



WRIGHTOBARA

Pyrex® & WrightObara

CREATIVE MINDS, LASTING IMPRESSIONS



We asked Alexandra Blyth, Pyrex®'s Marketing Manager for UK & Ireland to share her thoughts on working with WrightObara and how the relationship has developed over the years.



In the ever-evolving landscape of business, finding a creative partner that not only understands your brand but also delivers exceptional results is a rare gem. For the past eight years, we have been fortunate to collaborate with WrightObara, a dynamic creative agency led by Jan and his team, and the impact on our marketing endeavours has been nothing short of transformative.

We've found it a pleasure doing business with WrightObara. Their helpful and friendly approach makes collaboration not only efficient but also enjoyable, turning what could be a transactional process into a genuine partnership transcending the typical client-agency dynamic; it's an exemplary working relationship. Jan and his team aren't just creative minds; they've become an integral extension of our marketing team, seamlessly integrating their talents with our vision. WrightObara's contributions extend across a spectrum of services, ranging

from packaging design and in-store mock-ups to press advertisements, photography shoots, digital banners, and display unit visuals. Their versatility is complemented by a steadfast commitment to delivering projects promptly and with a level of professionalism that sets them apart.

From the initial engagement in 2015, WrightObara demonstrated their creative prowess by responding to our call for a fresh approach to communicating the benefits of Pyrex® glass. Their concepts not only met the brief but provided a diverse array of options, laying the foundation for a partnership that continues to flourish. WrightObara's strengths lie in their creativity, design proficiency, and artworking skills, all of which are consistently exceptional. Their flexibility, quick turnarounds, and cost-effectiveness further enhance the value they bring to us.

"They've become an integral extension of our marketing team."



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Each project with WrightObara is a unique journey, involving the development of bespoke product and packaging solutions. Collaboratively, we delve into packaging aesthetics, logo creation, range naming, and the creation of compelling visuals envisioning how our new products could stand out in-store. Beyond the creative realm, WrightObara has demonstrated their problem-solving prowess. When faced with the challenge of finding a new product range name, their brainstorming session yielded not only options but also accompanied logo designs, one of which became our final range name.

WrightObara's contributions extend beyond meeting expectations; they create impacts. Their in-store mock-up visuals have proven instrumental in visualizing new product promotions allowing customers to envision our products on their shelves. This has helped us win several pitches and we continue to work in this way, as it is an invaluable sales tool for us.

While pondering WrightObara's strengths, it's challenging to identify weaknesses. My only complaint is a selfish one; ideally, I'd like it if they were down the road and then I could pop in to give face to face job briefings, a minor inconvenience compared to the outstanding benefits they bring.

In an era where budget constraints demand careful consideration, WrightObara stands out for offering

“Friendly, reliable, creative, flexible, quick, and cost-effective.”

not only exceptional creativity but also excellent value for money. Their fair pricing ensures that our marketing budgets are stretched to their fullest potential.

Quantifying return on investment in the creative sphere can be elusive, but with WrightObara, the value is unmistakable. Their ability to grasp and fulfil our requirements cost-effectively and promptly ensures a success rate that is nothing short of remarkable. Without hesitation, we would wholeheartedly recommend WrightObara. Their friendly, reliable, creative, flexible, quick, and cost-effective approach makes them a standout choice for any business seeking a transformative creative partner.

If you need a creative partner to help bring your brand vision to life, get in touch, we'd love to help. Contact us by calling +44 (0) 20 80 92 92 79 or email info@wrightobara.com