

Fables

The Mix

Web copy, Brand Story
UX Storytelling

The Brief



The Mix expanded rapidly during lockdown; being digital-first wasn't new, and they were able to capitalise on the inertia of their competitors.



The Mix is a global market research agency that blends quant, qual, strategy & creative to let businesses know their problems through the eyes of their customers.

On the cusp of launching the first NYC office and taking a large London office, The Mix needed to articulate their scale and heritage whilst maintaining their unique nuance.



Friction

Founded to challenge the mainstream. But hardly the outsiders anymore.

Tash Walker founded The Mix to challenge market research norms: baggy research briefs , bad attitudes about participants and rarely driving commercial results.

In their ten years of business, The Mix has grown to a partner owned business of 30. Their clients are global, their first New York office was about to open, and they were signing agreements for a large office in Bermondsey. After 10 years of business, a more mature and nuanced tonality was needed.

How could we communicate the reach and range of their client work, when most of it is embargoed — for months, years, or in perpetuity?

How could their copy foreground their point of view without being on the nose? How could we communicate curiosity without sounding naive?

How could their copy embody their new maturity, leave arguments behind and step into a leading their industry - but not fade into the middle?

Process

Uncovering

- Interviews with senior leadership
- Workshop ideas
- Dive into resources

Reflecting

- Locate informal brand pillars
- Reflect back tonality
- Articulate positioning
- Land concepts and copy with senior leadership

Storytelling

- Consulting on UX
- Workshopping layouts
- Writing and delivering copy
- Landing all copy with senior leadership



Resolution

No story? No tone of voice? That means no structure, no narrative.

We discovered resonant words: Texture. Friction. People.

We started uncovering words and phrases around how we prioritise reality over assumption, friction over simplicity, strategy over guesswork.

However, with no brand story and no Tone of Voice, capturing the poetic, playful and characterful spirit of The Mix wasn't likely to happen.

Working with the results of our onboarding and interviews, we drafted a story to present to the board; without something aspirational, bold and future facing, we weren't likely to articulate either ambition or mindset.

We found a story that would speak to the ambition and hopes of their ideal customers, that captured the voices of the board, the team and their customers. We found a nuanced, tonal story that delivered texture, friction and the voices of the people who share their stories that drive the insights of The Mix.



Informal brand values

People are messy and fascinating

Everyone deserves respect

Friction is where the good stuff happens

We see the world as it is, not as we want it to be

Key Copy

"We understand that every
person is a hero in their own lives.
We sit in their kitchens, listen to their stories,
observe their behaviour and
hoover up every detail."

Brand Story

"Intimacies, emotions
and hard won truths."

Brand Story

Application

Employer branding, people finding.

Recruitment trends show that effective communication of Employer Value Proposition, allows potential candidates to understand the values and culture of a company.

The Mix has a commitment to growing diverse teams, divergent thinking, and a true 4 day week. But they worried that giving every staff member a bio could make for a heavy page.

Proving that profiling every team member would add value to The Mix's VP, they commissioned individual headshots.

Surveying the team and creating a consistent style for bios allowed us to give every colleague visibility, voice and a platform, maintaining a succinct yet clear illustration of backgrounds, skills and drivers of the group.

The result is a characterful page that demonstrates The Mix's deep commitment to their values, of raising the ambition of every team member and celebrating the realities of every person on the team.

8:25



Astrid Kitchen
Strategist

Astrid Kitchen, Strategist, came to us via One Minute to Midnight, Impact.com, ICA and Silverfish Films. Looking beyond people's words and considering their behaviour and cultural context allows Astrid to get to the heart of understanding people and how they are currently experiencing the world.

Following her feet (and her podcast queue) on long-distance runs, Astrid keeps her Fridays plan-free.

