



The Mill Group - Creative Media Pack

EY
UP

We're proud of our Northern roots and we take that spirit into everything we do. We're friendly, fun-loving and determined to deliver creative content that demonstrates value to our customers to keep them coming back.



MILL GROUP

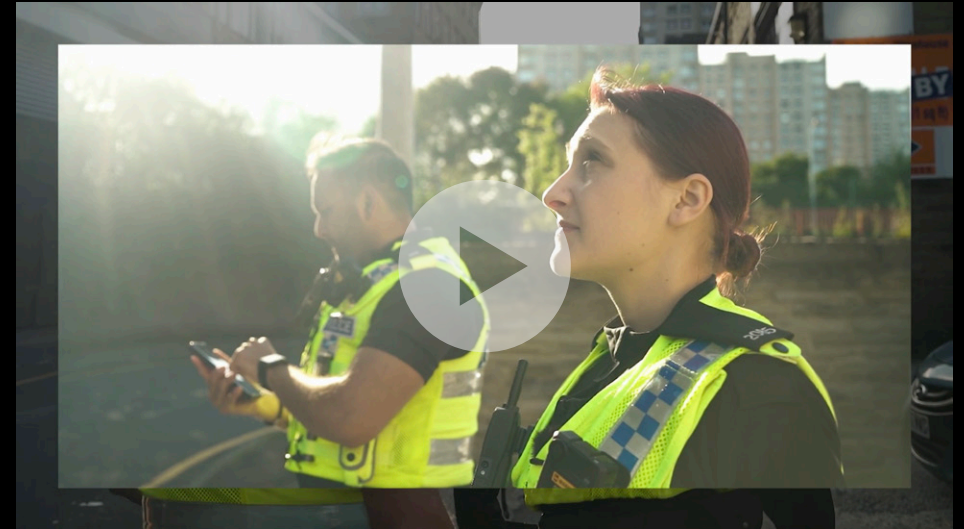
Contents

01	Our Expertise	10	Social Media Management
02	Our Services	11	Website & Portal Design
03	Our Clients	12	Radio
04	Film and Post Production	13	Animation & Motion Graphics
05	TV Adverts / Commercials	14	Events & Conferences
06	Documentaries & Case Studies	15	Branding
07	Zoom Filming	16	Print & POS
08	Photography	17	Copywriting
09	Paid & Organic Social	18	Meet the Team

[Back to Contents >](#)

01. Our Expertise

Ey Up, we're The Mill Group! Experts in creating insightful and engaging multichannel content to elevate your brand and business. Our team are creative thinkers, strategists, producers, animators, filmmakers, designers, photographers and above all, problem solvers. Simply put, we deliver cost effective, highly creative content quickly and efficiently.



Mill Showreel



Mill Sports Showreel



Mill Food Showreel



Mill Animation Showreel



Mill Logistics Showreel

02. Our Services

Our diverse team of in-house creatives offer a myriad of skills and services suited for your business needs. From internal comms and project management, to design, film and post-production. We've got you covered!



03. Our Clients

We're an agile group that aim to do right by our colleagues and clients alike. Over the years, we've developed strong client relationships, using analytical and strategic methods with a human approach that helps us deliver great results time and time again.

ASDA

amazon fresh



EWISSELOG

Nestlé



Poundland

HAYS Recruiting experts worldwide



in Schools



FUTCOM®

Geek+

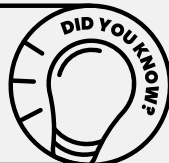
04. Film & Post Production

With an experienced in-house team of multi-skilled directors, camera operators and editors, we have won several industry awards for producing creative and engaging films. Our films work effectively to compliment the strategy of our partners, driving customer & colleague engagement and interaction.

Benefits:

- Better communication of intended message
- Engaging and often easier to digest
- Film isn't going anywhere, it's here to stay!

90% of users say that product videos help them make a decision before buying.



Asda Logistics Services | Jame's Story



Amazon Fresh | Customer Experience



Asda | How to Cook a Christmas Turkey

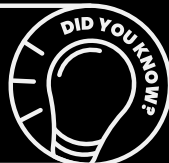
05. TV Adverts / Commercials

Advertising via television is considered one of the most effective ways to engage with audiences. Through television, you have the opportunity to be creative and attach a personality to your brand. Audiences are able to develop an emotional connection with you and the products you sell, which in turn makes them more likely to invest in your business.

