

**“WE’VE HAD GREAT FEEDBACK
FROM THE WHOLE TEAM INVOLVED
– OUR LEAD INTERNAL CLIENT
DESCRIBING IT AS THE BEST
WORK SHE HAD SEEN.”**



We helped Sky decide a **3 year content strategy**
for its acquired and commissioned television.

“OKO QUICKLY UNDERSTOOD THE KEY BUSINESS QUESTIONS, IMMERSED THEMSELVES IN THE AREA AND WERE ABLE TO EFFECTIVELY DECIPHER CUSTOMER REACTION TO DELIVER CLEAR WELL-ROUNDED INSIGHT.”

LADBROKES
CORAL

GROUP

We helped Ladbrokes make decisions about its **responsible gambling strategy**

**“OKO DID A GREAT JOB OF
PULLING TOGETHER A COMPLEX
PROJECT ON A SENSITIVE
SUBJECT IN A SHORT AMOUNT
OF TIME – VERY IMPRESSIVE.”**

**WE ARE
MACMILLAN.**
CANCER SUPPORT

We helped Macmillan make **key decisions** around
their advertising and communications

**“THE THOUGHT, PLANNING,
FLEXIBILITY, SPEED AND YOUR
PROACTIVE APPROACH WERE
REFRESHING AND MADE THIS
COMPLEX AND DIFFICULT PROJECT
SO MUCH MORE FUN AND EASY!”**



We helped Wilko **make decisions** about its new brand proposition, as well as how to activate this in marketing and communications strategies.

“WE WANTED TO TAKE A NEW AND DIFFERENT APPROACH, WHICH IS WHY WE DECIDED TO WORK WITH OKO. WE’VE DEVELOPED A CLEAR WAY FORWARD THROUGH EFFECTIVE COLLABORATION WITH CUSTOMERS AND STAKEHOLDERS ACROSS THE BUSINESS”

Heathrow

We helped Heathrow **make decisions** about its strategy for development of satellite terminals, as well as longer term developments at main terminals

**“THIS HAS BEEN A COMPLETELY
DIFFERENT APPROACH FOR US.
IT HAS TRANSFORMED OUR
THINKING AND INFORMED SOME
SIGNIFICANT CHANGES.”**

ASDA

We built a systematic approach for Asda for feeding market and consumer insight into **strategic category decision-making**

**“THEY WERE LIKE A BREATH
OF FRESH AIR, A GENUINE,
STRAIGHTFORWARD BUNCH
OF PEOPLE TO DEAL WITH, IT
MAKES ALL THE DIFFERENCE.”**



**We helped Guide Dogs make decisions
about its organisation, strategy and values**

“THEY WERE ABLE TO TURN THE PROJECT ROUND QUICKLY, GETTING TO GRIPS WITH A COMPLEX MARKET, AND PROVIDING US WITH CLEAR DIRECTION FOR THE WAY FORWARD.”

**The
Economist**

We helped The Economist identify and decide on specific **NPD opportunities** in the global healthcare market

**“THEY SPENT A LOT OF TIME
GETTING TO KNOW OUR CATEGORIES
AND OBJECTIVES IN ORDER TO
MAKE THEIR WORK RELEVANT
AND ACTIONABLE.”**



We helped One Stop make decisions designed
to **maximise category ROI**

**“OKO GAVE US A SYSTEMATIC
APPROACH TO INNOVATION
ADDRESSING BUSINESS
CHALLENGES WITH
SOCIAL SOLUTIONS.”**



We helped social housing provider Hyde design and implement a consistent approach to **decision-making** around **innovation** and **new proposition development**

**“OKO HELPED US BUILD A
SUCCESSFUL FUTURE BY
IDENTIFYING THE PROBLEMS
OF TODAY.”**

rbi

We helped RBI build a customer centric
product development strategy

**“WE HAVE BEEN ABLE TO MAKE
CLEAR, EVIDENCE-BASED
DECISIONS AND TAKE ACTION
TO MOVE OUR ANIMAL WELFARE
STRATEGY FORWARD.”**



We helped **shape decisions** that placed Animal Welfare
at the centre of Winterbotham Darby’s strategy

“GENUINELY USEFUL WORK WHICH GAVE US NEW INSIGHT ABOUT THIS AUDIENCE AND HOW TO TALK TO FINANCIAL SERVICES COMPANIES ABOUT IT. WE’RE ROAD-SHOWING THIS WITH FS BUSINESSES NOW.”



