

## OWB Creative Case Study

**Founded in 2001, Oakley Wilkinson Bryan (OWB Creative) is a full-service marketing communications agency that has built up an impressive national client portfolio and established itself as one of the fastest growing agencies in the professional and financial services sector.**

At OWB, a director handles every account personally, so clients can be sure that they'll always receive the service they expect. We are robust in terms of financial stability.

In-house from our base in Birmingham OWB delivers; marketing strategy, research, digital marketing (eMail, web development, web apps, web tools) social media marketing, advertising (programmatic and conventional media), film and animation, print and direct marketing.

OWB are recognised Investor in People status and certified to ISO 9001 quality accreditation. We are ICO accredited for secure data handling and winners of The Birmingham Post marketing agency of the Year, Insider international Trade award winner for best communications agency, Finalist in the National Business Awards and SME Director of the Year for the Institute of Directors (West Midlands).

### FSQS

In 2015 OWB was invited to join FSQS by one of the financial services buyers within the scheme. After careful consideration, OWB concluded to join the scheme and have since subscribed each subsequent year.

Confronted with the FSQS questionnaire, a lot of information is required and could have been daunting, however with the support of the Helios sales and validation team, the process was surprisingly straight forward. It was not a quick process but once completed, we only now must check and amend the data in the questionnaire annually. This gives us a reminder to ensure our data is up to date for all the buying organisation within FSQS to see.

FSQS has provided OWB with independent audit of our working practices and a level of compliance and regulation that the marketing communications we design and deliver for our financial services clients is robust, positioned effectively and cognisant of regulations.

FSQS has also given us an opportunity for other financial institutions to see our profile with the potential of future business.



**FSQS has provided OWB with independent audit of our working practices and a level of compliance and regulation that the marketing communications we design and deliver for our financial services clients is robust, positioned effectively and cognisant of regulations.**

**Andy Wilkinson**

Managing Director, Oakley Wilkinson Bryan (OWB Creative)