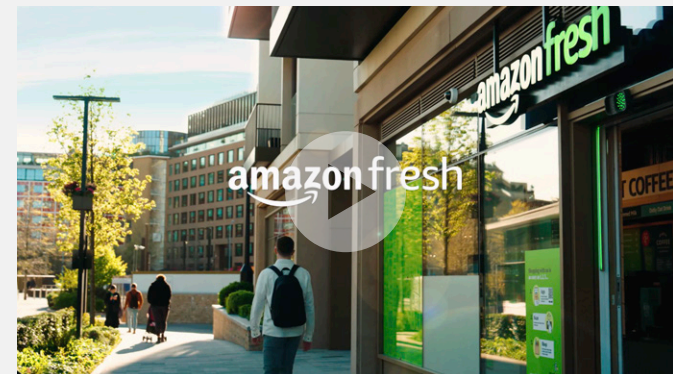
Benefits:

- Wide audience reach
- The ability to tell a story, bringing your business to life
- Repeated exposure, meaning the advert is likely to be remembered by audiences

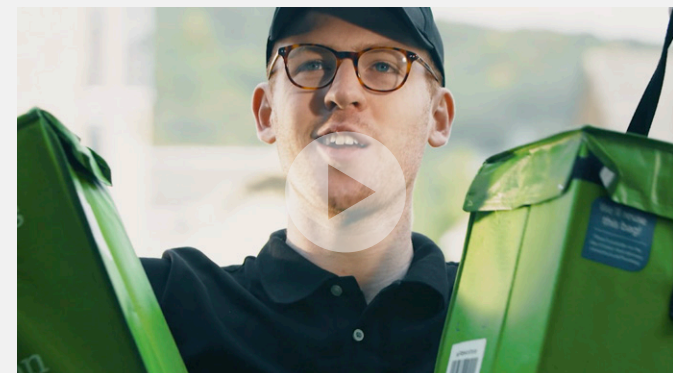
Television advertising is responsible for delivering the highest return-on-investment with an average of 62% of all profit generated by advertising, making it the highest media of them all.



Kirsty's | TV Ad



Amazon Fresh | Value TV Ad



Amazon Fresh | Launch

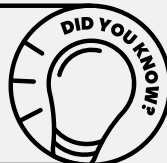
06. Documentaires & Case Studies

Documentaries and case studies hold immense value by showcasing real-world successes. Providing authenticity, depth and relatability to business achievements, these visual narratives build trust, inspire confidence and demonstrate expertise influencing clients, partners and stakeholders.

Benefits:

- Authentic storytelling offering a genuine and immersive narrative
- Establish credibility and build trust validating the company's expertise and readability
- Captures attention leaving a lasting impact on viewers

72% of consumers prefer learning about a company through video content like documentaries.



BBC | Children in Need



Overgate Hospice | Jessica's Story



Channel 4 - Video Days

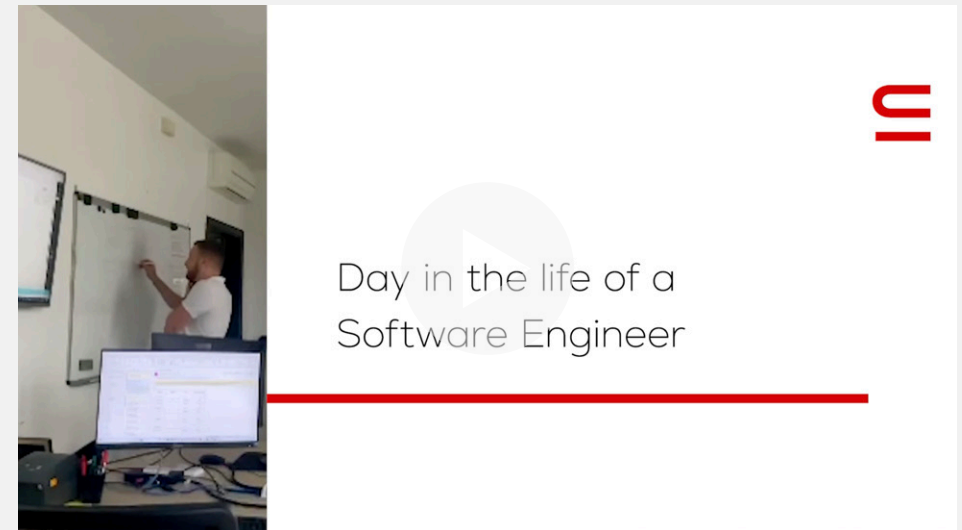
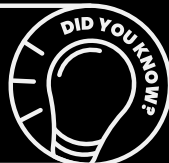
07. Zoom Filming

Zoom is a more modern approach to brand storytelling, and although it's not always as high quality as other outputs, it can be a quick, cost-effective and still an impactful way of getting your message out there.

