





WANT IT MORE™ BRINGS **POWERFUL**  
**ADVERTISING** PRINCIPLES AND  
TECHNIQUES INTO THE HEART OF  
BIDS, UNEARTHING **PERSUASIVE**  
DIFFERENTIATORS THAT CREATE  
A **GENUINE** WINNING ADVANTAGE.



SIMON WELLSTEAD  
CREATIVE DIRECTOR & FOUNDER

### THE THREE MOST COMMON QUESTIONS I HEAR FROM CLIENTS ARE:

- How do we show we're extraordinary?
- How can we create compelling bid, sales and marketing collateral?
- How can we stand head and shoulders above the competition?

As a creative director, I've spent the past two decades perfecting a process - which has roots in the advertising world - to truly understand businesses, inside out, and discover what makes them great.

Using the process, I work with clients to intensely explore their business, competitors, trading landscape, customer's requirements, minimum expectations and hot buttons. It identifies the most persuasive possible ways to illustrate who they are and why customers choose them. And most importantly, it makes sure they have everything, think of everything and do everything in their power to win.

I've called this process Want It More™, and going back to those top three questions, I can promise it answers them all.

## NEWS FLASH: MOST BIDS COULD BE BETTER



Businesses have remarkable stories to tell – but they go unheard. They have impressive products with high value – but they go undersold. They have the power to conquer competitors and win new business like nobody’s business – but it goes untapped.

Yes, many bids answer questions and tick boxes. Yes, most of them cover the basics for a prospective client, which probably gets the business over a few hurdles and maybe even through to the final stage.

### **But let’s be honest.**

Very few are blowing anyone’s mind or bringing something game-changing to the table. They definitely aren’t creatively capturing the essence of the brand, or putting forward content that connects, compels and convinces. The ‘why us’ messages just aren’t strong enough, or present at all.

The result? More often than not, the mark is missed and so is the opportunity.



## ADVERTISING = ADVANTAGE



The greatest adverts are all exceptionally effective at hooking a viewer, delivering a message and leaving a lasting impression.

Behind each is a creative process that helps gain a deep understanding of the product and audience, identify all opportunities and overcome all obstacles to produce campaigns that are ridiculously effective at engaging and converting.

It makes perfect sense to use this formula to reimagine core business values, messaging and positioning, and reignite bid material – but it’s totally underused. And while that’s astonishing considering the impact it could have, it is understandable considering the specialist experience and creative skills needed to put it into action.

**That’s where Want It More™ comes in.**



## INTRODUCING WANT IT MORE™



Created by a company with a rare mix of advertising, bid and business expertise, and spearheaded by award-winning Creative Director Simon Wellstead, Want It More™ is a complete 3-stage process that injects advertising's most powerful principles into the heart of bids.

It's designed to excavate the extraordinary, pounce on potential, navigate roadblocks and unearth hidden gems.

It's designed to provide your business with a war chest of win-worthy material so you can transform uninspiring bids into captivating creative campaigns.

It's designed to put you in  
the best possible position to win.



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TALK ABOUT EYE-OPENING!  
THE WANT IT MORE™ WORKSHOP  
HAS BEEN A COMPLETE BREATH  
OF FRESH AIR.

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# THE WANT IT MORE™ PROCESS



All three stages are led and managed by Simon, backed up by his full-service creative agency.

## 1. Preliminary meeting

The first stage is all about us getting to know you. We'll chat through your company, people, products and competitors in detail, and take a look over your current bid, sales and marketing material. A top priority here is gaining a crystal clear picture of what you're hoping to get out of Want It More™. Those aims and aspirations will be kept firmly in sight throughout the entire process.

## 2. Want It More™ workshop

This is where things get really exciting. Prepare for a vibrant, energetic and inspirational branded experience that provides the perfect environment for open conversation.

We'll get people from a cross-section of your business together for a day of creative discovery. We'll ask questions you've never been asked, challenge your answers, introduce new perspectives through powerful industry examples, and steer conversations in a way we know will bring out the best of your business.



The goal of the day is to keep digging until we strike gold; not let up until we've excavated a collection of values, win themes, differentiators and stories that could become the backbone of what, and how, you communicate going forward.

## 3. Final report and recommendations

We'll come back from the workshop armed with tons of information, ideas and insights. The final stage is where we'll whittle it right down to what's really worth keeping.

We cut anything that's getting in the way of showing how great you are, highlight gaps, spot opportunities and figure out how to capitalise on them. We preserve the gems that will give you a genuine competitive edge.

All of this is then poured into a fully designed final report, which is presented to key stakeholders by Simon and includes an overview, key case studies, big ideas and future recommendations.



Why let a selection process go down to the wire ever again?  
Why worry there's more you could have done to come out on top?  
Why let a competitor pip you to the post?

CHOOSE WANT IT MORE™ AND MAKE  
SURE YOU **HAVE** EVERYTHING, **THINK**  
OF EVERYTHING AND **DO** EVERYTHING  
IN YOUR POWER TO WIN.

THE OPPORTUNITY IS (LITERALLY)  
IN YOUR HANDS.

**GRAB IT.**



YOU'RE IN GOOD COMPANY



