

Commercial first.  
Creative always.

STRATEGIC BRAND AGENCY

**MICHON**

# Helping brands succeed since 1982

For over 40 years, we've partnered with organisations of all sizes to build brands that drive commercial growth and lasting impact. We bring together strategic clarity, standout creative and hands-on delivery – bringing ideas to life with a practical and personal approach.

We help brands sharpen their positioning, strengthen their presence, and connect more clearly with their audiences. Our work is grounded in real-world insight and commercial focus, designed to make a measurable difference.

The logo for e-on, featuring the text "e-on" in a red, lowercase, sans-serif font.The logo for BAXI, featuring the word "BAXI" in a bold, blue, uppercase, sans-serif font.The logo for Vets for Pets, featuring the text "Vets for Pets" in a green, lowercase, sans-serif font.The logo for TOYOTA MATERIAL HANDLING, featuring the word "TOYOTA" in red above a horizontal line, and "MATERIAL HANDLING" in black below it.

# Why we're different

- Every member of our team brings 10+ years of brand and marketing experience.
- We build client partnerships that last – some for almost 20 years.
- Strategic and creative in equal measure – commercially focused and creatively driven.
- Family owned for over forty years.

# Our approach

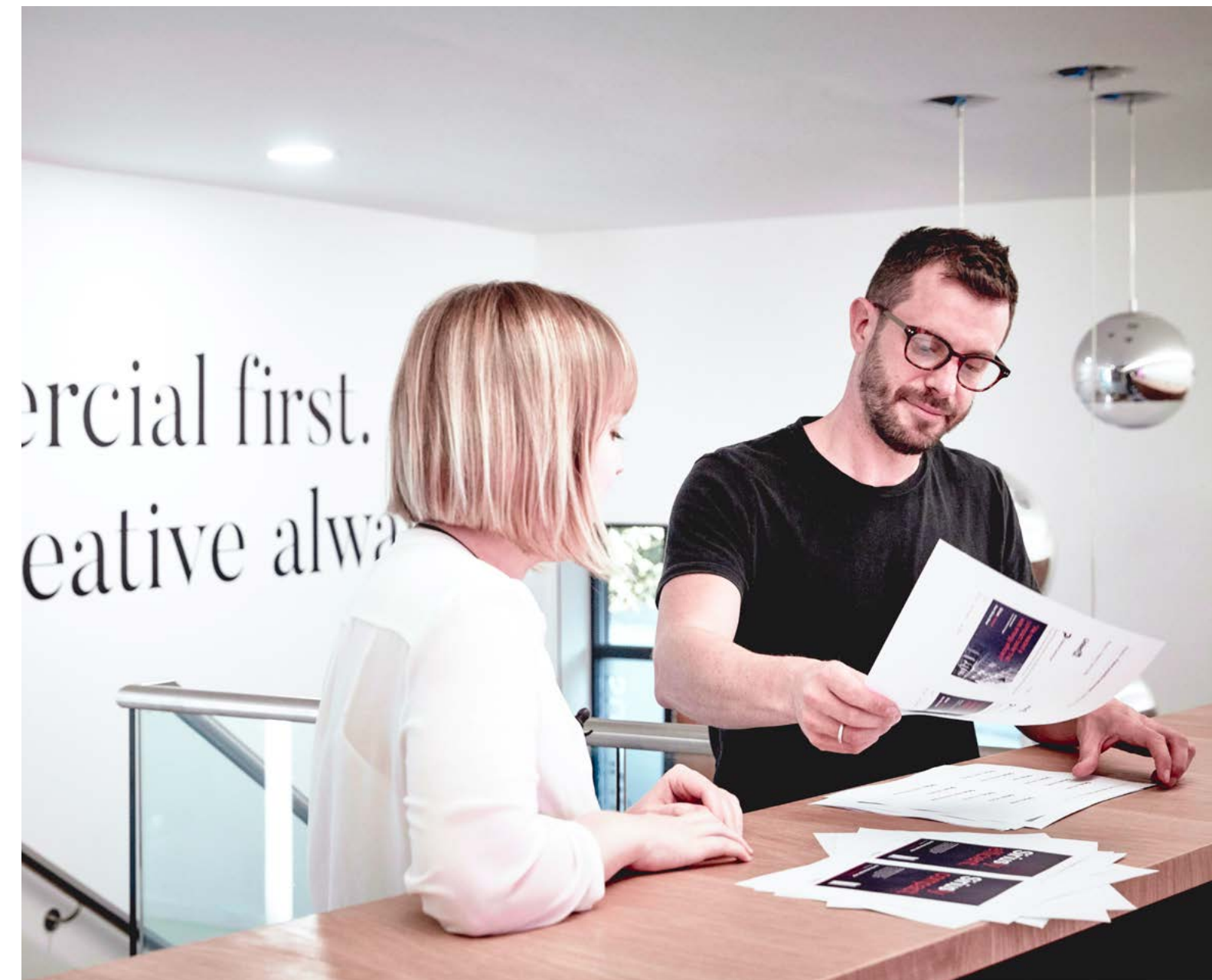
Our role flexes to your needs - scaling our support from full brand initiatives to focused campaigns.

