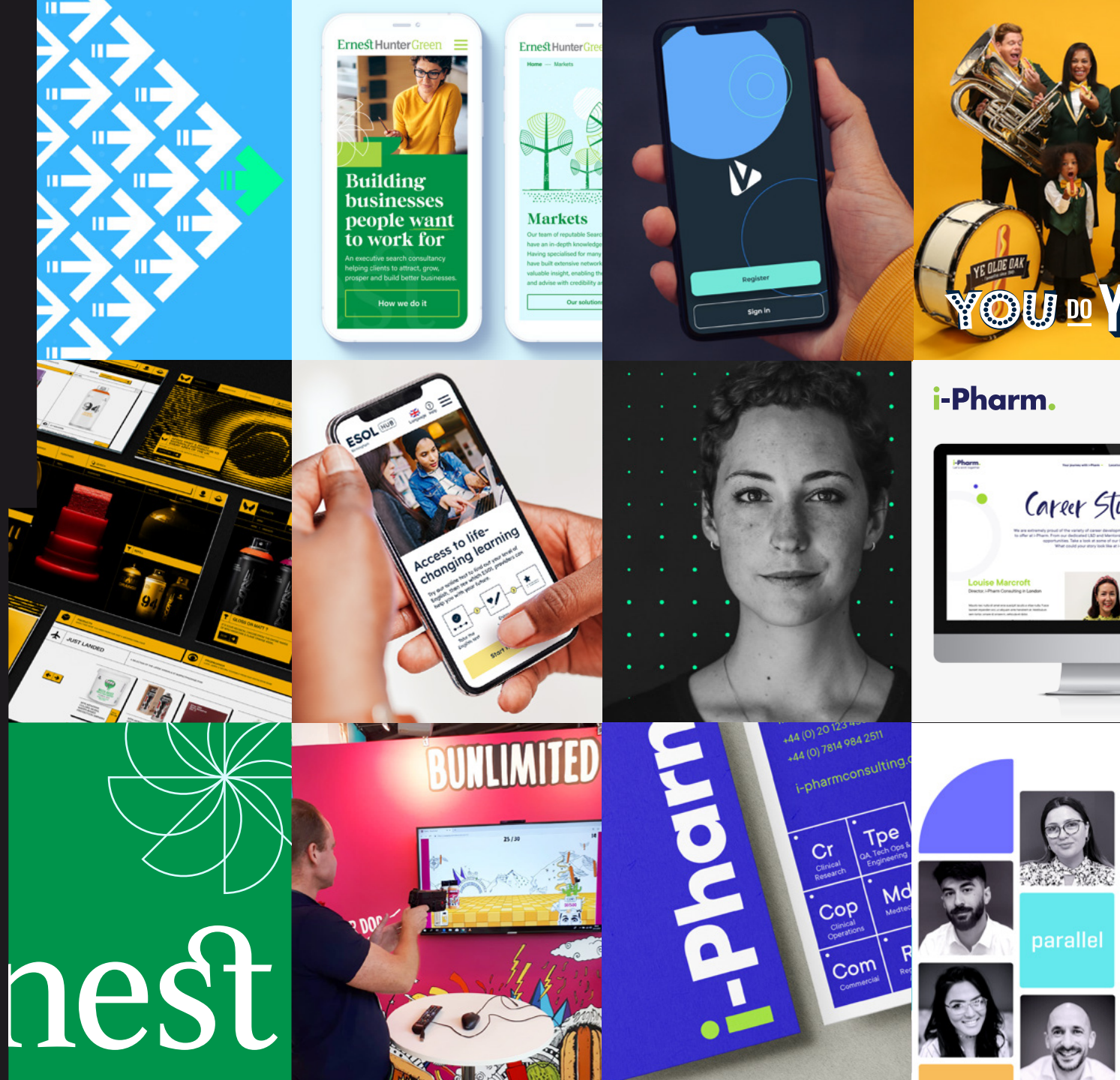


We are Fablr

Digital partners for growth



We are Fablr – a multi-disciplinary agency established in 2016 by industry veterans Geoff Bretherick and Philip Bennison

We started Fablr because we wanted to do things the right way. We know what 'good' looks like and this is the only kind of work we do for our clients. Every project is always led by senior delivery specialists who blend best-practice technical acumen with top-notch creative and marketing.

Fablr is a group of dedicated thinkers, doers, creators and makers based across our UK offices in Leeds and Manchester.

We all have one focus – to deliver real growth and create lasting value for organisations like yours.



Fablr are a trusted, dedicated and long-term growth partner for a range of organisations, from multinational businesses to fintech startups.



Who we work with



“We rely on Fablr as our trusted web development and design partner to effectively

communicate our brand and showcase our business to its full potential. The team are enthusiastic and talented and their input is crucial to the success of our marketing efforts as we continue to grow.”

Bethan Stones, Group Marketing Manager
Cura Terra Group



“Fablr have shown that the experience of the website users has always been at the heart of the work.

We know that the website will make a big difference to the citizens of Birmingham.”

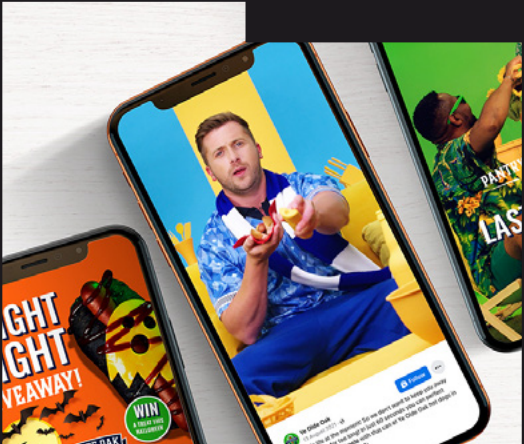
Pauline Desch, Head of Faculty,
ESOL and Languages
BAES (Birmingham Adult Education Service)



“We are very pleased to be working in continued partnership with Fablr. I have always

been impressed with their creativity and strong design skills in past projects. But this, combined with their strength in analytics and a deep understanding of our two different brands, means they are the ideal digital marketing partner for us.”

Bryn Scadeng, Marketing Manager
Zwanenberg Food Group UK

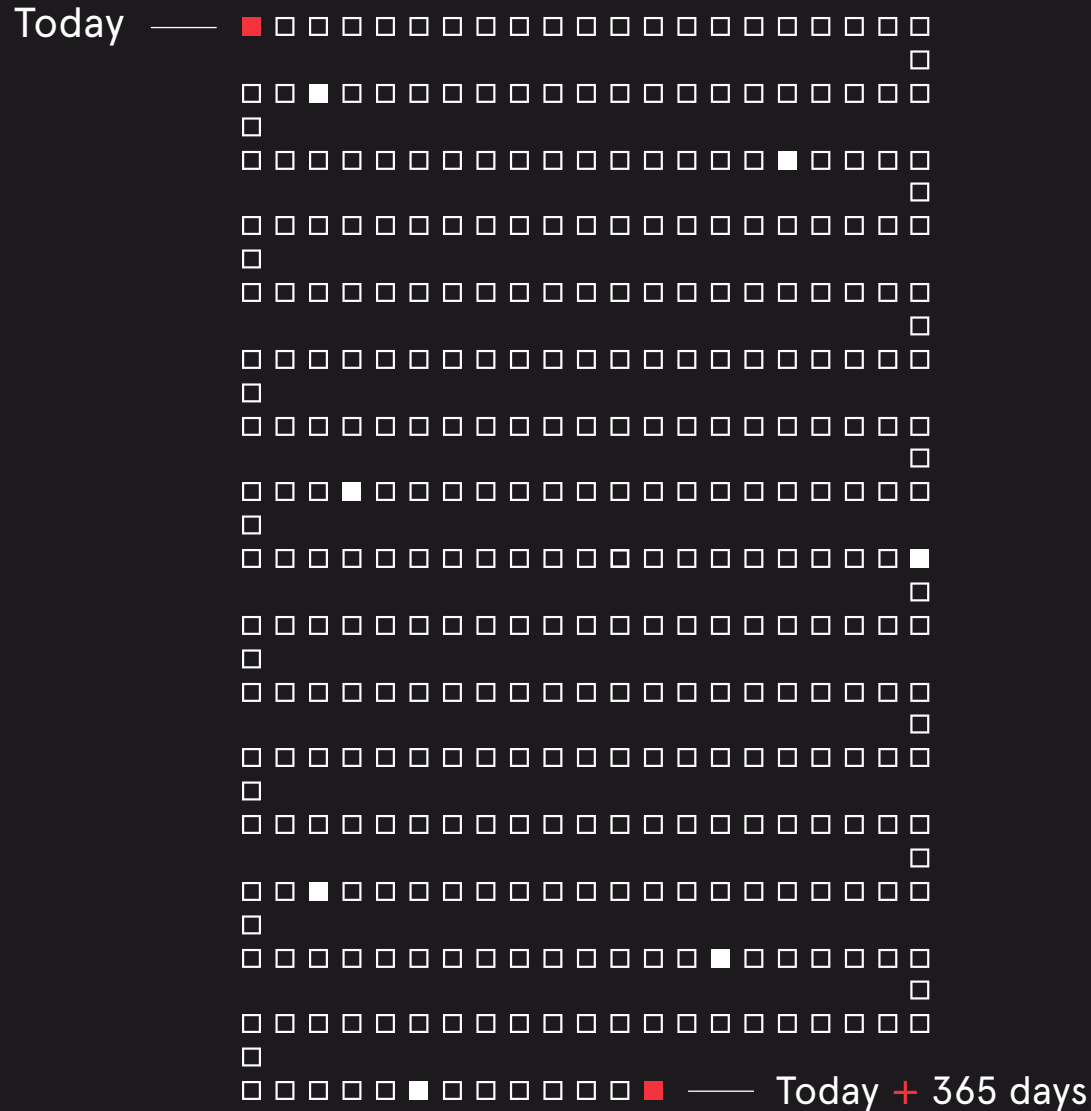


“Fablr went above and beyond to work with my team, our external vendors to build something we are all extremely proud of.”

Dudley Hall - Managing Director
Suspect Package



We always start with a simple question...



Where do you want to be in a year's time?

