

26220

# The Anxiety Centre

## Brand Discovery Document



This document presents our findings from the Audience and Brand Discovery meeting held with Jennie Dwyer and Jenny Sheridan on the 1st April.

It will be used to inform our research and design work to bring The Anxiety Centre brand 'to life'.



## Unique Selling Points

Treatments at The Anxiety Centre will be focused specifically on anxiety and co-occurring anxiety-related disorders (anxiety with depression and anxiety with addiction), not all mental health conditions.

**Therefore you are specialists. You will provide targeted care.**

The owners and therapists have personally experienced anxiety in the past, and will therefore be able to empathise with patients.

## Ultimate business plan

Franchise the business - so it can be rolled out throughout the UK

## Anxiety - what it can feel like

**Jennie Dwyer described to us what it felt like for her to have anxiety:**

Fear.

The worst feeling in the world.

I have no control.

Loneliness.

There's nobody there. I'm all alone.

Help me.

I feel like I'm going to die.

Shaking. Couldn't talk. Couldn't eat.

I see danger everywhere. Unsafe.

## Facts about anxiety

The spectrum of anxiety conditions is huge.

There could be as many as 348,000 people in Kent living with an anxiety disorder.

Approximately 1 in 4 people in the UK will experience a mental health problem each year.

Post-Traumatic Stress Disorder (PTSD) is a type of anxiety - it's an anxiety disorder caused by very stressful, frightening or distressing events.

**Trigger points that sometimes cause anxiety are:**

- Trauma (including bereavement, divorce, disability, witnessing an accident)
- Hormones
- Abuse

People can develop anxiety if they are under great pressure, and are striving for perfection.

**Waiting for treatment**

Mind charity report that:

- One in 10 people have been waiting over a year for treatment
- Over half have been waiting over 3 months to receive treatment
- Around 13% are still waiting for their first assessment for psychological therapy.

## Two branches of the business

### 1) Therapy for individuals in the centre

A typical treatment plan will cost £1,000

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### 2) Anxiety and Stress - Education and Prevention workshops

At places of work and education, provided by The Centre's therapists

Branch 1 is therefore a 'B2C' offering, **reacting** to anxiety.

Branch 2 is therefore a 'B2B' offering, proactively aiming to **prevent** anxiety and stress.

## BRANCH 1: B2C

### Current options for people with anxiety

#### 1) TREATMENT BY AN NHS PRACTITIONER

##### Pluspoints:

- Free
- Trust of the NHS

##### Drawbacks:

- Extremely long waiting list
- Potential for no empathy or understanding from therapist
- Short appointments
- Busy, intimidating, unpleasant venue

#### 2) CONSULTATION WITH A GP

##### Pluspoints:

- Free
- Immediate
- Trust of the NHS

##### Drawbacks:

- Is not a specialist in anxiety, may not be understanding of the condition
- Potential for no empathy
- Busy, unpleasant venue
- Very limited time - no time for actual therapy
- More likely to be offered medication than therapy

#### 3) PRIVATE HOSPITAL

##### Pluspoints:

- Far shorter waiting list
- Can be funded by a private healthcare policy, if you have one. Often part of an employment package.

##### Drawbacks:

- Very expensive if no policy in place
- Amount of therapy can be restricted by the policy
- Some providers over-medicate and are profit-focused
- Most therapists would not have personal experience of the condition
- Venue could be large and intimidating
- Is not a specialist in anxiety, may not be understanding of the condition
- Potential for no empathy or real care

#### 4) PRIVATE COUNSELLOR

##### Pluspoints:

- Immediate
- Provides enough time for therapy
- Potential to be supportive and understanding

##### Drawbacks:

- Is not a qualified Psychiatrist who can prescribe medications if required
- May not have experienced anxiety themselves

## BRANCH 1: B2C

### New option provided by The Anxiety Centre

The Anxiety Centre fulfils **a gap in the market**. The service will:

- Specialise in anxiety and co-occurring anxiety-related disorders alone
- Be immediate or have a short waiting time before starting
- Take place in a safe, welcoming and pleasant environment
- Offer an initial consultation with a qualified Psychiatrist who can prescribe medications if required, and recommend a treatment plan
- Be a payable service, but with payment plans on offer
- Offer one hour therapy sessions
- Offer a place to relax before and after an appointment, prior to facing the outside world
- All staff including therapists and the Psychiatrist have experienced anxiety themselves

The Anxiety Centre will aim to bridge the gap between the current NHS offering and the Private Medical Mental Healthcare Hospital options which, as well as not being anxiety-specific, can also be prohibitively expensive.

## BRANCH 1: B2C

### The therapists

The Anxiety Centre will offer appointments with both Cognitive Behavioural Therapists (CBT) and Psychotherapists.

They will be registered in their own right. ie hold individual registration and entitlement to practise.

They will have experienced anxiety personally.