We work as an extension of your team with a flexible, collaborative approach, with the aim of building long-term partnerships.

**Discover** - We immerse ourselves in your brand, uncovering the challenges and opportunities that matter most.

**Create** - We craft ideas that connect emotionally and strategically - with creativity rooted in real-world insight.

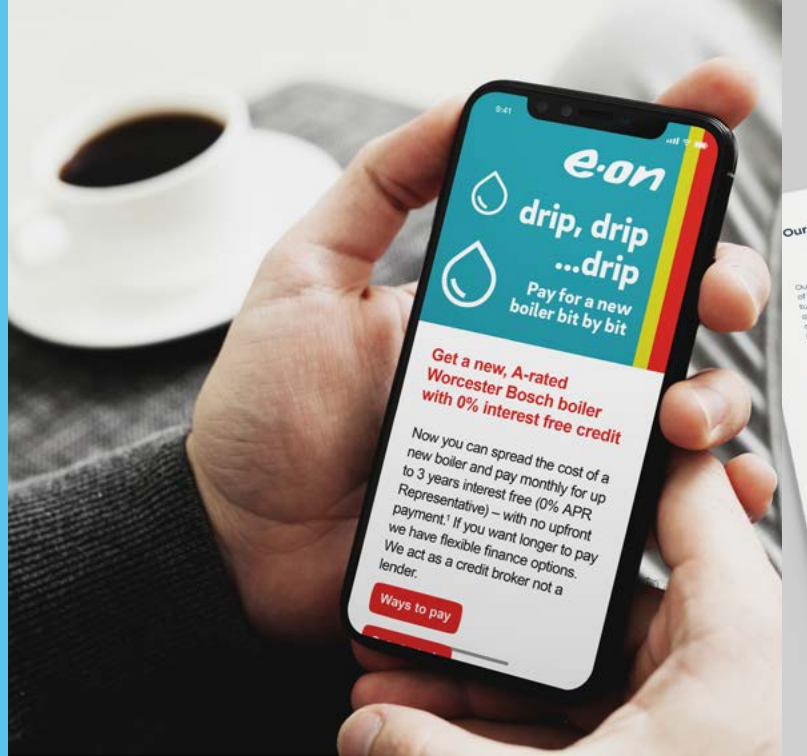
**Deliver** - We bring it all together seamlessly across every touchpoint, managing projects proactively to ensure quality, consistency and impact.



## Expect

- Senior, experienced people on every brief
- Responsive, proactive service
- Clear process and communication
- High-quality outputs, always
- Rigorous proofing and creative reviews

An agile, personal partnership  
- what you see is what you get.



