

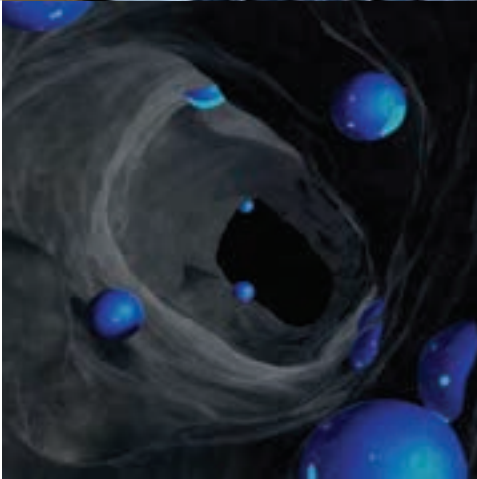
HELLO  
WE ARE  
A DIGITAL AGENCY  
IN CAMBRIDGE

# INTRODUCTION

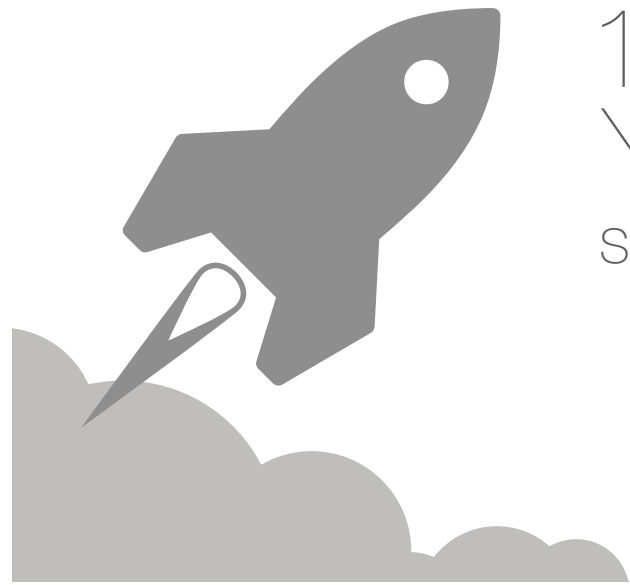


We are an independent agency with over 15 years experience of creating digital solutions, systems and campaign. We help businesses design, develop and build their brands to inspire and thrive in the online world.

[www.igentic.com](http://www.igentic.com)



# OUR VITAL STATISTICS

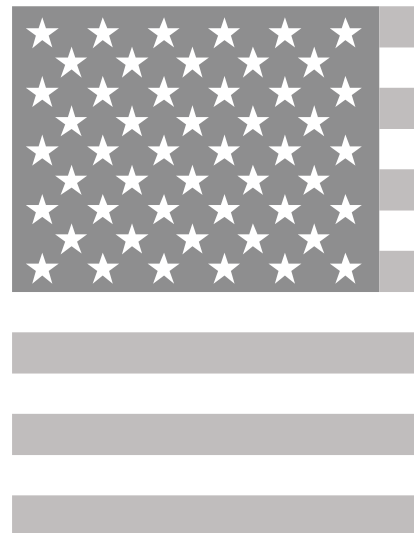


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18  
YEARS  
SINCE WE LAUNCHED.

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168 MONTHS  
SINCE  
WE WERE  
BOUGHT  
BY THE AMERICANS.



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People come and go, staff and clients alike but since we first started back in the nineties and then as we transformed into the business we are now we've done a lot of stuff. Created brands. Built a lot of websites. Had a few babies. **Here's the agency by numbers.**

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54 STAFF  
HAVE  
JOINED  
(AND SOME HAVE LEFT).

---

2 PEOPLE  
HAVE  
LEFT...  
AND COME BACK.



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13 YEARS SINCE  
WE BOUGHT  
OURSELVES  
BACK  
AND BECAME INDEPENDENT **AGAIN.**

# THE COMPLETE PACKAGE

Our work is a mixture of things, creative and brand, technology and development, marketing and promotions. Getting the right mixture to deliver what our clients want and need is exactly what we do.

Here is what we do.



## DEFINE

The most important first step. It's vital. Taking the time to understand what you want and what you need. Be clear on user experience and journeys, define the user interface, identify the key markets and users, understand the technology needs, detail the goals. And how you're going to measure them. Make it easy to succeed.



## DESIGN

Everyone deserves good design. Our creative team has created beautiful work for a huge range of clients and sectors. We deliver on and offline but our key focus is always digital. From full brand exercises to new sites, to redesigns to banners, buttons and icons, from initial concepts to realised final products we want everything to be stunning.



## DEVELOP

We've enough technical heritage to want things done properly. We develop in many languages and across lots of platforms but the standards are the same: high. Anyone can build you a site, some software, an application. We do it right, and we've been doing it for years.



## DELIVER

Our background is technical, and we deliver whatever meets the need. We're not fussy. Infrastructure to support global e-commerce. Multilingual corporates. Marketing tools. Content Management. Hardware. Software. Open source. Licensed. Bespoke. Campaigns. Traffic. Users. All of it. Whatever you need. We pick it, implement it, use it. Make it work. For you.