Benefits:

- Cost effective
- Time efficient
- Communication from wherever you are in the world

72% of consumers prefer learning about a company through video content like documentaries.



Swisslog - Day in the Life: Francesco

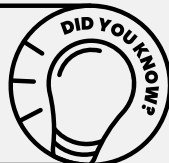
08. Photography

Delivering highly impactful, brand-driven photography showcasing the work of our clients is something we pride ourselves on. Our expertise spans diverse subjects, including food, portraits, retail and logistics – ensuring visuals that amplify business engagement and drive in those sales.

Benefits:

- Showcase the quality of your business and the work you produce
- Maintain a consistent business image, where messaging can be conveyed efficiently
- Can be used across myriad of different platforms to engage with clients

75% of shoppers base their decision on the product photos they see on an ecommerce website.



The Mill Group | People



The Mill Group | Events



The Mill Group | Food

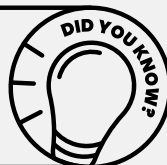
09. Paid & Organic Social

Through curated industry knowledge, copywriting and skills in producing high quality social content, we're able to drive engagement and make statement, designing posts that are tailored to multiple social platforms.

Benefits:

- Develop business personality online
- The ability to establish new industry connections
- The freedom to interact with clients and customers

80% of businesses use Instagram for organic content distribution, while 47% use it for paid content distribution.



Asda toyou | Grocery Home Shopping



F1 in Schools | Classroom to Competition



Amazon Fresh | Price Cuts

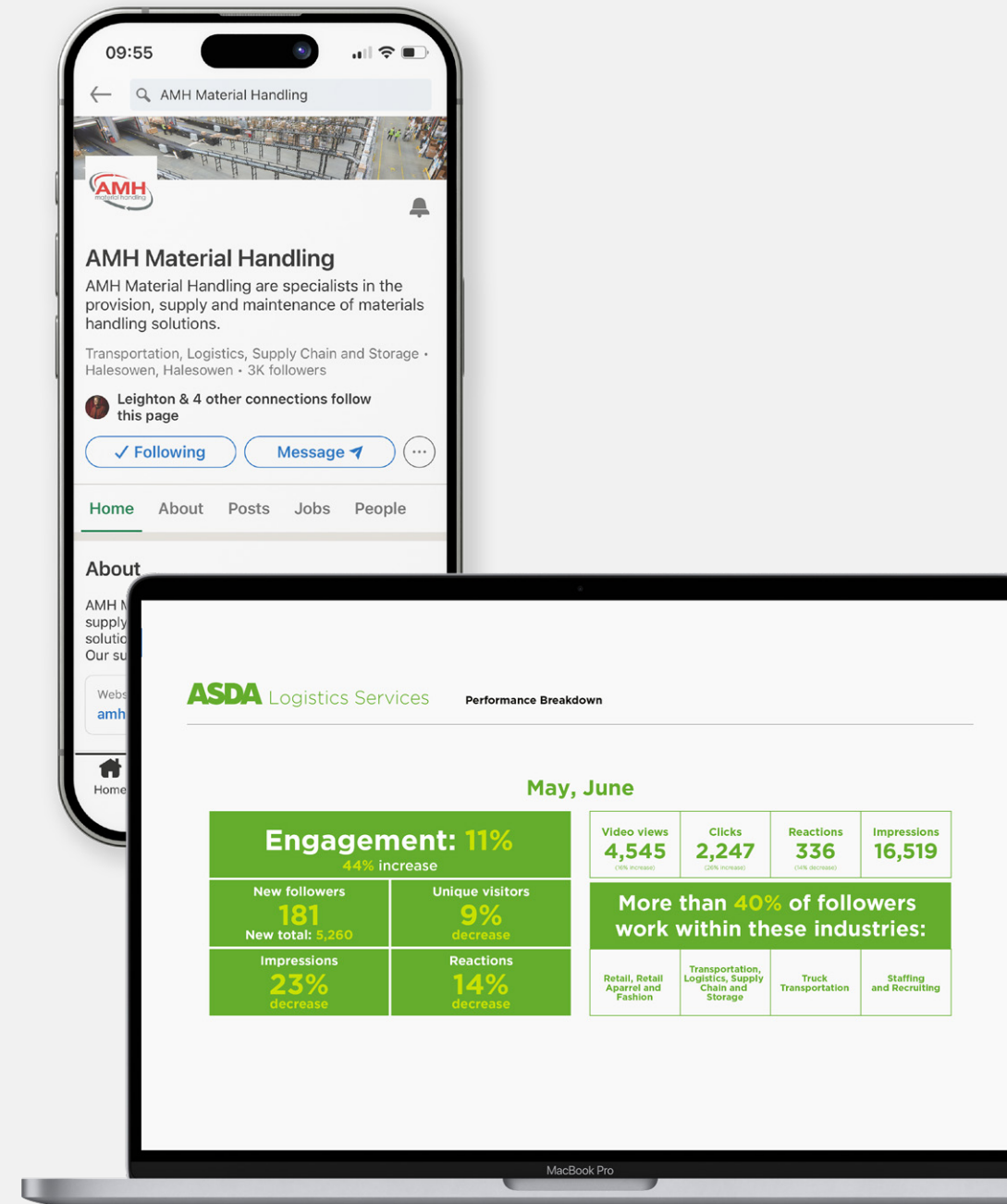
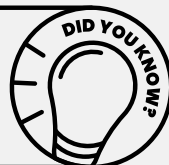
10. Social Media Management

