

jump to



jump **in**

priding ourselves on our diversity to help clients deliver a point of difference.

diverse clients



New Product Development • Packaging design • Web design and build, management and hosting, emarketing, viral emarketing, data capture, social media, strategy reaserch and planning • Brand design and implementation, advertising concept and development • Copywriting • Illustration • Point of sale, design, production • Photography and video production (studio and location) • Project and print management • Exhibition, conference and display • Insight & Planning

diverse capabilities

beyond creative excellence



Hampton Court
Flower Show



Book launch, Lotte
Duncan's 'Country
Kitchen'

- passion
- commercial understanding of the sector
- fundamental appreciation of consumer trends and need states
- high levels of creativity that ensures smaller companies can out think and out manoeuvre the bigger food groups



Matt Scott
taking the
Tyrrells Taste
Test!



Raymond Blanc. Opening of
'Maison Blanc', Cotswolds



Bacheldre Mill at the Organic
Food Festival, Bristol



Mark Glynne-Jones
Jump To
Judge on 2010 Good Web Guide
Website of the Year Award

- marketing savvy thus allowing jump To! to support all brand activities across digital and real world environments
- networked - connecting complementary brands & businesses for mutual benefit



Arabella Dymoke
Good Web Guide



Thomasina Miers/Wahaca
Master Chef winner

- a cultural & values fit with Jump To! and challenger food companies - partnership principles, collaborative work ethic, senior level involvement, "can do" attitude, entrepreneurial spirit...



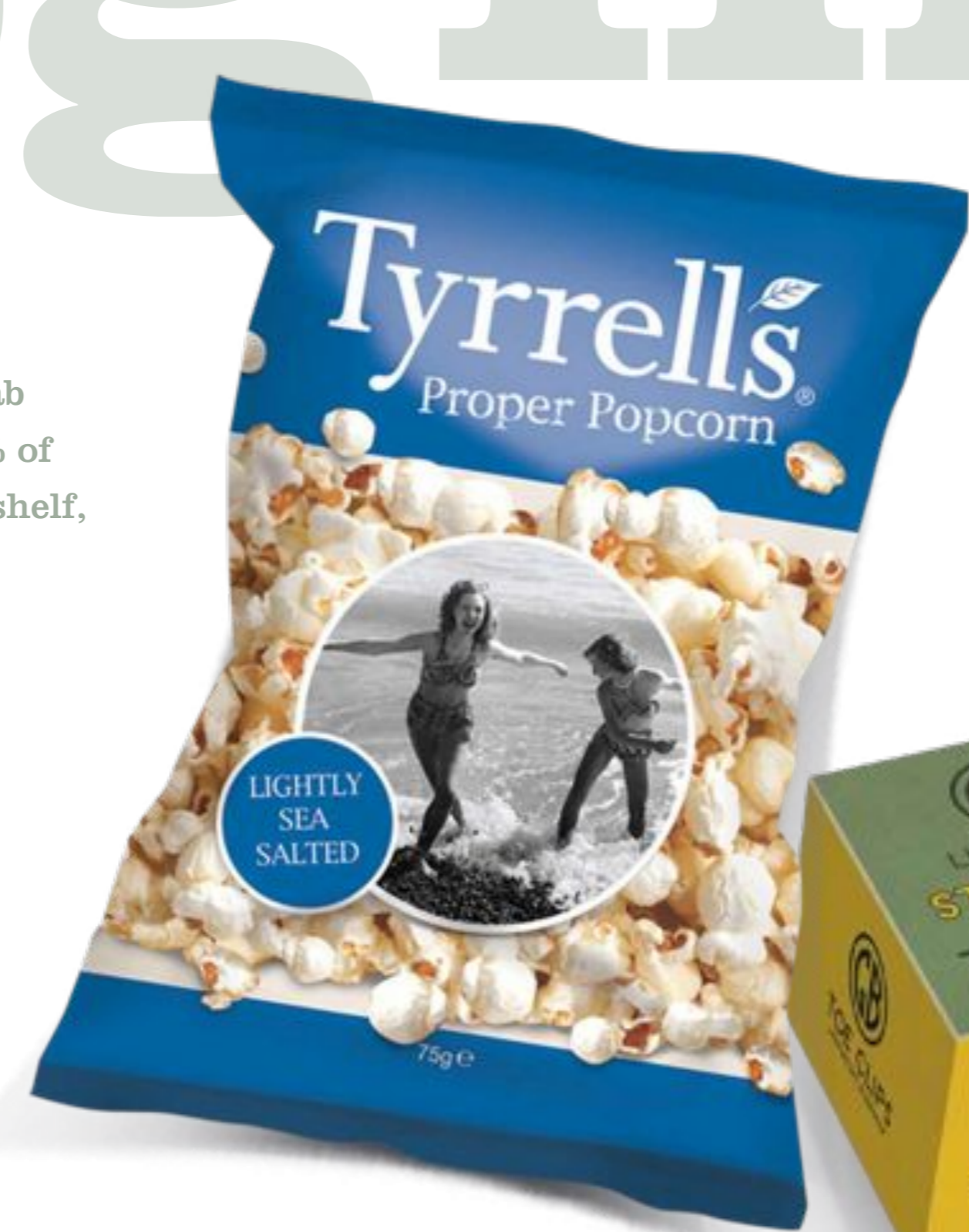
Whitby Seafoods at
BBC Good Food Show

packaging



With less than 3 seconds to grab a consumers attention and 70% of purchasing decisions made at shelf, the importance of good pack design is clear.

We always ask of ourselves two simple questions; Is it different? Is it relevant? If it's 'yes' to both then we're happy.



online



Since before the dawn of Broadband we have been developing and implementing multiplatform online projects.



Brand



Our approach to brand design is to create a distinct identity and personality whether it's for an organisation, product, person or service.

It often goes deeper than just a visual identity, creating 'touchpoints' for the target audience.



case study...



From initial concept through to the final pack designs and beyond, JumpTo supported Tyrrells in creating a unique and exciting product range...

Sold exclusively in Farm Shops, Tyrrells' Best of British range captured the imagination of their existing customer base whilst standing as testament to the 'uniquely British approach' of the brand to the uninitiated.



Tyrrells

Research Surveys

Conversion Rate
78.3%

Targeted Invitation Sending
Total (Successful) Deliveries:
993

Invitation Click Through Rate
84.4%

Survey Completions
766

Using advanced metrics as a targeting method within the existing Tyrrells Newsletter databases, we were able to selectively invite consumers to complete surveys on future products whilst achieving the highest possible conversion rate.

Metric selections included, Age, Sex, Inclination to respond, Whether they had clicked a Newsletter before etc...



Unique visits
140,601
Industry Benchmark
43,551
(+222.84%)

Unique Website Visitors
+90.0%
Year-on-year

'Sales of Tyrrells have rocketed **37.7%** to £15.7m in the past year'
The Grocer. Nov 2010

Bounce Rate
30.25%
(-10.34%)

Tyrrells

Website Overview

counta.net

Forage Barn, Little Baldon, Oxford OX44 9PU.

T. 01865 343999 www.jumpto.co.uk

E. mark@jumpto.co.uk twitter.com/markglynnejones

jumpto

