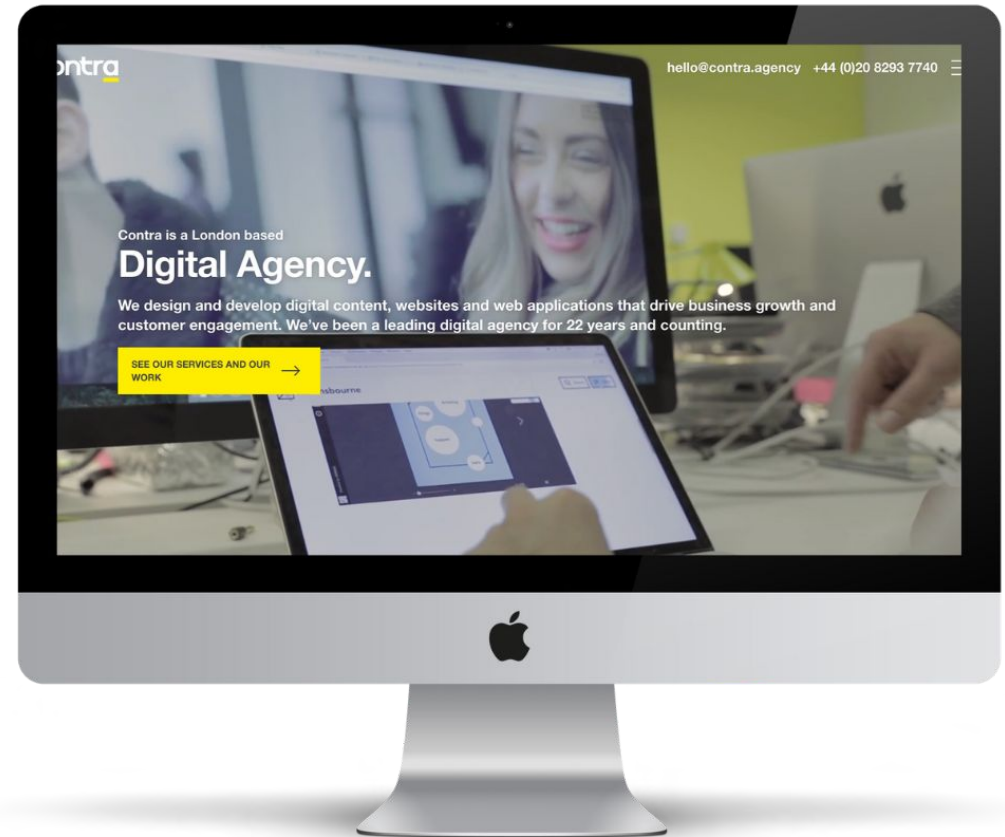


Contra creds.

Prepared by Roberto Ciarleglio

+44 (0)20 8293 7740 roberto@contra.agency



A man with a beard, wearing a dark shirt, is smiling and looking at a woman with long brown hair, wearing a white blouse. They are standing in front of a large chalkboard. The man is holding a laptop. The chalkboard has some faint drawings and text on the left side, including 'TIV', 'VOCOF', and a drawing of a plant. The word 'contra' is written in white in the top left corner, with 'AGENCY' in yellow below it.

contra
AGENCY

Against the norm. Experienced, pragmatic do-ers that will propel you forward using creativity and technical prowess.

Contra makes it happen.

| About Contra.

- [Contra history](#)
- [Google partners](#)
- [HubSpot partners](#)
- [Awards](#)
- [Meet the team](#)

| Case studies.

B2B and Professional Services

- [KPMG](#)
- [MBL Seminars](#)
- [Magrath Sheldrick](#)
- [IQ Capital](#)
- [causaLens](#)

Education

- [Homerton College, University of Cambridge](#)
- [MetFilm School](#)

Charity

- [St Martin-in-the-Fields Charity](#)
- [The Queen Rania Foundation](#)

Science and Research

- [The Alan Turing Institute](#)
- [The Royal Society](#)
- [Testing For All](#)


B2C

- [Square Enix](#)
- [Final Fantasy Zero](#)
- [Square Enix Collective](#)
- [J Sheekey / The Ivy](#)

The background of the image shows the word 'contra' in large, light-colored wooden letters mounted on a white brick wall. The letters are three-dimensional and have a natural wood grain. Small yellow and orange dried leaves are tucked behind some of the letters. The lighting is soft, creating a warm and artistic atmosphere.

About Contra.

Why us?



Legal name: Contrapositive Ltd
Trading name: Contra Agency
Registered address:
279-283 Greenwich High Road
London
SE10 8NB
VAT reg number: 766488767
Company reg number: 05378942
Date of registration: 01/03/2005
Company secretary: Roberto Ciarleglio
D-U-N-S® number: 345707918

Contra history.

We demystify digital stuff, tame it and put it to work for you.

We are Contra, a 22-year-old digital agency. We propel our clients forward through creativity and technical prowess. We do two things:

- We supercharge digital marketing
- We build amazing websites and apps

Our clients range from small but established firms to some of the biggest organisations in the world, including KPMG, Square Enix, University of Cambridge, The Royal Society, ESCOE, The Alan Turing Institute, and many more.



We're Google partners.

As Google Partners, we can plan and run advertising campaigns for you using Google products such as Search, Display and YouTube.

Being both highly creative and highly technical allows us to get the best out of the Google platforms.

It also means that we understand how to optimise for user intent and conversions, which is vital for web design. It isn't just about looking pretty, websites need to encourage visitors to take action.



We're HubSpot partners.

HubSpot is a marketing and sales platform.

Our partner status means that we understand the concepts behind “inbound marketing”, which include:

- Traffic generation from content, ads and social media
- Lead nurturing
- Marketing automation

While we can help clients set these foundations in place in HubSpot, we can also apply the same principles using any system.



We're award winners.

Over our 22-year history, our work has won numerous awards for design, user experience and impact.



“

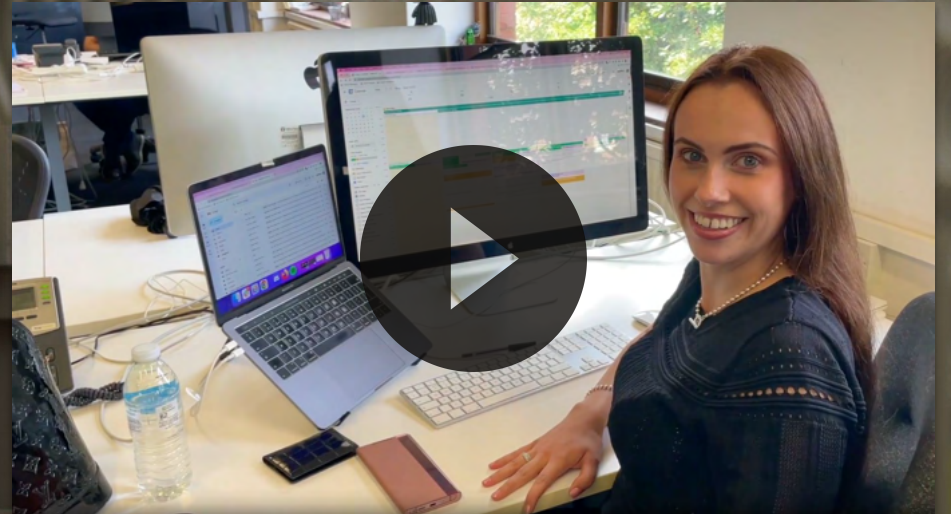
We found the Contra team experts within web development and marketing in the education sector, always on top of industry trends. The team have been really supportive as a working partner and are highly creative.



***Sarah Hainsworth,
Website & Internal Comms Manager, Homerton College***

Meet the team.

Here from our team members on what makes Contra... Contra.





Case studies.

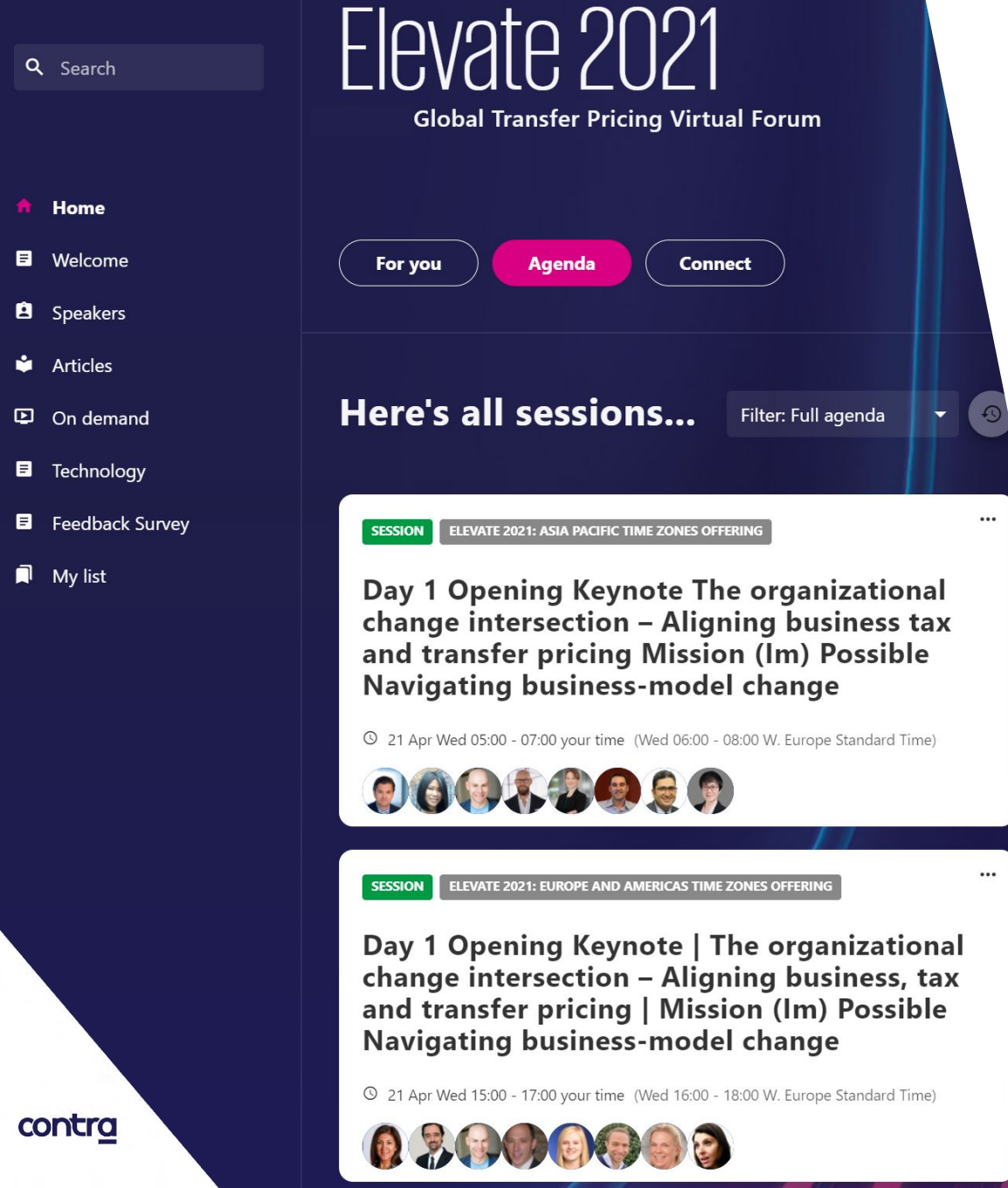
KPMG.

