

Why TheFrameworks?

TheF

Established in 1989, TheFrameworks has always combined outstanding creativity with an astute understanding of the practical needs of business.

We are committed to creative excellence and clear thinking. That's why we always aim to stay at the forefront of new technological developments without jeopardizing the classic virtues of great design and clarity of thought.

Whatever you are looking for – workforce enablement, digital marketing, brand implementation or sales support – we can help. And the results can raise your profile, boost sales, increase employee motivation, enhance business performance and heighten customer satisfaction.

Our practices:

Workforce enablement

Global brands are made from the inside out. We deliver programs to ensure that employees – the most important asset a business has in determining its position in the marketplace – deliver on the brand. We work in every medium and format – online, in print and in public – and can tailor design, software, production, print and logistics services to meet any project or client need.

Digital marketing

The Internet has evolved. More a lifestyle than a tool, digital information and the interactions it provides enhances our lives in every way. We create new and innovative ways to communicate meaningfully in our connected world.

Brand implementation and sales support

Creative excellence is at the basis of every solution. Effective marketing communications is about ensuring that the proposition is sound and communicated clearly and appropriately to the relevant marketplace. We work with our clients to help them define go-to-market propositions and messaging that is in line with a client's overall strategy. With a comprehensive network of skilled individuals specializing in marketing, brand development, and CRM eMarketing, we help our clients increase their profiles and win new business.

What makes us unique?

1. We solve problems and capitalize on opportunities by helping our clients think differently and then provide a blueprint for achieving it.
2. We assess each project on an individual basis to find the very best medium, message and tone for delivery.
3. We are a true framework. Based in London and Detroit, we have experts in every major geography and work for our clients all over the world.
4. We believe excellent design and clarity of thought – and the values of integrity, honesty and simplicity – are at the heart of every solution.

Who we have worked with:

Raytheon Professional Services

Design, write and deliver proposal documentation to Volkswagen to support its stated goal of dynamic and extraordinary growth, and provide training and experiences that are focused on the challenges of Sales and Service Consultants to meet these goals. By providing real-world insight, hands-on learning and focused deliverables, TheFrameworks articulated how Raytheon could successfully move the needle in the Touareg segment, and carryover this strategy to other models.

IBM Corporation

Deliver sales enablement consultancy, proposal and presentation documentation for IBM that resulted in landing a 10-year IT outsourcing contract worth more than £850 million from the Department for the Environment, Food and Rural Affairs (Defra). Anthony Miller, analyst at Ovum Holway, said the deal was “*hugely significant*” for IBM. “*This is the watershed IBM has been waiting for. It is very hard to win a public sector megadeal unless you have experience but the cycle has been broken.*”

Tata Technologies

Deliver a successful rebrand and strategic go-to-market campaign for the PLM engineering and design services arm of \$62 billion Tata Group, including a comprehensive identity assessment, a brand platform and clear, targeted employee, marketing and sales communications. The brand platform provides uniformity in the way Tata Technologies communicates with its marketplace and a method to guide employees on how to support the brand through words and actions. “*TheFrameworks challenged me in ways they don’t even know. I consider their wise direction and counsel on brand philosophy to have been an invaluable experience.*” – Kevin Noe, Tata Technologies Chief Marketing Officer

Rights and Humanity

Create a new identity that helped articulate the charity’s aim of preventing and relieving human suffering by the promotion of human rights and responsibilities. With a focus on the people and causes that ‘Rights and Humanity’ has devoted itself to over the last two decades, TheFrameworks gave a clear platform to the charity’s aims of translating human rights norms and principles of humanity into practice in public policy, corporate, professional and daily life.

Autograph Sound

Design a brand strategy and web presence for the UK’s leading provider of the sound and communications systems used in all forms of live performance. “*The reaction internally (a miracle let me tell you!) and externally has been very enthusiastic indeed. Thanks for sticking with us, it can’t have been easy, and delivering something that we are very proud of.*” – Terry Jardine, Managing Director

Client list

- IBM
- Raytheon Professional Services
- Dassault Systèmes
- Protiviti
- Tata Technologies
- Inmarsat
- Transport for London
- NatWest
- PricewaterhouseCoopers
- Financial Services Authority
- HSBC Republic
- Electoral Commission
- InClementware
- Cenit North America
- Legal Services Commission
- Autograph
- Food Standards Agency
- STMicroelectronics
- Office of Fair Trading
- Acterna (now part of JSDU)
- Royal Mail
- Misys
- Department for Business Innovation & Skills (formerly DTI)
- Imperial College London
- Kreston International
- Rights and Humanity
- Estorick Collection of Modern Italian Art