

Magnus & Co.



BREAKTHROUGH BRANDING

Strategy that provokes change. Language with a beating heart.
We're the brand partner for restless businesses ready to grow.

STAND OUT, LEAP AHEAD

We've seen how powerful brand can be in building the foundations for commercial success, raising business valuations and creating powerful communities that go beyond product.

When it's right, it really works. And that's what we're here to build for businesses like you. Help you smash your goals, with smart strategic thinking and a distinctive brand voice. Creating brand foundations that take you lightyears ahead of the competition.



OUR APPROACH

AN IDENTITY SHAPED AROUND YOU

We know tada moments don't do it for you. We work collaboratively and iteratively with your team, sharing early and often so you know exactly what we're thinking, and add your own spin in the right places. The outcome – a breakthrough brand you feel total ownership of.

Our 10 Step Process

1

Assemble the right steering team

2

Talk to customers. Map what really matters.

3

Do a linguistic audit. Note what customers call things.

4

Map the market. Analyse the real competition.

5

Define your ideal customer segment. Who values you most?

6

Bring it together in a value proposition.

7

Test with your steering team. Add objectives.

8

Share widely internally. Note feedback. Refine.

9

Finalise positioning in a document that excites and assures.

10

Bring positioning to life across external narrative and key messaging

M
& Co.

OUR WORK

AERO

Rebrand, brand strategy, verbal identity, key messaging, website copy, tone of voice



Challenge

AERO had an incredible alternative to industrial paint coatings – more sustainable and higher performance than any other competitor on the market. But the business was run by scientists, who didn't understand how to communicate the incredible benefits.



Breakthrough Idea

We realised they needed to speak to innovation teams, not engineering. And to do that, they needed to cut through using brand, and completely side step the competition. We repositioned the product from paint to sustainable material technology, leveraging their scientific expertise as their differentiator with the brand platform 'engineered from the molecule up'. Then we went bold with the verbal identity, challenging the entire category with the headline 'paint is dead'.

The finish of the future for the innovators of today

AERO paint film is the high performance finish with a dramatically reduced environmental impact. It's lightweight, AEROdynamic, highly durable and has unparalleled sustainability credentials.

Created by scientists and material technologists, AERO helps OEMs drastically reduce harmful emissions without compromising on performance.

Paint is dead.



Our sustainable material technology outperforms traditional paint in every aspect.



Recyclable



Aerodynamic



17,000% more durable than traditional paint



Customizable



50-80% lighter than paint



Smart connectivity



Zero carbon emission
Zero solvents
Zero PVC & VOCs

Paint is dead

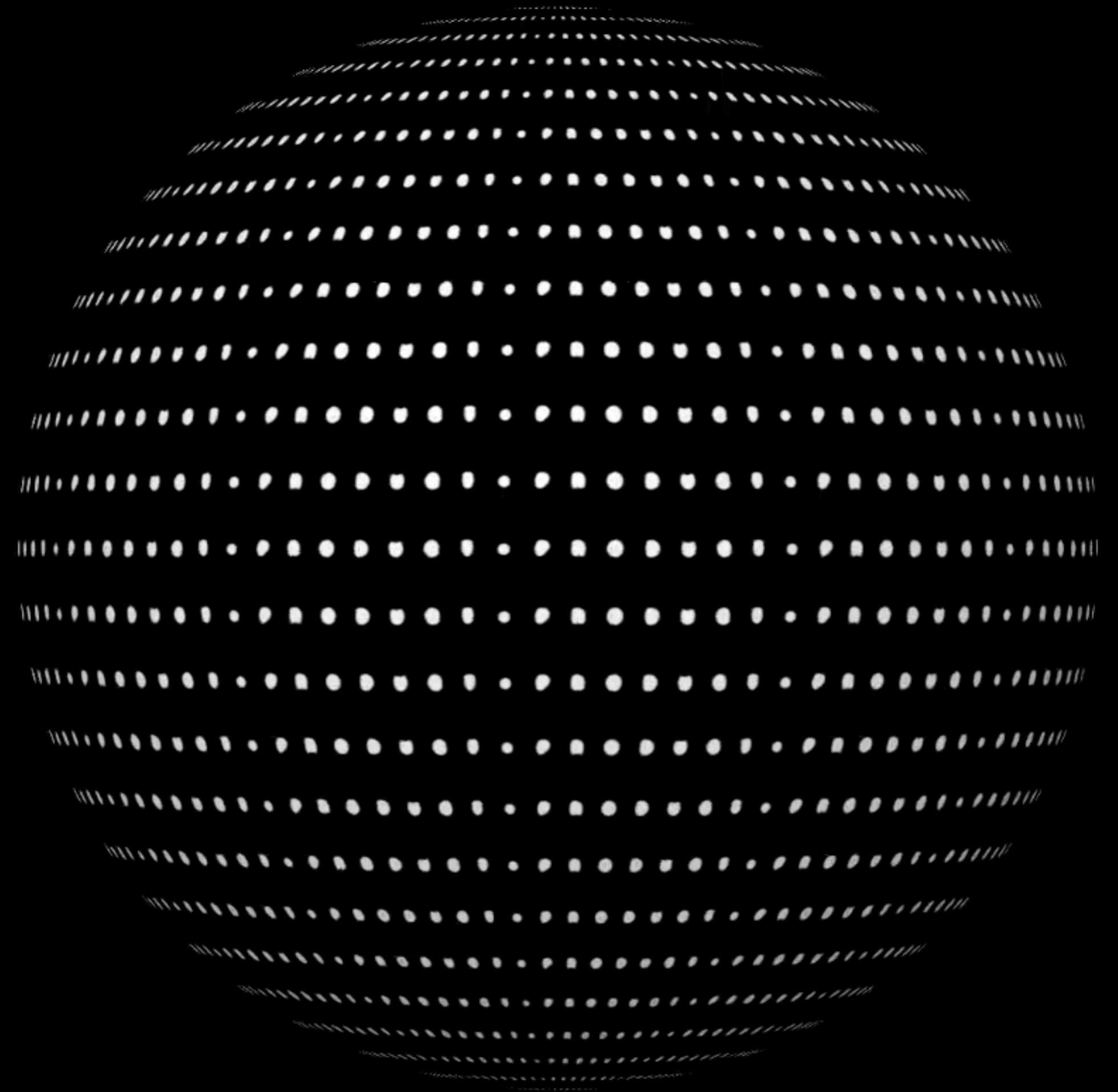
Paint is dead

The impact of AERO

To us, product, people and planet are equally important.