Professional Services | Web development // User Experience // Integration



KPMG





KPMG.

The client.

KPMG is a global network of professional firms providing Audit, Tax and Advisory services.

The challenge.

After the pandemic hit, conferences and events needed to be made virtual, but our client wanted to do more. They wanted a unique digital experience that took advantage of the web and all it has to offer.

The strategy.

Build upon the bespoke event management system we had already built for KPMG for their marketing events. For each event, the current management system allowed users to send delegate invites, manage RSVPs, manage hotels, sessions, track check-ins and provide a mobile app for delegates.

Interview senior-level internal stakeholders to formulate a list of requirements and features. Build a new mission-critical app that can handle live streaming from multiple contributors from around the world and provide a broadcast-quality experience. Ensure the app is robust to cope with thousands of users and the the myriad of technical roadblocks thrown up by large enterprises.

Responding to COVID 19: a conversation with Hugo Boss

Technology.

We created a ReactJS app powered by a .net core API. This gave the platform a great UX, with smooth animations and transitions, and was robust enough to handle the load of thousands of simultaneous logins and interactions. It is hosted on Amazon AWS.

Live streaming is handled through Vimeo Livestream Studio software and broadcast to the app via two players (as some regions and clients block some tech).





Features.

The app has a number of features:

- **Live stream content:** there is an ongoing agenda of multiple tracks of live content, which is streamed to participants and live mixed
- **Personalised agendas:** participants opt into sessions they want to take part in and sessions can be recommended based on taxonomies. This produces a personalised agenda, creating their own experience
- **Live chat:** participants can chat to each other within sessions and interact with the host. The host can fire question and surveys to the audience. Participants can discuss after the live session is over as well
- **On demand content:** there is a bank of prerecorded video content, which participants can watch anytime
- **Thought leadership content:** there is a bank of thought leadership pieces available on demand and recommended to participants
- **CPE credits:** taking part in sessions counts towards personal development and is tracked in the system
- **Feedback:** the platform gathers feedback from participants and tracks a range of stats

The results.

Over our 10-year working relationship with KPMG we have helped run over 90 events with a total of 47,368 delegates. Our virtual forum has been used for over 17 events and served over 24,000 delegates.

90+

Events

47,368

Delegates

“

Contra is simply the best digital agency I have ever worked with, and I count on them, time and time again, to come up with creative digital solutions to all of our marketing problems.

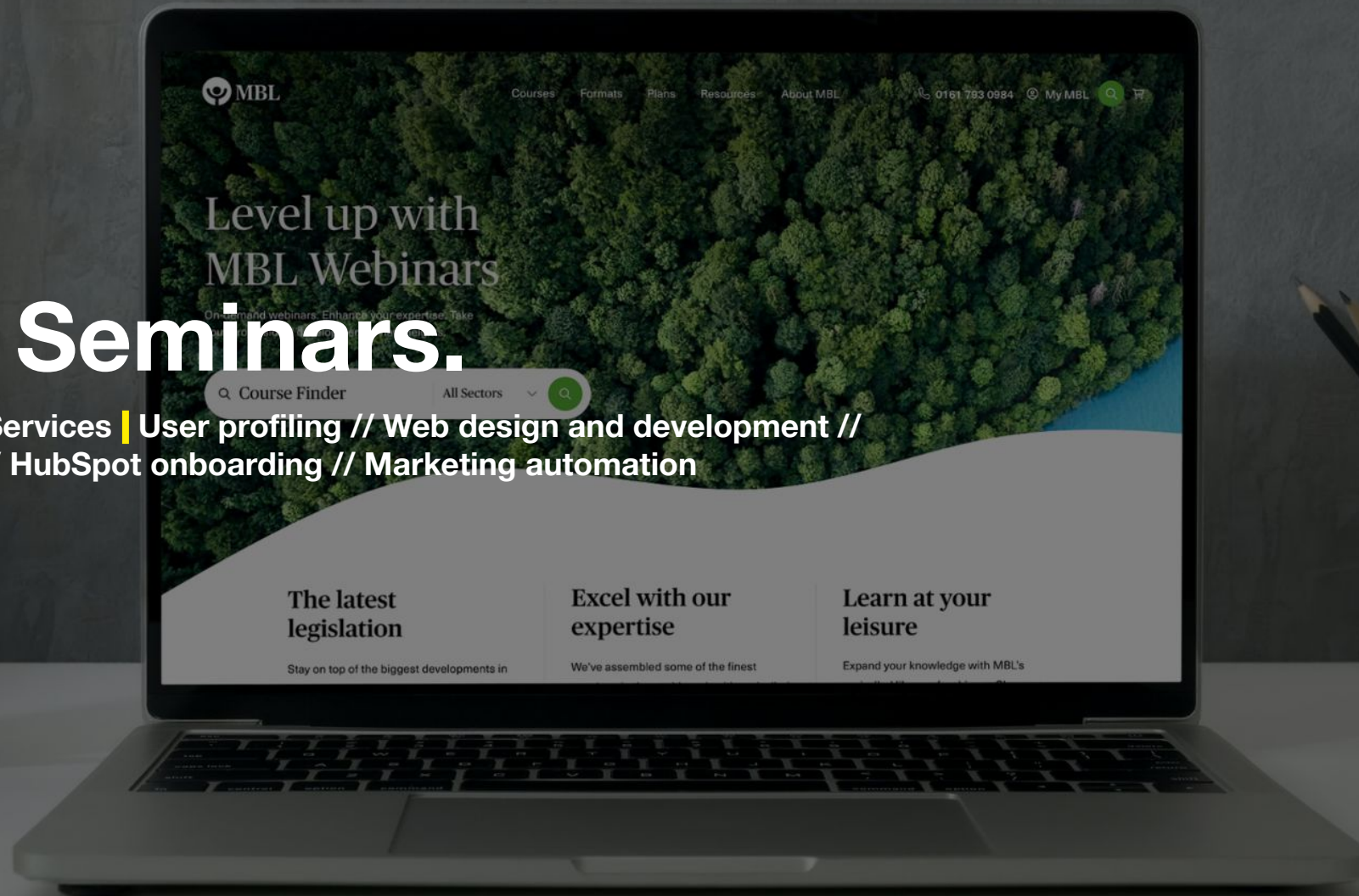


Amy Diaz

Global Marketing & Communications Managing Director, KPMG

MBL Seminars.

Professional Services | User profiling // Web design and development // Copywriting // HubSpot onboarding // Marketing automation





Courses Forma

Level up with MBL Webinars

On-demand webinars. Enhance your expertise. Take your professional development to new heights.

🔍 Course Finder

All Sectors



The latest legislation

Stay on top of the biggest developments in

Excel with our expertise

We've assembled some of the

MBL Seminars.

The client.

MBL Seminars are leaders in Professional Development, offering in-person and online learning led by industry experts.

The challenge.

To modernise its dated website and unlock the power of HubSpot's marketing automation to generate a consistent pipeline of new leads.

The solution.

Redesign website. Develop engaging copy. Onboard onto HubSpot Marketing Hub. Integrate HubSpot with LinkedIn ads and create workflows to convert leads.



The results.

In the initial eight weeks we saved over 643 hours in automation and generated 15 new customers. This is just the beginning. We are currently set to release the new website, onboard the team onto HubSpot Sales Hub and roll out a number of integrations to streamline both MBL's sales and marketing efforts. More content, more automation, more leads, and more sales.