## BRANCH 1: B2C

### Patient journey

This patient journey is based on taking place before NHS or Private Insurer accreditation is in place:

1. **Patient or parent of patient contacts The Anxiety Centre by phone, online enquiry form or email. (Self-referral)**
2. **If the enquiry is appropriate, you will offer a diagnosis appointment with your own Psychiatrist. We will offer this appointment to take place in person at the centre, on the phone or on Skype (patient's choice). Payment in advance for this is taken.**
3. **In a written treatment plan, the Psychiatrist may prescribe medication.**
4. **And/Or the Psychiatrist may recommend the patient**
  - a) **A course of CBT to be provided by your own therapist**
  - Or
  - b) **A course of Psychotherapy to be provided by your own therapist**

**Advance payment for the whole course is then taken for this, or a credit arrangement set up by your Credit Broker.**

**And**

- c) **Nutritional advice**
- 5. **Patient can then opt for an aftercare package if they wish. Or patient can choose to join in a Group Therapy session at the Centre.**

## BRANCH 2: B2B

### Workshops and courses

The Anxiety Centre will provide group workshops and courses to businesses, schools and organisations. The theme will be **'Anxiety & Stress - Education & Prevention'**. You will travel to their sites to deliver these.

#### **The problem we will help tackle**

Employers are concerned about the costs they are facing due to poor mental health causing employee absence, reduced productivity and engagement.

Research by Mind (with 44,000 employees) highlights that 48% of employees have experienced a mental health problem in their current job and only half have talked to their employer about it.

Stress, depression or anxiety and musculoskeletal disorders accounted for the majority of days lost due to work-related ill health. On average, each person suffering took around 16.5 days off work.

Educators are concerned about the effect poor mental health is having on damaging some of their students' education and personal development.

## BRANCH 2: B2B

### Workshops and courses

#### Tackling the problem

Historically the focus for businesses in the UK has been to act **reactively** through Private Medical Insurance, an Employee Assistance Programme, and/or Occupational Health. However this is not proving successful - as in 2017/18 Absenteeism cost UK businesses £8bn, Presenteeism (where staff are in work but not performing at their best) cost £17-26bn and Staff turnover cost £8bn. (Statistics Source: 'Mental health at work, a challenge for the modern age' by Aon UK).

Our focus at The Anxiety Centre - for our workshops will be on **education and prevention**.

We will do this by offering 8 different workshops in total - and these will be designed specifically by our therapists. Companies can choose whether or not to just have 1 workshop, or go with all 8. The workshops will be based around a Cognitive Behavioural Therapy framework, and will relate to abuse, trauma, work, debt, our 24/7 culture and more. Our therapists will train managers and other employees to:

- Identify and challenge their harmful automatic thoughts
- Learn to challenge beliefs that are destructive or harmful
- Spot the signs of anxiety or stress within their teams.

# The brand



## Business name

We will keep **'The Anxiety Centre'** brand name for the following reasons:

- It's very clear, and doesn't shy away from saying what it is - this is bold. We want mental health to be out in the open.
- It sounds authoritative, and this will help boost its reputation. It will be ideal for rollout to eventually become the market leader for anxiety treatment.
- It will be extremely effective for marketing - someone Googles 'anxiety' it makes sense to click on 'The Anxiety Centre'
- Jennie already holds the Domain names - excellent!  
theanxietycentre.co.uk  
theanxietycentre.com  
Theanxietycentre.org
- The word 'centre' is welcoming, inclusive and makes you think of support and envisage round shapes
- As soon as the new namemark is signed off, Jennie and Jenny should apply for it to be trademarked

## Positioning

The brand characteristics shown to the right were produced during the 'Brand Deck' card exercise with you on 1st April.

### What the brand is...

Emotional  
Welcoming  
Calm  
Trusted  
Secure  
Relatable  
Best-in-Class  
Progressive  
Current  
Sincere  
Open-Minded



### What the brand isn't...

Aggressive  
Cheeky  
Experimental  
Adventurous  
Raw  
Rigorous

## The premises

**‘The ultimate  
unique safe place  
for those with  
anxiety disorders’**

**‘A caring and compassionate  
environment for our patients’**

Attractive  
Welcoming and homely  
Easy parking  
Easy to find  
Signage to help promote the business  
Quiet and safe  
Soundproof rooms for confidentiality  
Several rooms for reception, therapy rooms  
and safe room  
Holds suitable planning permission

### **Ideas for the style of the venue**

Light  
Arched windows  
Comfy sofas and cushions  
Plants  
Water features  
Terracotta and gold colours - warm