By designing AERO from the molecule up, we have been able to micro engineer a material which offers unparalleled aesthetic value and performance with almost zero environmental impact.

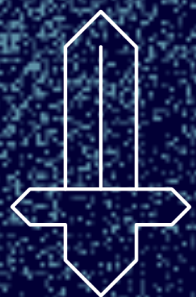
Developed in tandem with its manufacturing processes with a streamlined, vertically integrated method that minimizes infrastructure utilization, AERO is a game changer for both the industry and the planet.





NXTLVL

Brand creation, verbal identity, key messaging, website copy, tone of voice



Challenge

Kids aren't learning the skills they need to succeed in a rapidly changing future. And Nxtlvl's collaborative, game-based teaching methods, while innovative, are completely unfamiliar to those brought up with a traditional education.



Breakthrough Idea

To overcome their hesitation, we needed to get the parents as excited about the program as the kids. Parents want schools to prepare their kids for work – but we no longer know what that looks like. This uncertainty unlocked the brand platform 'getting kids ready for an unpredictable future' – an exciting new way to learn the skills needed to take on whatever the future holds.



Getting kids ready for anything

Where 8-14 yr olds develop future-critical skills through complex, game-based learning.

Enter your email address

Get started

Training available in English, Spanish and Greek.

 Weekly 1hr sessions

 Collaborative cohorts

 Extracurricular development

 Co-ordinated by facilitators





THE WORLD IS CHANGING FASTER THAN EVER. EDUCATION IS NOT.

“2/3 of today’s children will have jobs that don’t exist yet.”

Christine Lagarde, IMF

Technology is transforming how our kids will work and live, facing challenges we can hardly imagine. Traditional education system can’t keep up with the pace of change. It still focuses on passing down knowledge using outdated approaches. What kids need to thrive in a world radically different to the one we grew up in is to develop future-critical skills.



Navigate complex problems



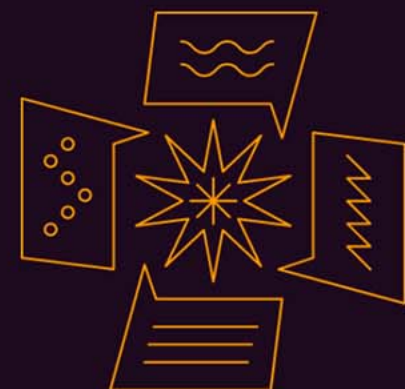
Kids learn to decode complex problems in their substantive parts and approach them from multiple perspectives, unleashing their creative possibilities.

Make intelligent decisions



Kids learn to think critically and be active decision makers. They learn to reflect and adjust their behaviours and actions accordingly to further progress.

Collaborate under uncertainty

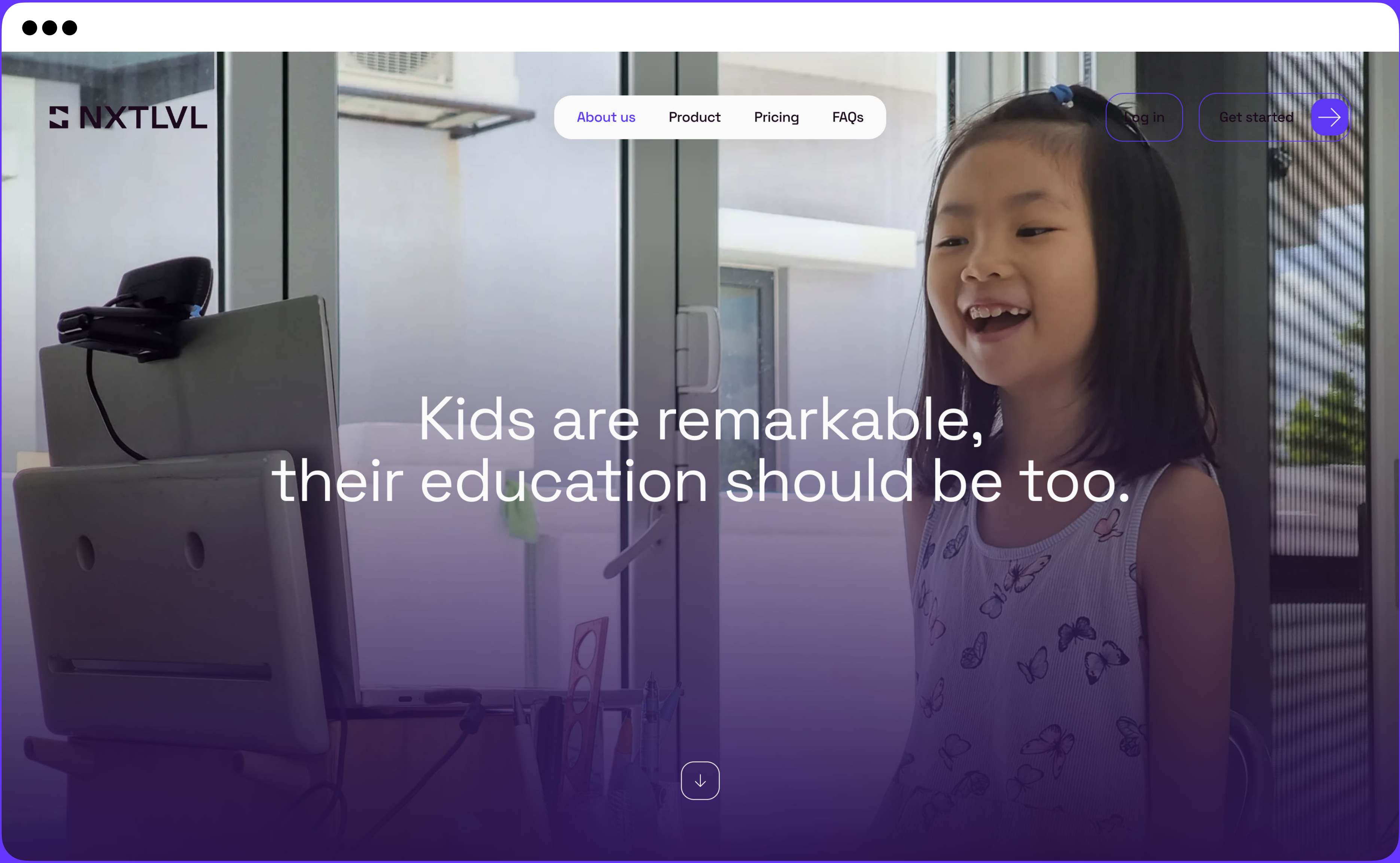


Kids learn to harness their different strengths, skills and perspectives and work together to face challenges of constantly changing environments.