# CLIENTS

We are fortunate that our clients let us do wonderful things. We're lucky to work with them all, whatever we do for them. These are a few of the people we're allowed to tell you we work with.



# CONTACT

*come and meet the team* +

We are based in converted Victorian warehouse in the historic city of Cambridge, 10 minutes walk from Cambridge station. We like what we do and one of the best things about what we do is meeting people, talking about what they do, and seeing how we can help. If you're interested in working with us or just fancy a coffee and a chat then pop in. We've even got parking. **Don't be shy.**



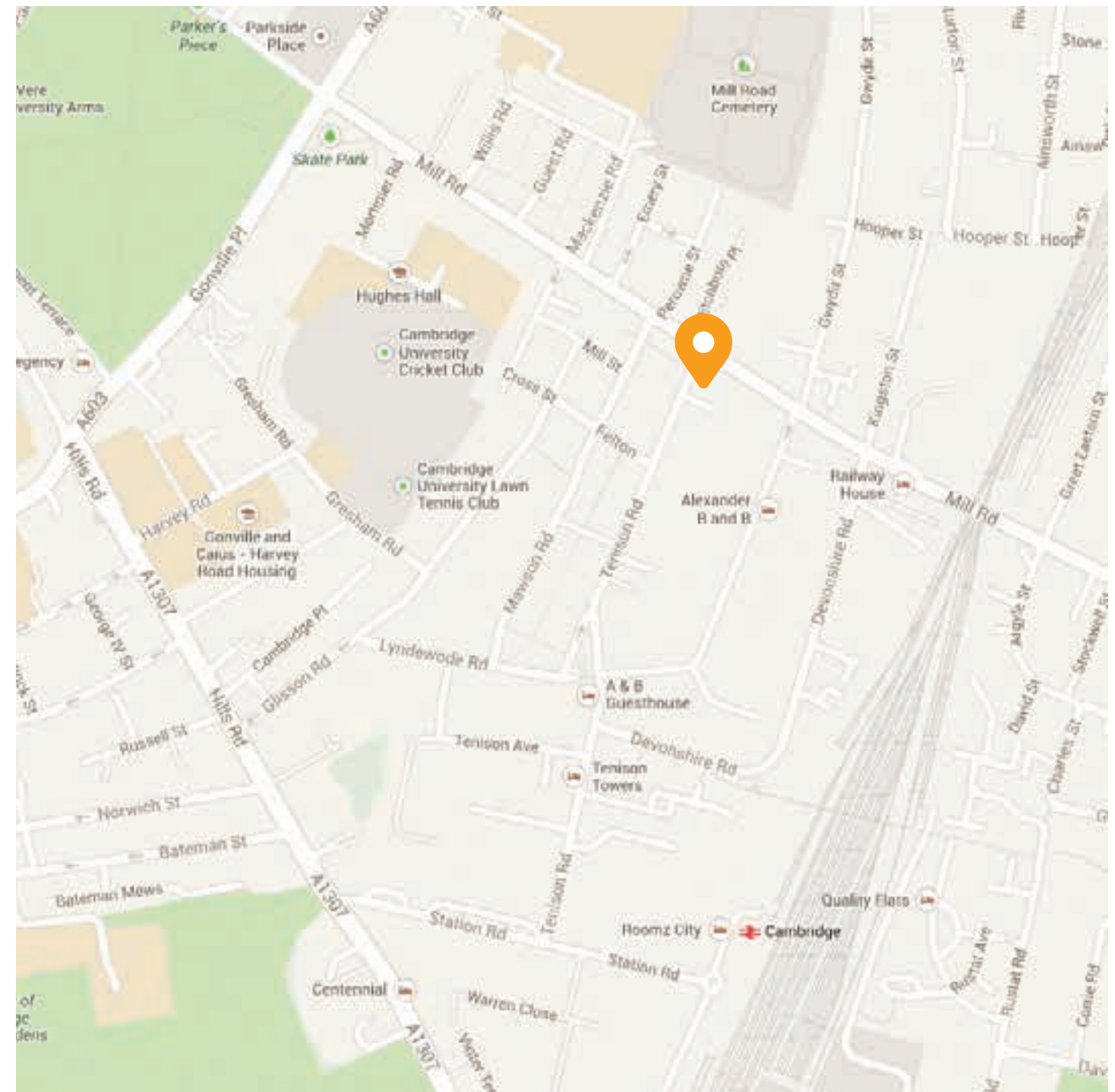
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# FINAL THOUGHTS

*inspire your audience* +

At our heart we are an agency made up of people who are passionate about what we do and how we do it. We're not part of a global full service advertising agency with tiers of account handlers and layers of management.

- > We are an independent, focussed team.
- > You'll know the people and the personalities, and it's those people and personalities that will work with you to get the most out of whatever we do together.
- > Come and see us. See if you like us. See if you can work with us. And see what we can do together.
- > When you work with us the people you will talk to and get to know will be the ones working on your project.
- > We are good at what we do, we've done it a long time but the real pleasure is that its new every time we meet someone and hear about what they are trying to do.



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