



JACOB BAILEY MANUFACTURING OVERVIEW

BRAND STRATEGY AND POSITIONING + WEB DESIGN & BUILD + VIDEO + DIGITAL MARKETING

WHO WE'VE WORKED WITH IN THE MANUFACTURING SECTOR

OTIS

 **DYMAX**[®]

zygo[®]


dorset
cereals[®]

JORDANS[®]
SINCE  1855

RYVITA[®]
Est 1925

Victaulic[®]

VANTAGE[®]
THE POWER TO MOVE


Schindler

“ We really enjoyed working with Jacob Bailey on the new ALEO website. They put careful consideration into how we could utilise existing components alongside new features and worked diligently within our brand guidelines. The support we received from the Jacob Bailey team throughout the design process was great – from outline wireframes to the final interactive design elements. Their accompanying functional requirements documentation also helped to make the handover to the development team straightforward. We feel confident in the online presence for ALEO and look forward to the site driving conversions.

KIM BURNS
DIGITAL MARKETING COMMUNICATIONS
MANAGER, GLOBAL
DYMAX CORPORATION

“ We’re absolutely delighted and the feedback has been incredibly positive. From start to finish your team worked hard to deliver the right creative and technical solution for our very exacting requirements. The site includes a wealth of content and features, and will grow as our marketing programme evolves. The site will really come to life as our users contribute their own great recipes and ideas for living a healthier, happier life.