Own the outcomes




Kids learn to own both their successes and failures. They embrace every outcome as an opportunity to learn and develop.



 **NXTLVL**

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Kids are remarkable,
their education should be too.





The future is out of this world

Our lives are changing faster than ever before. Between technological leaps and scientific breakthroughs, kids will face a fundamentally different world to the one we know. They'll take on jobs that don't exist yet, and face challenges we're only starting to understand. To thrive, they'll need to develop different skills to the ones we learned in school. And they need to start now.



Education is stuck in the past

Traditional education hasn't kept pace with the speed of change. Kids learn to:

- ◆ memorize, when they could learn to question
- ◆ prioritize success, when they could learn through failure
- ◆ copy from textbooks, when they could learn from real life
- ◆ find safety in similarity, when they could celebrate difference
- ◆ work alone, when they could learn to succeed together

It's an approach that has barely changed in decades. To prepare kids for a changing world, it needs a radical rethink.

Preparing kids for 2050,
not 1950



Preparing kids for 2050, not 1950

We can't predict the future, but we know it will be full of challenges with no right answers. To navigate them, kids need to learn how to tackle complex problems, make intelligent decisions, collaborate in uncertain environments and own their outcomes.

We call these future-critical skills. Kids can't learn them from textbooks, they develop them through practice. But traditional education doesn't make time for it. They need a new space to learn. And a new way to practice.



How to think, not what to think

This is why, based on years of research and deep work at the best universities in the world, we have created an innovative, online learning experience where kids develop by doing these future-critical skills.

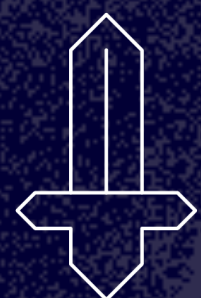
Our complex games immerse kids in different ways of thinking. While playing, kids practice important mental models, including first principles thinking, probabilistic thinking and systems thinking.

This collaborative, game-based approach prepares them for the novel situations they will face in the future, while engaging their curiosity. They learn because it's fun. And because it's fun, they want to learn.

It's the experience we want for our own kids.
It's what we promise to every student who enrolls with us.

NEED

Brand creation, verbal identity, key messaging, website copy, tone of voice



Challenge

Health insurance is a crowded, corporate category – a mandatory purchase packed with loopholes that inspire anxiety rather than reassurance. Need provide something totally new: a proactive cancer insurance program that helps people catch cancer earlier, no catch. But in an untrustworthy industry, we needed to frame the product in a distinctive way to communicate the considerable benefits over the competition.

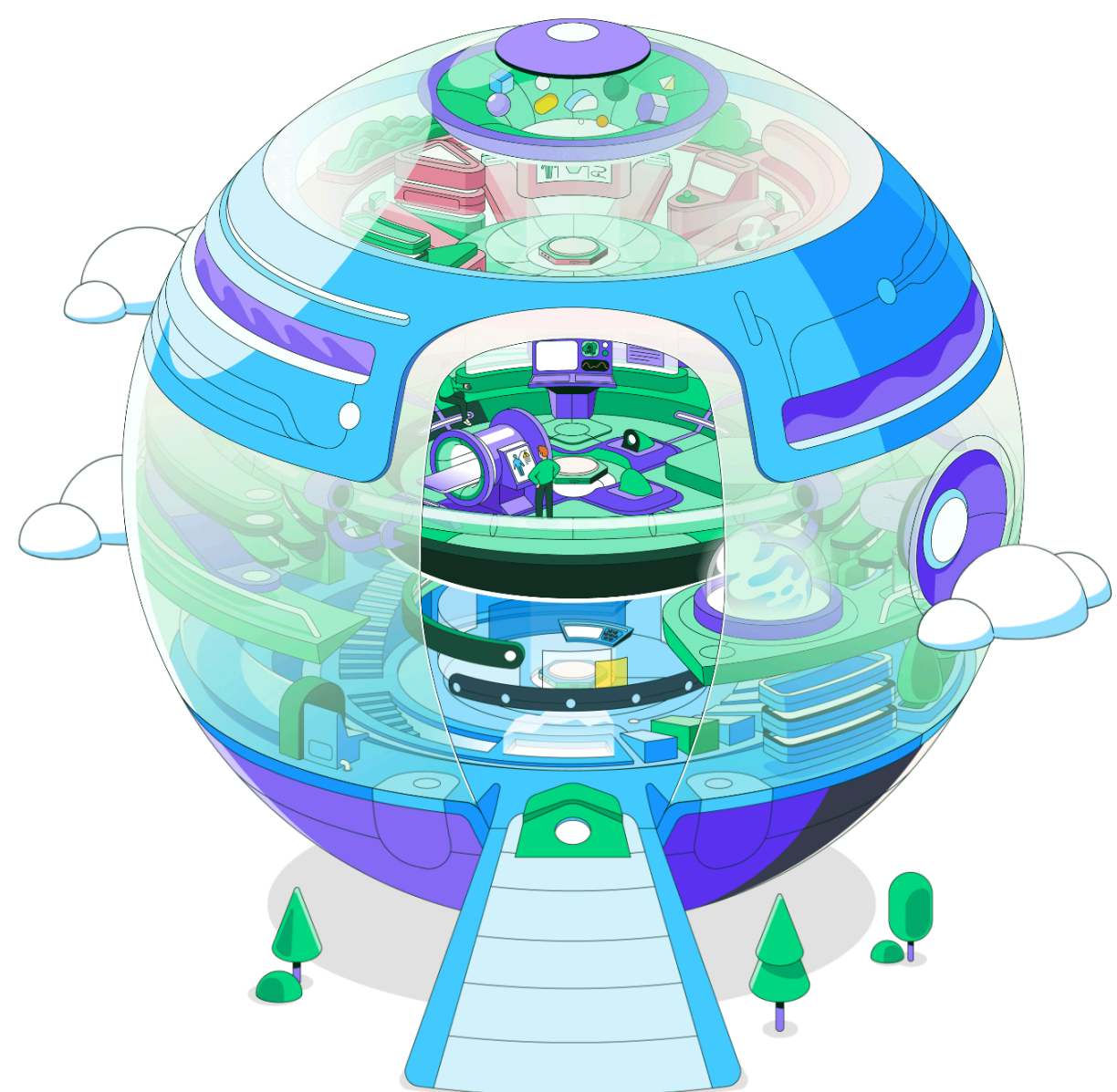


Breakthrough Idea

Unlike most health insurance programs, which penalise health monitoring, Need is proactive and protective. They cover regular testing to catch cancer sooner. It's not health insurance as most would know it. So we needed a new term for it: the world's first cancer protection system. An empowering, informative and empathetic identity followed suit, alongside a new name suited to the product: Need. Because with 1 in 2 people developing cancer, this isn't a nice-to-have. We need this.