# Case studies

## **Rebranding Hanson to Heidelberg Materials UK**

A sustainability-led brand transformation for the UK market

## **NET freshers' campaign**

Breaking records with bold student engagement

## **Uniper's historic closure event**

Marking a decisive step beyond coal, towards net zero

# Rebranding Hanson to Heidelberg Materials UK

## THE CHALLENGE

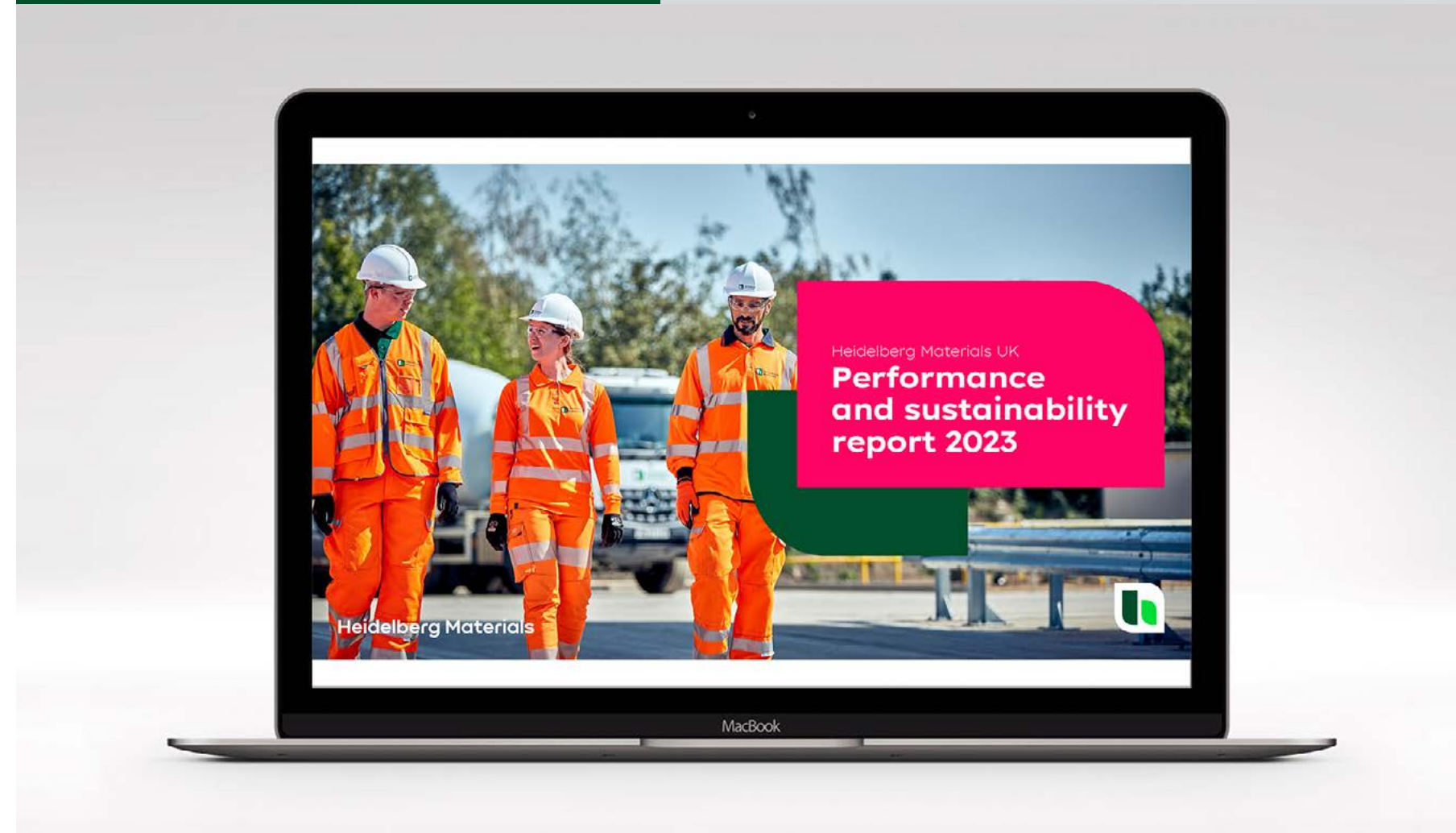
Heidelberg Materials was transitioning from Hanson, a trusted name in UK construction, to a unified global brand. The transformation needed to balance bold sustainability ambitions with decades of brand equity, ensuring continuity for customers and employees while signalling a confident new chapter for the business in the UK market.