LUCY O’MAHONY
SENIOR DIGITAL MEDIA MANAGER
RYVITA

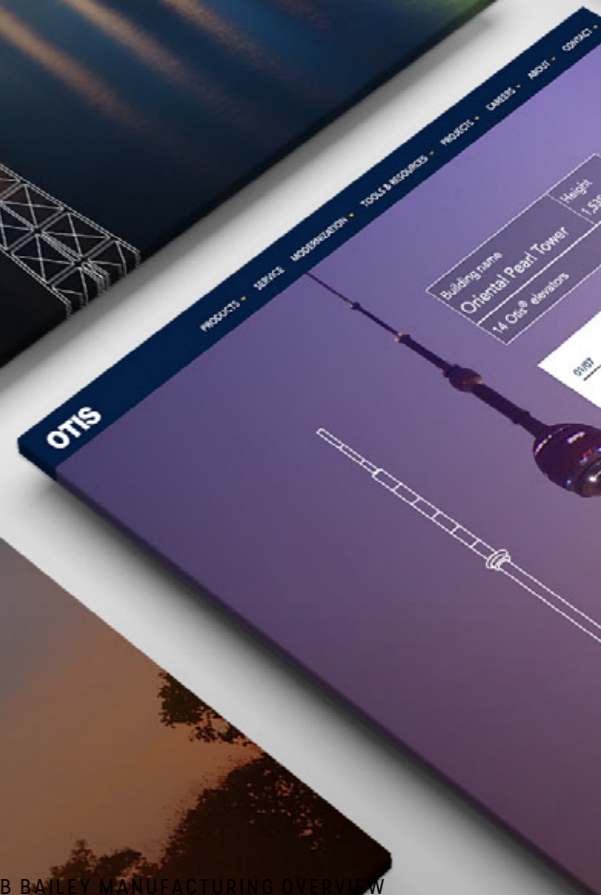
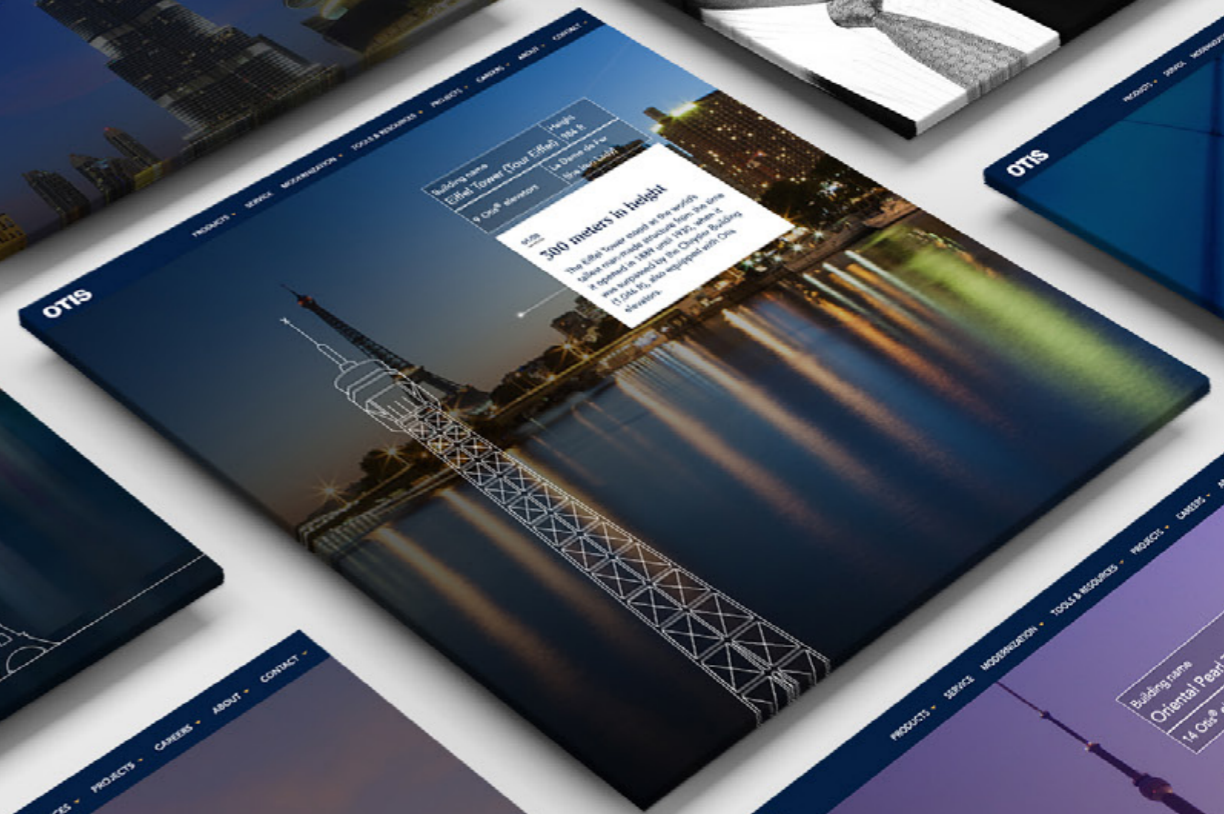