**COMPLETE PROTECTION
THAT ENABLES ANYONE,
ANYWHERE, TO ACHIEVE
THE BEST CANCER OUTCOME**

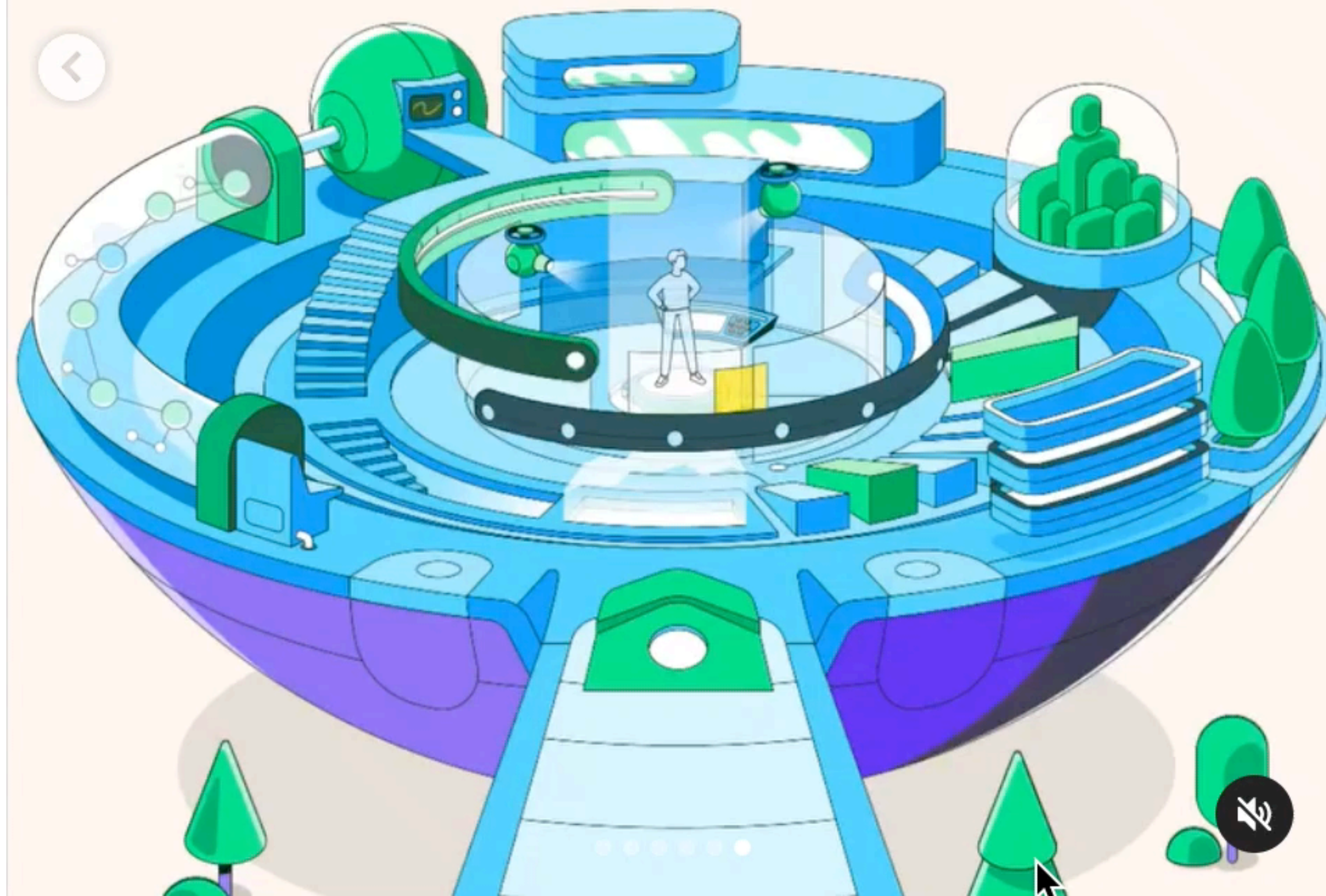


**THE
WORLD'S
FIRST
CANCER
PROTECTION
SYSTEM.**

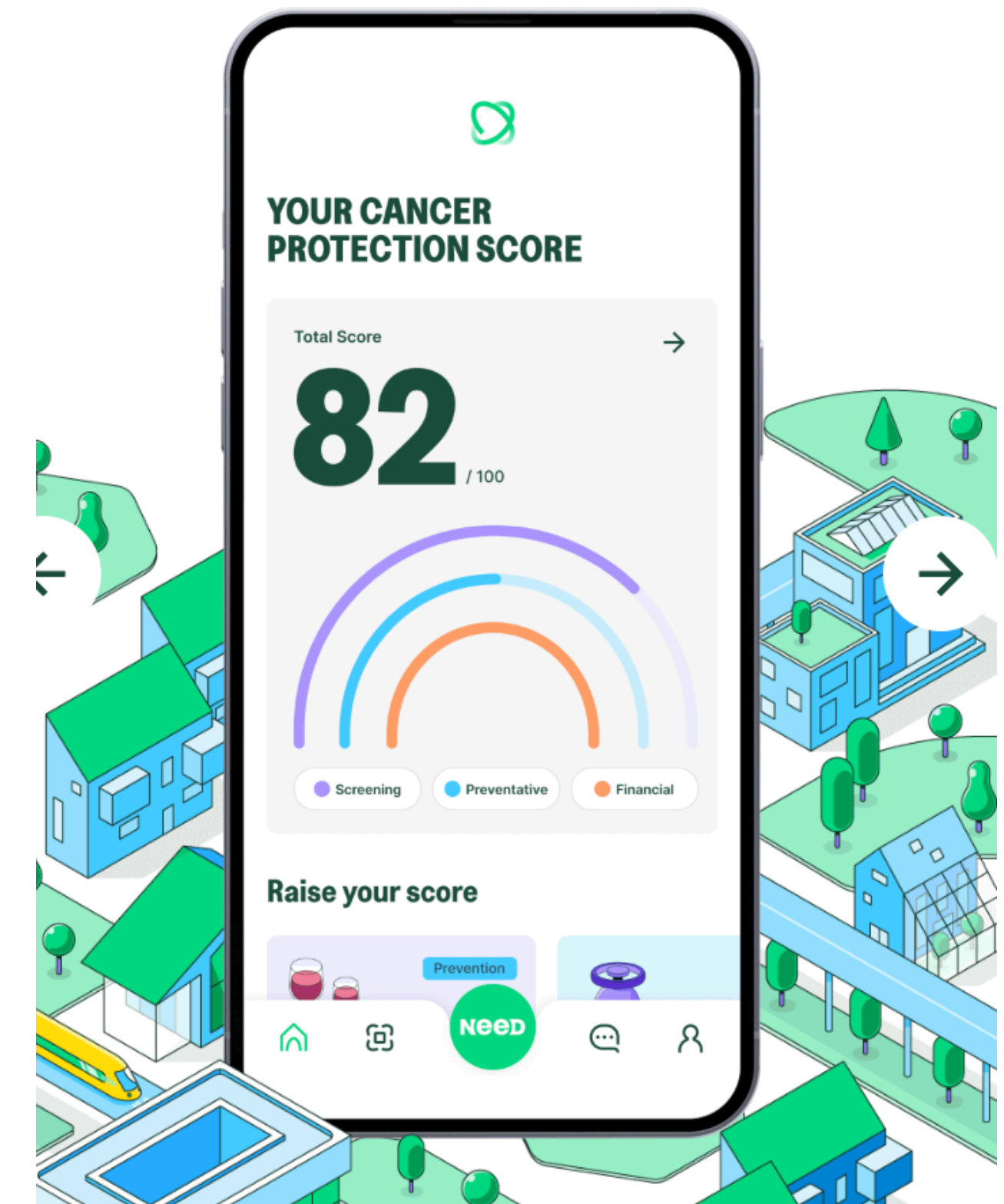


HEALTHY MODULE

PROTECT YOURSELF FROM CANCER