We helped Channel 4 make decisions around its **customer strategy** for financial services advertisers

**“OKO GIVE US CLARITY ON THE
MOTIVATIONS AND NEEDS OF OUR
CUSTOMERS, USING CREATIVE
TECHNIQUES TO HELP US
GENERATE NEW BUSINESS IDEAS.”**

NewScientist

We helped New Scientist decide on a
series of **market-leading innovations**

“A FANTASTIC PIECE OF WORK THAT HELPED US TO DEVELOP THE RIGHT TERRITORY FOR THE BRAND – IMPLICIT ABOUT HEALTH, BUT ALSO ABOUT SHARING, EATING TOGETHER.”

ASDA

We helped Asda decide on the **right strategy** for a **key category own brand**

“OKO DID A GREAT JOB OF PULLING TOGETHER A COMPLEX PROJECT ON A SENSITIVE SUBJECT IN A SHORT AMOUNT OF TIME – VERY IMPRESSIVE. THEY PROVIDED CLARITY AND HELPED US MAKE DECISIONS ABOUT FUTURE BRAND COMMUNICATIONS WITH CONFIDENCE”

**WE ARE
MACMILLAN.**
CANCER SUPPORT

We helped Macmillan with **decision making** about its legacy strategy, resulting in a more holistic, joined-up approach

“THE PROGRAM IDENTIFIED MANY IMPROVEMENT AREAS RELATING TO PROCESSES, RESOURCES, SYSTEMS AND INFORMATION TOOLS IN TERMS OF ENHANCING THE WAY WE COMMUNICATE OUR VALUE PROPOSITIONS TO THE MARKETPLACE.”



We helped Accuity make decisions which improved the coherence of its **proposition** and **customer relationships**

**“WE’RE MAKING A MASSIVE CHANGE
TO OUR ADVERTISING APPROACH.
THIS IS GREAT NEWS AND A
TESTIMONIAL FOR THE WORK
THAT YOU’VE DONE.”**



We helped Morrisons make **advertising strategy decisions**
designed to win back lost customers

**“WE SELECTED OKO BASED UPON THEIR
HIGHLY STRUCTURED APPROACH. THEY HAVE
HELPED US DEVELOP A NEW CUSTOMER
PROGRAMME THAT WILL FOCUS ON
GENERATING ENGAGEMENT, AND PROVIDE
LOYAL CUSTOMERS WITH PERSONALISED
SUPPORT, REWARDS AND VALUE.”**

mothercare

**We provided Mothercare with a systematic approach
to decision making around proposition development**

**“THE WAY THEY WORK IS CLEAR,
COMMERCIALY– AWARE, CREDIBLE
AND, IMPORTANTLY FOR US, FAST.”**

LADBROKES
CORAL

GROUP

We helped Ladbrokes’ decision-making, with regards
to **developing a strategy in product development**

“BY PROVIDING CLARITY AND DIRECTION, OKO HAVE ENABLED US TO CONTINUE TO EVOLVE OUR STRATEGY IN THIS AREA. THEY BRING GENUINELY NEW INSIGHT TO THIS COMPLEX ISSUE, WHICH ENABLES US TO DRIVE SIGNIFICANT FURTHER PROGRESS IN OUR EFFORTS AS AN INDUSTRY.”