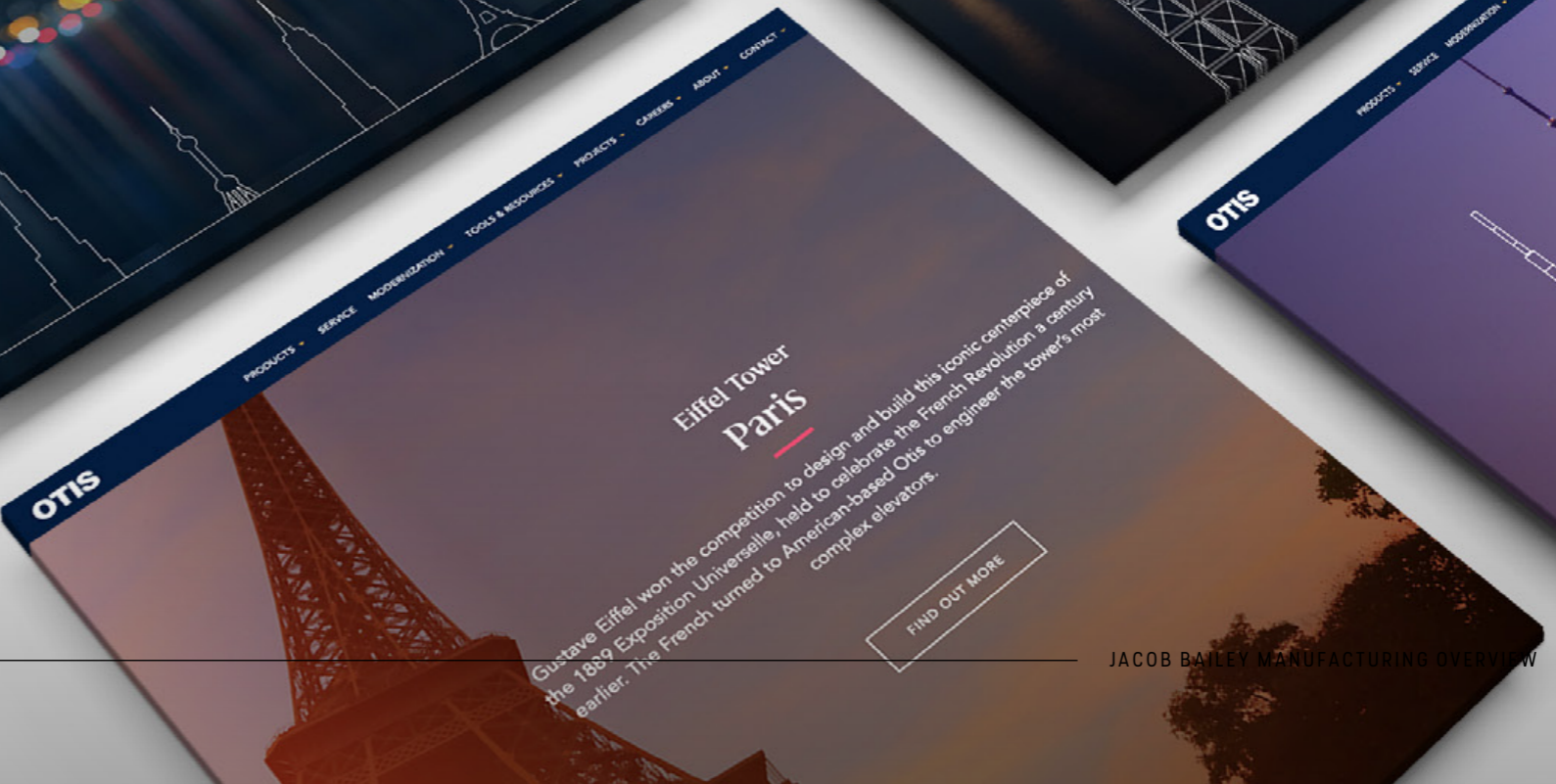
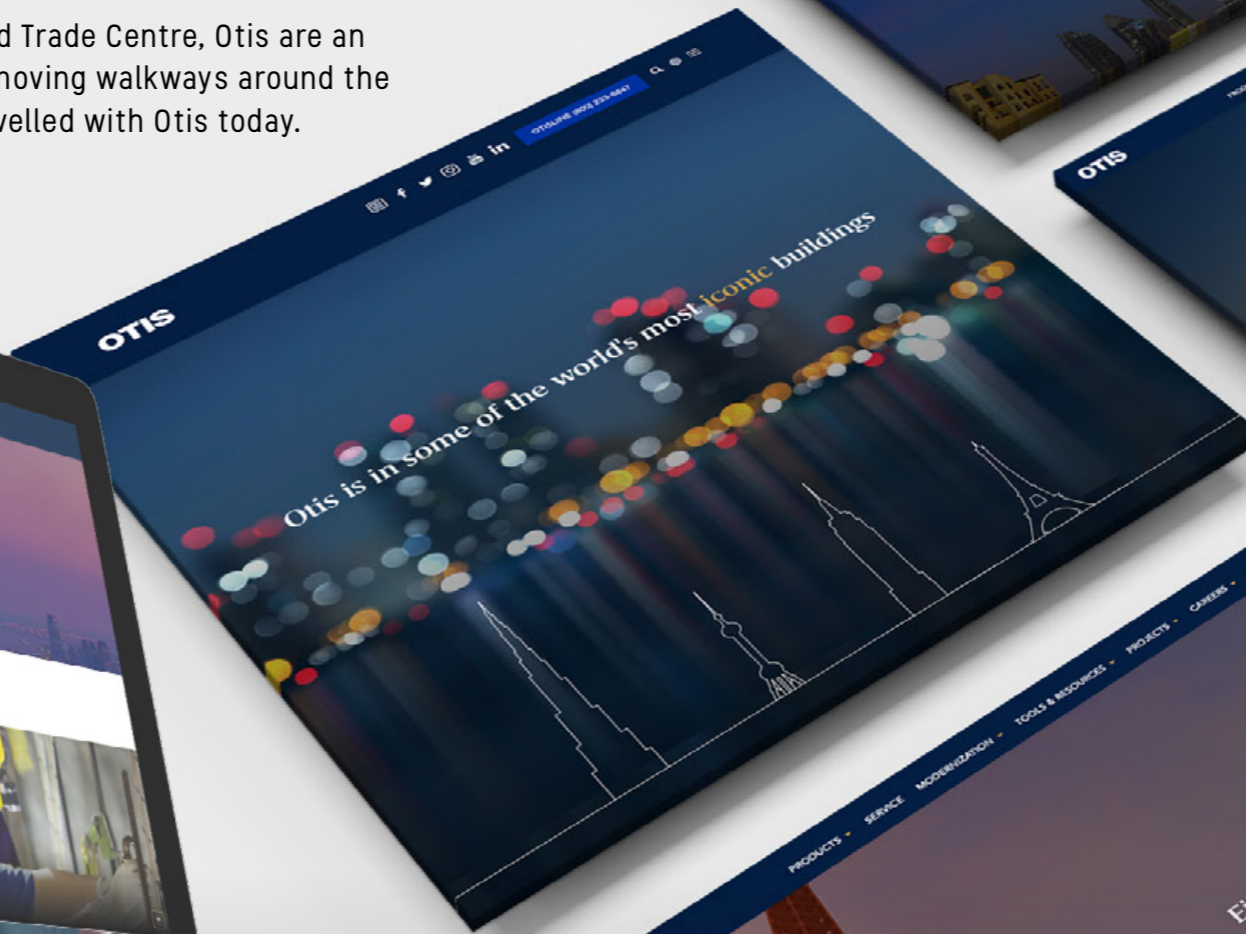