**WE'RE ON A MISSION
TO ENABLE ANYONE,
ANYWHERE, TO ACHIEVE
THE BEST CANCER OUTCOME**




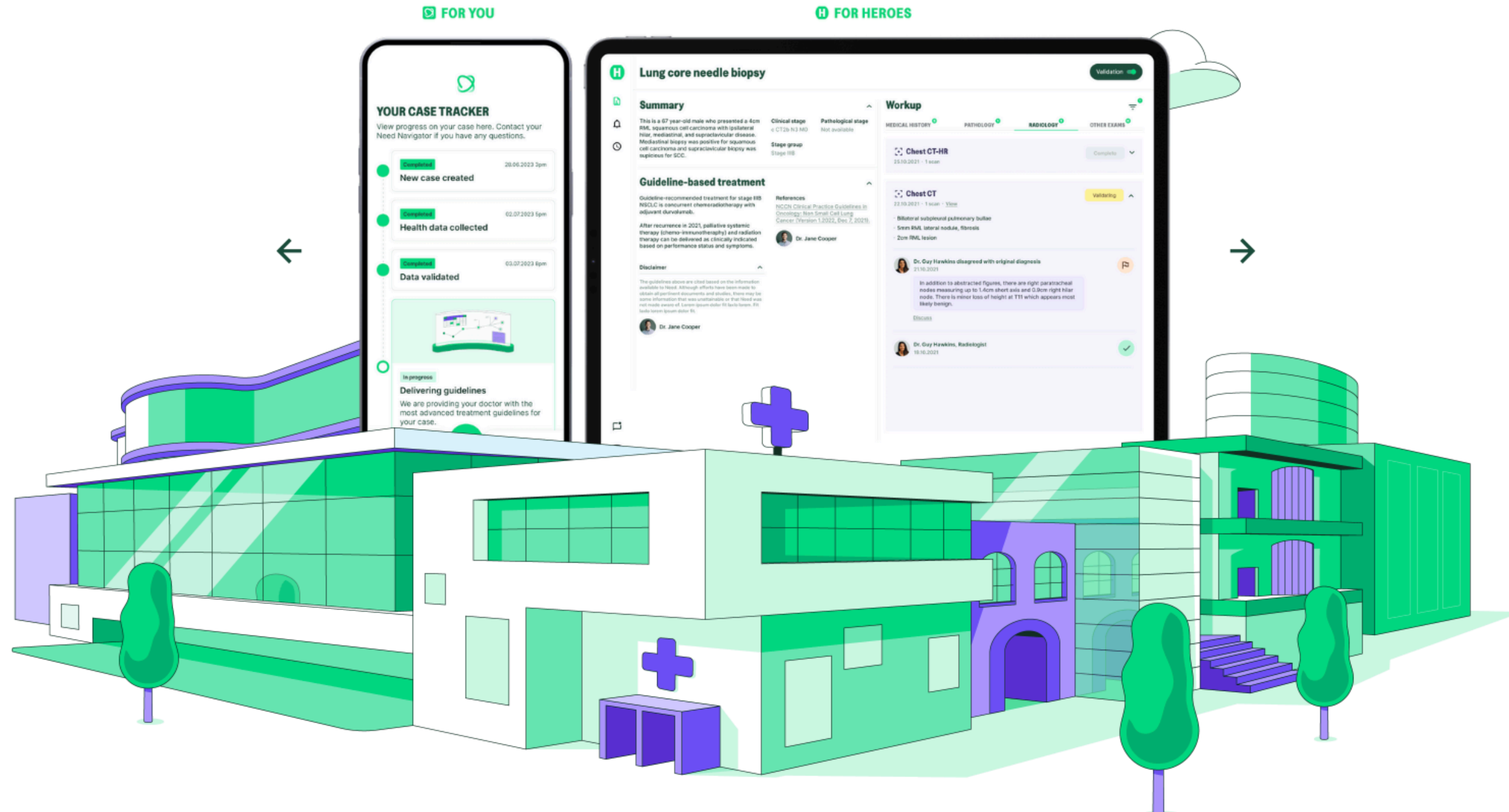
TREATMENT MODULE

WORLD-CLASS TREATMENT, ANYWHERE

 A Need Navigator will support you throughout your cancer treatment journey.