3,855

Automated
emails sent

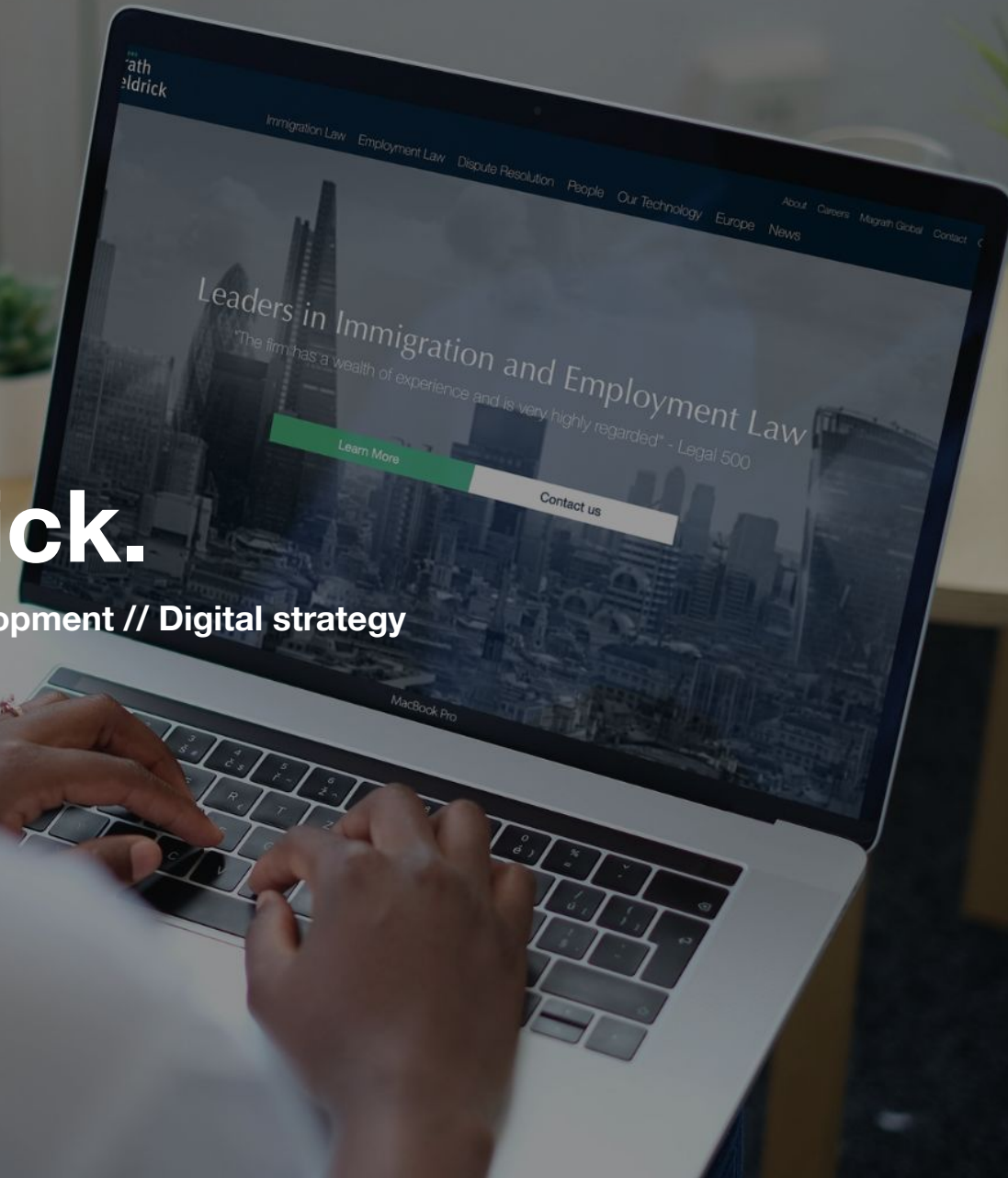
15 New
customers

643

Hours saved

Magrath Sheldrick.

Professional Services | Web design and development // Digital strategy
// User profiling // Content strategy





Magrath Sheldrick.

The client.

[Magrath Sheldrick LLP](#) is a leading international employment and immigration law specialist based in London. It has a truly global reach with offices across the world.

The challenge.

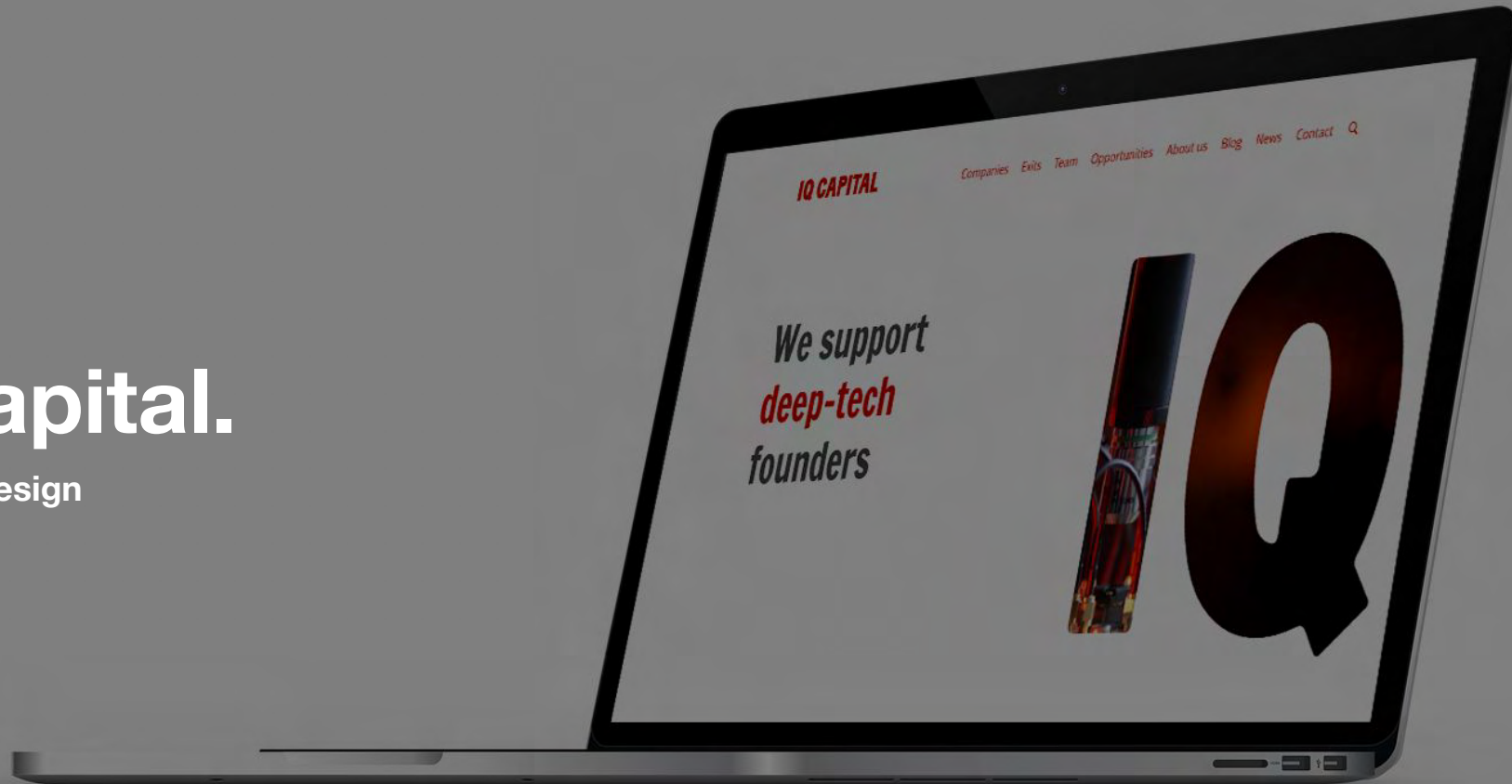
As with most top law firms, Magrath traditionally generated new business from outbound sales and marketing activity. They had a dated website and visual identity and the site's content was confusing and poorly structured. The key was to improve their web presence and make it digital-marketing-friendly, leading to high-quality enquiries.

The strategy.

Conduct market research and planning. Develop a new visual identity including logo-strengthening work, new fonts, colourways and visual assets. Research and create 'buyer personas'. Structure site and content around more efficient user journeys, developing clear service descriptions, content clusters and calls-to-action. Incorporated live chat to funnel inbound enquiries more effectively. Launch new, modern site.

IQ Capital.

B2B | Web design



IQ Capital

The client.

