

# BEcause unveils new identity based around brand love

Brand experience agency rebrands and expands team

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## SUMMARY

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**B**rand experience agency BEcause has unveiled a new brand identity and website, and made two senior strategic appointments, as it puts 'Brand Love' at the heart of its proposition.

As well as giving the agency a fresh, distinctive positioning – “Be Live. Be Loved.” – the new identity is also designed to better reflect BEcause’s growing range of work across experiential marketing, communications, digital and social media and live creative technology.

“Brand love, not brand awareness, is what creates real brand desire, loyalty and advocacy,” says Sharon Richey, CEO and Founder of BEcause. “Live brand experiences are a fantastic way to kick start love affairs between consumers and brands, and turn them into lasting relationships.”

The new identity uses heart-shaped icons, which double as play-shaped buttons and arrows, to create a flexible set of brand assets representing brand love and brand action.

“We didn’t just want a static logo, but a living brand which evolves and adapts to different needs, just like the campaigns we create for our clients,” explains Richey.

As part of the rebrand, BEcause has unveiled a distinctive new website, full of useful guides, downloadable ebooks, and other content for clients interested in brand experience. The site has been launched with a new ‘behind the scenes’ video focusing on BEcause’s creation of a new virtual reality experience for Boursin – a growing area of business for the agency.

“Clients are constantly looking for new ways to create magical, memorable and meaningful live brand experiences, and live creative technology is a rapidly growing area of our business,” says Richey. “As an agency, we’re at the forefront of this space and it’s a key focus for us moving forward.”

## **New Senior Appointments**

Alongside the relaunch, BEcause has announced two new senior appointments - a new Brand Director and a new Head of Digital Content.

Robert Stimpson joins as Brand Director having run his own brand design agency Real 451 for 12 years. He will be responsible for overseeing the in-house creative studio at BEcause and overseeing new design and branding initiatives at the agency.

Vanessa Green becomes Head of Digital Content at BEcause, as the agency strengthens its offering in digital content creation and amplification. A former journalist, she began her digital career working for 4 years as a Lifestyle Editor at Yahoo! After a brief stint at Cedar Comms as Digital Content Manager for Tesco Real Food, she spent 3 years at B2B marketing agency Tracepoint as Senior Content Manager before joining BEcause.

"As an agency, Because is heavily invested on being on the cutting edge of the latest digital technology," says Green. "I'm excited to be joining the team as I share this ethos, and I'm passionate about supporting the agency and its clients with inspiring and innovative content."

BEcause works with a range of FMCG and Government clients including Heineken, British Gas, Public Health England, Bel UK and General Mills.



#### QUOTES

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IMAGES





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#### ABOUT BECAUSE BRAND EXPERIENCE

BEcause is a live brand experience agency, dedicated to enhancing Brand Love.

We create meaningful, memorable and magical live brand experiences, designed to drive consumer desire, loyalty and advocacy.

We combine smart thinking, inspired ideas and passionate delivery to create magical live moments.

Using relevant digital, mobile and social technologies, we help brands nurture Brand Love by extending face-to-face conversations into long-lasting relationships.

We work with FMCG brands and public sector bodies, across all kinds of live, retail and leisure environments, from the UK to Australia.

Our philosophy is simple: BE Live. BE Loved.

[Contact us today](#) to find out how live brand experience could enhance love for your brand.



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