 Empower your Hero (local doctor) to provide the optimal treatment using Need's cutting-edge technology platform.


 Get real-time updates and visibility into your cancer treatment process.




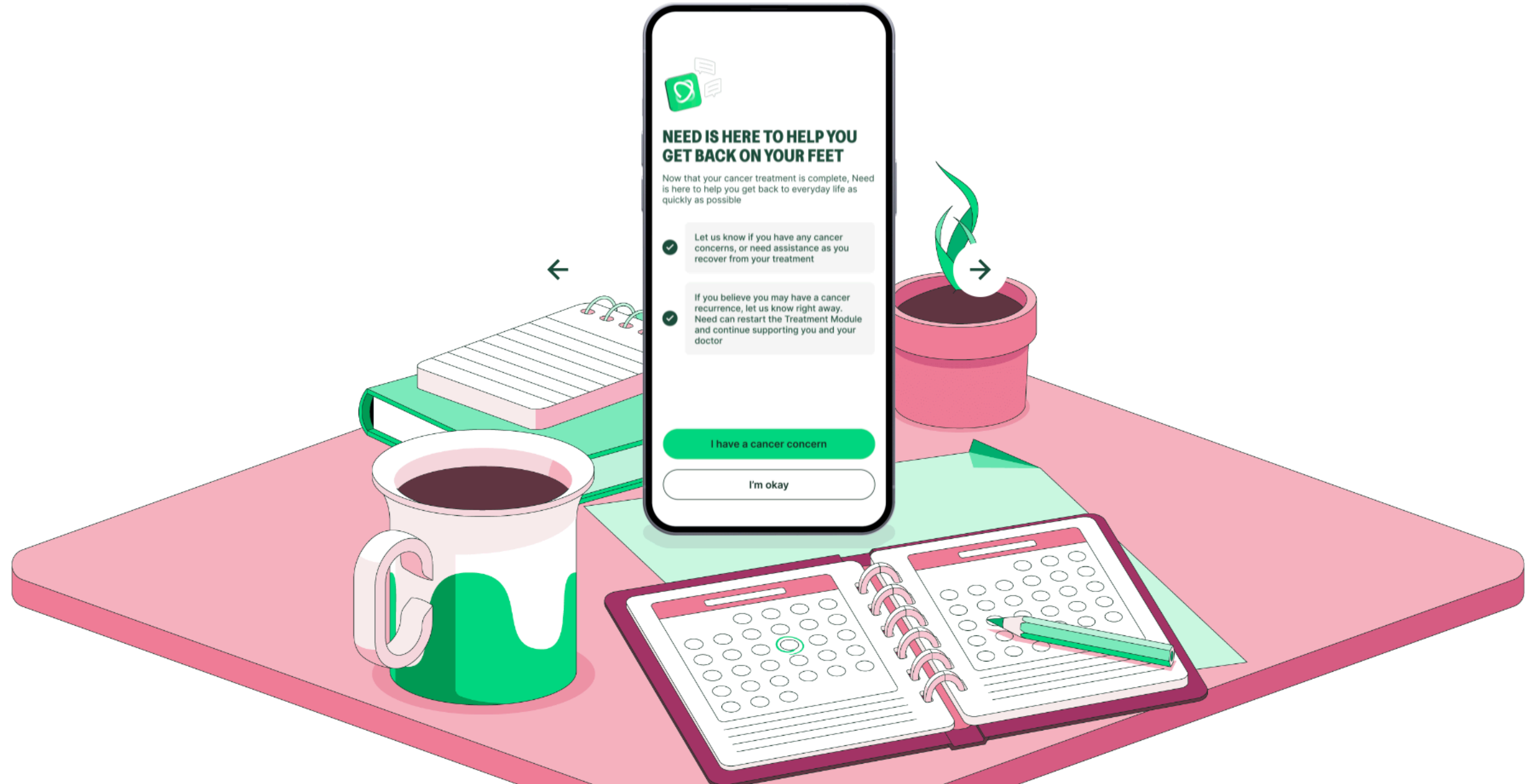
SURVIVOR MODULE

STATE-OF-THE-ART FOLLOW-UP AND SCREENING

 Follow our personalized post-treatment screening plan to help you detect recurrences.

 Alert Need of any potential recurrence as soon as possible to re-activate the Treatment Module.

 Get resources to help you overcome the side effects of cancer treatment, so you get back on your feet quickly.



BIO&ME

Brand creation, naming, verbal identity, key messaging, tone of voice guidelines,
packaging copy, website copy



Challenge

Wellness brands are awash with woo woo, and gut health can feel icky when we have to talk about doing a number two. We needed to create a brand voice that feels useful and engaging without giving consumers the ick.



Breakthrough Idea

Tapping into the then-nascent trend of discussing gut health in frank terms, we needed to challenge a wellness category obsessed with reduction with the concept of dietary abundance, leveraging Dr Megan Rossi's credibility as a gut health doctor. Abundance gave us a strong foundation to build a brand that felt, positive, generous, inviting and realistic, with a name, 'Bio & Me', that brings gut health into everyday life.





THE MORE THE MERRIER

At Bio & Me, we believe that variety is the spice of life, and eating deliciously diverse foods is key to good gut health. That's why we're working with The Gut Health Doctor to create foods that keep you and your gut healthy and happy. Packed with 15 fabulous fruits, vegetables, wholegrains, legumes, nuts and seeds, our prebiotic* gut-loving granola gives your biome plenty of what it needs to help it thrive.

Bio & You[®]



Bio & Me

DIVERSITY PLANNER

A little planning can go a long way when it comes to hitting your 30 a week. See how many different plant-based foods you eat over the next seven days and note down the number on this planner. Try to beat your score next week!