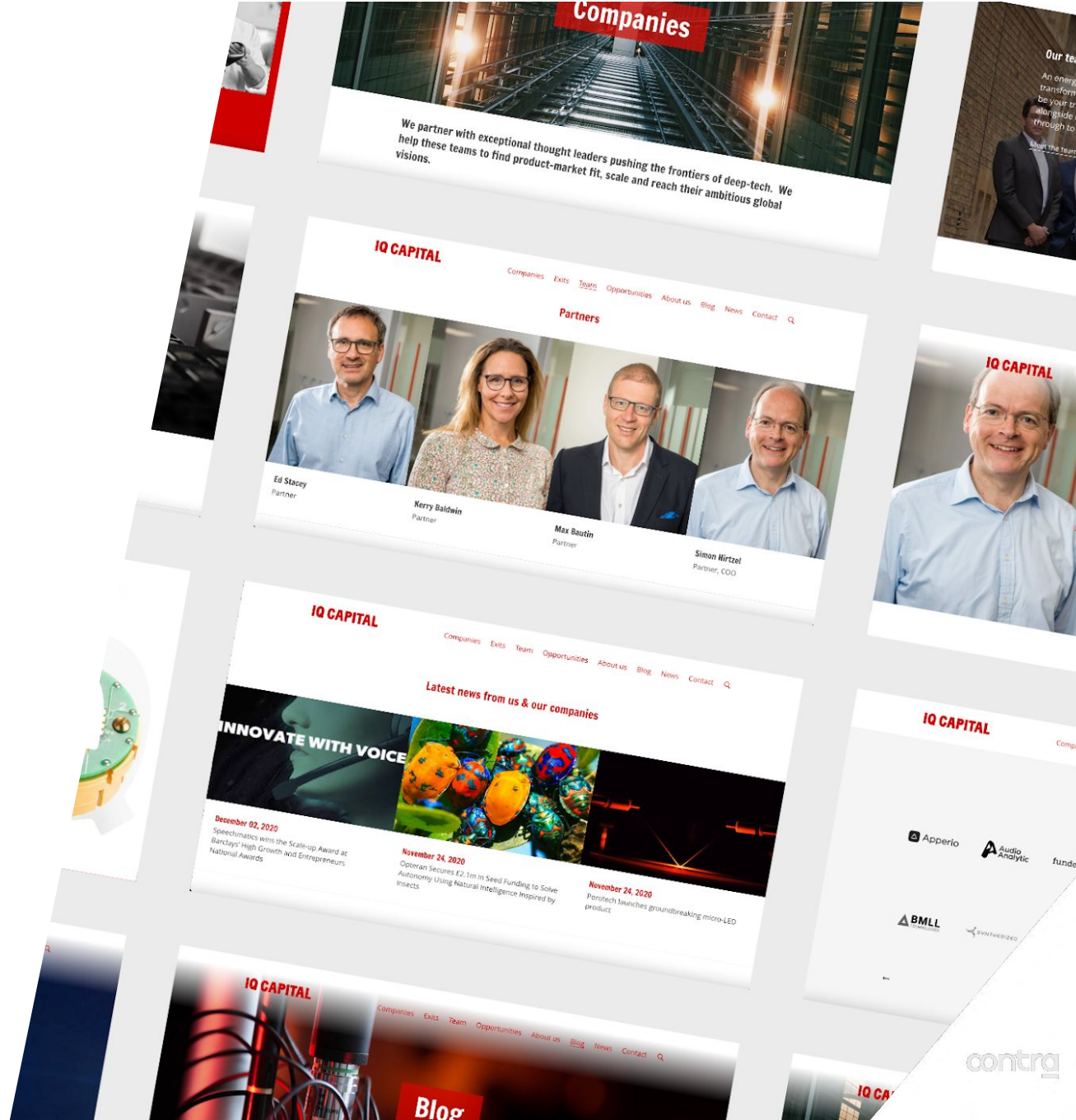
[IQ Capital](#) is a VC firm based in Cambridge and London that invests in “deep-tech” across sectors including machine learning, AI, robotics, advanced engineering and materials and data focussed propositions, based on disruptive algorithms.

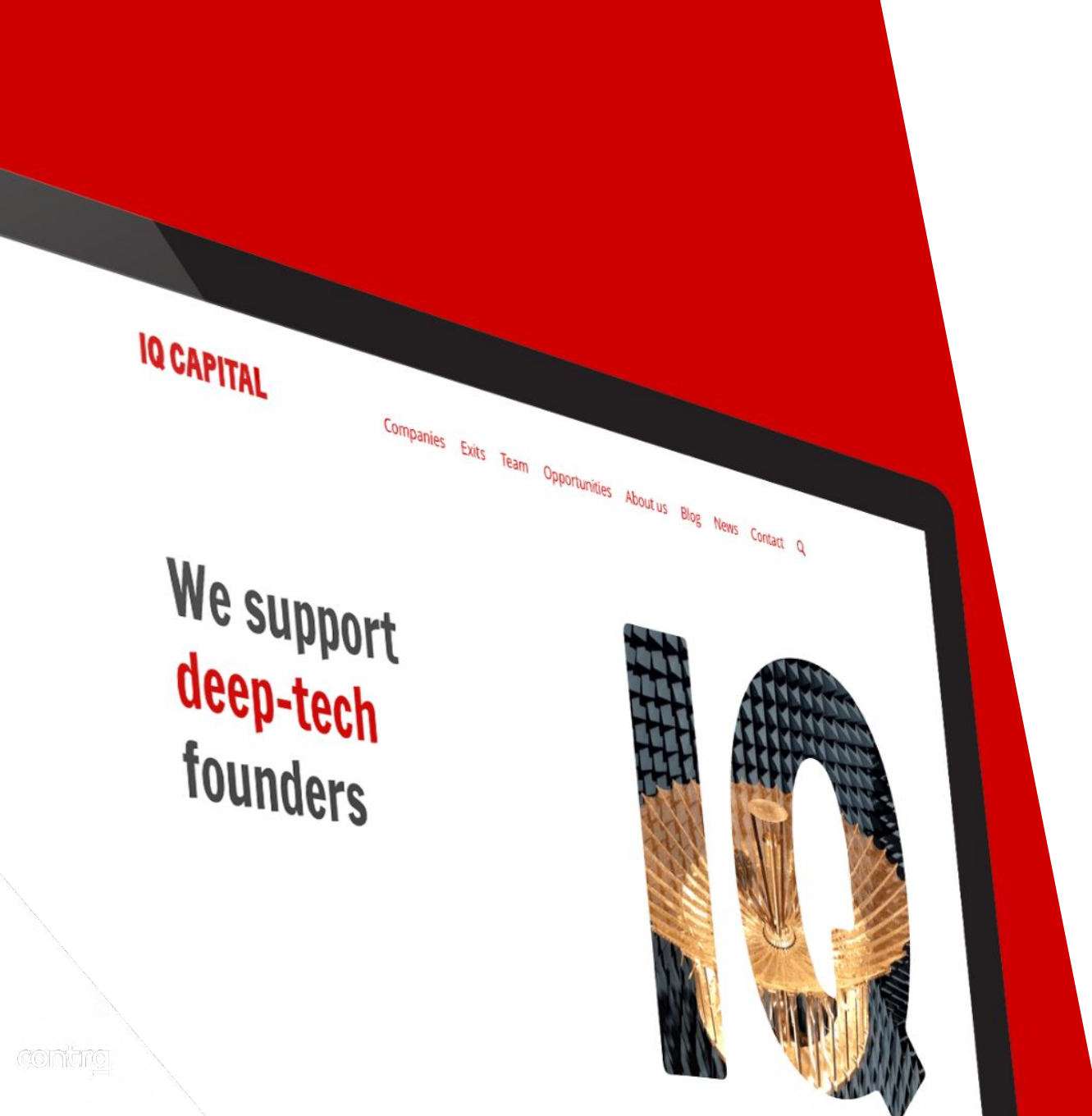
The challenge.

Improve messaging to attract and engage with a more targeted audience. The existing presence wasn't representative of brand positioning. The user interface (UI) was dated and didn't follow current web standards resulting in high bounce and drop-off rates.

The strategy.

Maintain the spirit of IQ and its existing brand identity. Conduct research (including competitors and users) and design and build a new website incorporating a new look and feel, and user experience. Build site on a content management system and develop an in situ jobs board for the technology companies that IQ invests in.





The results.

The site received praise from internal and external stakeholders. More importantly it received more targeted inbound applications due to the enhanced user journey. Bounce rates were decreased and resulted in a three-fold increase in average session duration (up to 5-6 minutes).

3x
increase in average
session duration

causaLens.

The client.

[causaLens](#) is the pioneer of Causal AI — a new category of intelligent machines that reason about the world the way humans do, through cause-and-effect relationships and with imagination.

The challenge.

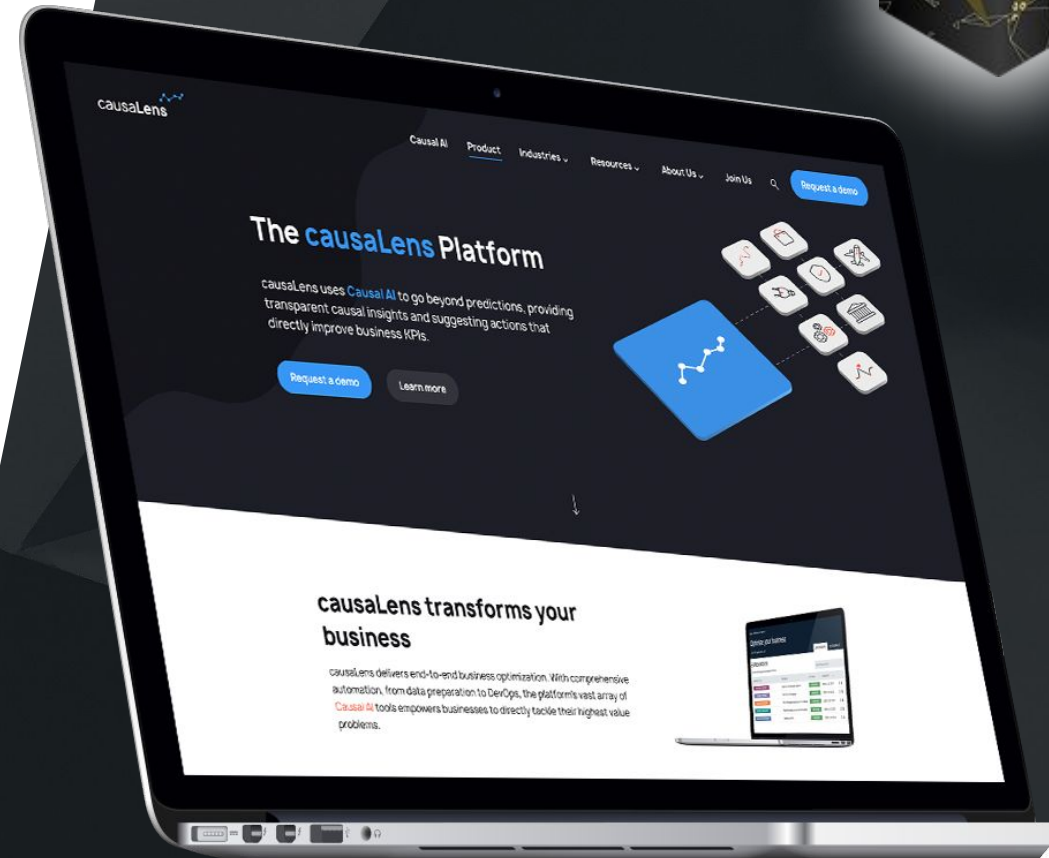
When causaLens approached Contra after being recommended by IQ Capital they were a relatively small team of scientists on a mission to optimise the global economy. Their top priority was to build a site that reflected the nature of their work – a trailblazing organisation. The design needed to establish brand presence and transmit the quality of the product through the messaging and the overall design.