# Competitor Research





## Competitor 1

## Fegans

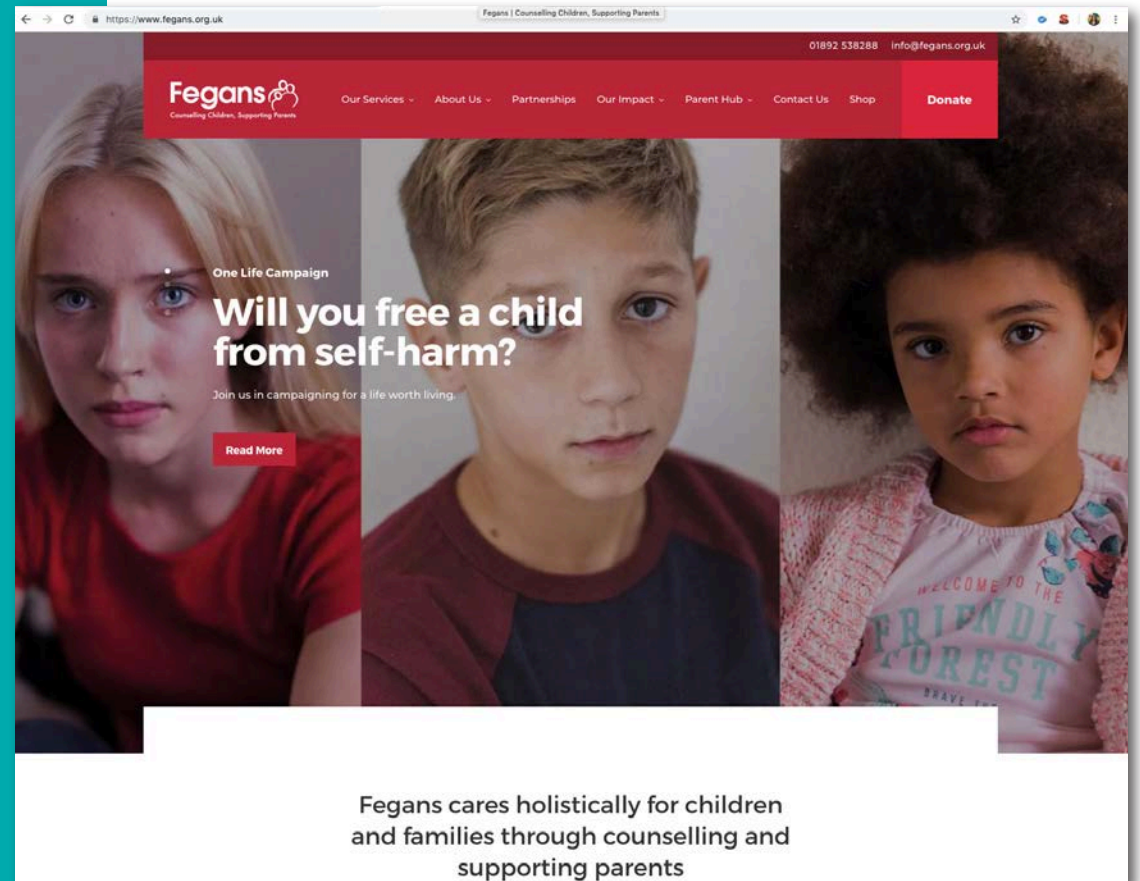
[www.fegans.org.uk](https://www.fegans.org.uk)

Fegans is a Christian charity in Tunbridge Wells.

'Fegans provides a full range of professional counselling services in our centres and also in primary and secondary schools throughout London and the South East. Our BACP registered counsellors are all fully qualified and work with parents and children to enable them to manage their lives, build relationships and make positive choices.'

### Comments

For children only. £40 per hour counselling on anxiety, bereavement, bullying, self-harm, eating disorders, abuse and abuse survivor, depression, trauma and family breakdown. Not anxiety specialists.



## Competitor 2

## Think CBT

[www.thinkcbt.com](http://www.thinkcbt.com)

Think CBT is a Sevenoaks-based Therapist 'Farmer' - ie they are a business who set up therapy appointments with 40 different therapists in Kent, Surrey, Sussex and London.

'We provide Cognitive Behavioural Therapy for a wide range of psychological and emotional problems including Panic Disorder, Generalised Anxiety Disorder, OCD, Health Anxiety, Social Anxiety, Insomnia, PTSD and Depression. In addition to individual therapy, we provide CBT for work-related stress and couples therapy for people experiencing relationship problems. If you are looking for a clinically proven treatment that is fast and effective, then contact us to work with an experienced and qualified CBT professional. The process is discrete and straight forward and there are no waiting lists.'

### Comments

Very basic appearance. Unattractive marketing. Impersonal. Not anxiety specialists. Doesn't offer appointments with a Psychiatrist so patients can't access medication.

The screenshot shows the homepage of the Think CBT website. The header features the 'Think CBT' logo with the tagline 'Cognitive Behavioural Therapy'. To the right of the logo are five circular icons representing services: 'Book An Appointment', 'Send A Message', 'Take An Assessment', 'Download Resources', and 'Online Therapy'. Below the header is a navigation menu with links: Home, CBT for Couples, Online Therapy, EMDR, Clinical Supervision, Medico Legal, Employee Assistance, Our Team, Why Choose Us?, and My Menu. The main content area is titled 'CBT in Sevenoaks & London' and includes a paragraph about their services, a large '£69' price tag, and a section for 'CBT Clinics and Consultations'. On the right side, there is a contact number '01732 808 626', an email address 'info@thinkcbt.com', and a section for 'Client Feedback'. At the bottom, there is a section for 'About Our Approach' with an illustration of a therapist and a client, and a 'Read More' button.

**Think CBT**  
Cognitive Behavioural Therapy

Book An Appointment | Send A Message | Take An Assessment | Download Resources | Online Therapy

Home | CBT for Couples | Online Therapy | EMDR | Clinical Supervision | Medico Legal | Employee Assistance | Our Team | Why Choose Us? | My Menu

### CBT in Sevenoaks & London

We provide Cognitive Behavioural Therapy (CBT) in [Sevenoaks](#), [London](#), [Kent](#), [Surrey](#) and [Sussex](#). Our CBT specialists are professionally accredited by the British Association of Behavioural and Cognitive Psychotherapy, which means that we have achieved the UK gold standard in the practice of advanced CBT.