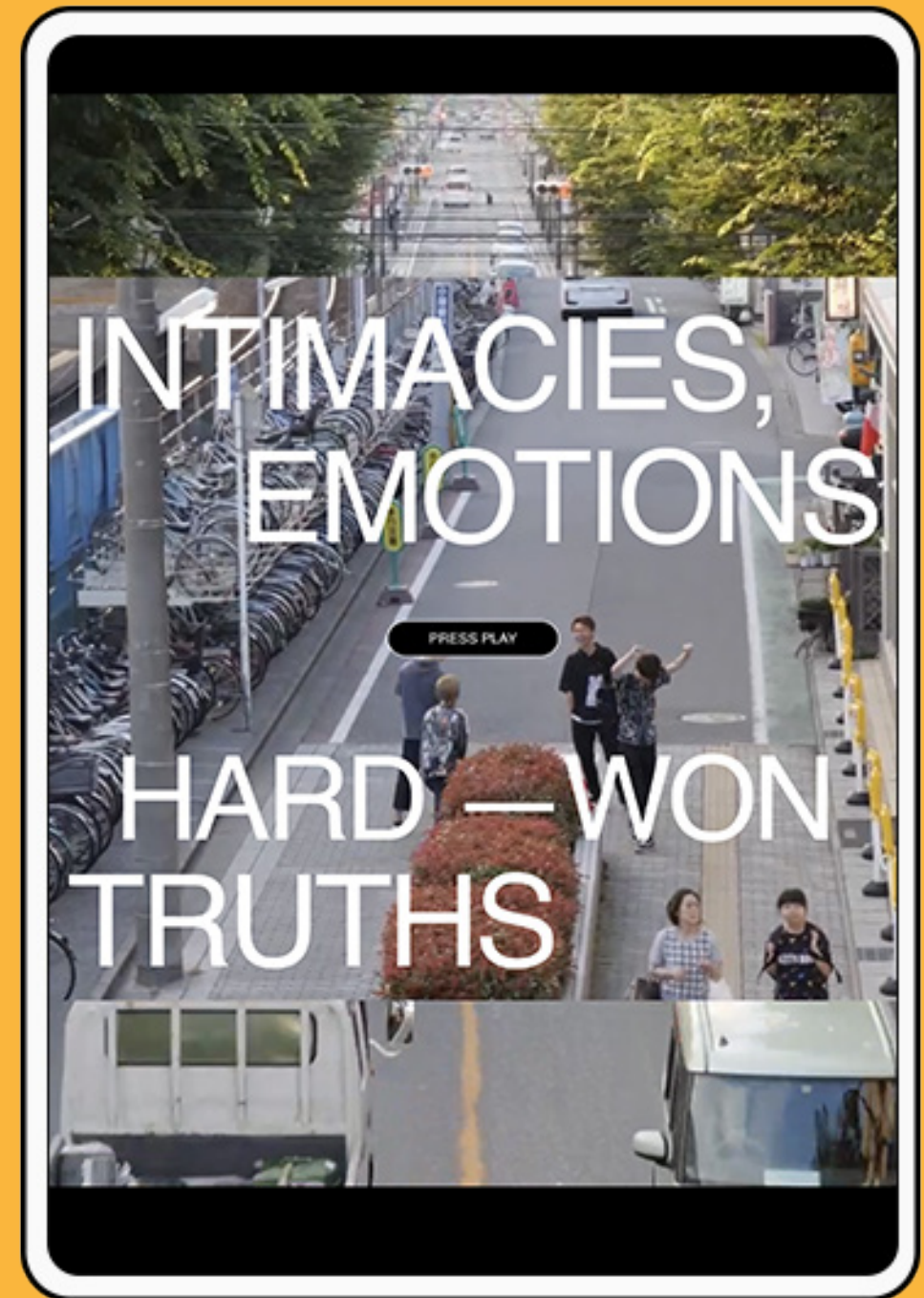
Our story as a showreel

The Mix didn't have a Brand Story or Tone of Voice; as such, there was no arc or structure to refine the lens.

Using insights from stakeholder interviews and onboarding research, we crafted a story that took the audience from The Mix's mission, through their drivers, through to how they help their customers.

This narrative was able to encapsulate their mission and vision for Market Research succinctly.

The Creative Director found it so resonant that the story was repurposed into a reel, highlighting their expertise in engaging, dynamic creative work that delivers impactful results. A staffer voiced a demo, and, though a professional recorded the voiceover, Jamal's tape was chosen as it more accurately reflected their narrative and our story,



Creds // The future

The Mix loved our language work so much that they applied it to their updated creds and decks to communicate their offering.

We're now updating how The Mix delivers their Case Studies to engage clients, communicate their divergent methods and continue to grow their business.

QUAL QUANT STRATEGY CREATIVE

LDN & NY FOUR DAY WEEK

ABOUT THE MIX

We are The Mix. Since 2012 we've been combining the best of quant, qual, strategy and creative to create global market research campaigns that answer what, why, how and who in equal measure.

THE MIX thetmix.com

The Review

Ann's approach was both reassuring and really exciting. Handing over your thoughts to someone else isn't easy, but she had a terrific manner, she really listened and sought out knowledge about us so she understood completely what we were after.

It didn't feel like just another job working with Ann, she pushed us as much as we pushed her to deliver creative excellence and she never made it feel like anything other than important and meaningful.

The work she produced absolutely understood our brief. The result has been copy we are in love with.

The first time we listened to her take on us, made the hairs on the back of my neck stand on end.

Tash Walker,
CEO & Founder