



A brief introduction

WYNK the power of knowing

We would like to thank you for allowing us to introduce ourselves to you. We welcome the opportunity to partner with you to further define and evolve your business, and uncover unique and compelling ways to appeal to your key targets and build business. We are confident that our unique approach and expertise will help you to define the perfect process to re-imagine your world.

WYNK is a completely different way of looking at things. Borne of a close personal friendship and a lifetime of diverse experience, WYNK has developed a philosophy that will drive new, unexpected and disruptive ways to think about challenges.

How? By pushing boundaries both strategically and creatively to define that **ONE** element that makes your brand, business or product truly stand out.

When most I WYNK

then do mine eyes best see

It's all in a WYNK. the power of knowing.

We would be delighted to meet or speak to you and discuss future opportunities for us to partner together.

Kind Regards,

Tessa Westermeyer
Founder Partner

John Toone
Founder Partner

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What's in a **WY**NK?

A **WY**NK is the simplest yet most powerful form of communication. It captures you in an instant and creates an emotional connection that lasts in your memory. Our desire is to find that **ONE** thing that will connect with, and embed your brand in the consumer's mind forever.

“When most I **WY**NK
then do mine eyes best see”

William Shakespeare

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ABOUT US

Tessa and John proudly opened WYNK's doors for business on the 1st June 2016, and already has clients in the USA, Paris and Berlin. At WYNK we believe that design led creativity supported by in-depth strategic thinking will yield the truest and most successful go-to market brand ideas. We have a unique overview on corporate, brand innovation and strategy forged from many years of diverse and international experience. We constantly strive to find that one thing that makes your brand stand out in the market place. We are not in the business of duplication, although when a process works we learn from that and iterate. But we believe one size does not fit all, and that we have the energy and passion to drill into every project as if it were unique to find that one thing that sets a company, brand and/or product apart, project by project.

This was a quote from Tim Lindsay, CEO D&AD, in Digital Arts Online, December 2015

What changes would you like to see happen in 2016?

"A more diverse range of people, skills and talent coming into the advertising and design industries, resulting in less homogenized thinking and solutions."

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ABOUT US

John Toone : WYNK Inc Co Founder

John qualified and practiced law in both England and Australia, but was not satisfied with the typical path laid out for him. He chose to focus in a more creative direction choosing to specialize in media and music industry law. John has spent the majority of his career at the executive level of the music business, most notably for Virgin Records, where he directly advised Richard Branson, and Universal/A&M music, working with artists and global brands such as The Rolling Stones, Spice Girls, Janet Jackson, Massive Attack, The Verve, Bryan Adams, Sting and John Lee Hooker. He was also on the Boards of the Phonographic Performance Limited and Video Performance Limited (now PPLUK and VPL). In this cauldron of ego and creativity, he honed his skills in negotiating, strategy and creative thinking.

He used these skills expertise and experience to drive his entrepreneurial spirit. This came to the fore when when he saw how the digital revolution was going to change the way we consumed content. Since the new media boom in the late 90s, he was inspired to step out to strategically build and head up new media businesses (working on global initiatives based in Europe and Australia) either third party enterprises or his own, whilst continuing to advise independent companies on new media and strategy, managing a successful artist to Uk No1 single and Album and overseas success,as well as nurturing, mentoring and developing young talent in many areas of media and tech.

More recently, he has added lecturing in predictive trends in the creative industries at ACM, and is currently Co-writing a life book with an Amazon best selling author.

He believes that life always turns up something amazing and surprising...and that belief gets up in the morning and both challenges and drives his creative spirit every day.



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ABOUT US

Tessa Westermeyer : WYNK Inc Co Founder

Until recently Tessa Westermeyer was Landor's Executive Creative Director for the EMEA region, based in the inspirational Paris office.

At Landor Tessa was primarily responsible for the creative leadership of the P&G business in EMEA and led teams in Paris, Geneva and Hamburg. She has led the development of iconic brand identities, visual toolboxes, brand architecture and brand redesigns for Procter & Gamble (P&G) Global brands Wella Professional, Pantene, DDF, Always, Febreze, Downy/Lenor, Secret, and P&G Corporate Beauty. Other accounts include the City of Roanoke Virginia, KFC, the SunglassHut (Luxottica), Marriott Hotels and the Alpina Gstaad hotel.

Tessa joined the Landor team 14 years ago after a career on the client side as in-house designer for Cincinnati-based Chiquita brands and after that with Wolf Blumberg Krody design and advertising, where she was Design Director on brands such as Pepsi Co. Gatorade, Lipton, Hasbro, Disney and P&G and was a trained brain as part of the 'Eureka Ranch' Innovation team.

Tessa has extensive environmental branding and communication experience from her time as VP Creative Director at FRCH Design, where she led multidisciplinary design teams of architects, interior designers, graphic designers and brand strategists, creating brand experiences for clients such as Coca-Cola, Disney, Federated Department Stores, Paramount Parks, Sony, Starbucks, Timberland and Siam City Bank.

Her client side and environmental branding experience give her a robust platform from which to design with a 360 degree view in mind.



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WHY WYNK?

Our experience is rooted in 25 years of brand building, working across all categories from Household care, Family care, Food and Beverage, Beauty, Retail (brand experience inc. specialty retailer and pharmacy), Sports and Leisure, Music and New Media, Financial and Business brand strategy, and Company Re-branding and Organizational (Re-)Structuring. This experience has enabled us to define the right way to approach any problem and understand how to solve it based on consumer insights and market trends. We approach all of our branding challenges this way.

We look for compelling initiatives and business challenges to bring into play our collective and international experience, and that of our highly regarded team.

WYNK will always deliver for you, the best design led innovative brand and business strategy required to drive any project to market.

WYNK brings the following skill-sets to the table:

Innovation (curating and the development of customized processes); Corporate and Brand Strategy; Design (Brand Identity; Package Design; Off Pack Design Executions; and Digital Design), "Go-to-Market" and Retail Strategy.



Introducing the **WYNK**. “No Process Process”™

Why? Simply because the creative process can't be contained in a box - yes there need to be guidelines and principles in place to keep us moving along, but we feel the sides need to be flexible enough so that we can constantly test and challenge the status quo.

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HOW WE WORK

It's all about cracking the Innovation nut, while making it fun throughout, "from soup to nuts".

No-one gets inspired sitting for hours in a conference room surrounded by post-it notes. This is not a space (physical or metaphysical) for a mind to be creative.

This is what we firmly believe. At WYNK, we have developed different ways to engage each participant in a work session situation using processes that will open their minds to new, engaging and different avenues of thinking.

Don't get us wrong. **Our process is structured, intense, disciplined and very challenging.** Our sole aim is to rapidly expedite the process to a successful conclusion, where all in this endeavor feel as if they have climbed a new mountain not just for themselves, but as a team.

Our desire is to work with a core multi-functional team from the Client side and make sure that the key decision makers are bought in and engaged at the right time so the work can continue to move quickly through important gates.

We feel that this is critical to have a smooth glide path to the end delivery point.

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“Discovery consists of seeing what everyone has seen and thinking what nobody has thought” Albert Szent-Gyorgyi

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