In the era of the 'digital age', we recognise the importance of establishing a strong, recognisable online footprint. That's why we're here to alleviate the burdens that come with social media management. From account administration to innovative campaigns, we know how to keep your audience hooked, whilst impressing audiences further afield too.

Benefits:

- Increases brand visibility, ensuring consistency.
- Regular interactions and relevant content keep your audience engaged
- Saving you valuable time and resources

Over 50% of social media users use social media to research products before making a purchase.



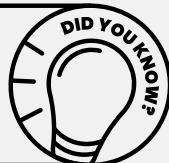
11. Website & Portal Design

Crafting a compelling website and portal design is fundamental for your business' initial impression. It stands at the forefront of customer interaction. Collaboratively, we shape your objectives to resonate clearly with stakeholders, clients and newcomers, vividly representing your identity and offerings.

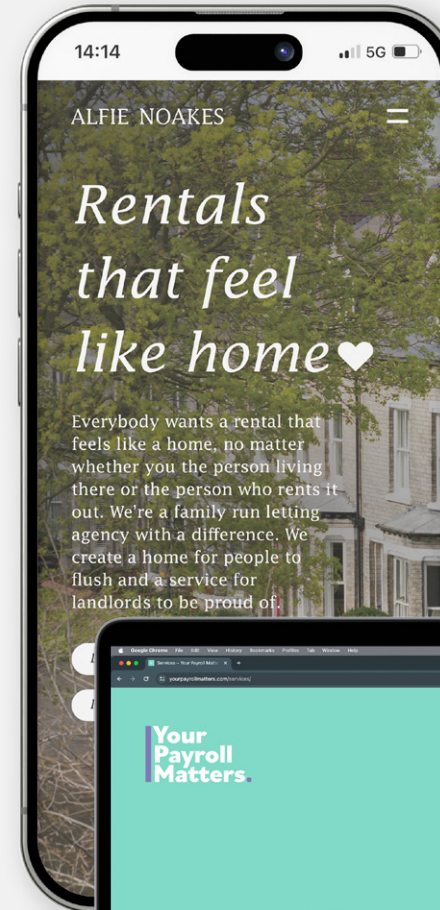
Benefits:

- A well-designed website or portal creates positive and lasting impressions
- Thoughtfully designed interfaces facilitate seamless communication of your brand message
- A friendly and visually appealing design can lead to higher user retention, increased conversions and business growth.