We provide Cognitive Behavioural Therapy for a wide range of psychological and emotional problems including [Panic Disorder](#), [Generalised Anxiety Disorder](#), [OCD](#), [Health Anxiety](#), [Social Anxiety](#), [Insomnia](#), [PTSD](#) and [Depression](#). In addition to individual therapy, we provide CBT for work-related stress and couples therapy for people experiencing relationship problems.

If you are looking for a clinically proven treatment that is fast and effective, then contact us to work with an experienced and qualified CBT professional. The process is discrete and straight forward and there are no waiting lists. Call us to book a free initial telephone discussion on 01732 808626 or email [info@thinkcbt.com](mailto:info@thinkcbt.com).

# £69

We operate as a commercially ethical psychological service provider. This means that we only charge £69 for an appointment with a BABCP accredited CBT specialist. Unlike many other independent Cognitive Behavioural Therapy providers, the money you pay goes directly to your therapist without sub-contracting or agency commission. If you can find equivalent CBT services for less, we would like to hear from you.

### CBT Clinics and Consultations

We provide private CBT appointments from our main centres in [Sevenoaks](#) and [London](#), with over forty clinics across [Kent](#), [Surrey](#) and [Sussex](#). We can usually book an appointment within two working days and we always start with an initial free call to ensure that the approach is right for you. Unlike other larger providers, we don't use agency staff or sub-contractors and we don't top-slice our charges. This means that what you pay for therapy goes directly to your therapist. We understand that our clients require flexibility to meet the needs of work and family commitments. We therefore offer daytime, evening, weekend and SKYPE / video appointments at times to suit our clients. Call us to organise a free telephone consultation with one of our CBT therapists.

### About Our Approach

We understand that making your first appointment can be a difficult step to take. People often struggle for many years before finally deciding to take action to change or tackle the problem. This means that you will be treated with sensitivity, respect, discretion and professionalism at all times. We won't ask you to join a waiting list, fill in unnecessary paperwork or work with an unsuitable or under skilled Therapist. Most importantly, we will treat you as a valued client and keep the approach simple and straight forward.

[Read More](#)

**01732 808 626**  
[info@thinkcbt.com](mailto:info@thinkcbt.com)

An introduction to CBT

**Think CBT**  
Experts in Cognitive Behavioural Therapy, Business, ACT, EMDR and CFT

[www.thinkcbt.com](http://www.thinkcbt.com)  
01732 808 626  
[info@thinkcbt.com](mailto:info@thinkcbt.com)

### Client Feedback

### Conditions and Problems

- Addictions
- Anger Management
- Claustrophobia
- Depression & Low Mood
- Fears & Phobias
- Generalised Anxiety Disorder

## Competitor 3

### Cygnnet Hospital Godden Green

[www.cygnethealth.co.uk/locations/cygnnet-hospital-godden-green](http://www.cygnethealth.co.uk/locations/cygnnet-hospital-godden-green)

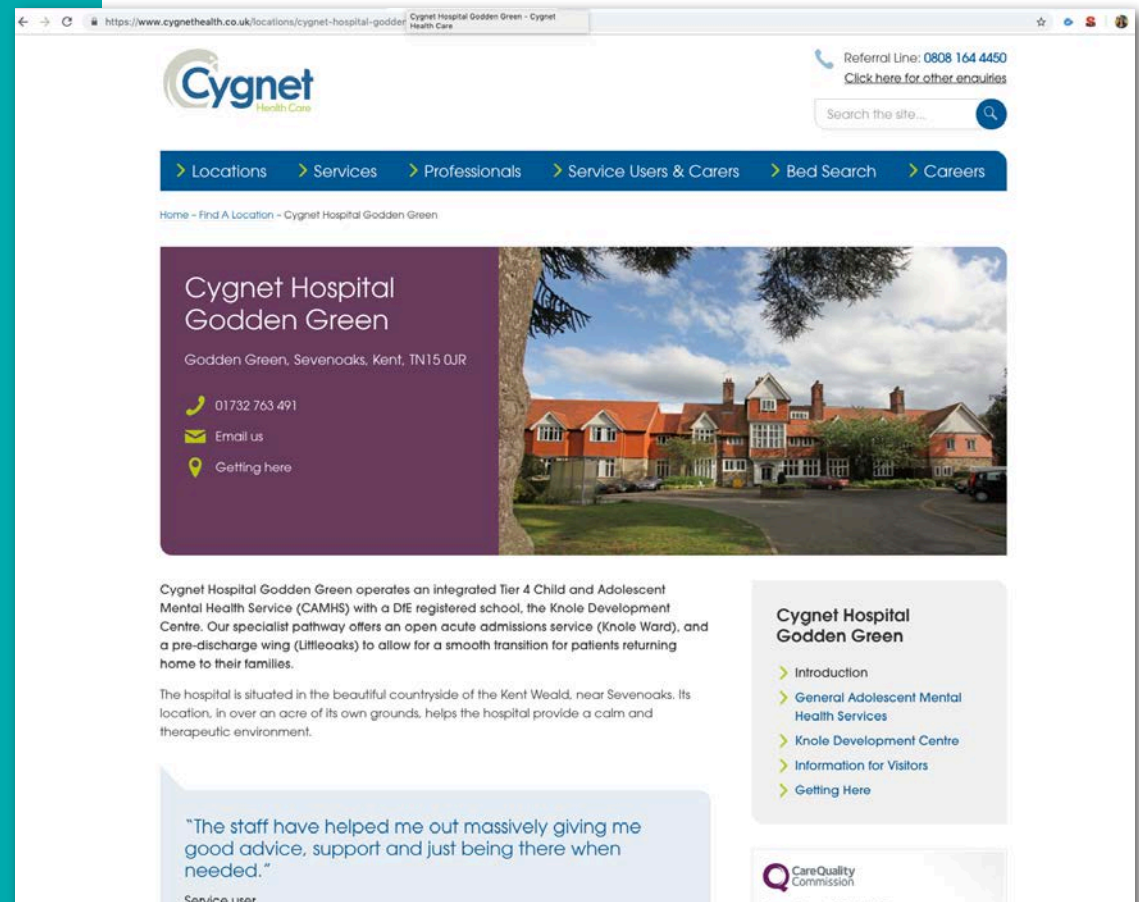
Godden Green is a private hospital near Sevenoaks, operating a Child and Adolescent Mental Health Service (CAMHS). 'Good' CQC overall rating. It is a private hospital providing NHS services.