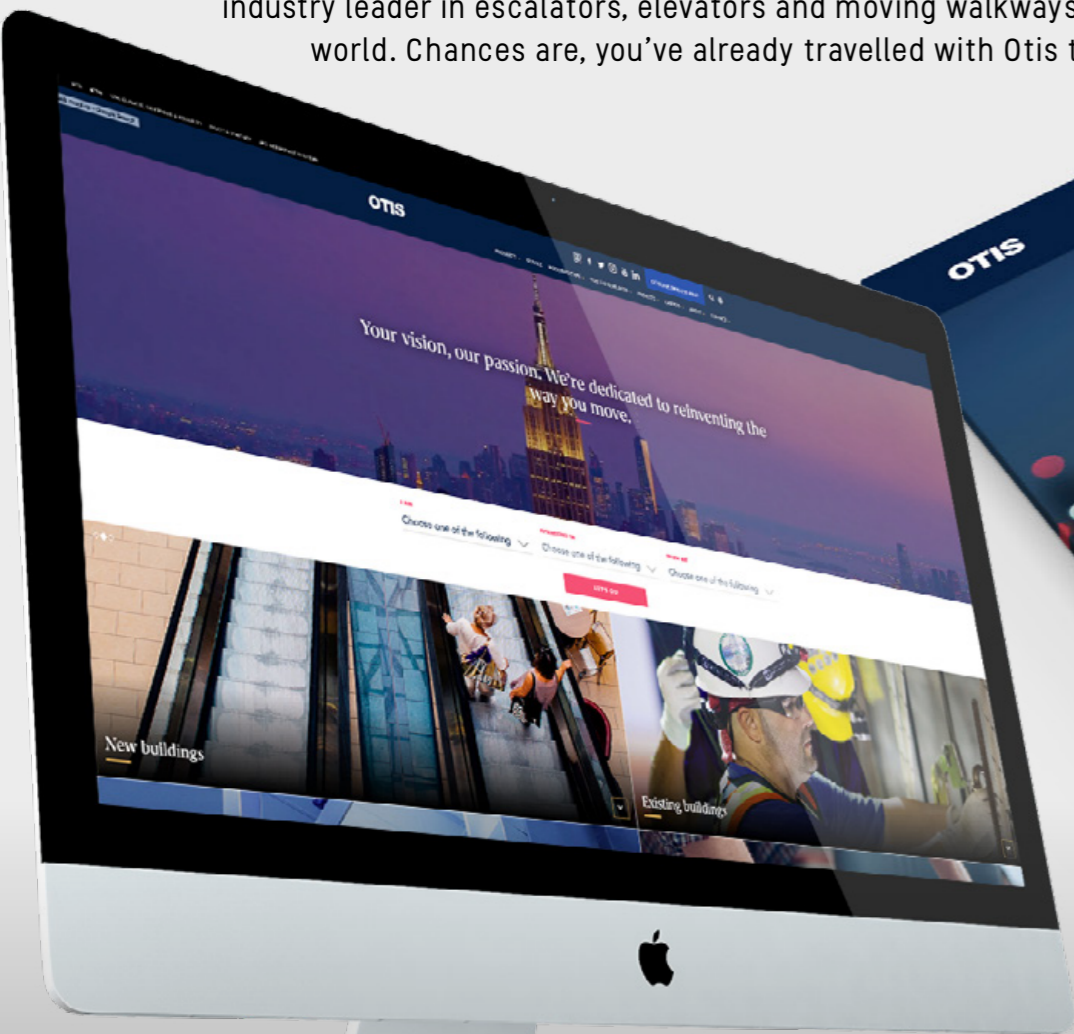
OTIS