We helped ABB (Association of British Bookmakers) **decide on new industry-accepted strategies** to tackle the important issue of problem gambling

“OVERALL, OKO DELIVERED A HIGH-QUALITY, WELL-RUN PROJECT FROM START TO FINISH. THE TEAM WERE A PLEASURE TO WORK WITH, AND I WOULD BE DELIGHTED TO WORK WITH THEM AGAIN.”

act:onaid

We helped ActionAid make **decisions about GDPR compliance**, in terms of how their privacy positioning would be communicated to supporters

“WORKING WITH OKO MAKES A REAL POSITIVE IMPACT ON OUR STUDENTS’ LEARNING AND PREPARES OUR STUDENTS FOR THE REAL WORLD.”

Lancaster
University

**We guest lecture and course consultant on
Exec MBA and Undergraduate Marketing courses**

**“THEY HAVE A DEPTH AND
BREADTH OF EXPERIENCE
UNRIVALLED IN THE INDUSTRY
THAT THEY APPLIED TO OUR
WORK THROUGHOUT.”**



We helped Guide Dogs make decisions
around its **strategy for legacy fund-raising**

“OUTSTANDING JOB! OKO HAVE ENABLED US TO TAKE DECISIONS ABOUT THE RIGHT DIRECTION TO TAKE IN ORDER TO MAXIMISE PARTICIPATION AND INCOME FROM AN ALREADY SUCCESSFUL FUNDRAISING INITIATIVE.”



We helped Alzheimer's Society make important decisions on the direction of their advertising

**“WE CAME AWAY FROM THAT
FIRST SESSION ALREADY
WITH A SET OF AGREED
PLANS FOR ACTION.”**



We helped One Stop make decisions around
customer segmentation and engagement

**“OKO ARE FAB AT WHAT THEY DO
AND THEY’RE ALSO A GREAT
BUNCH OF GUYS.”**



We helped CIWF decide on a **labelling matrix** to
communicate levels of animal welfare in food production

**“YOU CERTAINLY CHALLENGED US
TO THINK DIFFERENTLY AND I
KNOW OUR PEOPLE WILL CONTINUE
TO USE WHAT THEY HAVE LEARNED
THROUGH YOURSELVES.”**



**We helped to change mind-sets in decision-making,
creating a greater appetite for innovation and risk-taking**

**“OKO’S DETAILED, REFLECTIVE AND
COMMERCIALY-FOCUSED CONSULTING
APPROACH WERE INTEGRAL TO US
CREATING VALUE FOR OUR BUSINESS
IN THIS NEW AREA.”**

The
Economist

We helped The Economist through our **structured decision-making process**, in identifying and prioritising a new market opportunity and relevant proposition

**“OKO REALLY HELPED US
SHAPE OUR LEGACY STRATEGY
AND IMPROVE HOW WE
COMMUNICATE WITH OUR
SUPPORTERS.”**

**WE ARE
MACMILLAN.
CANCER SUPPORT**

**We helped Macmillan make decisions about its legacy strategy,
resulting in a more holistic, joined-up approach**

“OKO PROVIDED US WITH REAL CLARITY AROUND HOW OUR BRANDS AND PRODUCTS ARE VIEWED WITHIN OUR VARIOUS MARKETS; WE’RE USING THIS INSIGHT TO MAKE KEY STRATEGIC DECISIONS IN OUR PLANS FOR DOMESTIC AND INTERNATIONAL EXPANSION.”



We helped the Dods Group make decisions about its brand and strategy across the UK and Europe

**“OKO ARE GIVING US CLEAR
DIRECTION AS A BUSINESS.”**

LADBROKES
CORAL

GROUP

We helped Ladbrokes decide on a clear
direction for its **social gaming propositions**

**“THEIR LEVEL OF UNDERSTANDING
AND AWARENESS OF OUR GOALS
HAS BEEN SECOND TO NONE AND
WE VERY MUCH SEE OKO AS AN
EXTENSION OF OUR OWN TEAM.”**



We helped data and technology-provider Proagrica decide on a **product development strategy** for the agricultural market