'Our multi-disciplinary teams are led by a consultant psychiatrist and include psychologists, social workers, occupational therapists and specialist mental health nurses, all of whom are fully trained and accredited.'

They offer In-patient care, which can be extremely beneficial when the patient needs to get better without external influences. It can be the safest option to have 24 hour a day monitoring when a patient is susceptible to self-harm.

#### Comments

Jenny herself was treated here and hated it. It has a reputation for over-medicating and being profit-driven. Patient reviews are terrible. The language used on the website is very inaccessible and cold for patients, and instead appropriate for professionals. It wouldn't encourage a stressed patient/parent to make an enquiry. No focus on prevention.



## Competitor 4

### The London Anxiety Clinic

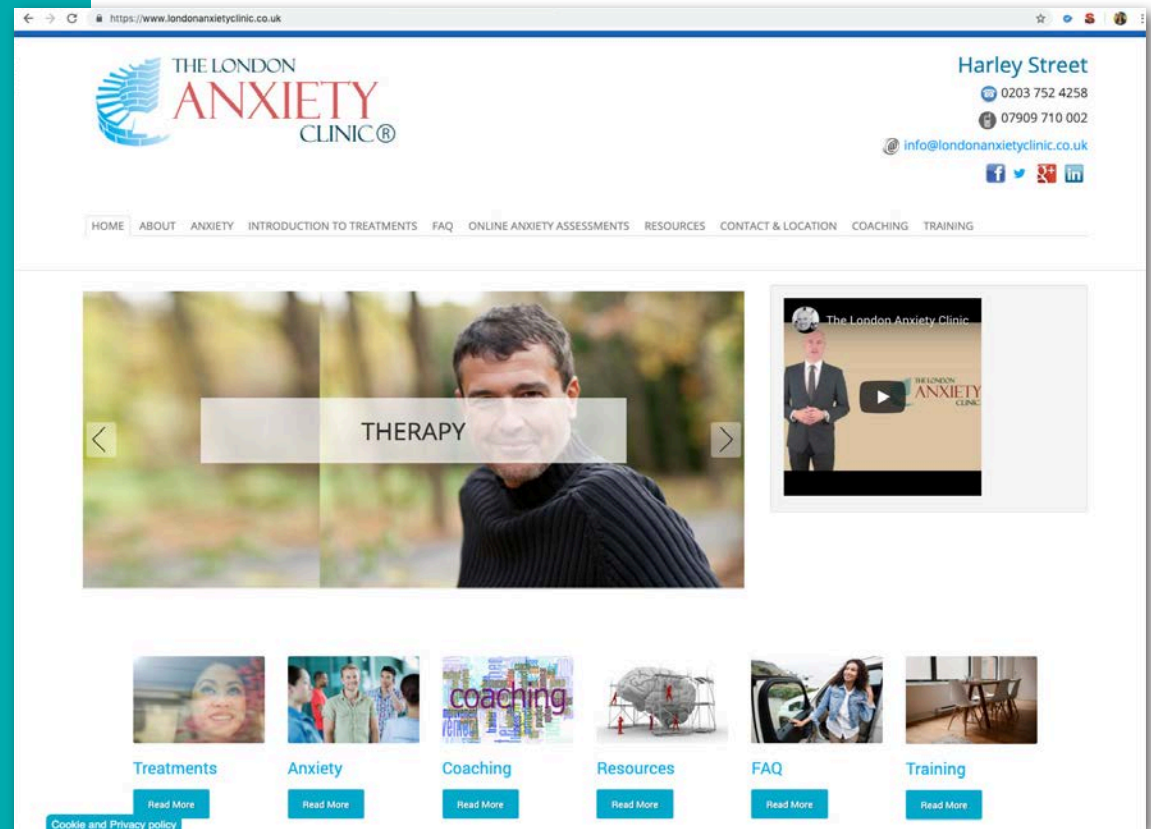
[www.londonanxietyclinic.co.uk](http://www.londonanxietyclinic.co.uk)

Mike Ward is a private Consultant, with a consulting room on Harley Street.