The strategy.

Conduct desk research around the target audience, the market, and other influencing areas, Design and build site with a 'SaaS' look and feel while content is simultaneously created and uploaded to Gather Content, allowing the website to be populated with content in parallel. Optimise site back-end for SEO.

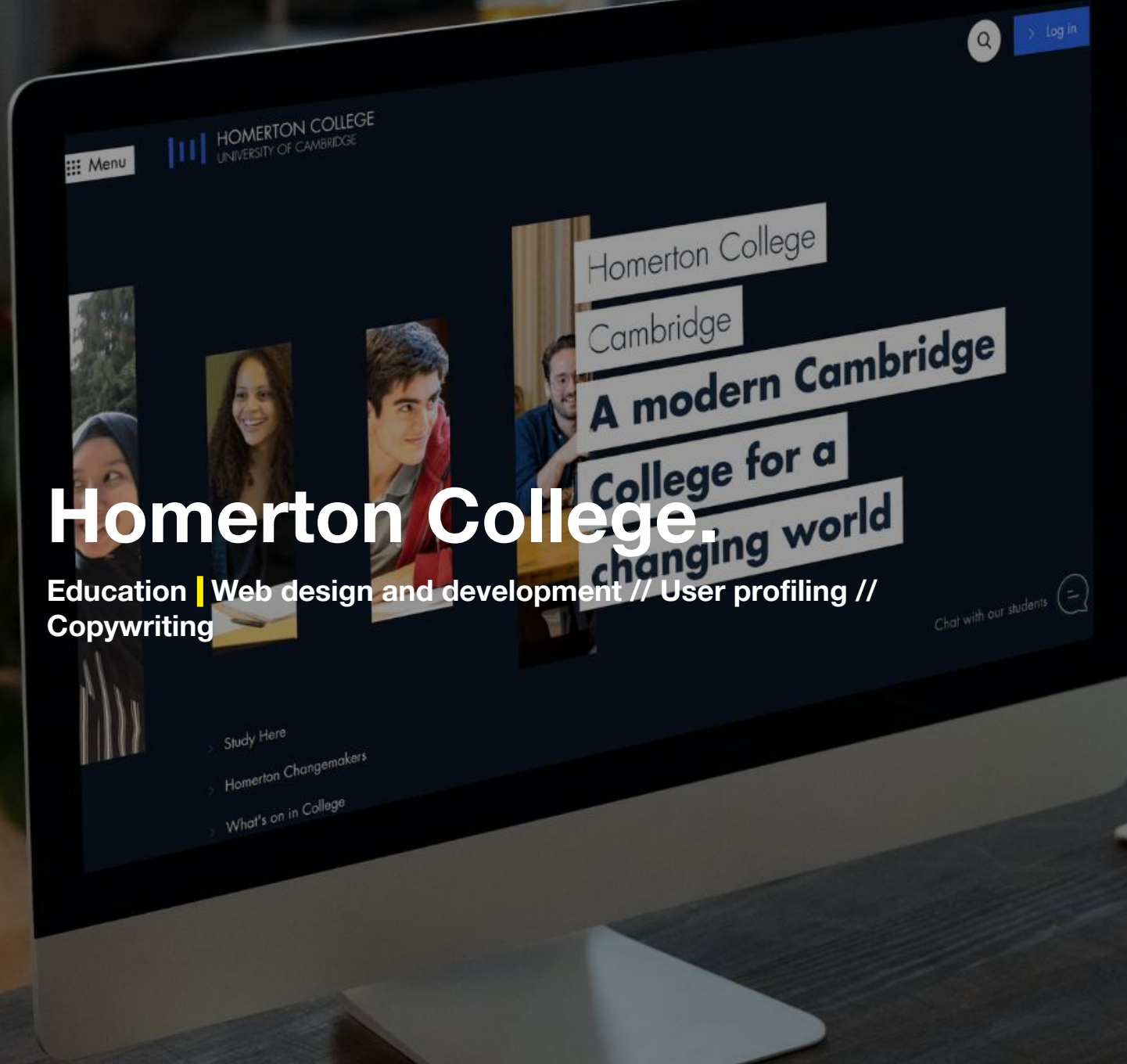
14%
Increase in site traffic

2021
CENTAURI
WINNER



Homerton College.

Education | Web design and development // User profiling // Copywriting



Homerton College.

The client.

[Homerton College](#) combines the traditions of a Cambridge University college with contemporary values and an inclusive culture. It prides itself on being supportive, forward-thinking, and treating everyone as an individual. It is the largest college in Cambridge and has a diverse student base.

The challenge.

To modernise its dated website and position it as an inclusive and vibrant community, in contrast to a “traditional” Cambridge college. Show it as a modern place to study and differentiate it from other colleges in the university. Increase applications and website engagement.

The strategy.

Execute student and other stakeholder interviews. Conduct site user behaviour, keyword and traffic research. Build buyer personas. Launch a new website with a bold, modern, and friendly design. Showcase diversity with powerful imagery and messaging.



Homerton College

Cambridge

A modern Cambridge

College for a

changing world



The results.

At a time when the average number of Cambridge college applications was down due to the pandemic, Homerton bucked the trend with a 25% increase. Google Analytics also showed that users were more engaged, with the average session duration up by a huge 175%. The bounce rate also dropped significantly by 34%.

34%
decrease in
bounce rate

25%
increase in
applications

175%
Increase in average
session duration





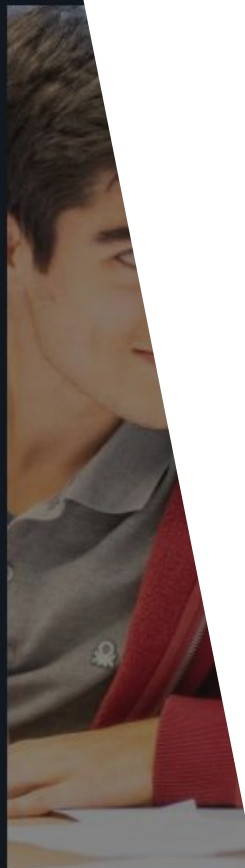
How we did it.

Want to take a tour of the new Homerton College website? Watch this three-minute video guiding you through all the essential elements that truly made a digital impact on students and staff alike.

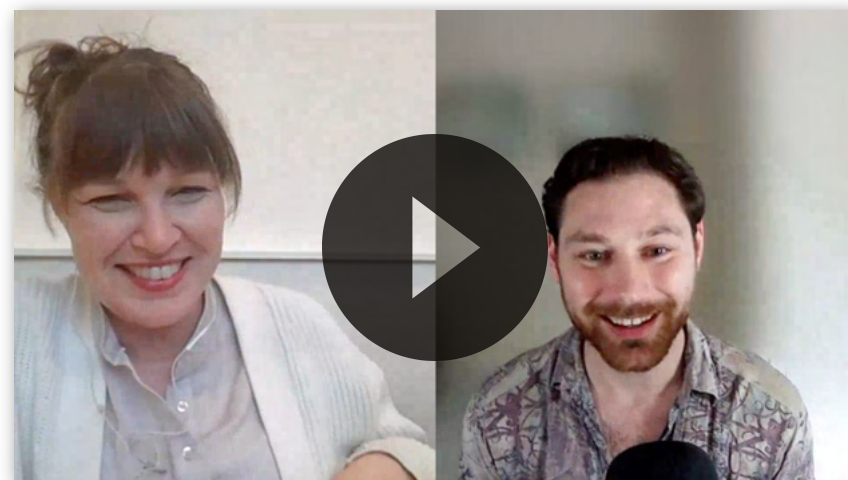


Internal feedback.

We interviewed the key stakeholders of the project to gain their insight into the Contra experience and impact of the new site.



- > Homerton College
- > What's on in Cambridge



“

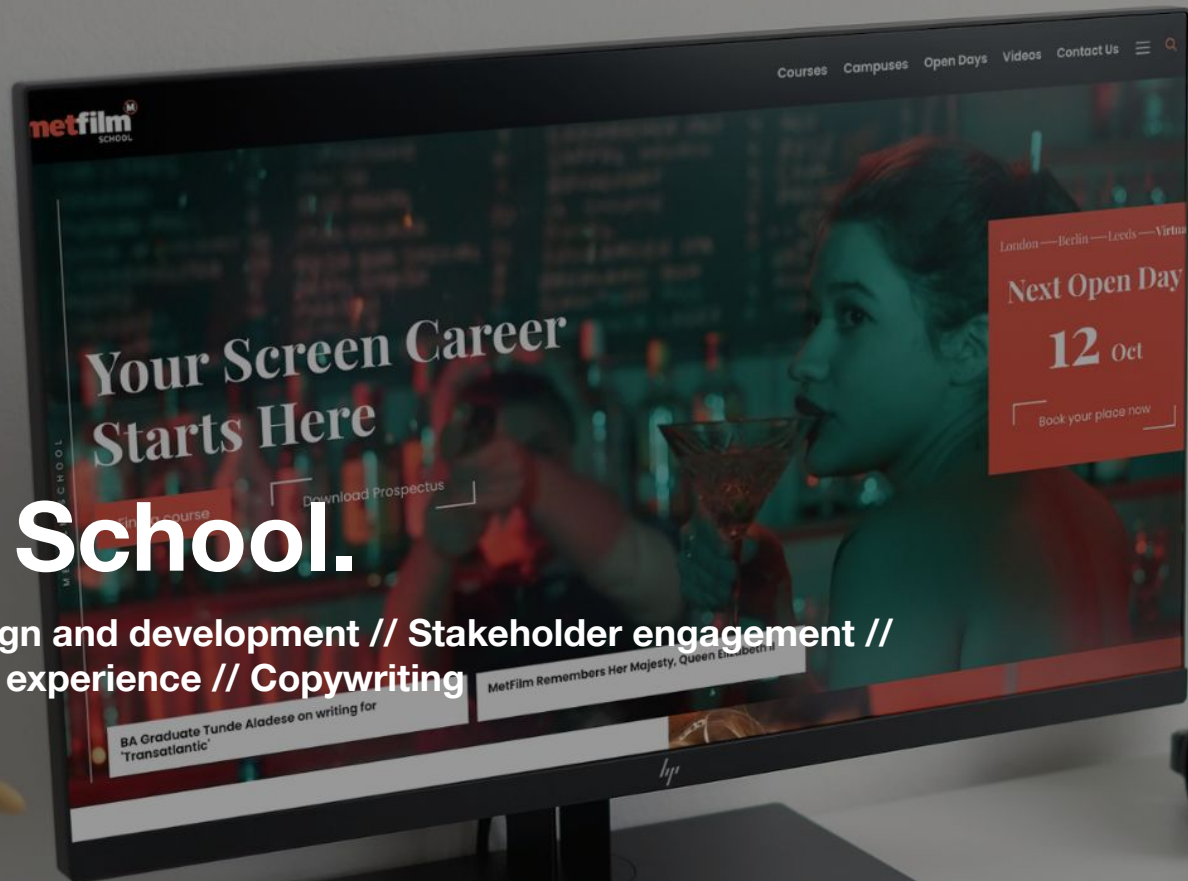
The Contra team are incredibly committed to finding the right creative solution. They worked with us to push the boundaries and really encouraged us to think outside the box.