# Heidelberg Materials

## THE SOLUTION

- Created a distinctive visual library of photography and film captured across the UK to reflect the brand's expertise, quality and commitment to sustainability.
- Designed a suite of bespoke animation and iconography assets, establishing a cohesive visual style.
- Developed eye-catching packaging concepts to align with their evolving identity and reinforce clarity across product ranges.



Drawing on our 17 year partnership with the UK team, we shaped a new brand narrative aligned to Heidelberg's global purpose.



## THE RESULTS

A confident launch of Heidelberg Materials in the UK - wherever people interact with the company, whether in the UK or globally, they now see a unified brand committed to leading the decarbonisation of construction.



“ Thanks to everyone at Michon for all your work on this – truly incredible effort.

Communications Director  
Heidelberg Materials UK



# NET Freshers' campaign

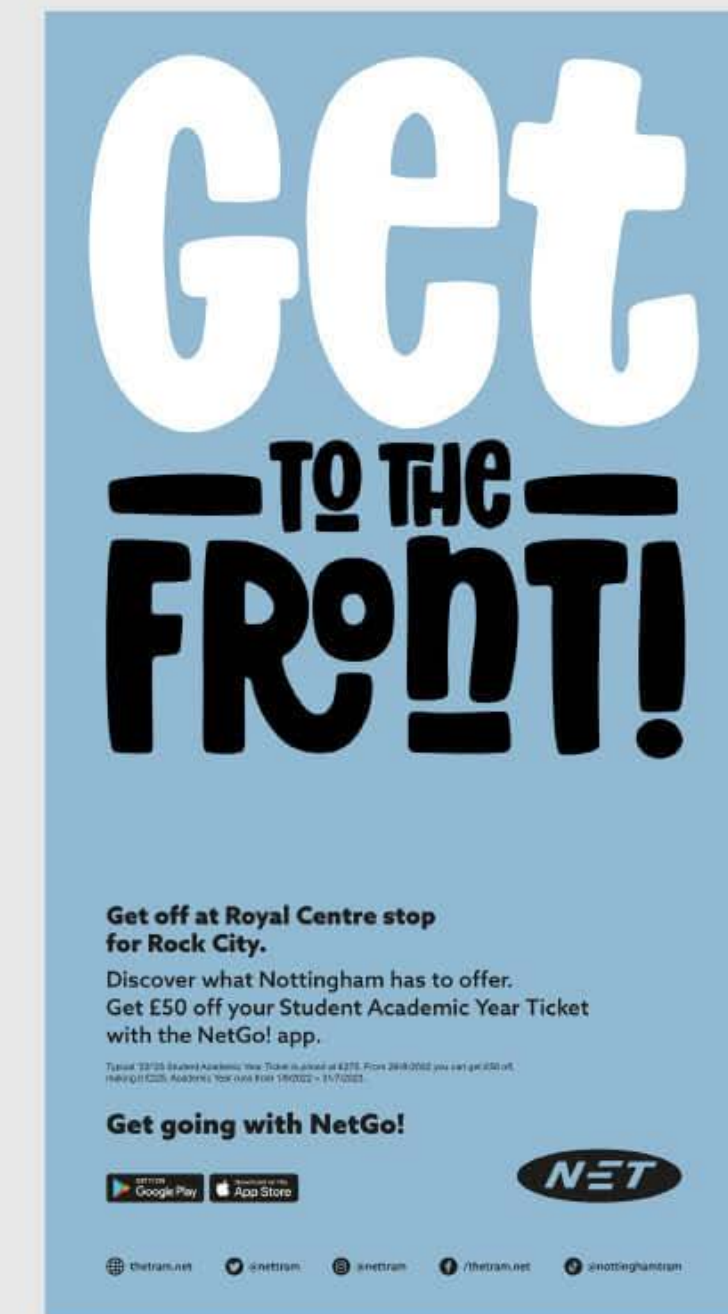
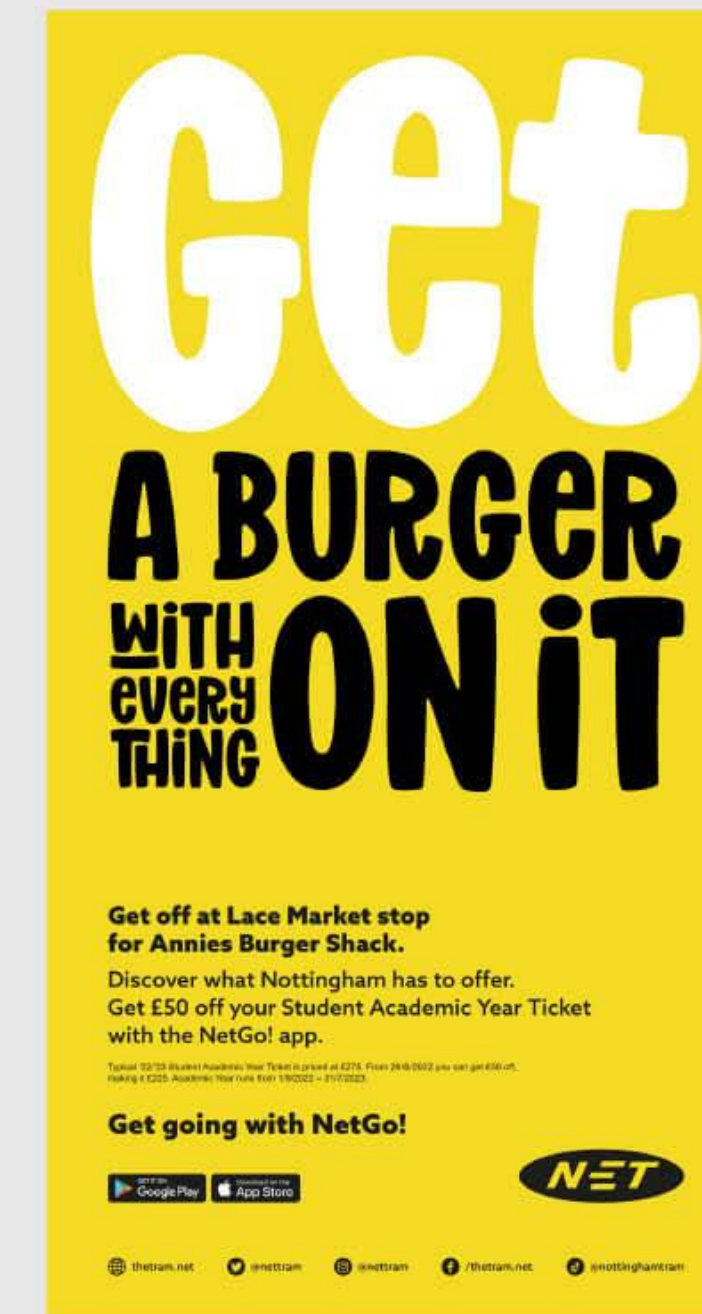
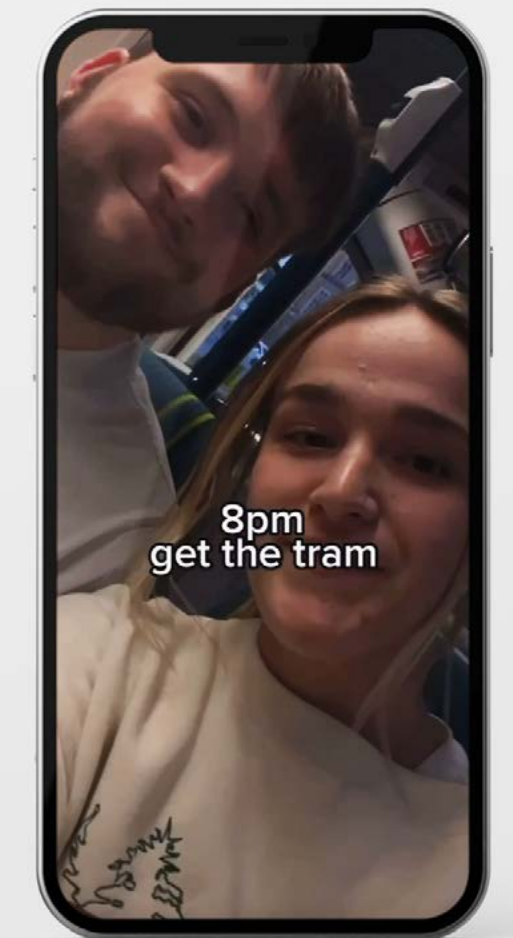
## THE CHALLENGE