FRUIT <input type="text"/> <i>(e.g. apple, banana)</i>	&	VEGETABLES <input type="text"/> <i>(e.g. broccoli, beetroot)</i>	&	GRAINS <input type="text"/> <i>(e.g. wheat, quinoa)</i>
LEGUMES <input type="text"/> <i>(e.g. chickpeas, lentils)</i>	&	NUTS & SEEDS <input type="text"/> <i>(e.g. almonds, sunflower seeds)</i>	&	HERBS & SPICES <input type="text"/> <i>(e.g. basil, cinnamon)</i>

Total number of different plant-based foods

WRITE TOTAL HERE:

Less than 10
Let's get diversifying

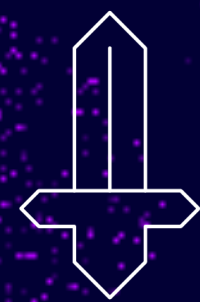
10 - 19
Try adding a little more diversity (hint: check out what's inside our granola)

20 - 29
Nearly there!

30+
Well done!

SYDNEY

Brand creation, verbal identity, key messaging, website copy, tone of voice



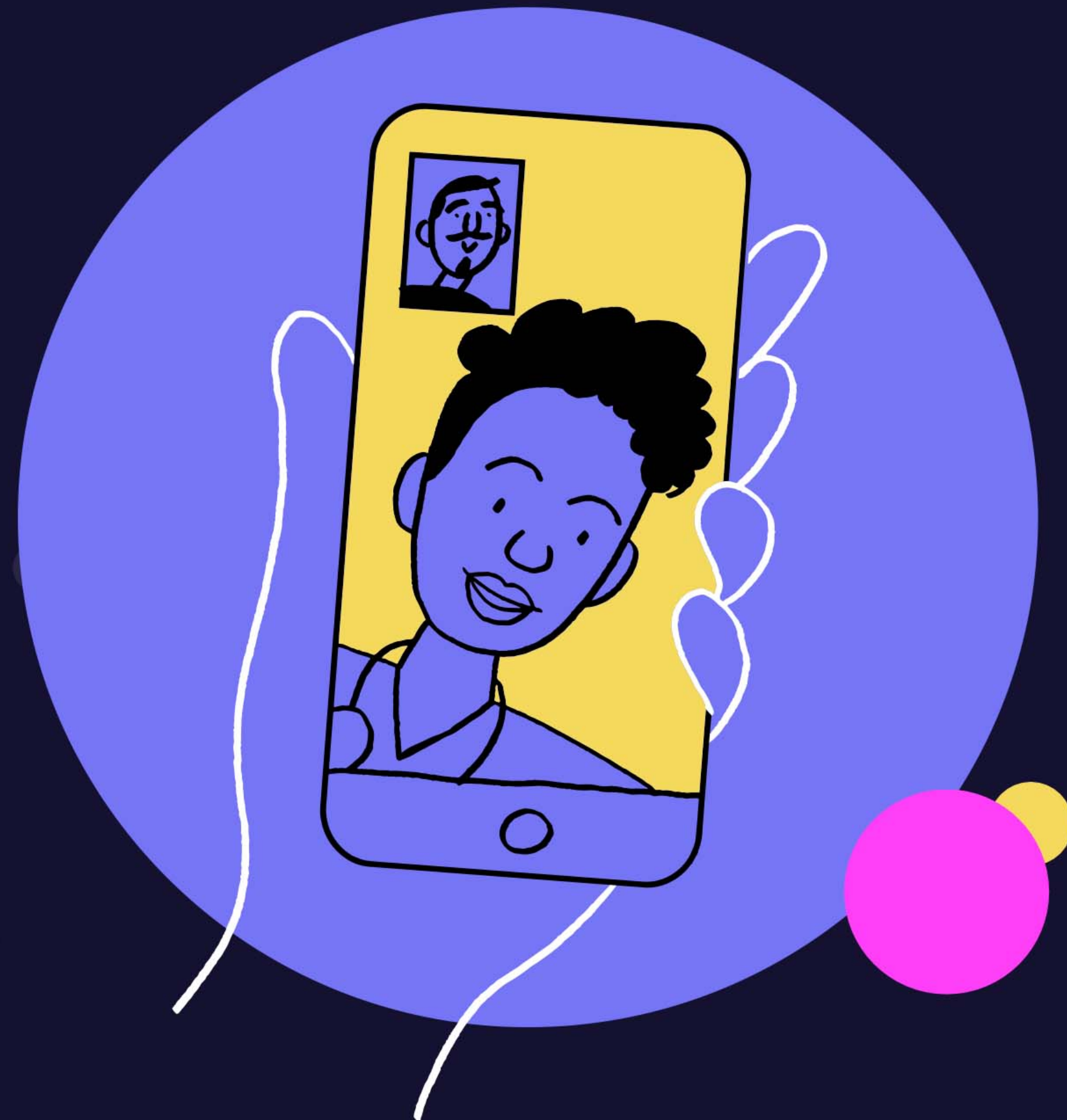
Challenge

Prompted by Covid and the need for CF patients to access care in an easier, safer way, the Royal Brompton created an informational portal allow their CF patients to monitor their health at home, and lowering their risk of catching Covid and developing lung infections. But to self care, they need to understand a lot of complex medical information and have access to many medical resources.



Breakthrough Idea

Patients with chronic health conditions are always experts on their own bodies. They don't need to be patronised, but they do need to find information quickly. The content and tone of voice needed to be approachable and practical, with answers to common questions easy to find. We worked closely with clinicians on content to make sure it was medically correct, easy to understand and easy to act on.



Helping you to
manage your
health at home

sydney

Welcome to Sydney, the online resource for adults with CF at the Royal Brompton. Through Sydney, you can learn more about managing your health at home. From technology setup to medication management, you'll find resources and advice from your team.

Don't forget to book your flu jab with your GP or a community pharmacy as soon as it is available.

We also recommend that you have a COVID-19 booster as soon as it's offered to you.

About Sydney

At the Royal Brompton Adult CF centre, we're always exploring innovative ways to optimise your care and help you monitor your health safely at home.

With greater independence, comes greater responsibility. We realise that you need resources to help you manage situations and questions as



sydney



How Sydney works

Sydney is your go-to online resource to help your clinical team share the knowledge you need to manage your health at home. Self-monitoring is an exciting step in your journey. It's also an important commitment to yourself. Start your journey by reading more about [self-monitoring](#), [virtual clinics](#) and [getting started](#).



Self-monitoring

Monitoring your health at home is a real game changer for everyone with CF. Self-monitoring can help you understand your condition better. It gives you greater control over your health data, while helping us treat you more responsively and safely.