DEDICATED TO REINVENTING THE WAY YOU MOVE

Otis elevators feature in many of the world's most inspiring buildings. The website that we have produced for Otis positions the brand as the market leader, while our user-centric approach to its design and development makes it intuitive to use.

From the Burj Khalifa to the Shanghai World Trade Centre, Otis are an industry leader in escalators, elevators and moving walkways around the world. Chances are, you've already travelled with Otis today.



REACHING NEW HEIGHTS THE RESULTS

3000%

INCREASE IN SALES
LEADS IN THE FIRST
THREE WEEKS

DEPLOYED
ACROSS
74
COUNTRIES

38
LANGUAGE
TRANSLATIONS

JACOB BAILEY™



Karen's got a
front row seat
to tomorrow

Our optical solutions are enabling the discovery of new frontiers.
Providing [99.95%] light transmittance.

zygo

Your
bridge to
a brighter
future_

zygo®

AMETEK®

zygo®

DEVELOPED THE BRAND STRATEGY AND VISUAL IDENTITY FOR ZYGO,
A GLOBAL COMPANY WITH AN ANNUAL TURNOVER OF \$149M, TELLING THEIR
STORY FROM SMARTPHONES TO SPACE STATIONS.



Your
bridge to
a brighter
future_

Proposition_

Your bridge to a brighter future

Positioning Territory_

Making the future happen

Vision_

To expand the boundaries of possibility, simplify the complex, and inspire confidence.

Values_

Curious, Collaborative, Persistent & Confident

Why_

Your bridge to a brighter future.

How_

We provide the confidence to build a brighter future. How? Through centuries of collective knowledge and experience, cutting edge R&D and a passion for precision.

What_

We create innovative, precision metrology instruments and optics solutions.

Brand Personality_

- Confident & Knowledgeable
- Approachable & Enthusiastic
- Passionate & Inspirational



LAUNCHING A RANGE OF GLOBAL WEBSITES

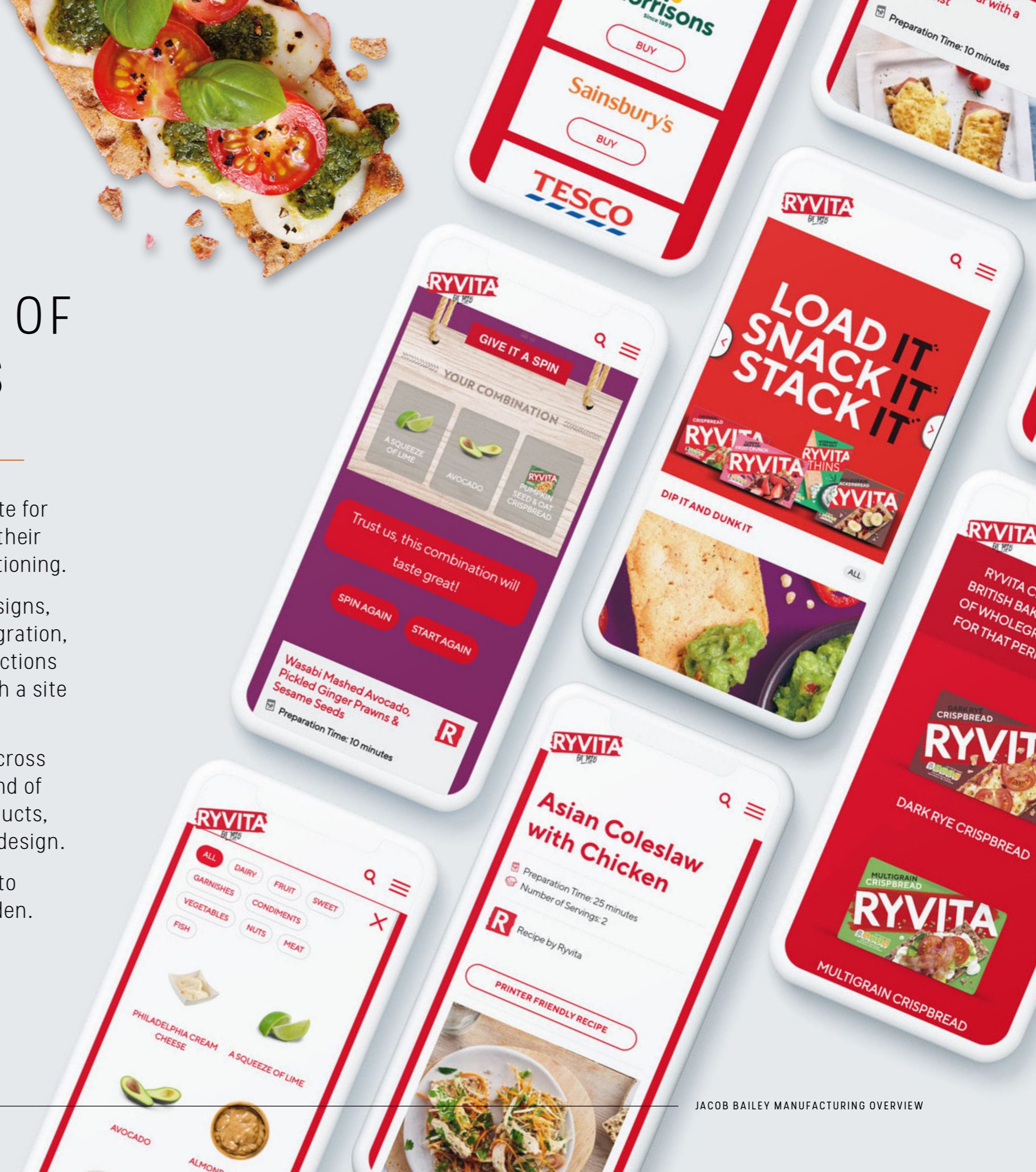
When Ryvita approached us to design a new website for this household brand, we knew that it had to tell their story and become a central pillar of their brand positioning.