'My name is Mike Ward and may I welcome you to the Anxiety Clinic in Harley Street London. It is here that we offer the most effective therapeutic treatments to successfully overcome and manage excessive levels of anxiety, and associated symptoms that people experience. Specialising in the neuroscience of brain health and the psychological treatments for anxiety, anxiety disorders, stress, depression and PTSD.'

#### Comments

Provides a complimentary 30 minute confidential telephone consultation. 1.5 hour appointment is then £165.00. Jennie loves this website. It gives lots of information to patients and gives the impression that it is a large company, yet is just Mike! He has an intro video (good content - badly produced!). Seeing a video of the person providing the therapy could help patients have the confidence to go along to their first appointment. Website has an online assessment tool.





## Reference

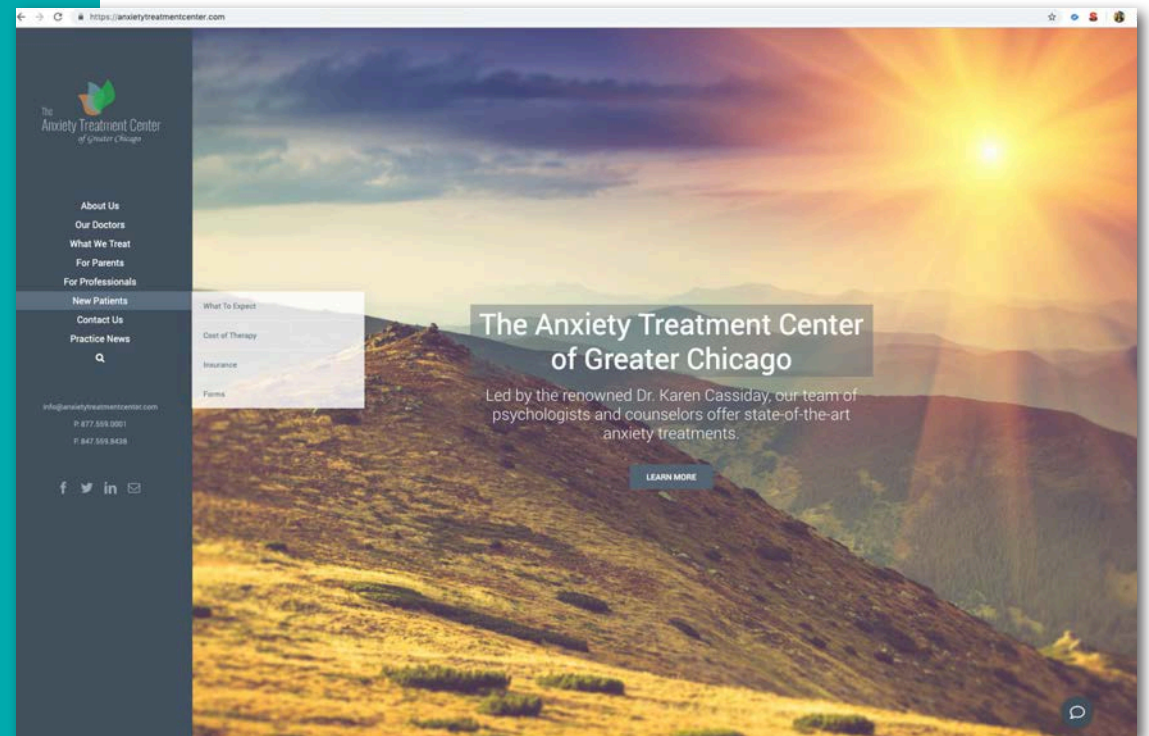
### Anxiety Treatment Center

[www.anxietytreatmentcenter.com](http://www.anxietytreatmentcenter.com)

This business is not a competitor, since it is based in the USA.

Jennie and Jenny really admire the look, feel, messaging and site structure of this business.

Therefore this site is valuable reference for us.



## Anxiety UK

[www.anxietyuk.org.uk](http://www.anxietyuk.org.uk)

With particular reference to  
[www.anxietyuk.org.uk/for-professionals/training-packages](http://www.anxietyuk.org.uk/for-professionals/training-packages)

Anxiety UK is a charity formed in 1970, by someone living with agoraphobia, for those affected by anxiety, stress and anxiety based depression.

This organisation is not a competitor, since it is based in Manchester. Half day workshops cost £600 and Full Day £1,000.

