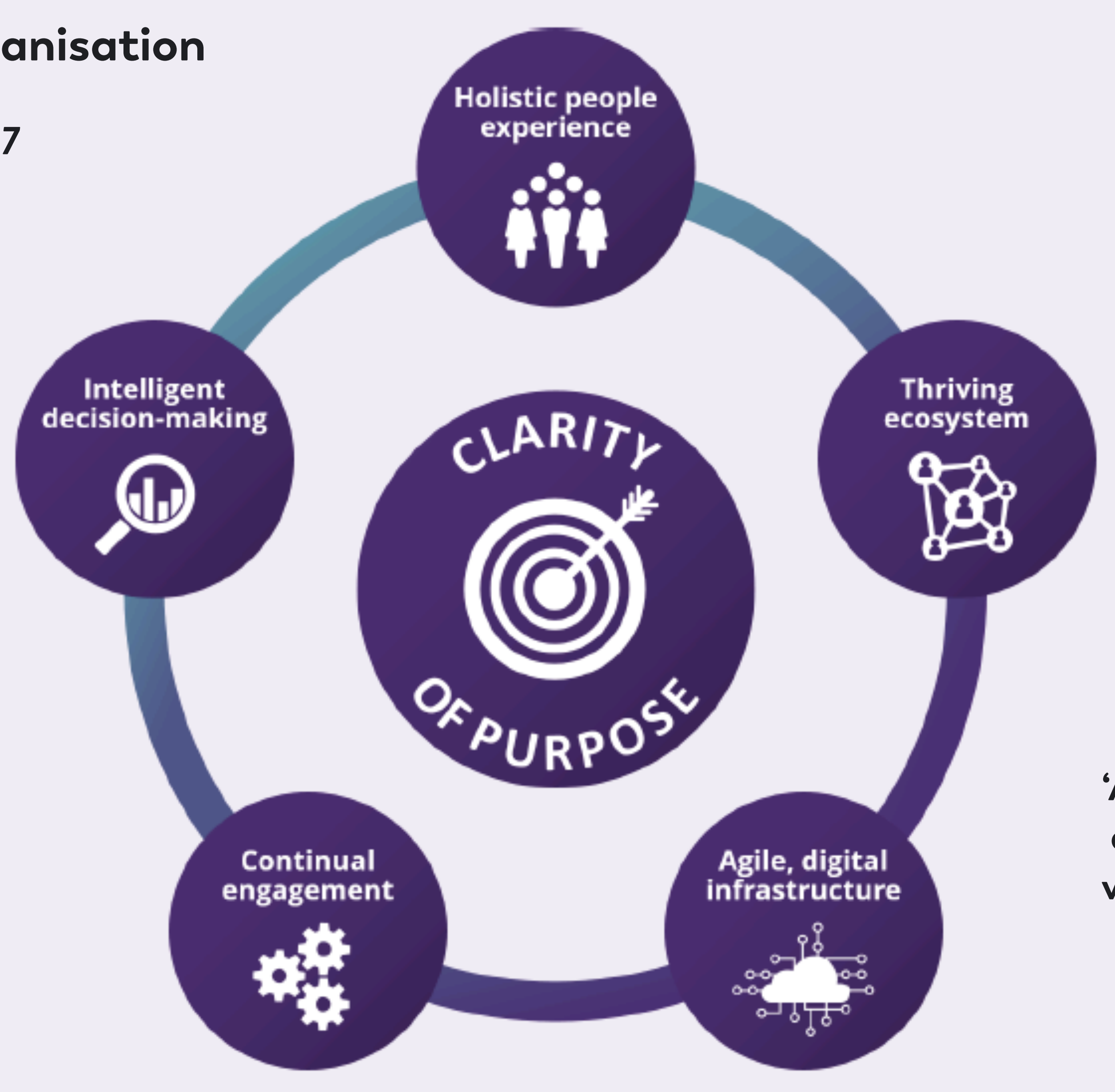






# The New Learning Organisation

*Towards Maturity, 2017*



**‘A shared vision and an open dialogue on how people are valued and need to adapt to deliver the organisation’s performance.’**











## Our Values



### Be brave

Brave by name, brave by nature —for us, **it's better to ask for forgiveness than permission**, so don't be afraid to do things differently. As long as there's a reason for it, push that big red button.



### Amigos without egos

Alone, we're guacamole, chicken and rice, but **together** we're a tasty burrito with hot sauce on top. We always work as a team and leave our egos at the door.