***Sarah Hainsworth,
Website & Internal Comms Manager, Homerton College***

MetFilm School.

Education | Web design and development // Stakeholder engagement //
User profiling // User experience // Copywriting



Undergraduate → Courses → BA Screen Acting

BA (Hons) Screen Acting

UNDERGRADUATE COURSE

Download Prospectus

Start Date & Pricing

Read More

Duration

2 Years

Course available in

London, Berlin, Leeds, +2 more

UCAS Code

WW60

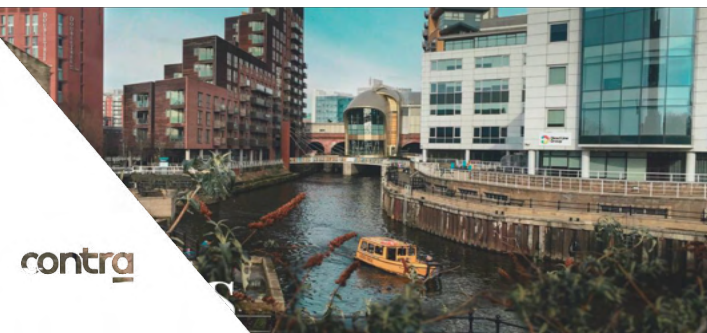
Special offer
20% OFF

Set for success: Learn your craft in world-famous film studios

Read More



London



Berlin

MetFilm School.

The client.

[MetFilm School](#) is a leading film, television, and online media school offering undergraduate, postgraduate, and short courses across various craft areas.

The challenge.

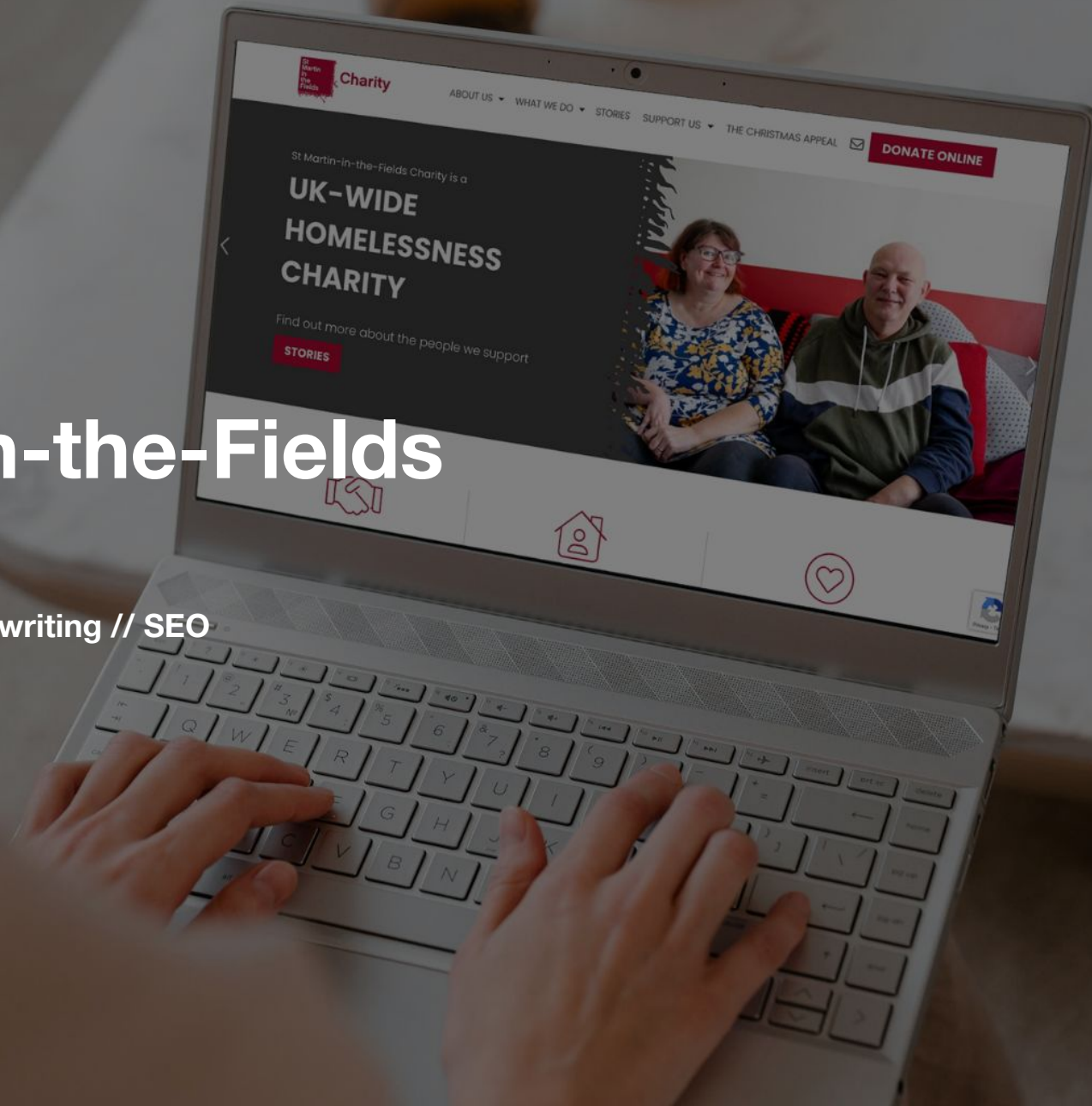
Develop a mobile-friendly website that is highly image- and video-driven. Showcase MetFilm's brand pillars and courses with engaging landing pages that are designed to convert. Ensure the site navigation structure is optimised for the best possible user experience.

The strategy.

Execute internal and external stakeholder interviews. Conduct site user behaviour, audience, keyword and traffic research. Produce a website strategy that covers site structure, user testing, content, design, SEO, and technology. Build website and craft engaging copy designed to increase applications.

St Martin-in-the-Fields Charity.

Charity | Web design // Copywriting // SEO



St Martin's Charity.

The client.

St Martin-in-the-Fields is an inclusive church in the centre of London. The church formed [St Martin's Charity](#) to support services designed transform the lives of homeless and vulnerable people.

The challenge.

Since 1927, the charity has ran a successful Christmas appeal working in partnership with the BBC. However, due to the increasing success of the appeal, it required a more robust online solution to support donations.

The strategy.

Create a sleek and modern subsite that can handle the huge spike in traffic around the Christmas period. Develop a new, streamlined donations process. Produce new video assets to support the campaign. SEO optimise the website and build a content strategy.

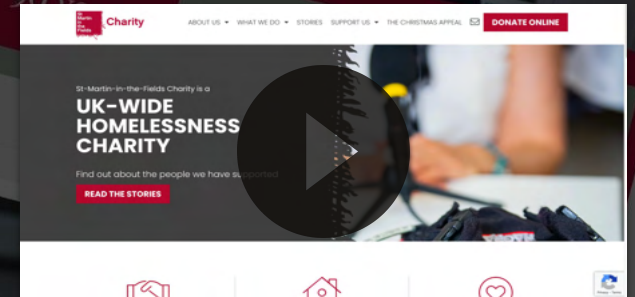


The results.

St Martin-in-the-Fields experienced considerable growth. The new website resulted in a 23 percent increase in donation YoY. The SEO optimisation and content strategy significantly improved discoverability, with a +26 increase in average search engine results pages position for over 50 target keywords. The content also forms a foundation for educating prospective donors about the charity and the various ways to donate.

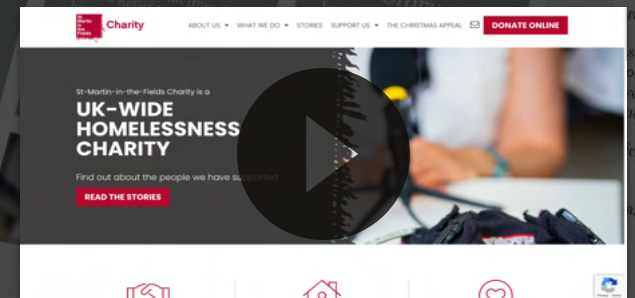
Website

23%
increase in
donations



SEO

+26
increase in average
search engine
position for target
keywords



A man with a shaved head, wearing a green and blue hoodie, is leaning against a red door with a semi-circular window. He is looking towards the camera with a slight smile.

Internal feedback.