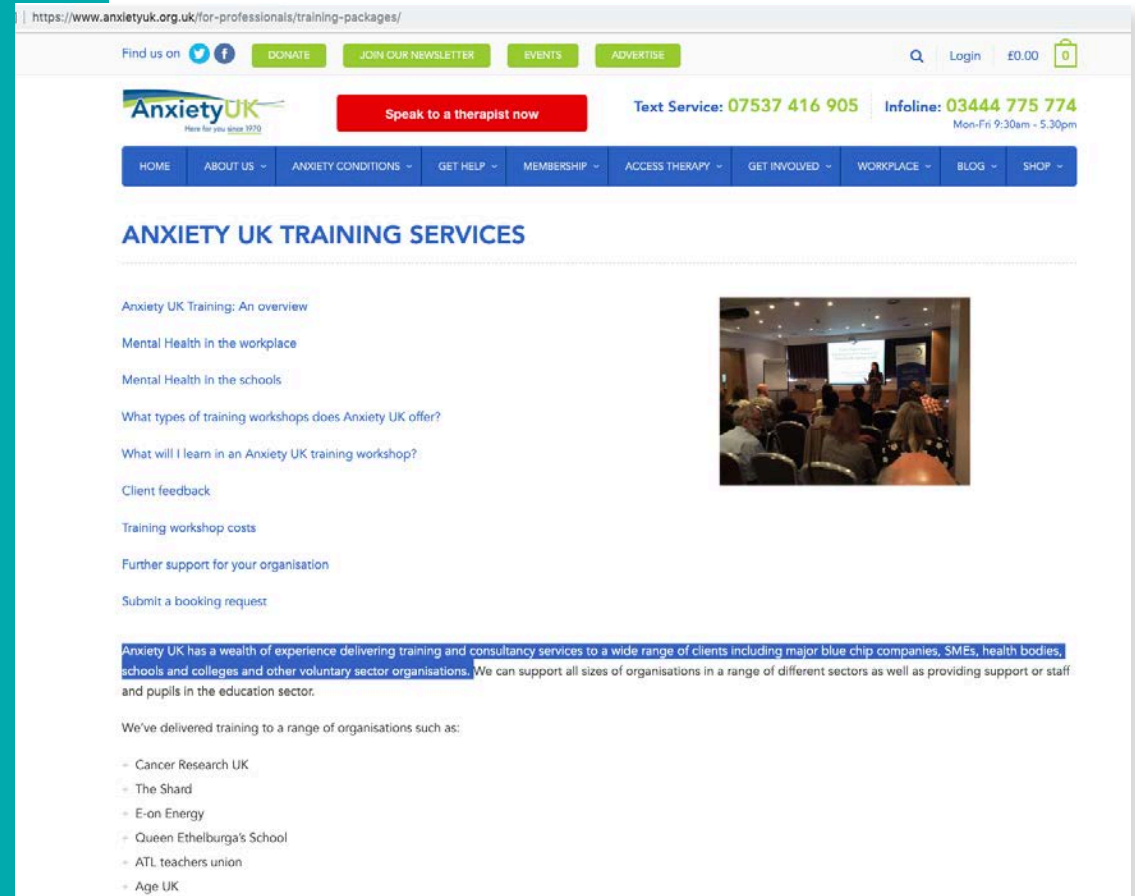
'Anxiety UK has a wealth of experience delivering training and consultancy services to a wide range of clients including major blue chip companies, SMEs, health bodies, schools and colleges and other voluntary sector organisations.'

### Comments

The content of this site is good. The design is a little basic and uninspiring but the information is useful and clear for their audience.

See the 'workplace' section and subsections.

There are clear Calls to Action: 'Book an Appointment', 'Get Help' and even 'Speak to a therapist now'.



## B2C Customer audience profiles



## The 13 year old girl

Lara has just started secondary school. She is experiencing anxiety, possibly caused by the changes in her hormones at puberty.

She and her friends worry constantly about their appearance. She spends several hours a day on Instagram. She worries about what her peers think of her, and other girls at school have made bitchy comments on her photos.

Her stepfather is a leading executive in London, and she feels pressured to do well at her independent school to please him. She is currently off school sick, as she can't face going - being at school makes her shake with fear.

### Her needs

She is looking for help with her anxiety from someone kind, understanding, unstuffy, unjudgemental and confident that the treatment will work. She wants time to pour out all her feelings and a safe place to do so. She finds hospitals intimidating. If the therapy goes well, she will be happy to recommend The Anxiety Centre to her friends.





## The 13 year old's Mum

Annabel is Mum to one child - Lara. She will be the ultimate decision-maker on treatment for Lara.

She is divorced and living with her new husband. She doesn't work full-time but is currently writing a novel. Her family income is high.

She is desperately worried about her daughter, and they have a fragile relationship, with frequent arguments. She doesn't understand what her daughter has to worry about - she is beautiful and talented, and used to have so many friends.

### Her needs

She needs to find help for her daughter urgently. She is paying for the private school fees yet her daughter is off sick, so she might as well spend money on the problem to resolve it. She doesn't want her daughter's teenage years to be ruined by this - she needs it sorted as soon as possible.

She would rather not go to a hospital or clinic that is for 'mental health patients' - that would be unpleasant. She knows that other teen girls have anxiety too, and that comforts her. She couldn't believe how long the NHS waiting lists were.



## The 45 year old man with epilepsy

David has a happy relationship with his male partner, but is struggling with his recent diagnosis of epilepsy. His worry about having seizures has made him lose confidence and he has developed anxiety.

He feels out of place at work in a sales role for a manufacturing company, and feels he's not performing as well as younger colleagues. He hates having to take so many drugs to try to control his epilepsy and no longer being able to drive.

### His needs

He would like to get help for his anxiety, but his GP was unsympathetic and just wanted to put him on yet more medication. He was shocked about the length of the NHS waiting list for therapy. He worries that anxiety is unusual among men, and wouldn't want to go somewhere where all other patients were young females. He would like to keep his treatment discrete, and won't tell his colleagues.





## The 28 year old new Mum

Kirsty gave birth to her son 4 months ago, and has found looking after her baby a huge struggle. She moved to Sevenoaks whilst pregnant, hasn't yet made friends, and her husband is away a lot as a pilot. Her baby has had colic and cries constantly. She has developed anxiety.