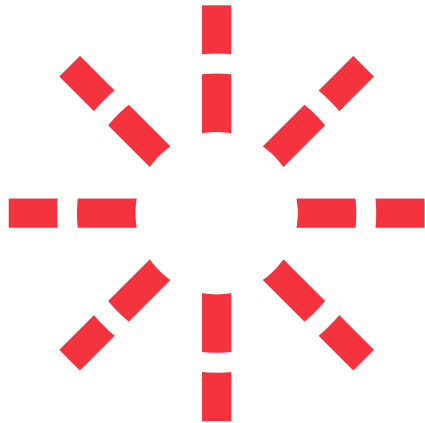
"What percentage improvement do you want on your conversion rates?"

"How can your brand build credibility and affiliation with the people who matter?"

"How many quality leads does your digital strategy need to deliver a month?"

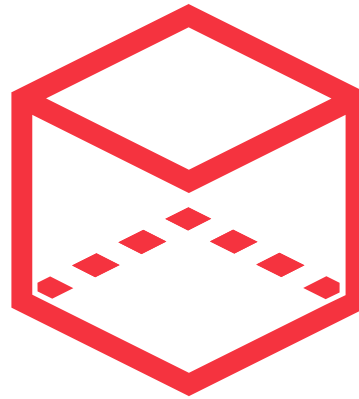
It's our job to help you get there

Every one of your projects we work on will deliver value in growth, product and knowledge.



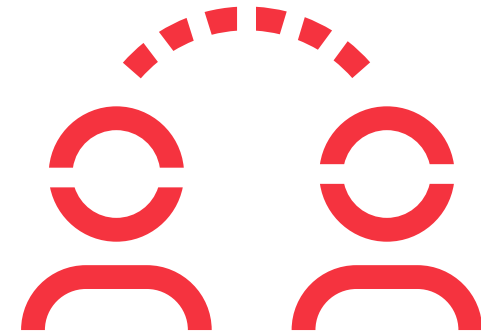
Growth

You wouldn't be talking to an agency if you wanted to be exactly the same in a year's time, right?



Product

Content, credibility and digital capability.
We will be your delivery partner and ensure your product is ready to go to market.



Knowledge

We want you to succeed. So we're committed to helping you to build your own internal team capabilities.

Growth

Growth —→ What we do



Growth for audiences, traffic, customers, online sales and teams that need to scale.



Growth for your brand awareness and credibility in your marketplace



We plan and execute creative campaigns and digital marketing to drive engagement and in-bound business.



Go forth and multiply. We empower your own staff and marketing professionals with brand asset libraries packed with reusable templates.



We build high-quality digital products from apps to websites that grow and develop your business services.

Product → What we do

- ○ We build flexible websites that put you in the driving seat, letting your team easily update and add new content as your marketing strategy evolves.
- 📦 We empower you with open source technologies and great documentation so you are never locked in to a single service provider.
- 📷 Content production to match your brand's ambitions with creative photography services, as well as our award-winning video production partners.
- ✍️ Work with our network of copywriters who are experts in your industry.



Knowledge

Knowledge → What we do



We provide comprehensive handovers and training for your team.



We excel at bringing your internal stakeholders together and engaging them in a positive and collaborative process.



Let us help you gain a better understanding of your audience's motivations and buying triggers and how you can use this to build sales and conversions.



Access our on-hand expert knowledge and advice as you evolve and grow.

Why work with us?

Pound for pound winners

An approach that offers expertise and delivery befitting of a bigger agency, and with a team you'll love working with for the long term.

Growth journey specialists

A history of successful work with businesses and brands who are looking to grow and challenge in their marketplaces.

Top-tier technical delivery

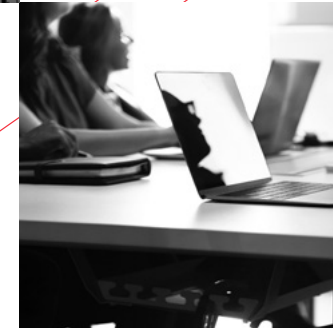
Access top-tier technical delivery (PWC audited our work as 'best-practice') for your digital products.

Access a network of exceptional people

We tap into a wider network of exceptional and sector-relevant suppliers in diverse areas such as creative film production, PR and events.

Senior delivery team

A small and mighty senior delivery team who believe delivery is only as good as the quality of responsiveness and communication that goes with it.



Our team

Founded in 2016 and based across Manchester and Leeds, Fablr was started by people who believe that good development practices and engaging brand experiences do not need to be mutually exclusive.



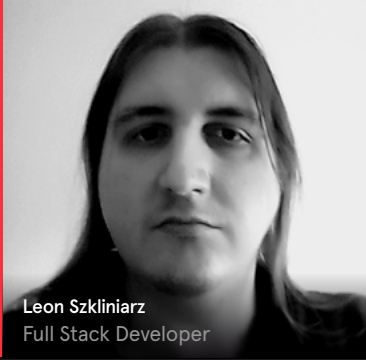
Simon Malpas
Senior Designer



Aly Sébastien
Digital Product Designer



Chris Bennett
Head of Operations



Leon Szkliniarz
Full Stack Developer



Philip Bennison
Technical Director



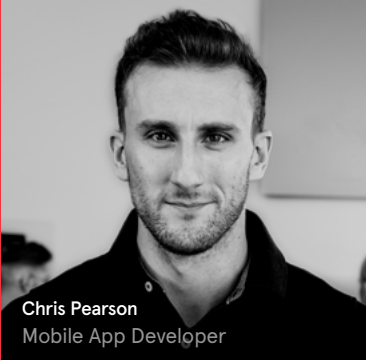
Abi Allen
Senior Designer



Geoff Bretherick
Creative Director



Siân O'Connell
Senior Project Manager



Chris Pearson
Mobile App Developer

Our work

Founded in 2016 and based across Manchester and Leeds, Fablr was started by people who believe that good development practices and engaging brand experiences do not need to be mutually exclusive.

Parallel Consulting

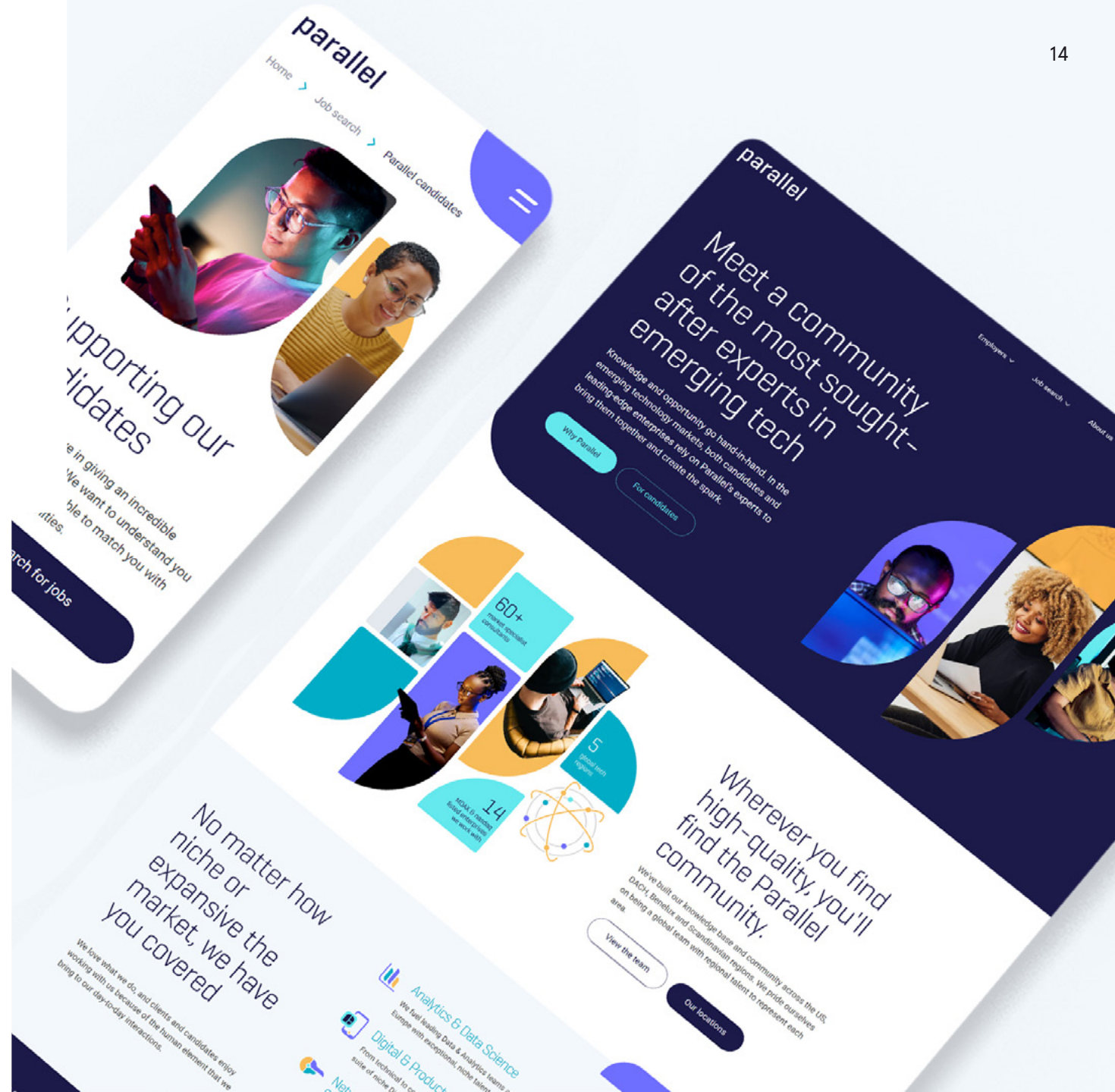
parallelconsulting.com

Parallel have built an international tech recruitment business with a reputation for sourcing hard-to-find candidates in Analytics & Data, Cyber Security and Data Engineering.

Fablr worked closely with the Parallel marketing team to develop a modern, scalable solution that could add true commercial value.