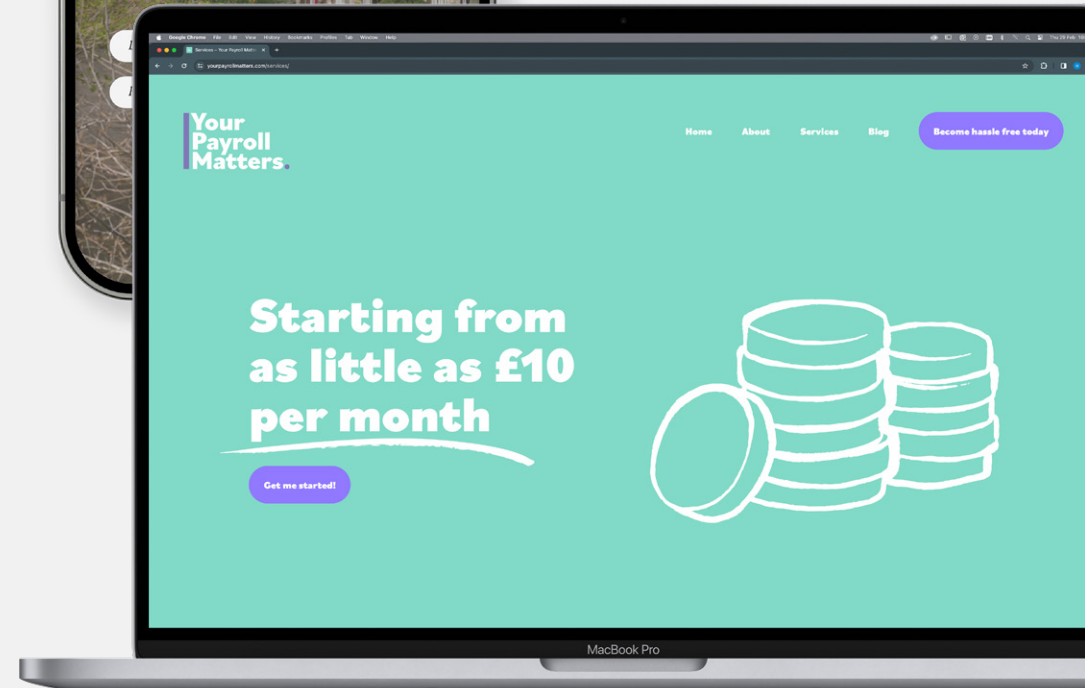
75% of web users admit to making judgements about a company's credibility based on its website design.



Alfie Noakes



Your Payroll Matters



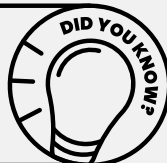
12. Radio

Radio helps set the tone, influence colleague & customer behaviours and reinforces your brand identity. Tailored music and messaging create a memorable experience, increasing both colleague and customer satisfaction, as well as bring sales, shaping a distinctive and immersive retail environment.

Benefits:

- Audiences can listen to audio content on the go
- Helps generate communication with your audience
- The ability to advertise products and promotions multiple times a day

In-store radio can lead to a significant increase in sales, with 66% of shoppers stating that they made unplanned purchases due to the influence of in-store music and messaging.



Fresh FM | Radio

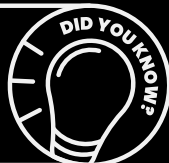
13. Animation & Motion Graphics

Infusing life into ideas, animation and motion graphics excel in corporate messaging. They help simplify complex concepts, enhance engagement, and leave lasting impressions. Their dynamic nature captures attention, making messages more memorable, relatable and impactful, ultimately elevating the effectiveness of communication for businesses.

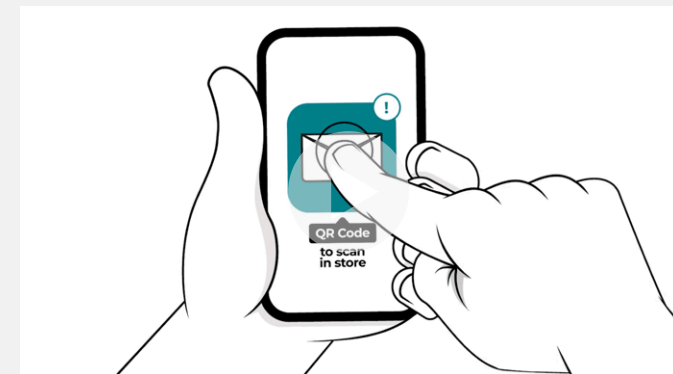
Benefits:

- Helps to strengthen brand identity
- Content is easy to digest, developing customer understanding
- High chances of keeping audiences engaged through creative graphics