With around 70,000 new students arriving in Nottingham each year, NET wanted to increase usage of its NetGo! app and drive annual student travel ticket sales. The existing campaign wasn't delivering sufficient engagement or conversion within this key demographic.



## THE SOLUTION

- A bold typographical design and the proposition “Get going with NetGo!” to appeal directly to students.
- Rolled out across tram stops and key student zones leading into Freshers’ week, highlighting discounts, safety and local hotspots.
- Encouraged footfall and engagement with a branded smoothie bar at the freshers’ fairs, with interactive games and prize draws tied to app sign-ups.
- Targeted students where they were most active, both out in the world and on social platforms.



## THE RESULTS

- Achieved 68% year-on-year growth in sales, surpassing NET's ambitious targets.
- Subsequent years saw a 20.6% increase in revenue (2023) and a further 14% uplift (2024).
- Award-winning work - the campaign earned a **Silver in the DBA Design Effectiveness Awards.**

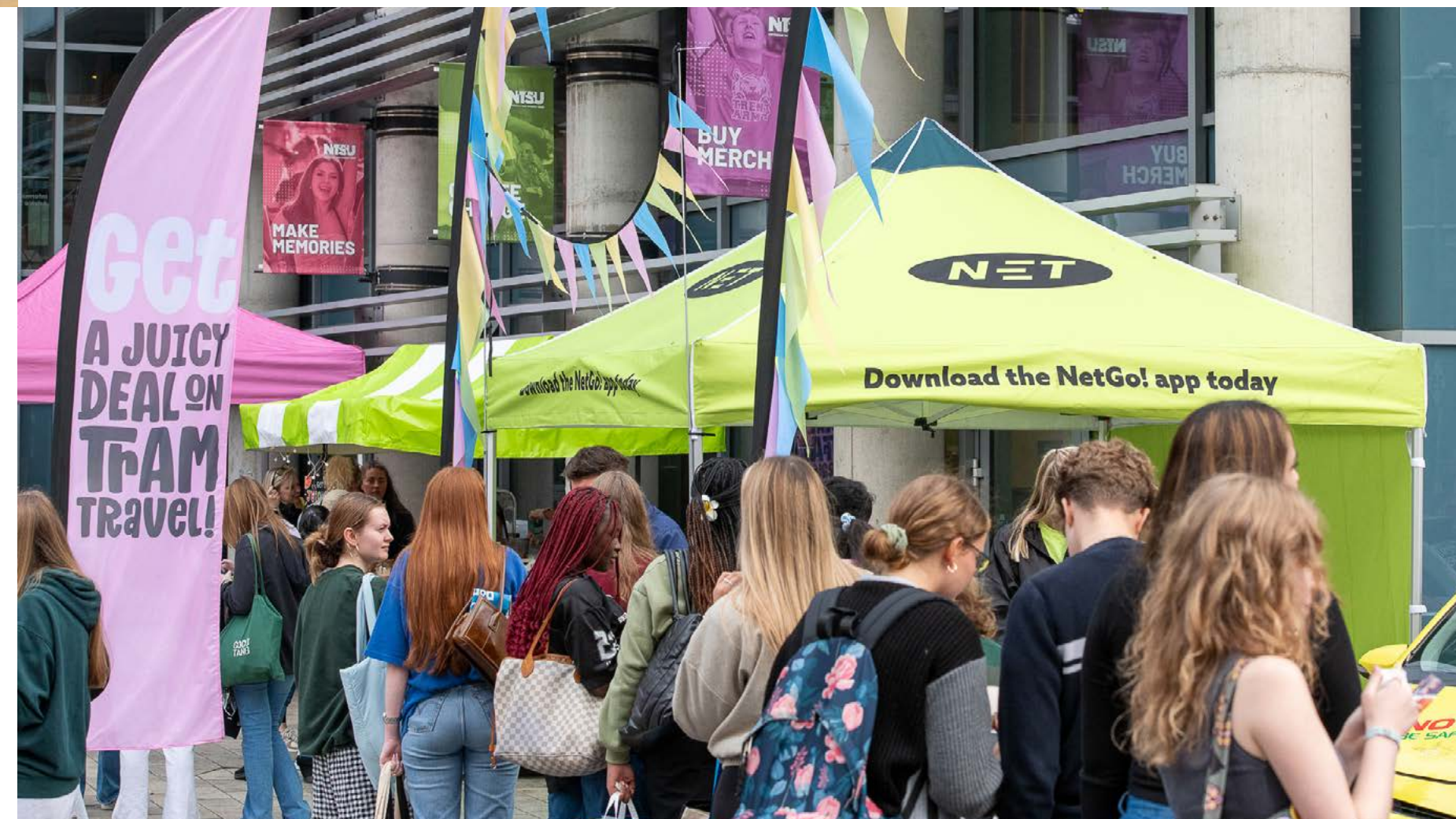
Overall generated a **95%** increase in revenue from student annual passes, plus a **30%** increase in personal travel and a meaningful drop in fare evasion.



