



FIFTY FACTS

THE BUILDING BLOCKS OF BRAND STORY

Many brands forget to remind us what makes them special, even when it's badly needed. Every day, essential, trust-building information is left out of major content, or buried in bland, neglected prose.

Fifty Facts is a strategic asset that brings essential brand information onto the front row, giving marketers, agencies and leaders more ways to drive attention and affinity.

We identify the ideas that make brands compelling, then turn them into punchy, stand-alone segments: relatable, inspiring ideas expressed in one clear voice.

Each short, engaging segment focuses on the narratives that matter most, and makes it easy to project a coherent international posture across a wide range of platforms.

Fifty Facts is a vital resource for brand communicators. Use it to create easy access to key talking points, and bring contextual richness to formulaic, functional spaces.



“Gavin is good at getting to the heart of a brand and expressing it in authentic, absorbing ways.”

Giuseppe Aquila, C.E.O./Creative Director – Montegrappa

A strategic asset for stronger messaging:

- ✓ Reinforcing brand essentials
- ✓ Deep insights, diverse content
- ✓ Crisp, contemporary voice

Fifty Facts gives brand communicators a grab bag of irresistibly good talking points.

In today's content jungle, information “chunking” is essential. We package major talking points into tight, manageable segments: the building blocks of your brand's story.

Your stories are told in one flawless English voice. Each segment (approx. 30 words) is carefully crafted and designed to build connections across a range of touchpoints:

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|---------------------------|---------------------------|
| Product detail pages | Brand presentations |
| Article + email editorial | Editorial + content plans |
| Social posts | Training materials |
| Media packs | “About Us” content |

CORE PACKAGE

- Cost:** €1,690 (excl. VAT)
- Duration:** 2-3 weeks
- Includes:** Briefing; research; interview; creative origination; presentation; revisions
- Excludes:** Travel (where required)

EXPANDED PACKAGES

- 100 Facts
 - Implementation assistance
 - Image research/association
 - Translation services
- Pricing on request

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Crescendo Brands

COMMUNICATION · INNOVATION · EXPRESSION