We interviewed the key stakeholders of the project to gain their insight into the Contra experience and impact of the new site.



“

I recommend Contra to every single person that talks to me about websites and marketing. They're a very easy team to work with and things get sorted very quickly. Charities need a agency that's very knowledgeable, able to explain things so you can easily understand, and can trust to do the job to the highest possible standard – Contra ticks all of those boxes.



Laura Aznar, Fundraising and Communications Officer, at St Martin-in-the-Fields Charity, London.



Queen Rania Foundation.

The client.

[The Queen Rania Foundation](#) was established by Her Majesty Queen Rania Al Abdullah in 2013 with the aim of improving education outcomes in Jordan and the surrounding region.

The challenge.

The old website didn't properly recognise its partners or encourage donations. In addition, the design had become outdated and the navigation and information architecture needed to be optimised.

The strategy.

Create a digital rebrand and new website. Create design concepts. Develop information architecture and navigation structure. Develop CTAs to encourage donations and convey the impact of the organisation through infographics and data visualisations. Communicate brand purpose effectively through more resources and news.

The Alan Turing Institute.

Science & Research | Web design and development // User profiling // User experience // Digital strategy



The Alan Turing Institute.

The client.

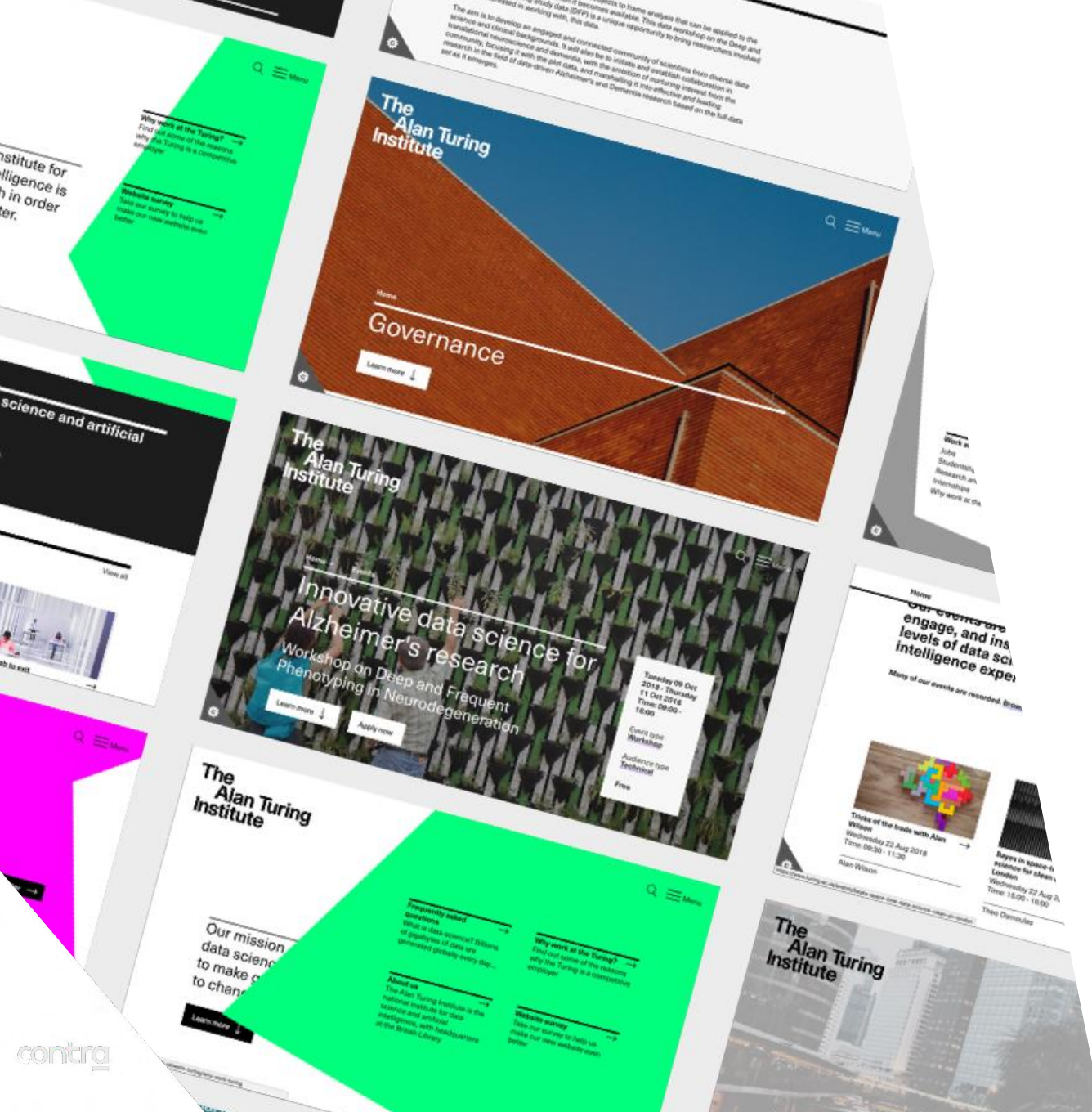
[The Alan Turing Institute](#) is the national institute for data science and AI. The institute trains the next generation of leaders, shapes public conversation, and pushes the boundaries of data science and AI for the public good.

The challenge.

Develop a website that reflects the cutting-edge nature of the institute's work. The institute already boasted strong branding in their comms but the website lagged behind and didn't work architecturally.

The strategy.

Execute internal and external stakeholder interviews. Conduct site user behaviour, audience, keyword and traffic research. Produce a website strategy that covers site structure, user testing, content, design, SEO, and technology.



The results.

The Alan Turing Institute's new website achieved some excellent results. The site had a 21 percent increase in page views and a 34 percent reduction in bounce rate. The site also swept up numerous awards, including a Platinum Digital Impact Award and a Platinum dotCOMM Award.

21%

Increase in
page views

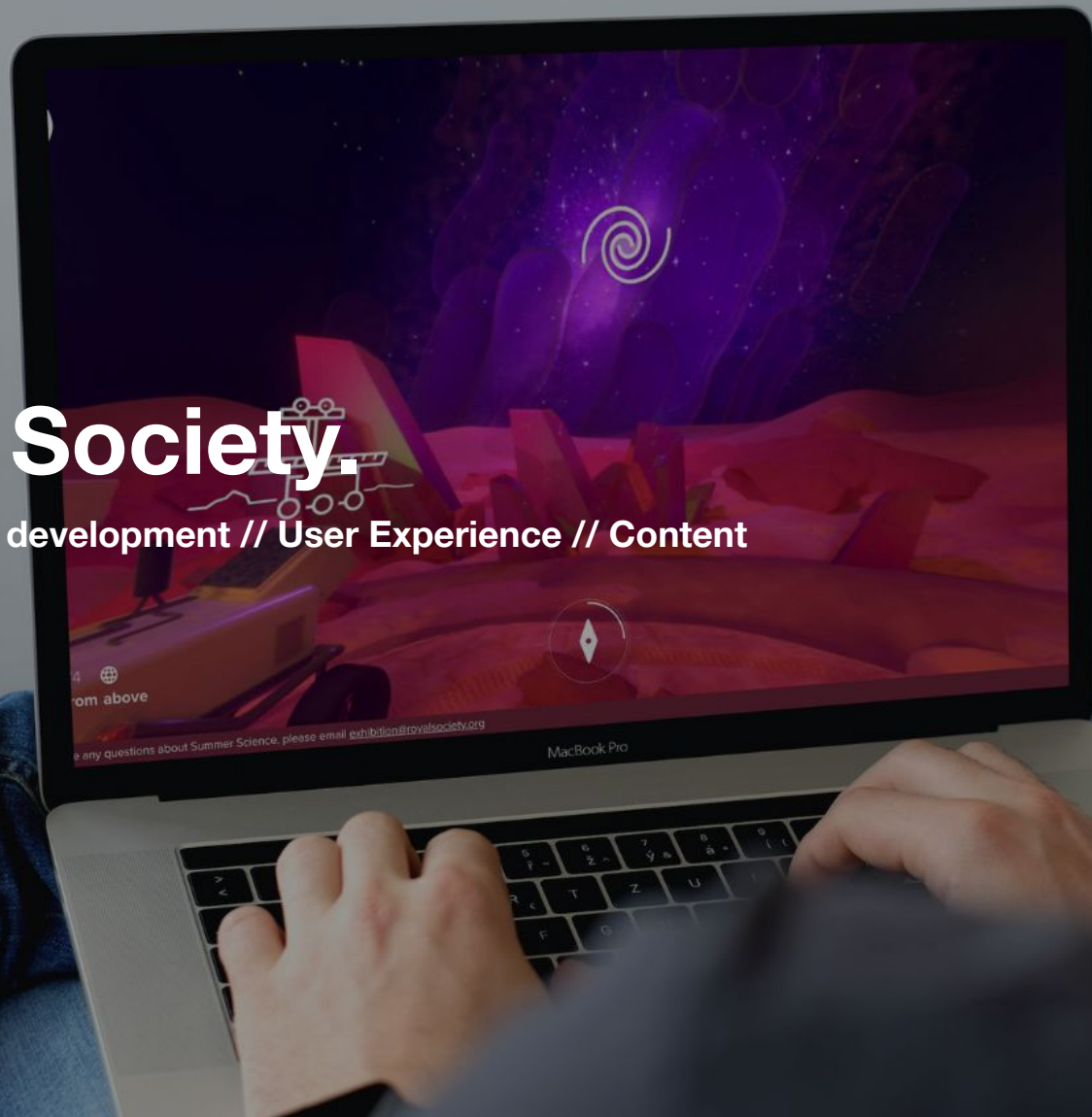
34%

Reduction in
bounce rate



The Royal Society.

Science & Research | Web development // User Experience // Content



The Royal Society.

The client.