“

Michon were brilliant from day one. And as a result have helped deliver our best performing student campaign to date.

Head of Marketing  
**NET**



# uni per

## Uniper's historic closure event

### THE CHALLENGE

To commemorate the closure of Ratcliffe-on-Soar – the UK's last coal-fired power station – Uniper needed to create a memorable experience that balanced respectful reflection with future ambition. With just six weeks to deliver, the goal was to transform an industrial site into a powerful branded environment.



Guests, including industry leaders and government officials, expected more than ceremony. The event was authentic and visionary – telling the story of transition with substance and sensitivity.



## THE SOLUTION

We designed and delivered an immersive experience that brought Uniper's net-zero journey to life:

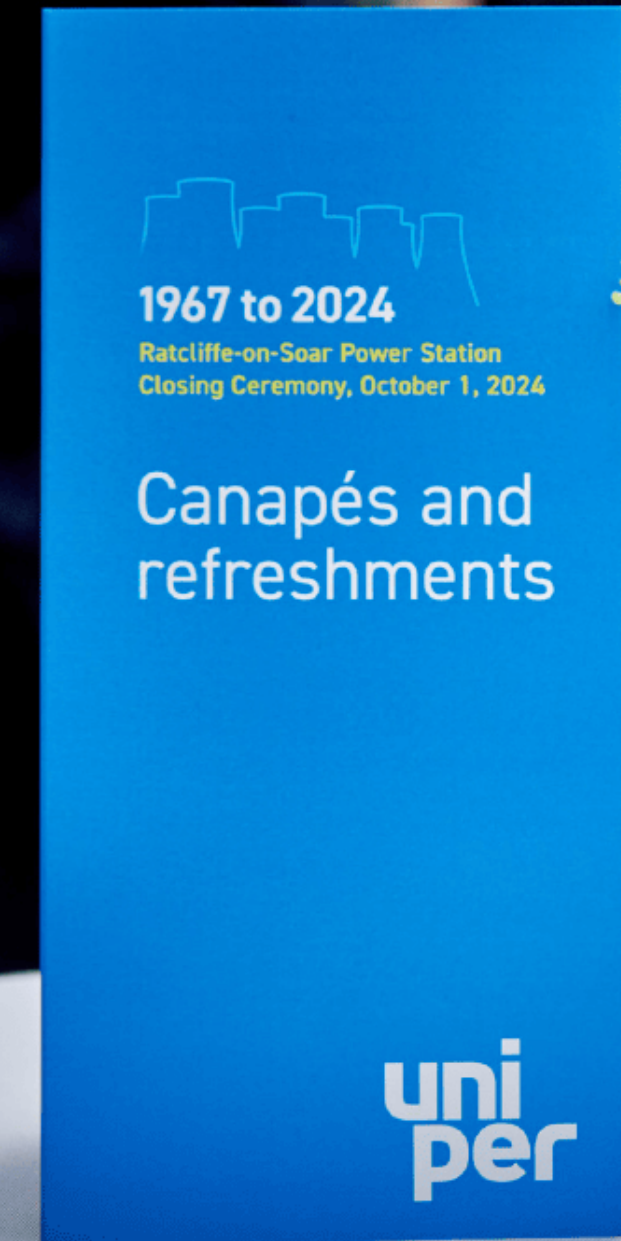
- Eight circular light installations inspired by the iconic cooling towers
- Over 140m of narrative timelines and custom wall graphics
- A full-size gas turbine and legacy artefacts
- VR and digital experiences focused on sustainable innovation

Every detail reflected Uniper's strategic messaging and future intent.

## THE RESULTS

The event was widely praised for its emotional depth and powerful storytelling – positioning Uniper as a progressive force in UK energy.

More than **200 senior stakeholders** attended this landmark event, including the Minister for Energy, Michael Shanks MP



“

Just wanted to say thank you for the delivery of the exhibition – I have had a lot of positive feedback about it!”

UK Communications Manager  
**Uniper**

# What we do

## INSIGHT

We're driven by deeper intelligence. We're big advocates of evidence and the positive impact it can make on your marketing and brand ambitions.

### We can help you with:

- Research
- Data
- Analytics

## STRATEGY

We can help you to develop your strategy so your whole business can unite in delivering quickly and efficiently against your goals.