Overview

- Multilingual website
- Bullhorn CRM integration



The brief

Following a consultation process with the Parallel team, we proposed a solution organised into five core areas:

- ✓ A platform that really worked for consultants
- ✓ Design the website as an inbound marketing tool
- ✓ Make a flexible digital platform that could grow with the business
- ✓ Elevate trust and credibility for the Parallel brand
- ✓ Build a better candidate experience

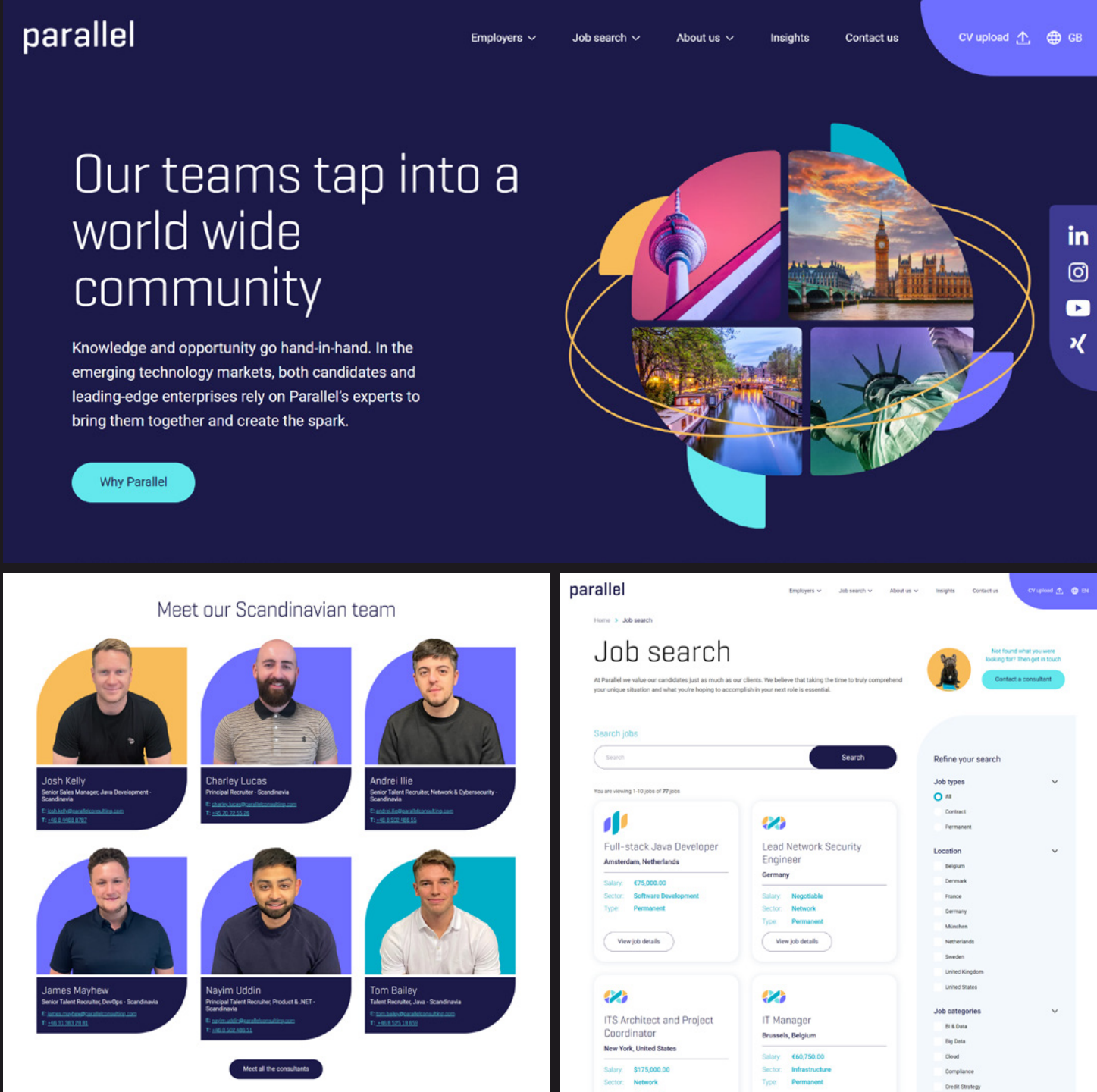
Delivery

Parallel operates across a number of international markets including the US, DACH, Benelux and Nordic regions. We developed the website as a multilingual site which allowed the content team to tailor the website experience directly to those markets and language preferences.

A bespoke Bullhorn CRM integration was implemented which as well as offering searchable live roles across the website, also offered consultant pages that linked directly to roles they were managing.


Thought leadership was an integral part of the Parallel marketing strategy. Fablr implemented a best-practice hub-and-spoke blog implementation that could give Parallel the best foundation for building their SEO visibility in their key areas of expertise.

Fablr also developed a separate employer brand website that offers the business a dedicated online destination to communicate their company’s culture and employee benefits.




Case study: Parallel Consulting






Dog-Friendly Office

Bring your small, furry friend to work! Just clear it with your manager :)




Treat Subscriptions

Discount platform with a whole host of perks, discounts, and benefits.




Snacks on snacks

A fed employee, is a happy employee. We offer a variety of fresh fruit and you are guaranteed to be passed a Haribo or five!




Free Gym

We encourage our employees to keep their brain as healthy as possible! Our free gym helps our team stay focused and




Annual VIP Trip

Annual Top Billers' trips to the likes of Miami, Las Vegas, Cape Town, and more! Where do you want to go?




Company Socials

Culture is everything. At Parallel, we're friends first and we will always foster that.



Quarterly Lunch Clubs

We want to wine and dine you at the best London Michelin star restaurants because you're worth it.



Birthday Day Off

Get your Birthday Day off (on top of annual leave allowance)

parallel

Our Culture Your Career Benefits Join Us

Fit a culture, not a mould

Let's be honest, it's the culture that brings an organisation to life! Thousands of companies are out there that you could choose to build and grow your career with, but the deciding factor will be the environment and the people within it.

Working at Parallel

15%

Get going to the gym and football and see your progress, fitness...

14%

Love to get in on a little weekend...

3

Global offices so far in London, New York and Miami! What next...

Who are Parallel?



The people we have at Parallel (and before you say it, we know, we're biased) are truly some of the most ambitious, hilarious, and dynamic individuals.

We are proud to be an international team, and break the mould of the traditional "suited and booted" recruitment firm! So whether you love gaming or bottomless brunches, or you want to meditate, or play football, there's something for everyone at Parallel.

What's life like at Parallel?

Be part of something


Our culture is built on being professional and experts in our craft, but it's also built on having fun and enjoying each other's company. You spend a lot of time at work and building your career, so why not enjoy it and have an amazing experience along the way?



Putting you first, personally and professionally

We pride ourselves on not just creating an environment that is inspiring and fun to work in, but we also believe in putting employees first, giving them access to a number of benefits.

Looking for our US benefits?



Vanquis

In mid 2021, Fablr were approached by award-winning brand agency, Tall, to partner with them on a time-critical project for Vanquis, one of their clients and the largest dedicated specialist 'low and grow' credit card issuer in the UK market.

Overview
→ Flutter based mobile MVP app
→ PWC rated 'Best Practice' project



The brief

Vanquis urgently needed a prototype of their MVP mobile application so that they could start user testing with vulnerable users to ensure it met their requirements. The UAT phase was a critical part of their mission to help and nurture customers who weren't being catered for by other financial services.

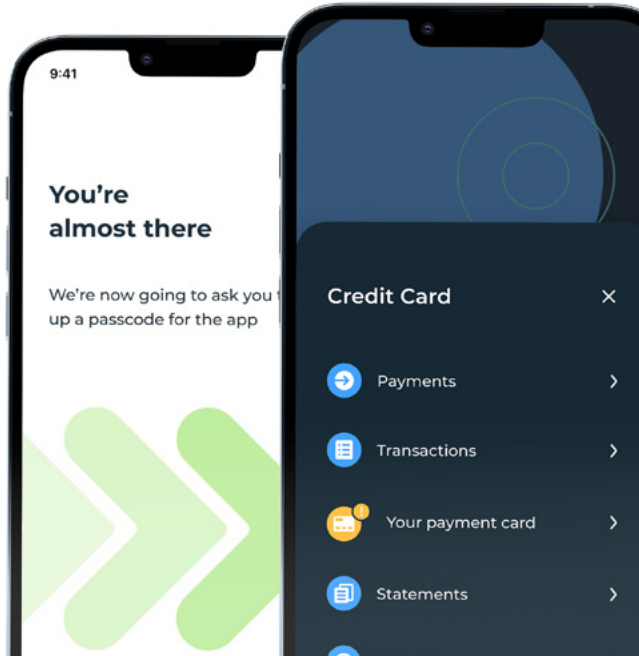
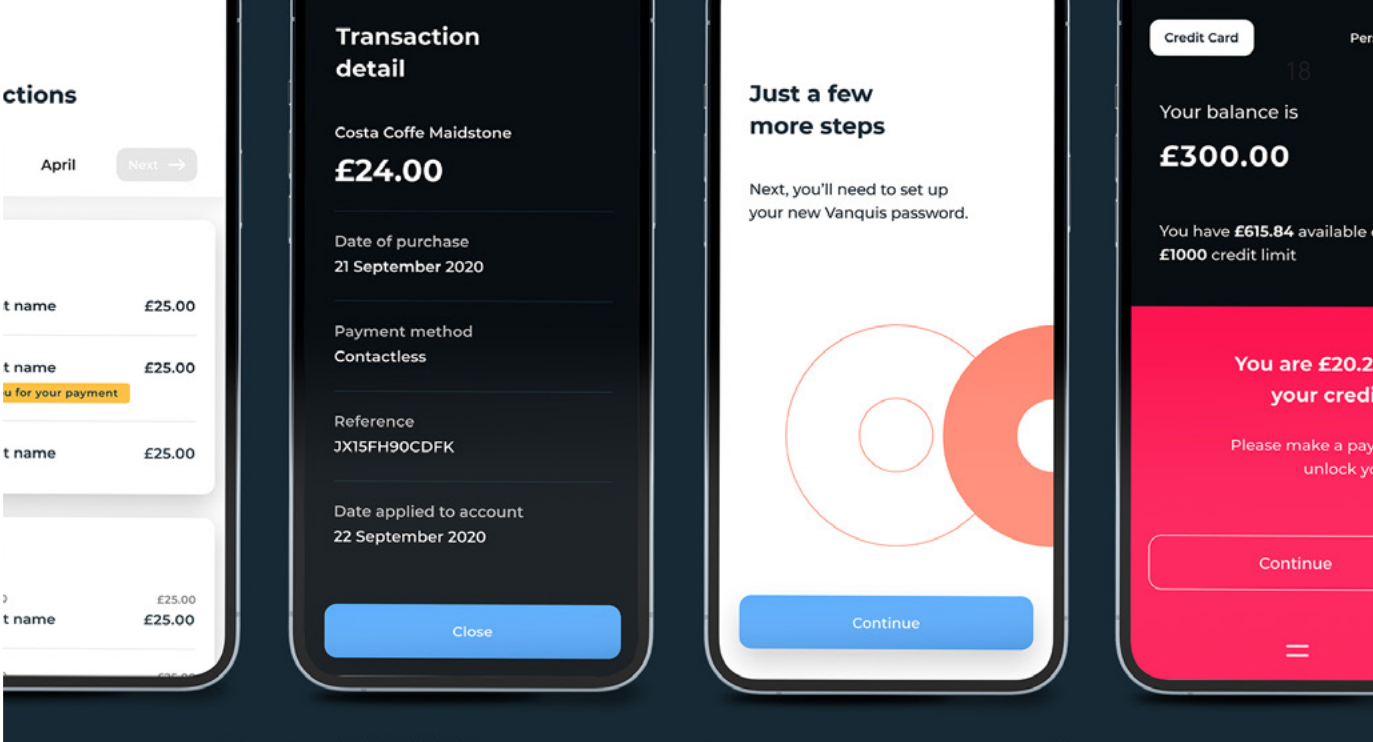
In order to meet the key deadlines for the project, the goal was to release a beta version of the mobile application within just a few months. Fablr and Tall also needed to work closely with Vanquis' UX and IA teams to ensure the resulting application met stringent regulatory requirements.