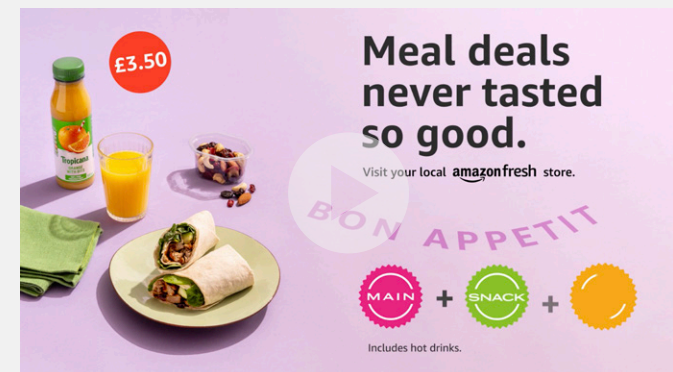
68% of people prefer learning about a new company, product or service by watching a short video or animation rather than reading text.



Asda | Rewards



Asda | George Takeback



Amazon Fresh | Lifestyle

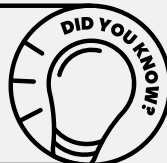
14. Events & Conferences

On the look out for event, conference, or fundraiser support? Your search ends here! From opening films that set the event's tone, to cascading your messages to colleagues and beyond, and with 20+ years experience in event organisation and management, your audience are bound to leave feeling motivated and inspired.

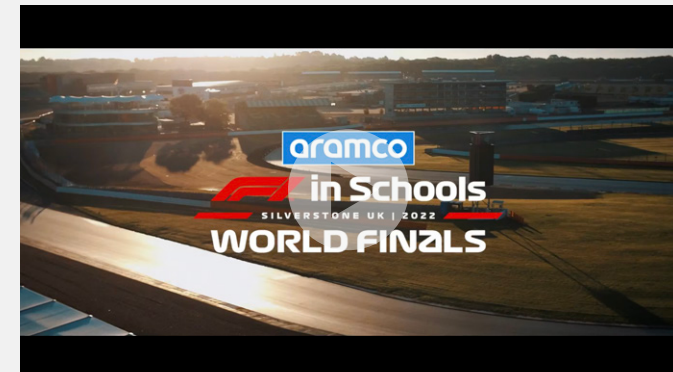
Benefits:

- The ability to leave a lasting impression on attendees
- Business focused environment, potential to drive success and bring about new work
- Build stronger relationships and generate ideas with your community of clients and customers

83% of organisations believe in-person events & conferences provide the ideal networking environment.



Asda Media Partnerships | Merchant's Den



Formula 1 in Schools | Highlights



Commonwealth | GAPS Camp

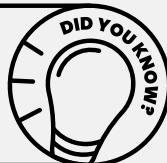
15. Branding

Branding is crucial to the development of your business. Branding falls under a myriad of different factors, from text to colour palette, services and tone of voice. Clients and customers are more likely to remember your business when you have strong, consistent branding.

Benefits:

- Build audiences trust
- Stand out against competitors
- Increased visibility, more likely to be recognised by audiences

You have 7 seconds to make a good first impression with your branding. Having a signature brand colour boosts business recognition by 80%.



Halifax Injury Clinic



Alfie Noakes



Your Payroll Matters

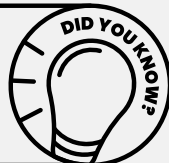
16. Print & POS

Print media facilitates brand communication, providing tangible information to a wider audience. POS displays drive sales by attracting attention and conveying promotions. Both enhance visibility, customer engagement and sales, playing pivotal roles in marketing and retail success.

Benefits:

- Visual-focused, likely to be memorable to viewers
- The ability to physically showcase work or promotions
- Likely to boost sales through visually capturing the attention of audiences

75% of people can recall a brand after receiving a print advertisement.



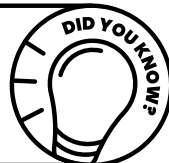
17. Copywriting

Whether it's copy for social media, for a website or an article, we're here to support! Knowing how to hook your audience is important, that's why we specialise in curating thoughtful and engaging copy that helps to deliver your business messaging in a clear and concise way.