How self-monitoring works



LOVE LANGUAGE

Brand refresh,, brand strategy, verbal identity, key messaging, tone of voice guidelines



Challenge

Deaf people face many obstacles in everyday life, and organisations struggle to meet their accessible communication needs. BSL services are seen as an optional extra, rather than a mandatory service, and therefore suffer from bland, overly corporate branding to be taken seriously.



Opportunity

We are challenging the category by building a parent brand architecture and brand/product identities that are maverick, joyful, lively and accessible, while remaining true experts. Deaf people and culture have a great deal to add to wider UK society - we're building a series of brands that improve deaf inclusion at every level.



Breakthrough Idea

It was important to elevate Deaf culture, language (BSL) and people to an equal status to hearing culture and people as a central strategic pillar. With the brand platform 'bringing the deaf and hearing worlds together', we've created a business and creative strategy that centres the parent and sub-brands on Deaf people's needs, with the business acting as a bridge between Deaf and hearing people, with innovative products and services to bring people together in inclusive, progressive and joyful spaces.



LoveLanguage

Bringing the deaf and hearing worlds together

Reframing perceptions of Love Language

From charitable support to approachable experts

From practical service to eye-opening experience

From statutory requirement to empowering opportunity

From literal interpretation to emotional connection

**Deaf and hearing people live on the same planet.
But they're living in two very different worlds.
And those worlds rarely ever meet.
Except through interpretation.**

**By connecting the deaf, interpreter
and hearing communities through
conversation and cultural exchange,
you are the activist d/Deaf inclusion
brand instigating social change.**

Bringing the deaf and hearing worlds together

We help d/Deaf and hearing communities connect, support each other and shape a more vibrant, inclusive future that brings everyone forward. Through connection, we make cultural, political and social change happen on a personal, organisational and societal level.

M
& Co

THE STUDIO

HELPING YOU BREAK THROUGH

I'm Becca, a brand consultant, strategist and writer. I've seen how powerful brand marketing can be in helping businesses stand out and grow in competitive markets. I've also seen how confusing and overwhelming it can be to implement in practice.

There's a better way to do branding. One that brings together your commercial goals with wildcard creativity through powerfully simple, actionable strategy. That helps you leap ahead of your competitors. That helps you attract the right customers and opportunities. That feels doable for your business. That's what I'm here to do.

Our services - in-house

Strategy

Competitor & category insight
Brand positioning
Product positioning
Brand architecture
Mission & manifesto

Naming

Brand naming
Product naming
Top line trademark checks

Brand Voice

Brand narrative
Tone of voice development
Key messaging
Headlines & taglines
Campaign messaging
Tone of voice guidelines

World Building

Packaging copy
Website copy
Social media captions
Product descriptions
Launch campaigns
Marketing campaigns

THE M TEAM

To get you the best outcome, we assemble the right team from the project, collaborating with some of the best minds in the industry working independently. Between us, we can manage any kind of brand creation or transformation process from beginning to end.

Our services - with partners

Strategy

Deep cultural and
consumer insight
Category semiotics
insight
Consumer research and
testing

Visual Identity

Visual identity
Visual language
Brand world
Packaging design
Website design
Brand guidelines
Artwork
Production advice

Training

Tone of voice training
Brand design training
PR comms training

Marketing

Marketing strategy
Go-to-market strategy
Fractional CMO

Studio Founder



Becca Magnus

Becca Magnus is a brand consultant, strategist and writer with 13 years' experience building brands you feel in your bones. She's worked in senior roles at top London branding agencies including B&B and Magpie Studio, with clients spanning from global brands like Apple, Microsoft and Sage to challenger B2B brands including Nxtlvl, Need Cancer Protection and AERO. She sets strong brand foundations for businesses at the frontier of their industries.

MAGNUS & FRIENDS

Pioneers and partners we've had the privilege of working with, through agencies and direct relationships.



AWARDS

Awards aren't everything, but they are a good barometer of creative thinking.

2023	The Drum	Winner	Rebrand - AERO - Magpie Studio
2023	Transform Awards	Silver	Rebrand - AERO - Magpie Studio
2022	FAB Awards	Gold	Rebrand - Raw Halo - B&B Studio
2022	DBA	Bronze	Rebrand - Raw Halo - B&B Studio
2021	Brand Impact Awards	Judge	Brand Writing and Food and Drink Branding
2020	D&AD	Judge	Writing for Design & Graphic Design
2020	D&AD	Wood pencil	Branding - Raw Halo - B&B Studio
2020	FAB Awards	Gold	Rebrand Identity - Raw Halo - B&B Studio
2019	D&AD	Wood pencil	Writing for Design - Ministry of Stories - Hoxton Street Monster Post Office
2019	Creative Pool	Creative new wave shortlist	Ministry of Stories - Hoxton Street Monster Post Office
2018	The Drum	Best Writing	Writing for Design - Imperial War Museum - Armistice 100

Becca goes all in – approaching our brand intelligently, skilfully guiding our whole team through with care and ease. She was quick to get to the essence of our company, unravelling our brand story, packaging it in a way people can understand. The whole process has been smooth from start to finish, delivering everything expected and more. She’s a real pro – so much so we’re doing our second brand with her and can’t wait.

Naomi Bottril, Co-Director of Love Language

Becca is the perfect blend of strategic thinking and creative expression. She has a wonderful knack for distilling complexity and finding an unexpected angle to frame it as a compelling idea which she’ll apply to multiple touch points in ways that surprise, bring joy and get people to stop and look. An absolute pleasure to collaborate with, always easy and always inspiring.

Chris Banks, Creative Director of ZAG Studio

Becca is a rare breed – a skilled wordsmith with a strategic mind and a great knowledge of branding. Perhaps most critically, she knows how to get things done – fast! She’s able to unpick complex problems at an impressive pace, get to the heart of the client’s challenge and find an exciting new angle to set the brand apart. She’s also great to work with – challenging clients while maintaining a great relationship with them.

Ben Christie, Creative Partner, Magpie Studio

What’s great about Becca is that she really, really cares about every project she undertakes, thinking deeply about everything to really get under the skin of what the client needs. She understands that the right strategy approach and copy can be genuinely transformative and takes the time to craft narratives that are both practical and inspiring.

Alice Walker, Verbal Strategy Director, Koto London

SOUNDS GREAT, WHAT NOW?

You've got a project in mind. Let's make it real.

Need help building a
breakthrough brand?

LET'S CHAT

M
& CO

BREAKTHROUGH BRANDS

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