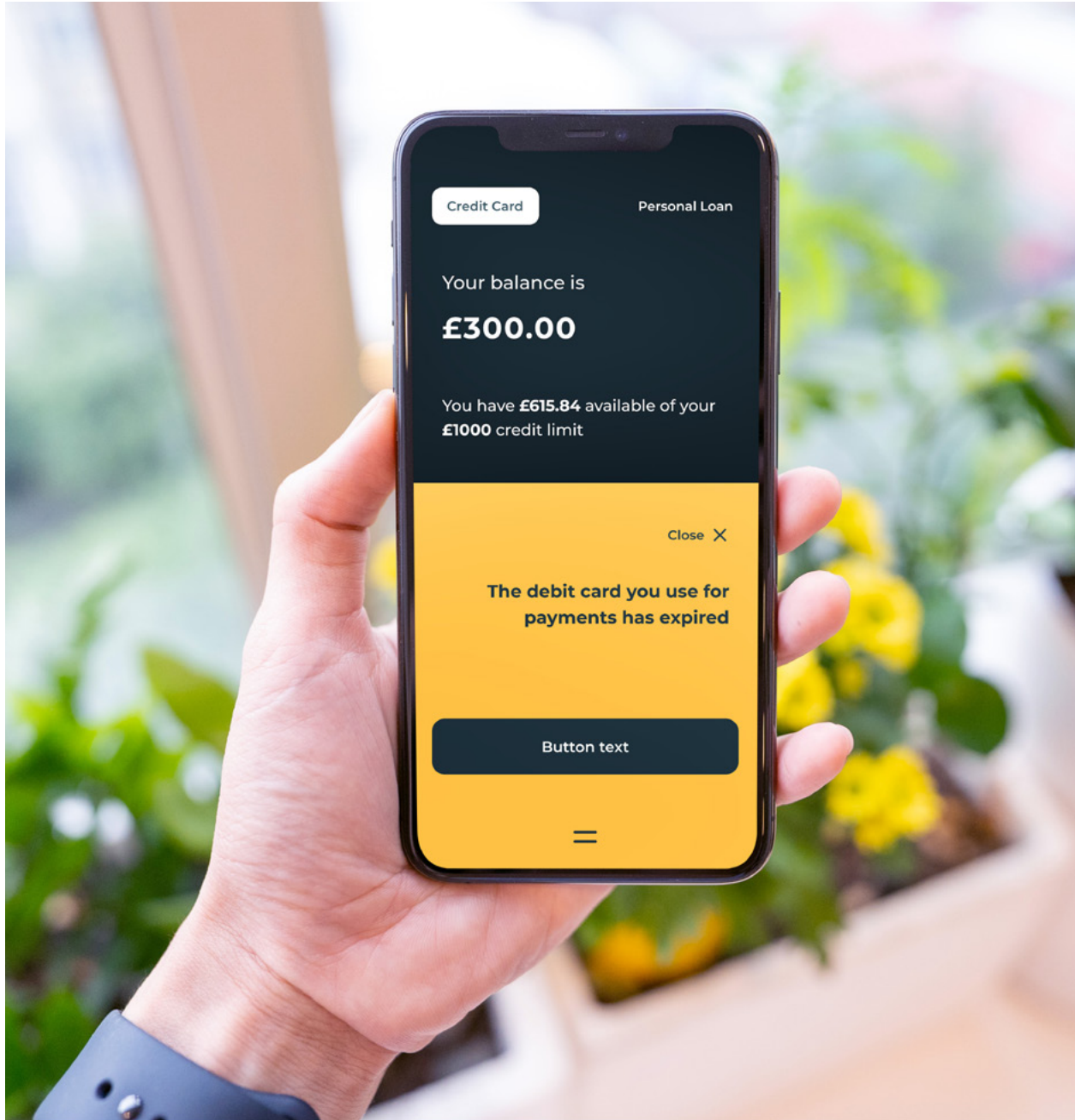
Our approach

The project was split into four sprints, the first allowing us to scope out the project and familiarise ourselves with the existing codebase, and the others delivering on key functional requirements.

At the end of each sprint, Fablr and Tall team delivered updates demonstrating the app live to a large cohort of stakeholders. We also had regular weekly standups where we would meet with senior management and keep them up to date on progress, as well as liaising on a daily basis with the bank's internal teams to determine the best approach to delivery.

With this sort of comms and support, it's no surprise that our development team rose to the challenge and delivered the application on time and on budget.





Outcomes

Following the success of the project, a review was conducted by PWC who concluded that Fablr's development team operated at six times the efficiency of previous vendors. The project has since been lauded as "best practice" and Fablr and Tall have been engaged by the bank for other mobile app developer projects in 2022 / 23.

Results

- ✓ Best practice project delivering on time and on budget
- ✓ Improvements made to codebase incorporated into future development phases
- ✓ Fablr and Tall to lead the way in working on the MMP app development project

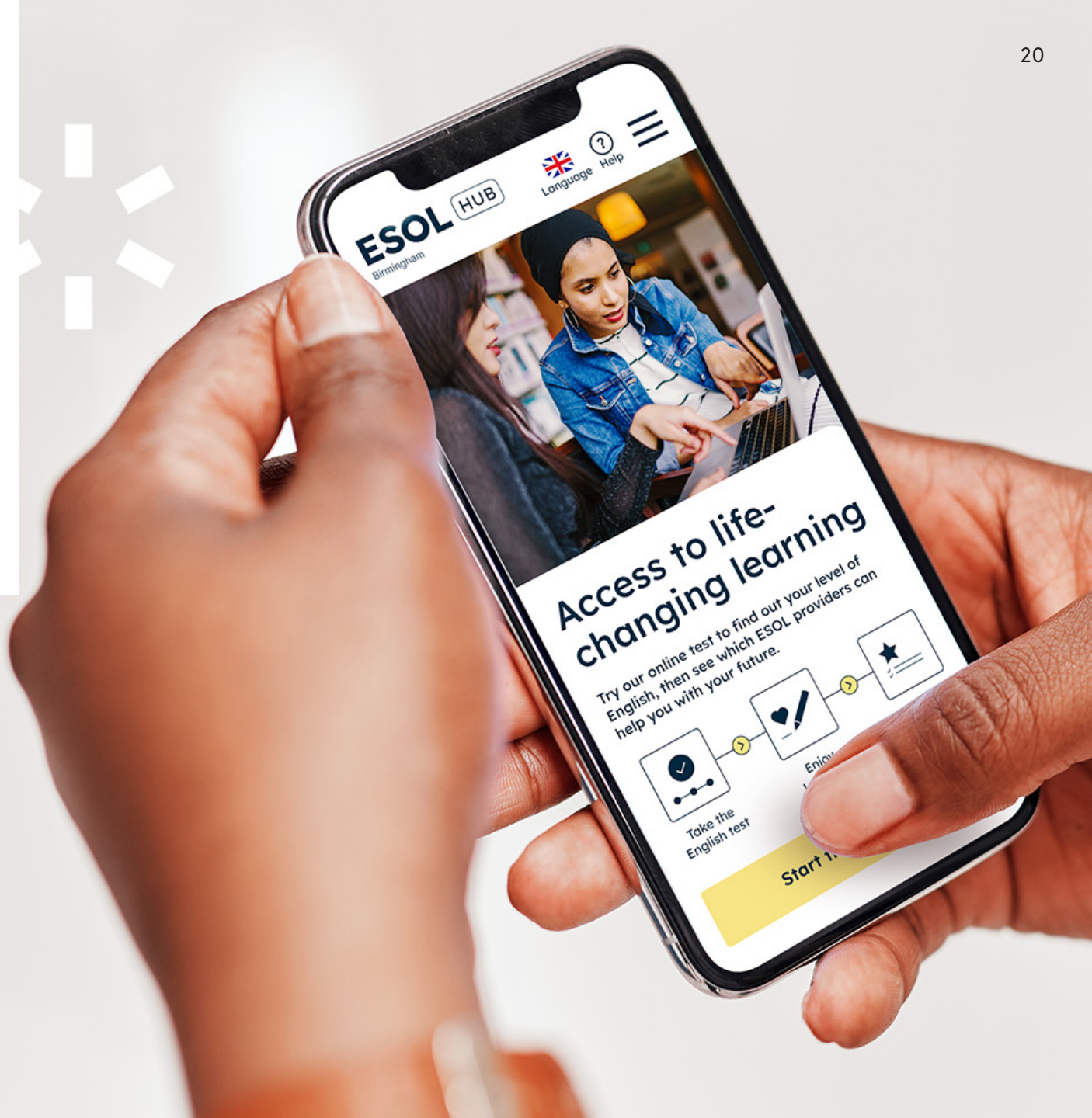
Birmingham Adult Education Service

birmingham.esolhub.co.uk

Fablr developed the ESOL Hub platform for Birmingham Adult Education Service.