**“THEY TRULY THINK OUTSIDE THE BOX;
THE RESULT OF WHICH MAKES YOU AND
YOUR BUSINESS THINK OUTSIDE OF IT, AND
IN OUR CASE, ACT DIFFERENTLY BECAUSE
OF IT. CREATIVE AND COMMERCIAL IN
EQUAL DOSES – VERY REFRESHING!”**



We helped Asda **make decisions** about the design, development and launch of a new joint F&B proposition with Coca-Cola

“JUST WANTED TO SAY A MASSIVE THANK YOU FOR COMING IN YESTERDAY AND FACILITATING OUR WORKSHOP. THERE WERE SOME AMAZING IDEAS GENERATED, FUELLED FROM YOUR INSIGHTS, SO WE ARE REALLY GRATEFUL FOR YOUR TIME AND EXPERTISE.”

Trinity Mirror plc

We designed an approach for Trinity Mirror to use to make decisions in the development of new advertiser propositions

“OKO HELPED GIVE US A DEEP INSIGHT INTO OUR CUSTOMER CHALLENGES & PAIN POINTS BEFORE RUNNING A SERIES OF IDEATION SESSIONS THAT REALLY KICK-STARTED OUR NEW PRODUCT INNOVATION PROGRAM”



We helped Accuity develop a set of new products

“A GREAT PRESENTATION TO A FULLY ENGAGED AUDIENCE, DEMONSTRATING GENUINE KNOWLEDGE AS WELL AS PASSION AND ENTHUSIASM FOR THE SUBJECT.”

**The
Economist**

We helped the Economist Intelligence Unit find **opportunities through improved customer insight**

**“OKO MADE A DIFFICULT AND COMPLEX
PROCESS STRAIGHTFORWARD AND
SIMPLE. WE WOULD THOROUGHLY
RECOMMEND THEM.”**



We helped William Hill decide on the roll-out of a new product

“I KNEW IT WOULD BE GOOD. BUT I UNDERESTIMATED JUST HOW VALUABLE IT WOULD BE. MASTERFUL, COMFORTABLY EXCEEDING MY BEST EXPECTATIONS. WORTHY OF THE TERM ‘MASTERCLASS.’”



We delivered **training for SMEs** designed to improve marketing and sales decision-making

“A KEY STRENGTH OF OKO LIES IN IDENTIFYING WAYS OF ADDRESSING CONSUMERS’ FUNDAMENTAL NEEDS THAT CAN ALSO WORK TO BENEFIT THEIR CLIENTS’ BOTTOM LINE, CREATING WIN–WIN SITUATIONS”

Lancaster
University

We co-develop training with Lancaster University,
designed to help businesses make better decisions

**“YOUR RECOMMENDATIONS
CAME THROUGH STRONGLY
AND WE HAVE DISCOVERED
A LOT THROUGH THIS WORK”**



We helped Dixons Carphone make decisions
about its **store of the future strategy**

**“WORKING WITH OKO HAS
TRULY BEEN A PLEASURE. THEY
SHOWED GREAT EXPERIENCE
AND FLEXIBILITY IN WORKING
TO OUR COMPLEX BRIEF.”**

**WE ARE
MACMILLAN.
CANCER SUPPORT**

**We helped Macmillan make decisions
about its new brand strategy**

“OKO HELPED GUIDE US THROUGH A MAJOR CONSULTATION ABOUT OUR BRAND AND STRATEGY FOR THE NEWLY MERGED COLLEGE GROUP. KEY WAS THEIR ABILITY TO DERIVE CLEAR INSIGHT, TRANSLATE THIS INTO STRATEGY.”



We helped this newly formed college group make **decisions about its brand strategy and proposition**

“OKO WERE ABLE TO TURN AROUND THE PROJECT VERY QUICKLY, REALLY GRASPING NOT ONLY THE MARKET PARTICIPANTS AND THE SUPPLY CHAIN, BUT HIGHLIGHTING THE KEY TRENDS TOO. WE GOT A COMPREHENSIVE REVIEW AND CLEAR DEVELOPMENT IDEAS.”



We helped the Dods Group make decisions to enhance a key event in the health sector