### We can help you with:

- Gap analysis
- Brand audit and consultancy
- Marketing consultancy
- Propositions
- Customer journey

## BRAND

We work closely with all of our clients to ensure that every facet of their brand is crafted carefully and consistently to generate the perfect brand experience.

### We can help you with:

- Brand architecture
- Brand creation
- Brand development
- Brand consultancy
- Brand guidelines
- Brand experience
- Naming conventions
- Tone of voice

## ACTIVATION

Having an amazing brand, product or service is just the start. We're experts at connecting you with your target audience in a way that drives them to experience your brand first-hand.

### We activate B2B and B2C brands through:

#### Integrated campaigns

- Internal communications
- Direct marketing
- Advertising
- Experiential
- In-store POS
- PPC and SEO
- Remarketing and programmatic
- Social media
- Exhibitions and events

#### Content creation

- Assets and toolkits
- Website design, build and UX
- Messaging and copy
- Print and literature
- Pack design
- Film and animation
- Photography
- CGI

# Next steps

**We'd love to explore how we can work together.**

Here are a few ways to start:

- A discovery session to align brand and marketing priorities.
- A pilot project to deliver focused, measurable impact.
- A collaborative scoping exercise for an upcoming challenge.

MICHON

# Let's talk

We'd love to discuss how we can help you achieve your goals.

**Alexis Keene**  
Marketing Director  
07932 075 657  
alexis@michoncreative.co.uk

Michon  
The Old School Rooms  
Main Road  
Radcliffe-on-Trent  
Nottingham  
NG12 2AA

0115 933 1000  
info@michoncreative.co.uk  
michoncreative.co.uk



The content of this document is private and confidential and should not be shared with third parties.  
All rights remain the property of Michon Ltd until a formal agreement is entered into. Copyright Michon Ltd, 2026

Commercial first. Creative always.