She puts on an act to the outside world of everything being fine.

### Her needs

She desperately needs help to treat her anxiety, but doesn't want to admit this to her husband. They have a joint bank account but will need to pay for the treatment herself using a Credit Agreement. She needs a discrete service, with no phone messages left at home etc from the Centre.

A creche at the centre would be ideal, so that she knows her baby is safe in the same building as her.



## Customer targets

### Recommendation

**The Anxiety Centre should choose the audience that can afford you, not just the audience that needs you.**

If you chose to market the business to **middle and upper class females age 25-55** above all, this would introduce your business to women who need anxiety treatments both for themselves (caused by hormonal changes and traumatic life events, for example) and their children.

## B2B Customer audience profiles



## The school bursar

Malcolm is 50 and has been bursar at Sevenoaks School for 15 years. Privately educated himself, he is proud to work for such a prestigious school and his role is very busy managing all financial matters. His 'gatekeeper' is his PA, a 60 year old lady called Janice and she receives dozens of sales calls daily.

He is alarmed about how many female pupils in their teens claim they have anxiety. He is sceptical that the condition exists. He wishes he could just ban social media and mobile phones and this would solve the problem. He is under pressure from more progressive younger colleagues to act on the anxiety and stress 'epidemic' and provide help to the pupils. He realises anxiety will damage exam results and cannot risk that nor the school gaining a reputation for being unsupportive.

### His needs

He needs a therapy provider who will try to reduce stress among pupils and prevent anxiety developing in the first place. They should have an excellent reputation and all the accreditation in place. He would not choose the cheapest provider, but the most trusted and authoritative. He would be turned off by a therapy provider seeming too 'soft' and 'hippy'!





## The HR Manager

Helen is 42 and works for a leading insurance broker in Surrey with 125 employees. She drives an Audi and holidays in Cuba. She has never had anxiety, but her best friend's daughter has anxiety.

Helen's employer has given her targets for reducing employee sick leave. She has been dealing with several senior employee's cases who have taken weeks of sick leave for stress. She reads HR industry journals, with articles about the huge loss to the economy due to absenteeism, presenteeism and high staff turnover caused by poor mental health. She wants to invest in improving mental health to save the company money in the long run.

### Her needs

She would be interested in offering senior employees a one day workshop to improve their mental health and reduce stress. She thinks this will be popular with the team, and the workshop could strengthen their case when entering an Employer of the Year award. She has a very limited budget for this activity, and will negotiate hard on cost. She will attend the workshop herself and wants an experienced, high-quality provider who will deliver an enjoyable as well as useful day.



## Developing the brand





## Mood board concepts



- Support
- A new dawn
- Empowering
- Create a community
- Back to nature
- Positive energy
- Touch and feel, hugs
- Caring, nurturing, protecting
- Breaking free from constraints
- Water, calming
- Have strength, believe in yourself, express yourself
- Transcend fear - rise above it

## Existing logo



**Jennie likes the following aspects of the logo:**

- Peach and gold colours
- The fade - not all solid
- Warm and welcoming, not too clinical
- Contemporary
- The circle isn't closed - it has an exit

**The me&you team also liked aspects of the logo, but flagged the following issues:**

- It's not legible enough
- The large circle means that the wording is too small
- It's not a practical shape for many uses - online, signage
- It's not authoritative enough
- It looks like a beauty clinic

The me&you designers will produce new ideas for the logo, to resolve the issues above.

## Colour palette

### Two potential routes

Terracotta, gold, peach

Or

Mint green, aqua, teal, cornflower blue

(Please refer to the moodboard on page 31)

**These could be coupled with black or grey,  
for legibility**

## Website requirements



A professional website which will sell the business, and provide prospective patients with a warm welcome and a clear idea of the different pathways to treatment. Explain new treatments for anxiety available.

‘Book a first consultation and we will provide a written advisory treatment plan. For example: 12 sessions of CBT and a nutritional advice appointment, 2 follow up aftercare appointments.’

On the website, there will be an ‘About Us’ or a blog telling Jennie’s story - new customers can read this and be able to relate to the business before setting foot in the door.

### **Calls to action**

Short enquiry forms for: Find out more, Book a consultation, Sign up for newsletter.

### **Reference website**

[www.anxietytreatmentcenter.com](http://www.anxietytreatmentcenter.com)

## Next steps

- Jennie and Jenny feed back on this document.
- Jennie and Jenny give approval to proceed.
- me&you creative team refine the logo into a broader brand identity considering the applications of the mark, colour palette and fonts.
- me&you creative team produce visual concepts for the 'safe room' interior brand.
- me&you creative team prototype the website's user experience, layout and visual design.
- me&you, together with Jennie and Jenny, produce a branded pitch deck presentation.

## Project goals

**Create a brand that:**

**Helps The Anxiety Centre secure the investment that it needs**

And also that:

- Jennie and Jenny feel expresses their vision for the business
- Jennie and Jenny feel proud of

We look forward to your feedback  
and approval to proceed to the next step.



**Me&You Creative Agency**  
1 Blighs Rd, Sevenoaks, Kent TN13 1DA

**t:** 01732 743 455  
**e:** [hello@meandyou.co.uk](mailto:hello@meandyou.co.uk)  
**w:** [www.meandyou.co.uk](http://www.meandyou.co.uk)