They needed a platform that could guide the learner to the right course for them in a way which was intuitive, engaging and gave them a great start on their learning journey.

Overview
→ Website development
→ Bespoke learner screening tool



The brief

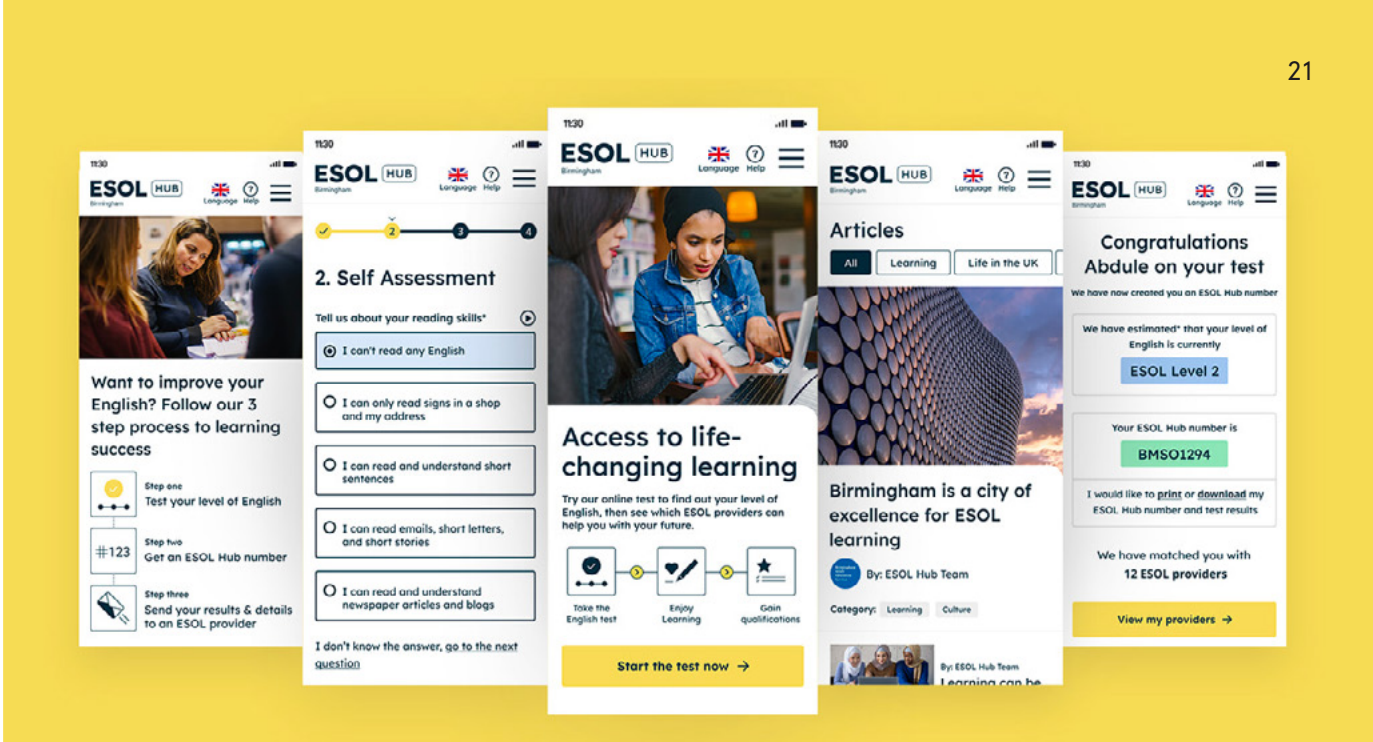
Birmingham is a multicultural city with a long and proud history of welcoming immigrants, refugees, and asylum seekers from all over the world. A vital part of this welcome is the huge range of free and discounted ESOL courses offered by colleges across the country to learners who want to learn or improve their English language skills.

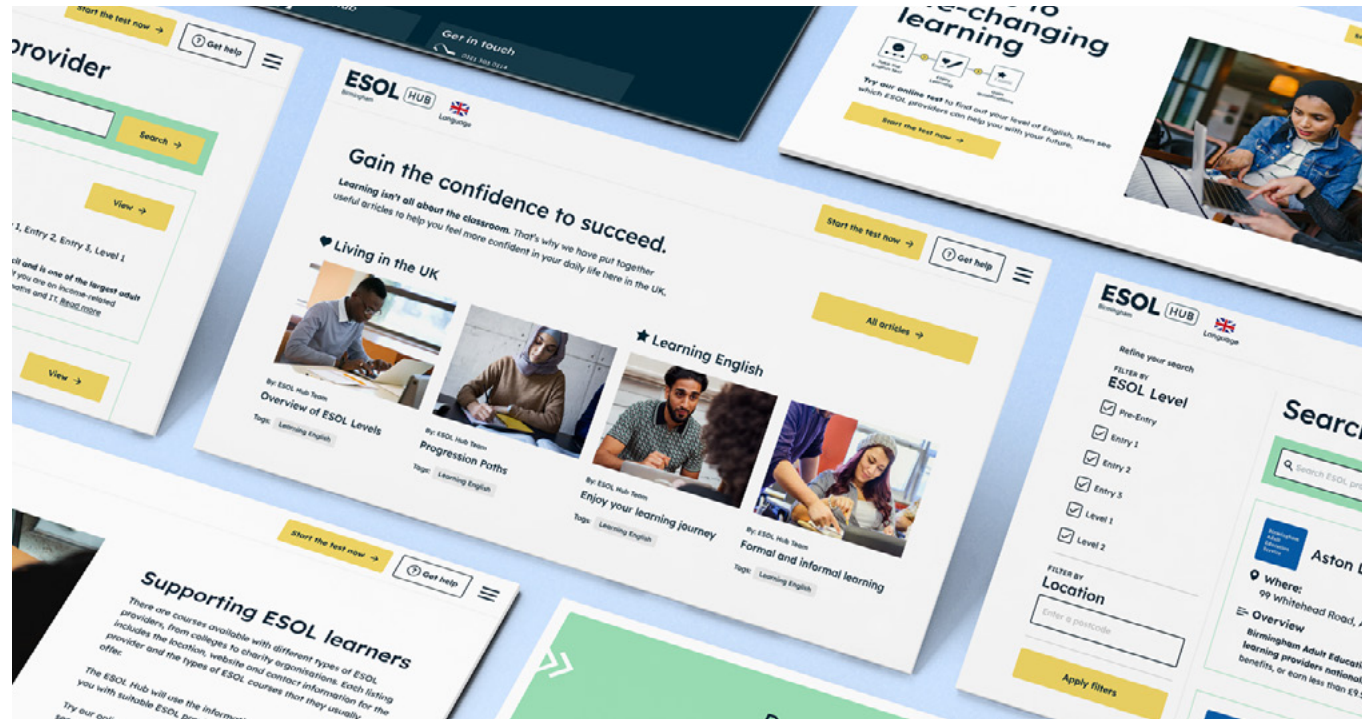
Birmingham Adult Education Services (BAES) had an innovative idea of building a central hub that would be a central point from which learners search for and find courses and ESOL providers that matched their skill levels and geographic location. They commissioned Fablr after a lengthy and rigorous procurement process, and since then we have taken great pride in delivering a modern, well-crafted platform which is easy to use and informative.

Key challenges

One of the challenges that BAES needed to solve was the tendency for learners to approach colleges that were located closest to their home. The colleges would take them through a long onboarding and assessment process and would often find that they did not offer courses that matched the learners’ skill levels. This often resulted in the learners feeling knocked back and could have a disastrous impact on their learning journey.

BAES wanted a platform that could guide the learner to the right course for them in a way which was intuitive, engaging and gave them a great start on their learning journey. They also wanted a website that would act as a place where learners could find out more about the city they lived in with guides, articles and other resources for new arrivals.





In order to guide learners effectively, we needed to create a truly multilingual and multicultural platform. Learners arrive in Birmingham from all over the world, and coming from parts of the world where the usual assumptions around usability we make in the UK aren't necessarily the correct ones.

In addition, we needed content to be translated to as many languages as possible – and we could not rely on the typical automated translations. Any points of misunderstanding or confusion could result in learners abandoning their search and putting off learning English for years (or more).

Engaging with users

Our brand development and user experience processes started concurrently but fed into each other as part of the process.

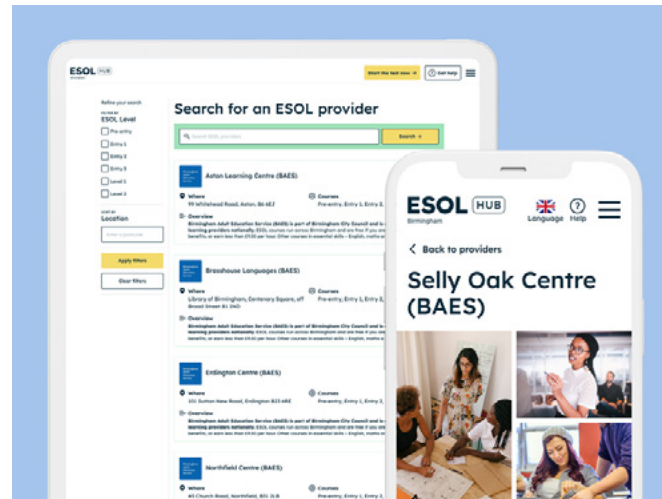
Fabr's UX team embarked on a series of workshops with BAES, ESOL tutors, and the ESOL learners themselves. Most of these were undertaken remotely, due to constraints necessitated by the pandemic, but using modern technology and tools such as the Maze product testing platform, we managed to gather a wealth of useful information about user expectations, requirements and comfort levels.