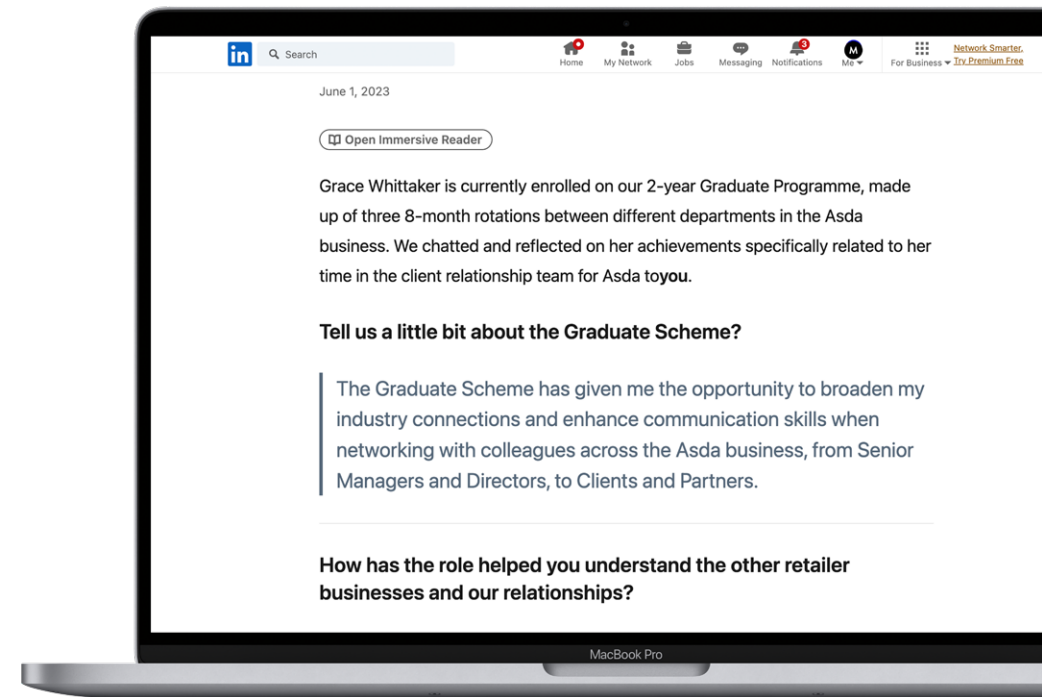
Benefits:

- Establishes clear tone of voice
- The ability to establish clear business values
- Can help to inform audiences on a particular subject or piece of work

On average page visitors will only read 20% of its content – this is why it is important to engage your audience quickly with your copywriting by providing useful and insightful information.



Toyou | Grace Whittaker – Graduate Scheme



18. Meet The Team

Jim Titterington

Creative Director



Jay Titterington

Finance Director



Claire Ledder

Operations Manager



Terri Conroy

Finance



James Gath

Senior Project Manager



Get to know the friendly faces eager to bring your brand and stories to life.

Chloe Pickles

Project Manager



Steven Smith

Senior Content Producer



Emilie Thorpe

Assistant Project Manager



Declan Keeble

Content Producer



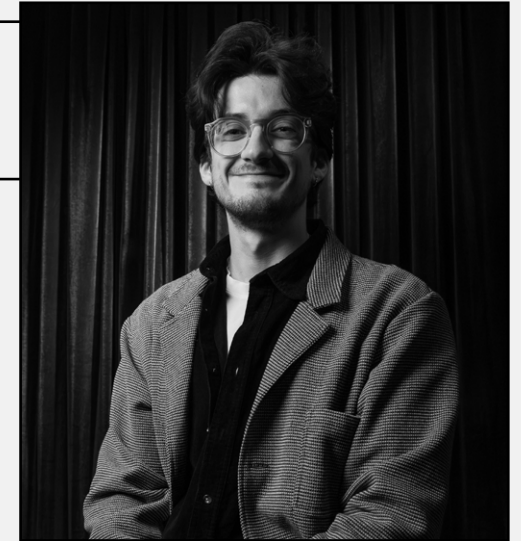
Eli Bell

Junior Content Producer



Harvey Richardson

Graphic Designer



Leighton Jones

Graphic Designer



Jake Moore

Motion Graphic Designer



CONTACT US

The Mill Group | Flipbook | 45

Fancy a chat? We're here to support your project, no matter how big or small. Our team can't wait to hear from you! See our contact details below:

Tel: 01422 310 799

Email: eyup@themillgroup.co.uk

[Back to Contents >](#)



Put kettle on?