From IA and page flows to wireframes and page designs, everything was built from the ground up. Social integration, typography, image selection, colourways and interactions were all designed to support that positioning through a site which is vibrant, energetic and authentic.

User journeys are carefully managed through the cross referencing of content, filters and searchability. And of course, we showcased the full range of Ryvita products, beautifully supported by some engaging interaction design.

We were tasked with rolling the Ryvita site out to Australia, New Zealand, Norway, Finland and Sweden.

[VISIT THE WEBSITE](#)



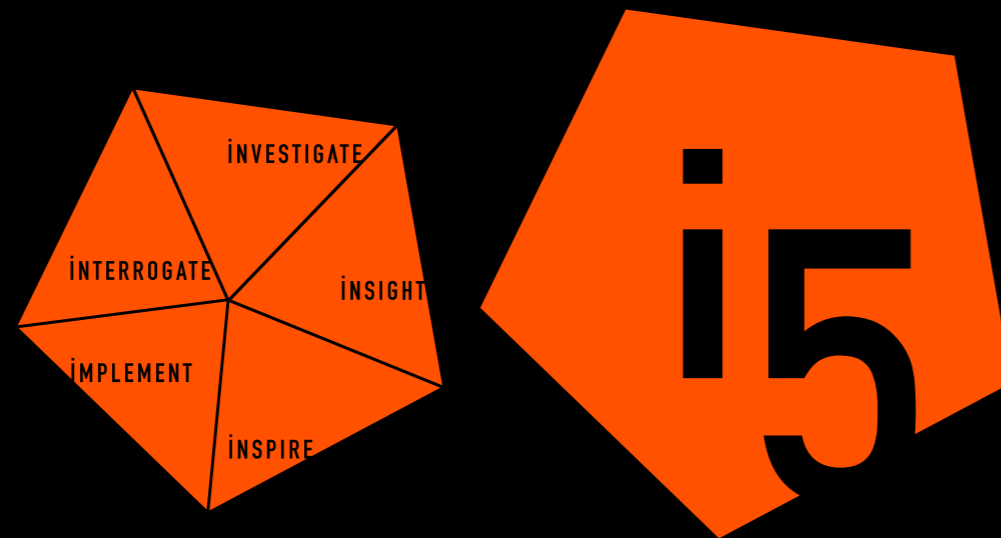
RYVITA
Est 1925

MUNCH
ON THIS



INTELLIGENCE OVER TIME

DATA - TECHNOLOGY - CREATIVITY



Our unique i5 approach combines strategic science with creative magic.

WITH EVERY i5 CYCLE WE BECOME MORE INTELLIGENT OVER TIME

With greater intelligence, we enhance our understanding of what is genuinely driving your positioning and P&L... and so improve both.

Why must this be a continual cycle?
Because the environment in which we operate never stays the same.



JACOB BAILEY. THE AGENCY THAT:

Delivered a 3000% increase in online sales leads for Otis.

Developed the brand strategy and visual identity for Zygo, **a global company with an annual turnover of \$149m**, telling their story from smartphones to space stations.

Rolled out Ryvita from Sydney to Svalbard.