Visual design

It was apparent from the offset that the ESOL hub didn't need to look like other council websites.

“Fabr have shown that the experience of the website users has always been at the heart of the work. We know that the website will make a big difference to the citizens of Birmingham.”

Pauline Desch
Head of Faculty, ESOL and Languages – BAES



We wanted to create a look and feel that was both modern and professional, yet also friendly and accessible. Fablr created an elegant and clean brand with clearly defined iconography and flexible typography.

A key part of the approach was to spend time on the iconography. Non-verbal communication and visual cues were really important factors in ensuring that users could find their way around the site and understand navigational signposting.

It was also necessary to create a design that would work just as well with right-to-left typography as it did with left-to-right. The navigation, calls to action, and content components all had to be flexible enough to handle this.

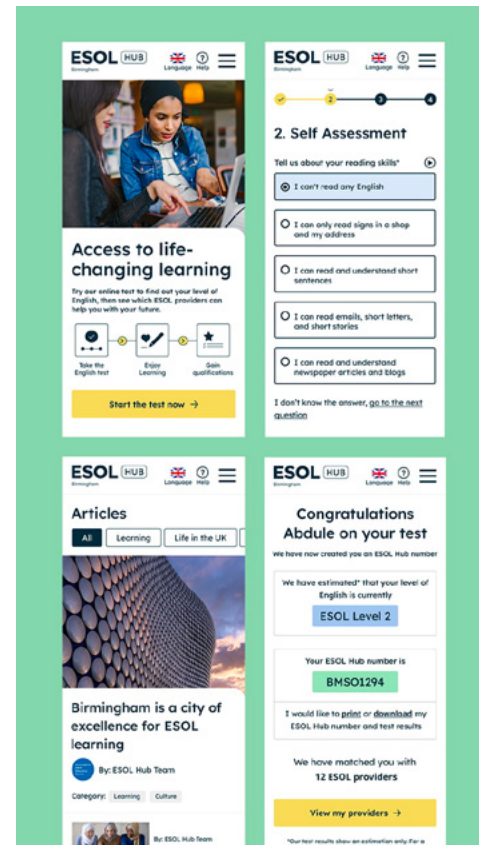
Development

From the start our plan was to leverage the WordPress CMS to ensure we could deliver the flexibility of functionality the ESOL hub required. Our experience with WPML and our knowledge of building WordPress plugins gave us the confidence that we could leverage the popular CMS to deliver everything BAES wanted from the platform (and more).

Our intent from the beginning was to create a custom screening tool which would onboard learners and guide them to the right ESOL providers. Using TypeScript and leveraging the WordPress API layer, we built a customisable tool which validated the learner, gathered the requested personal information, and then asked them to answer some key questions about their English skill level.

The questions in the screening tool are completely customisable and admin users can add or remove questions and adjust the scoring to ensure the best results.





The tool also generates an ESOL Hub ID which the user can then use to log back into their account in future, and which allows BAES to track their learning journey.

The platform presents learners with a list of ESOL providers and colleges which can be searched by ESOL course level and sorted by proximity to the learner. Learners can also register with an ESOL provider through the platform – on the condition that they have already completed the screening tool. The requisite information would then be sent to the ESOL providers, making the sign up process easier for the learner and giving the ESOL provider everything they need to help the learner engage with their ESOL courses.

Fablr attended and spoke at a launch ceremony that took place in the Library of Birmingham in Summer 2022 and we were warmly welcomed by BAES and the City of Birmingham's ESOL learners.

Results

- ✓ Development of a standalone web platform and initiative for Birmingham City Council
- ✓ A project whose outcome and design was informed by user research and consultation
- ✓ Designed and developed for a diverse audience with a wide spectrum of IT literacy and accessibility requirements
- ✓ Bespoke question-based screening tool collects and evaluates learner submissions

Suspect Package

suspectpackage.com

How we designed and built a graffiti supplies e-commerce destination that's a standout masterpiece.

Overview
→ UX and Design
→ WooCommerce
→ ERP stock tracking Integration



Sometimes web projects stand out because they break the mould for their market. Then other projects stand out simply because they resemble a great big hazard sign. Both of the above are true of Suspect Package, a new graffiti art supplies ecommerce shop: suspectpackage.com. An artwork in itself and a true standout in its marketplace, Suspect Package serves both wholesale and retail customers and comes from one of the biggest and reputable graff importers in the UK.

Developed as a fully bespoke online shop built in WooCommerce, the Suspect Package website is a collaboration between the artist and designer behind the Suspect Package brand - Vaseem Bhatti, and the Fablr design and development team.

Results

- ✓ Wholesale AND retail pricing and account differentiation
- ✓ WooCommerce platform with a bespoke integration with ERP warehouse stock management software
- ✓ Development custom colour picker
- ✓ Supporting the internal team with strategic advice on digital advertising campaign management. Results so far £100K sales and 665% ROAS

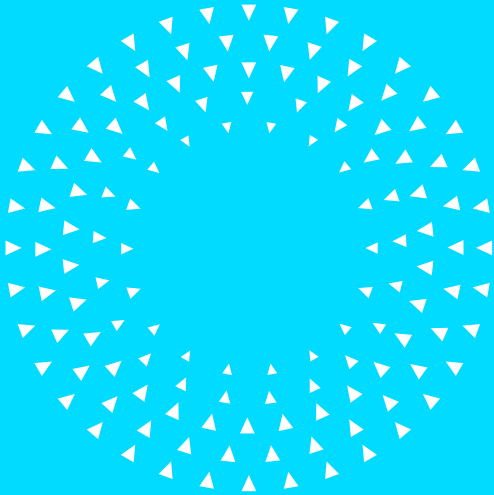


Impel Talent

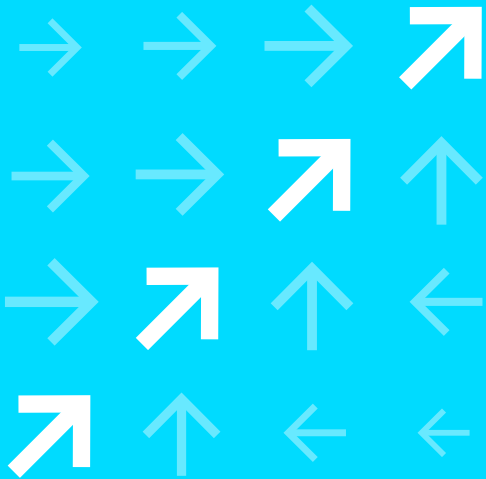
impeltalent.com

Impel are a fast growing entrant into the supply chain recruitment space with a highly innovative business model that helps businesses to nurture and develop emerging leadership talent.

Overview
→ Brand development
→ Bespoke ecommerce website



Engage.



Develop

The brief

Impel are innovators in their space. As well as being veteran supply chain recruiters, Impel also offers a business model where individuals and client business employees are offered structured leadership business coaching.

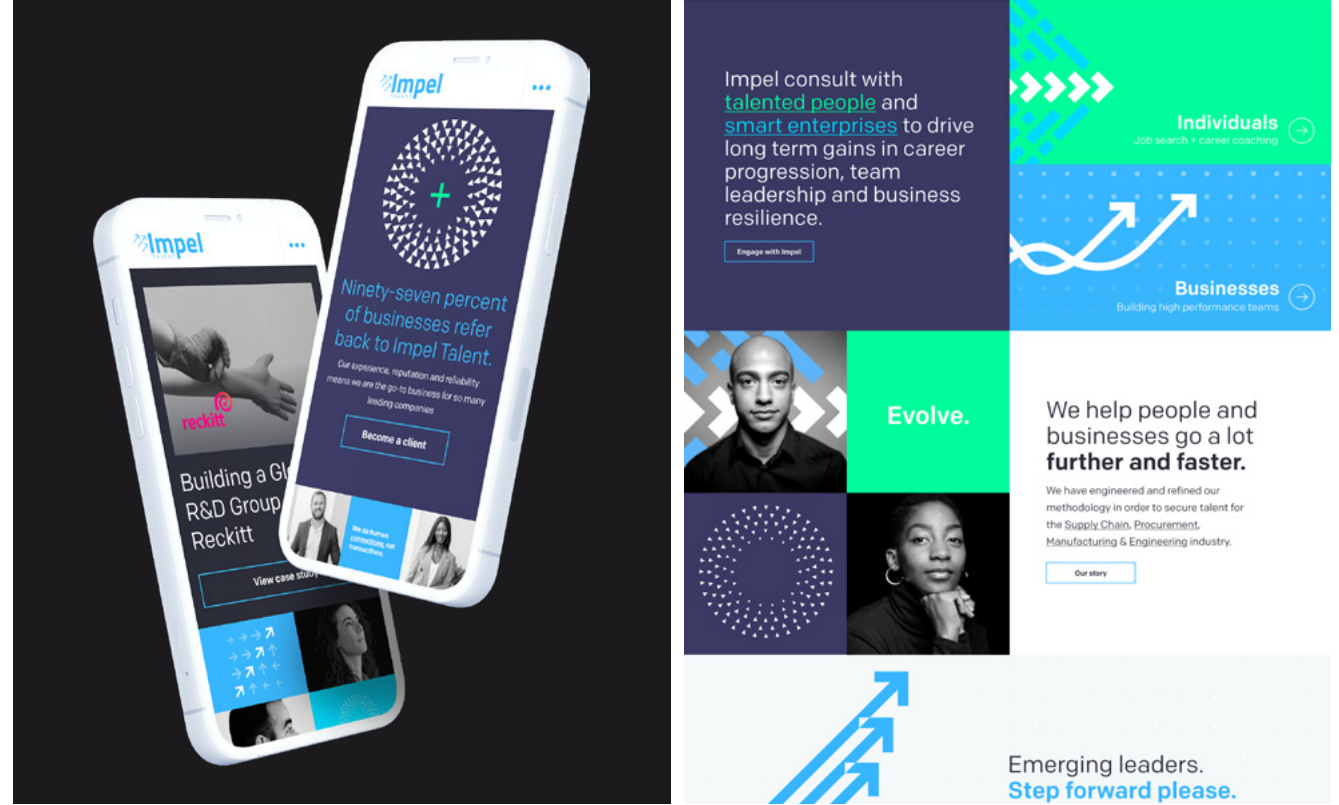
When Impel came to us, their vision was exciting, but let down by their brand. So we knew the brand development process would need to be transformative.