### To infinity and beyond

Just like Buzz, we work hard, **dream big** and take ourselves and our clients to new heights

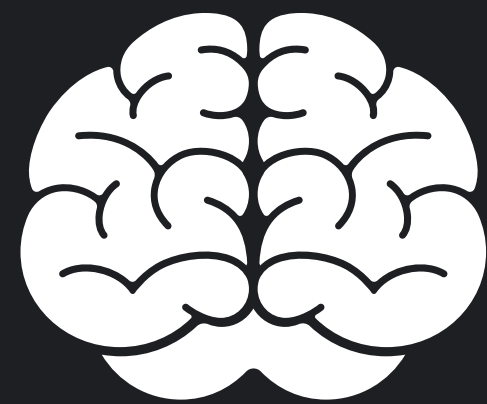


### Be your weird self

Always be yourself, because being **you** is what makes you (and us) awesome.



Create alignment between **vision, intent** and **impact**



Head



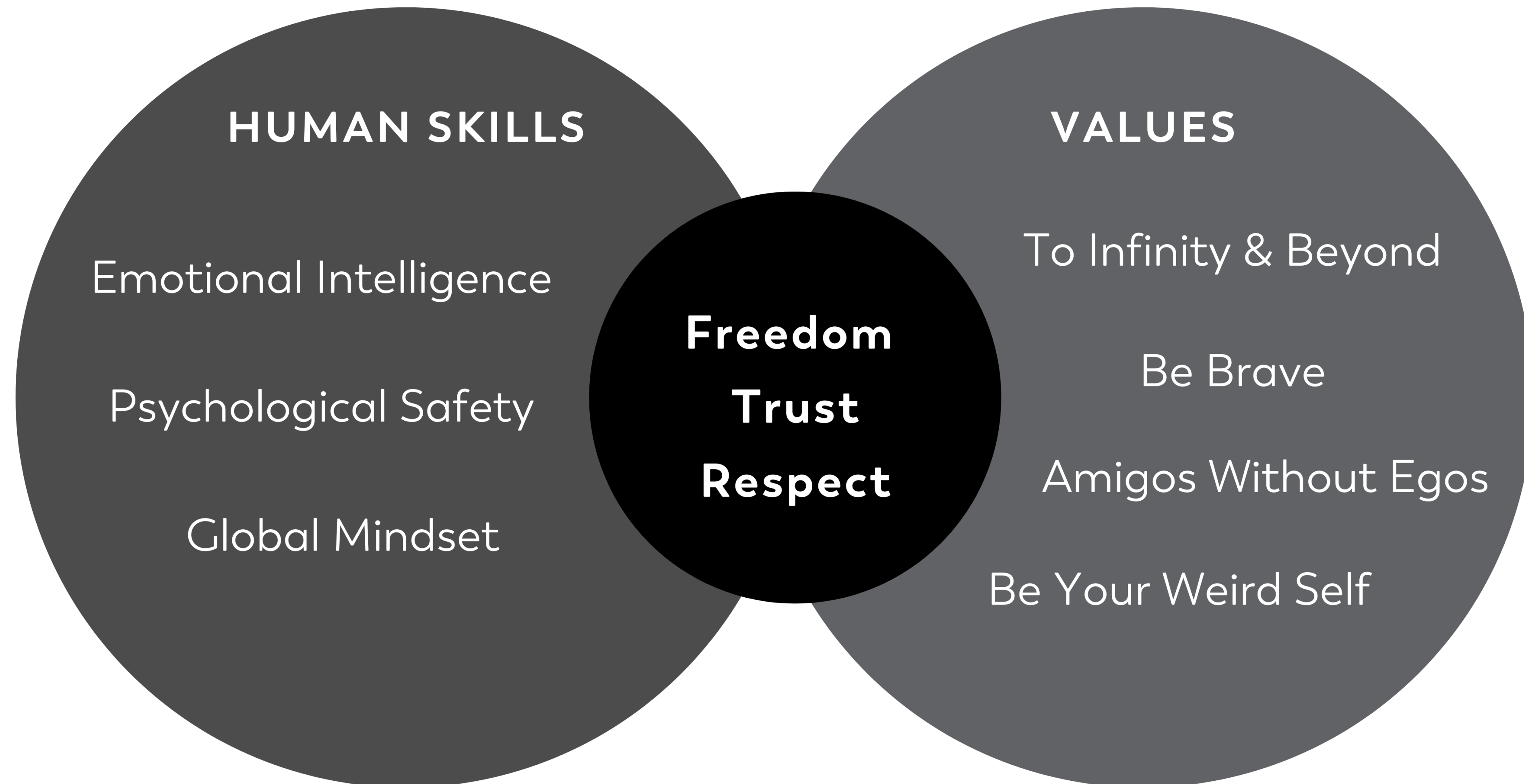
Heart



Hands



# An **Ecosystem** for a Thriving Culture









**Psychological Safety** is  
an environment of  
rewarded vulnerability.

Innovation



Fear



# Leaderfactor - 4 Stages of Psychological Safety



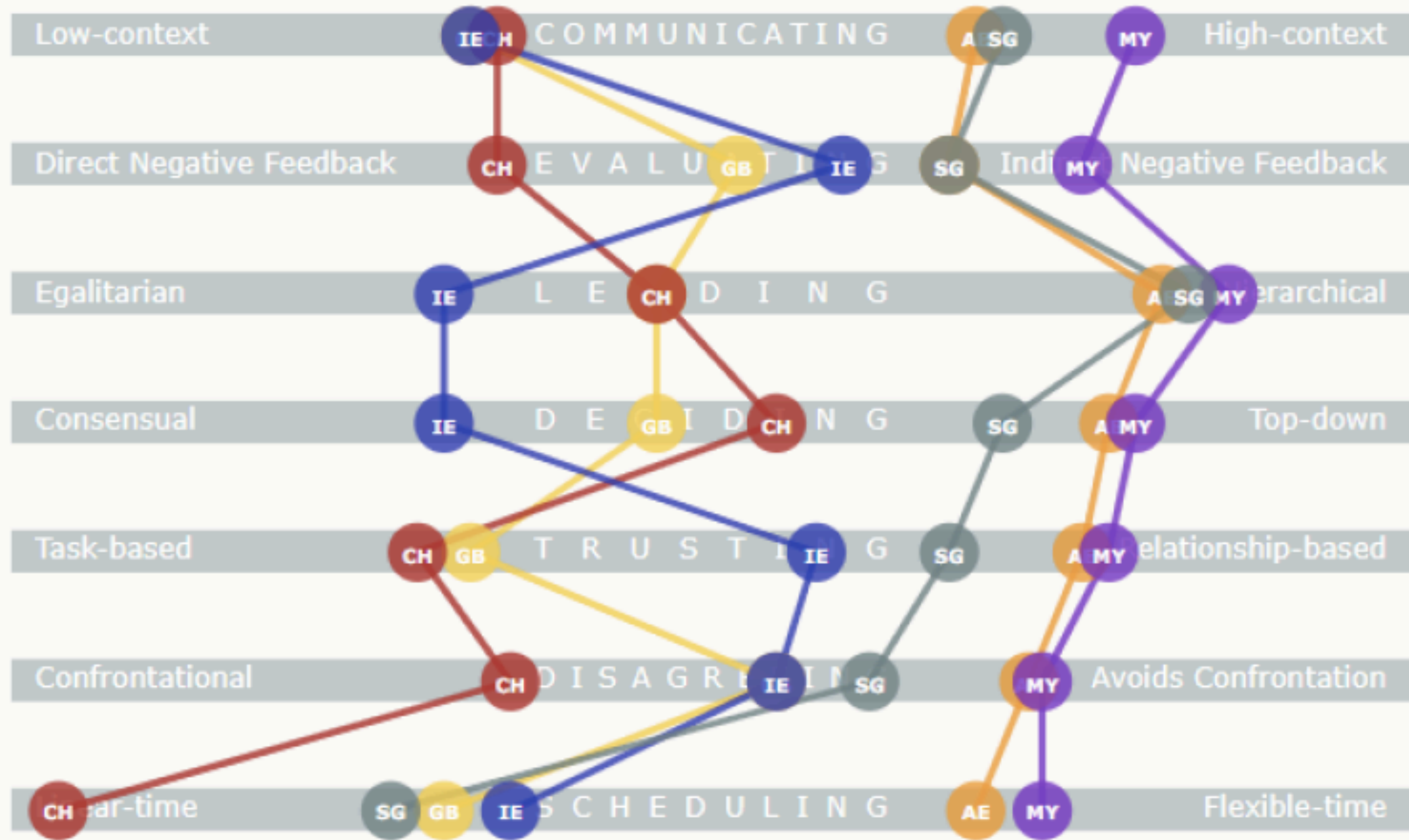


## A global mindset

The ability to see beyond your own geographical location, to embrace the differences of other cultures and new experiences.



● UK   
 ● Switzerland   
 ● U.A.E   
 ● Ireland   
 ● Malaysia   
 ● Singapore







**Freedom, Trust & Respect**





Let go of the details and **empower our people to lead.**

### Why?

Well, why not? If you're in you're in. Let's encourage goodwill, drive innovation and make people feel good.

### How?

By sharing our vision, letting everyone know how they can contribute with clarity on expectations and letting them do their thing. And creating a culture where it's safe to experiment and make mistakes (forgiveness not permission).





A level of **autonomy that's relevant and meaningful** for individuals and teams.

### Why?

Because with autonomy and empowerment comes growth.

### How?

Autonomy and choice at team levels. Outcomes are what is important.





We're amigos without egos, we believe in **creating an equitable and fair place to work.**

### Why?

Because we all have a role to play, job titles don't matter when it comes to the getting to the best idea.

### How?

We assess and consider the impact of policy and process on everyone.



Triple-flex

*Flexi-desk*

Flexibility on working locations

*Flexi-time*

Flexibility on working times

*Flexi-leave*

Flexibility on taking leave

*Made  
Grave*  
Est. 2012



Thank you.

*Made  
Grave*  
Est. 2012