For businesses, the long term value is clear. Rather than relying on big ticket appointments to fill leadership roles, Impel can be their assured partner in attracting the very best emerging leadership talent in the market, and can then help them actively coach and develop that talent as part of long term partnerships.

Key challenges

Our approach was to position them as a consultancy in the true sense of that word - one with a holistic approach that values long term partnerships and sustained performance gains for businesses and individuals.

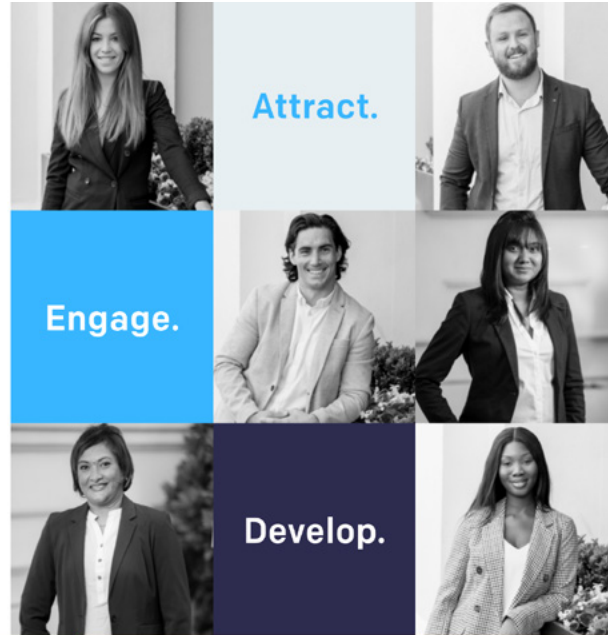
Ideas such as the flow and dynamics of human capital, leadership and influence, progression and growth were all visualised through our work on Impel's visual identity.



We help people & businesses to exceed their expectations.

With years of experience, our team are able to deliver the highest standards when it comes to meaningful and transformative career development.

[View the Impel Talent team](#)



Enquire about becoming a client.

First name*	Last name*
<input type="text"/>	<input type="text"/>
Email*	Service (Optional)
<input type="text"/>	All services <input type="button" value="v"/>
Message*	
<input type="text"/>	
<input type="checkbox"/> Check this box to indicate that you have read our terms of service and privacy policy .	
powered by reCAPTCHA <small>Privacy - Terms</small>	<input type="button" value="Send your message"/>

Visual identity

We started with everything that is implied by the word 'impel'. The visual framework we began to develop was inspired by themes of forward motion, kinetics and the forces of change.

Impel were keen to retain their logo with its three arrows as well as their primary blue identifying colour, but everything else needed to be created from the ground up through the ideation process.

We expanded Impel's colour palette to offer a greater range of tonal expression, and then developed a range of graphic elements to visually convey many of Impel's business concepts in a really striking and memorable way through the design of bespoke stylised patterns all based around an abstraction of arrow shapes.

Ideas such as the flow of human capital, leadership and influence, progression and growth were all visualised through our visual identity work.

We were really excited by how we might visualise Impel's Attract. Engage. Develop methodology. When it came to the website we were able to go one step further and turn the patterns into animations.

Website

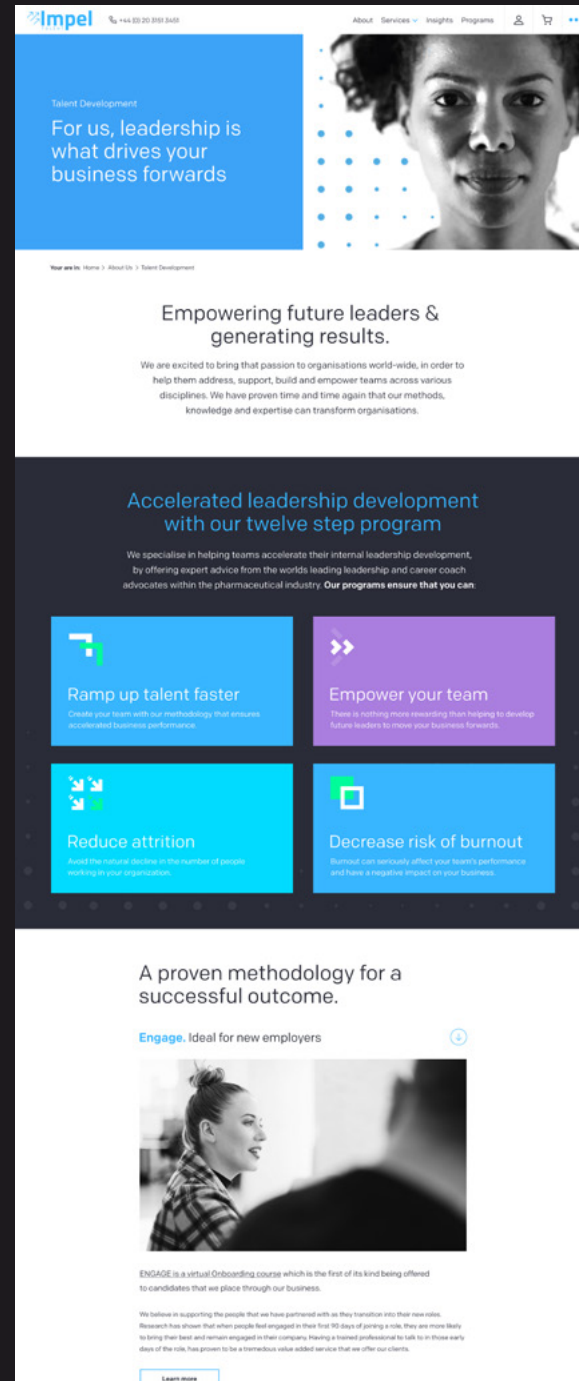
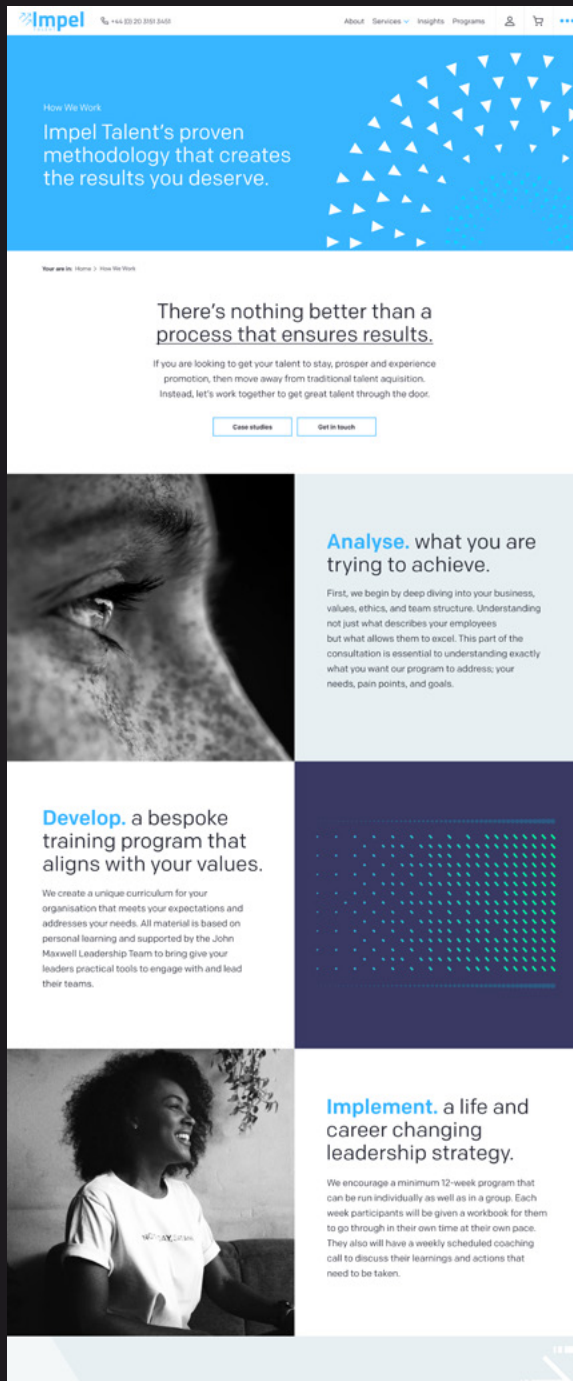
Impel's new website would be a place for potential customers and candidates to validate them and allow them to establish credentials as experts in their field. But it would also be a lot more than that.

An exclusive members area for their clients with a treasure trove of value-added training materials.

An exclusive members area for their clients with a treasure trove of value-added training materials.

Their vision was to create a platform which would allow organisations and individuals to easily book group or one-on-one coaching sessions, as well as allowing them to purchase training packages and course materials directly from the website.

In addition, it would have an exclusive members area for their clients with a treasure trove of value-added training materials, references and other collateral.



Fablr's UX team worked with Impel to architect the solution, which needed to consider the different needs and user journeys of candidates, private individuals as well as corporate clients.

With Fablr's creative vision, the redesigned Impel Talent website is a striking destination for clients, fitting perfectly with their methodology driven performance ethos.

Results

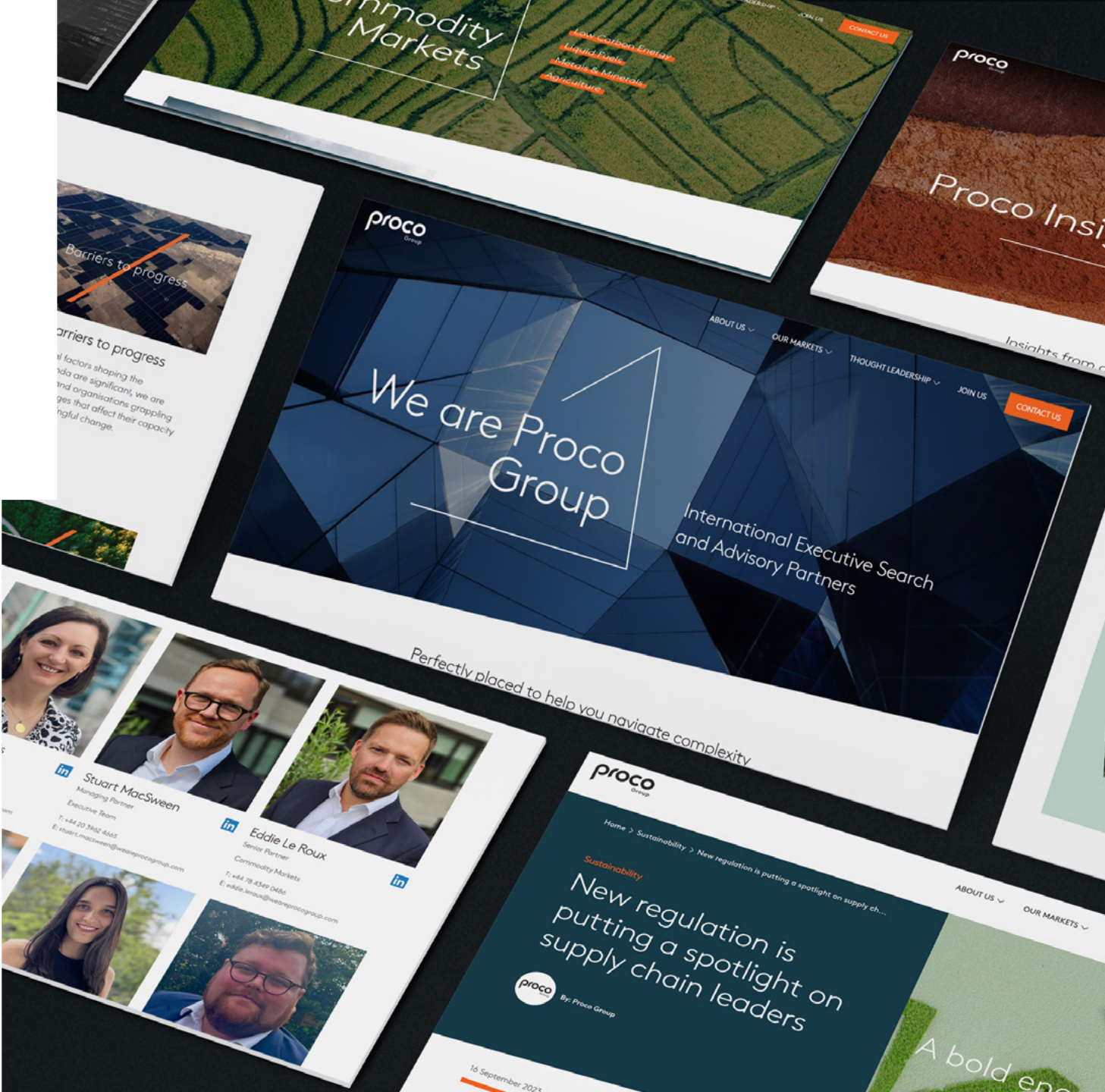
- ✓ www.impeltalent.com
- ✓ Consolidated brand and product offering
- ✓ Business has enjoyed sustained growth and have been award winners at the UK StartUp Awards

Proco Group

weareprocogroup.com

Fablr have worked with Proco Group since 2018 and our work has helped to shape their online presence across their supply chain brands. In 2023 the group consolidated those brands into a single executive search and consultancy identity, and Fablr was there to support them every step of the way.

Overview
→ Website development
→ Content marketing campaign
→ PowerPoint and template assets



The brief

Supply chain executive recruitment specialists Proco chose 2023 as the year to bring their Commodities, Consumer and Industrial business areas into one consolidated brand. The strategic backdrop was one of the business entering a more mature and strategic consultancy-led stage in its growth story.

As a long term partner to Proco, Fablr offered support and consultancy throughout the Spring and Summer of 2023 as Proco were developing their new brand proposition. Fablr's team would be responsible for:

- ✓ The delivery of a new unified brand website including copywriting support
- ✓ New digital marketing and business development templates (PowerPoint, Candidate CVs, Proposals)
- ✓ Creative design and marketing consultancy to support a major flagship content whitepaper (Breaking the Barriers to Sustainability)

Delivery

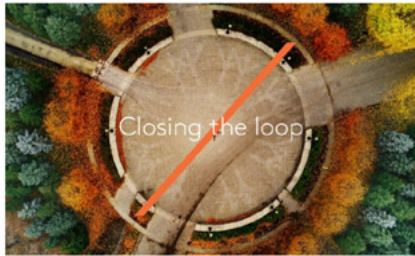
The Proco Group website was scoped as a simple website that would prioritise a) communicating the new multi-market structure under a single executive recruitment brand and b) offering a best practice scalable solution for driving content-led inbound marketing campaigns.

Fablr implemented a bespoke WordPress solution that included fully customisable forms and campaign pages. We also implemented behind-the-scenes tracking for gated content and segmentation of email lists based on content consumption behaviour to help Proco see where they could best focus their nurturing of future clients and partners.



Sustainability

How will new standards and regulations transform sustainability?



Sustainability

Understanding the complex barriers to circularity — and how to overcome them



Sustainability

New regulation is putting a spotlight on supply chain leaders



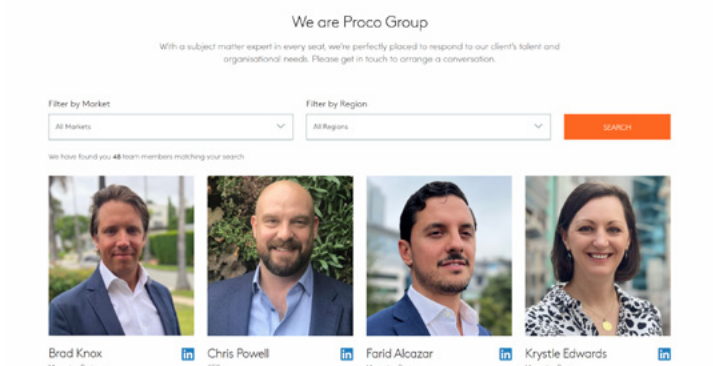
Sustainability

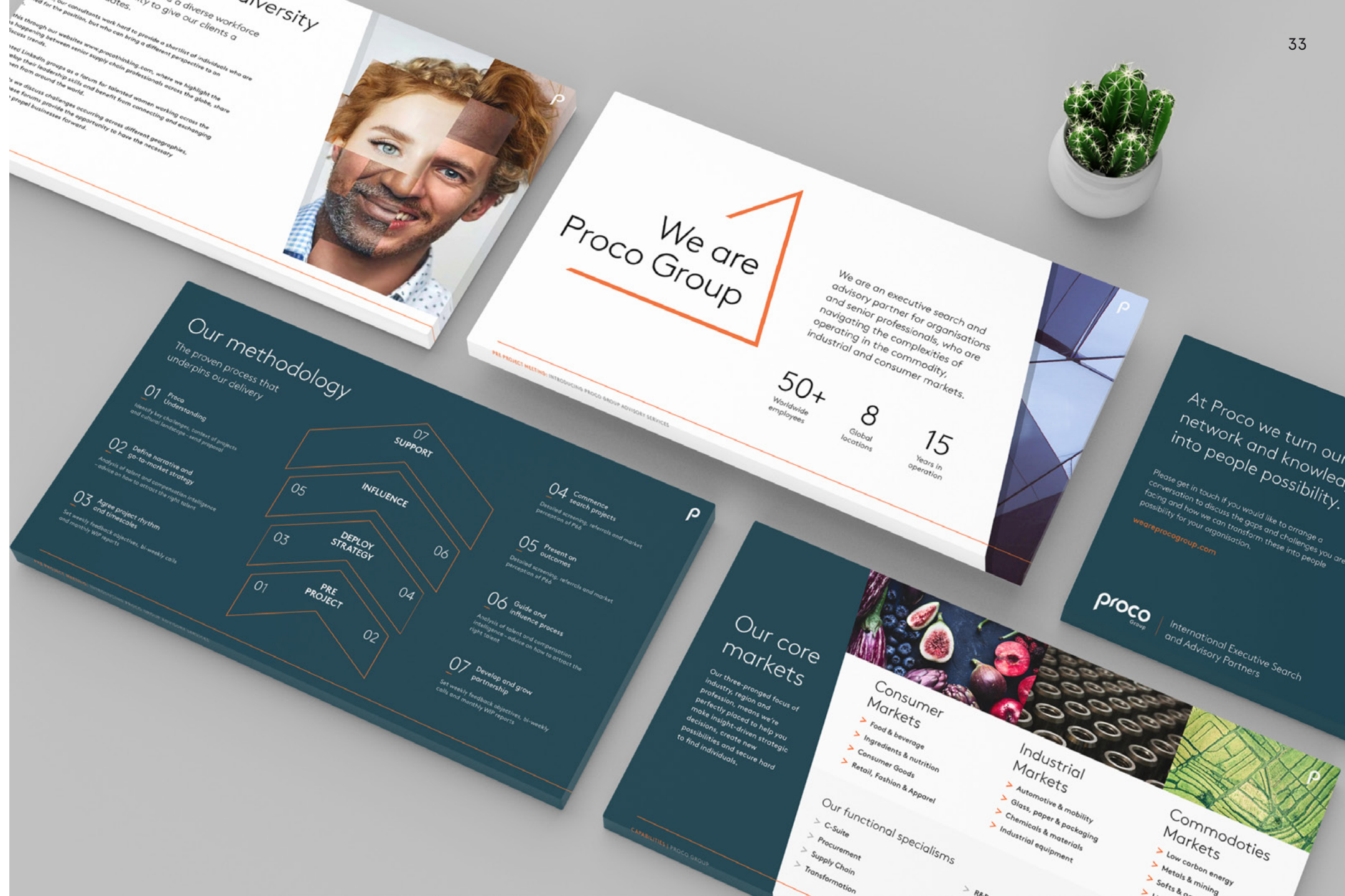
Technology capability core to sustainable performance



Sustainability

How to see past a tricky moment in voluntary carbon credits market





If you have a project in need of some vim and vigour, talk to us

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