The Royal Society is the independent UK science academy, dedicated to promoting excellence in science. Its flagship annual public engagement event, [The Summer Science Exhibition](#), has been running since 1778 and showcases cutting-edge research to a range of audiences.

The challenge.

After COVID swept the nation forcing thousands of live events to cancel, the Royal Society needed to create a fully digital experience for The Summer Science Exhibition, fast. Contra was challenged to create an immersive 3D exhibition environment within a three-month deadline.

The strategy.

Conduct a content audit and plan taxonomy. Research creatives and build moodboards, initial sketches, and design renders. Create iconography and build 3D environments with microinteractions. Conduct user testing and action iterations. Launch web application.





Space exploration.

Want to see it live in action? Check out the Summer Science Exhibition 2021 now and expand your horizons.



The results.

The Summer Science hub was a roaring success – a scientific breakthrough, so to speak. The exhibition had over 60,000 visitors to the hub, nearly four times the previous year. With over 450,000 video views and increase in site traffic by 182% YoY, the Royal Society team were elated with the results. We are now continuing to work with the team to build a modern, bleeding-edge website. Watch this space! .



450,000
video views

182%
increase in site
traffic YoY

60,000
visitors to the hub



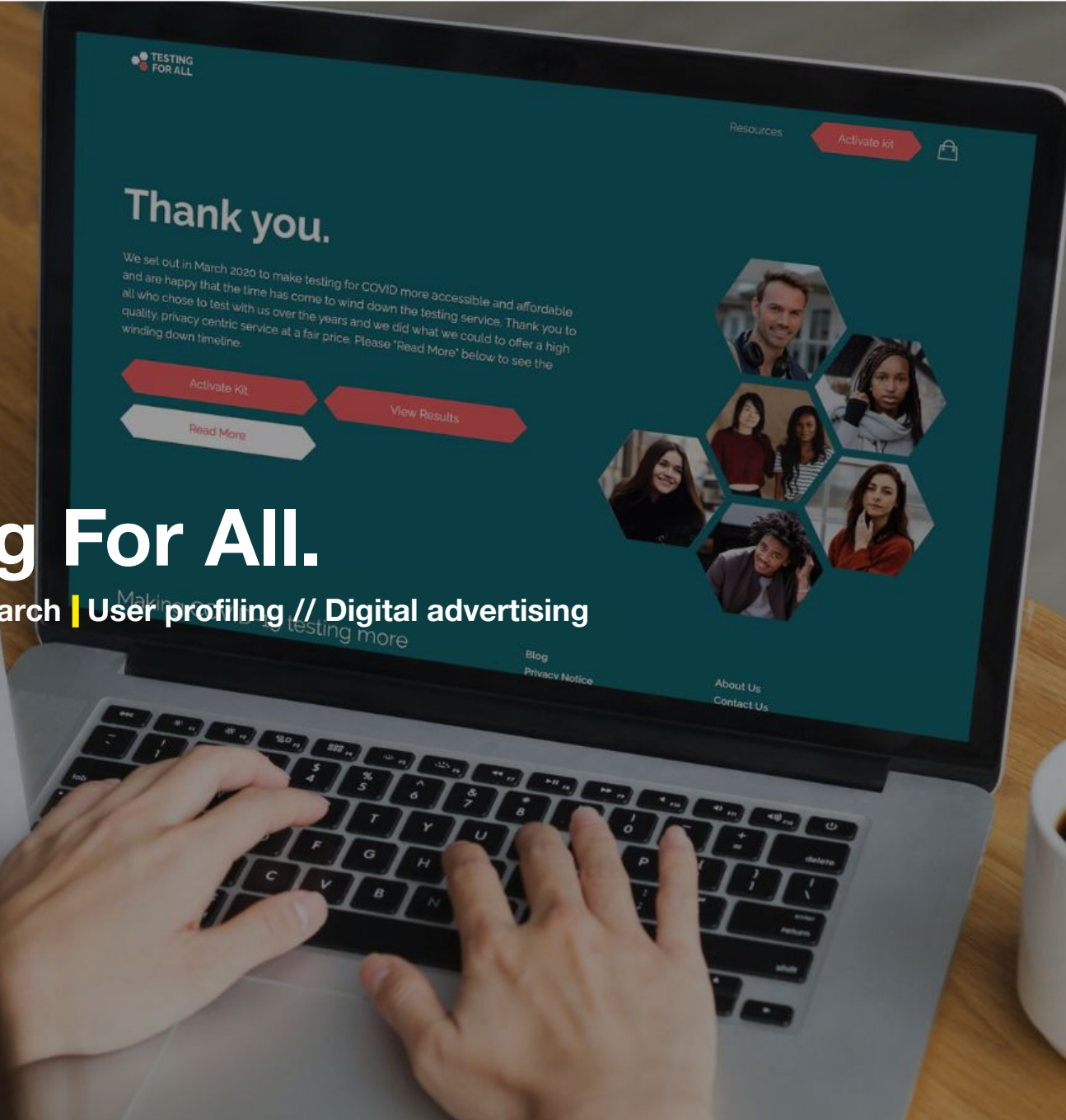
Internal feedback.

The reaction from The Royal Society team has been overwhelmingly positive and they had excellent feedback from visitors. Listen to our glowing testimonial from Rob Rutter, Head of Digital Marketing and Engagement at The Royal Society.



Testing For All.

Science & Research | User profiling // Digital advertising



Testing For All.

The client.

[Testing For All](#) is a not-for-profit with a mission to make COVID-19 testing accessible and affordable to anyone who needs it. The company provides below-market-price, high-quality COVID-19 tests, available for both individuals and businesses.

The challenge.

To launch Testing for All's below-market-price testing kits into the market with digital advertising. With kits priced at 50 percent of the current market value, the average Cost Per Conversion needed to be very low at around £3.50.

The strategy.

Audience research and buyer personas. Optimise website for conversions. Keyword research. Set up digital search and display ads. Optimise to reduce Cost Per Click to fall within target Cost Per Conversion while maximising sales.



The results.

We achieved some excellent results. Our main campaign achieved a 1700% ROAS (the average ROAS for Google Ads is 200%). We also achieved an average Cost Per Conversion of £2.99 and a conversion rate of 9.22%. This fell well within Testing For All's conversion cost target at around £3.50.

16,650

Lifetime conversions (kit sales)



1700%

Return on Ad Spend

£2.99

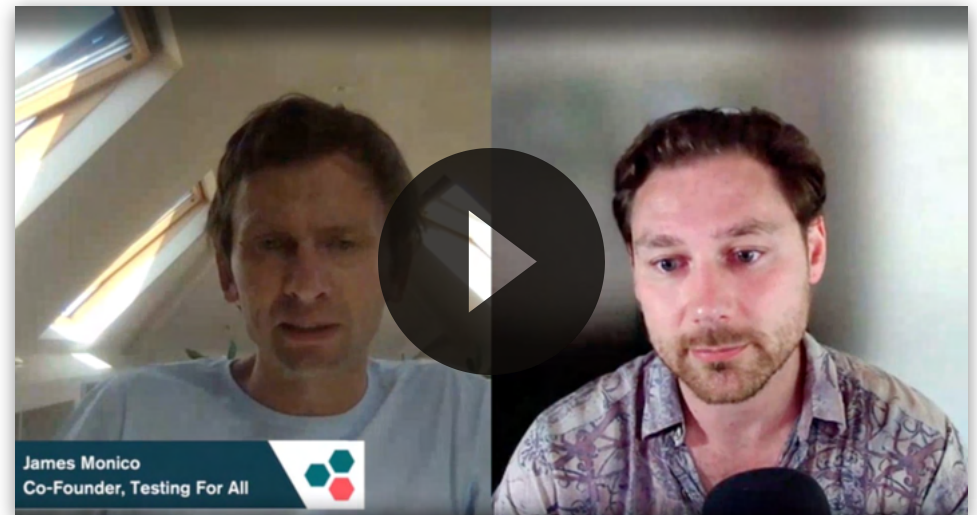
Cost Per Conversion:





Internal feedback.

We interviewed the key stakeholder of the project to gain his insight into the Contra experience and the impact of the digital advertising campaign.



“

The Contra team was professional, helpful and proactive, liaising with Google to get us whitelisted so we could run ads in such a constrained environment.



James Monico

Co-Founder and Registered Manager, Testing For All



Square Enix.

The client.

Square Enix is a Japanese entertainment conglomerate and video game company best known for its Final Fantasy, Dragon Quest and Kingdom Hearts role-playing video game franchises, among numerous others.

The challenge.

Square Enix approached Contra in need of a website to anchor an integrated campaign around its new supernatural mystery game, *Murdered: Soul Suspect*. The campaign was an alternative reality game (ARG) experience, whereby the game's fictional characters 'came to life'. On and offline channels were harnessed to foster deep and widespread interaction with the audience; thus perpetuating a sense of intrigue and wonder around the game's imminent launch.

The strategy.

Conduct internal and external stakeholder interviews. Create design concepts. Design and build an engaging ARG that satisfies the 'information hunger' of fans, all keen for the game's release.

Final Fantasy Zero.

The client.

Square Enix is a Japanese entertainment conglomerate and video game company best known for its Final Fantasy, Dragon Quest and Kingdom Hearts role-playing video game franchises, among numerous others.

The challenge.

Contra was asked to design and build a viral quiz system to promote the latest Final Fantasy game on Facebook. The quiz was to follow a popular format: users would be asked to answer questions to determine either which character they were or which faction they sided with.

The strategy.

Work with the Square Enix PR team and copywriters to develop the flow and feel of the quizzes. Design a beautiful interface using the game's fantastic assets. Build the game incorporating an "app like" feel by using a Javascript front end that is fast and fluid, without page loads. Ensure the app can handle multiple quizzes from the same system to maximise the return on investment for Square Enix.

The results.

1000+

Likes on Facebook
before game launch

contra

Square Enix - Collective.

The client.

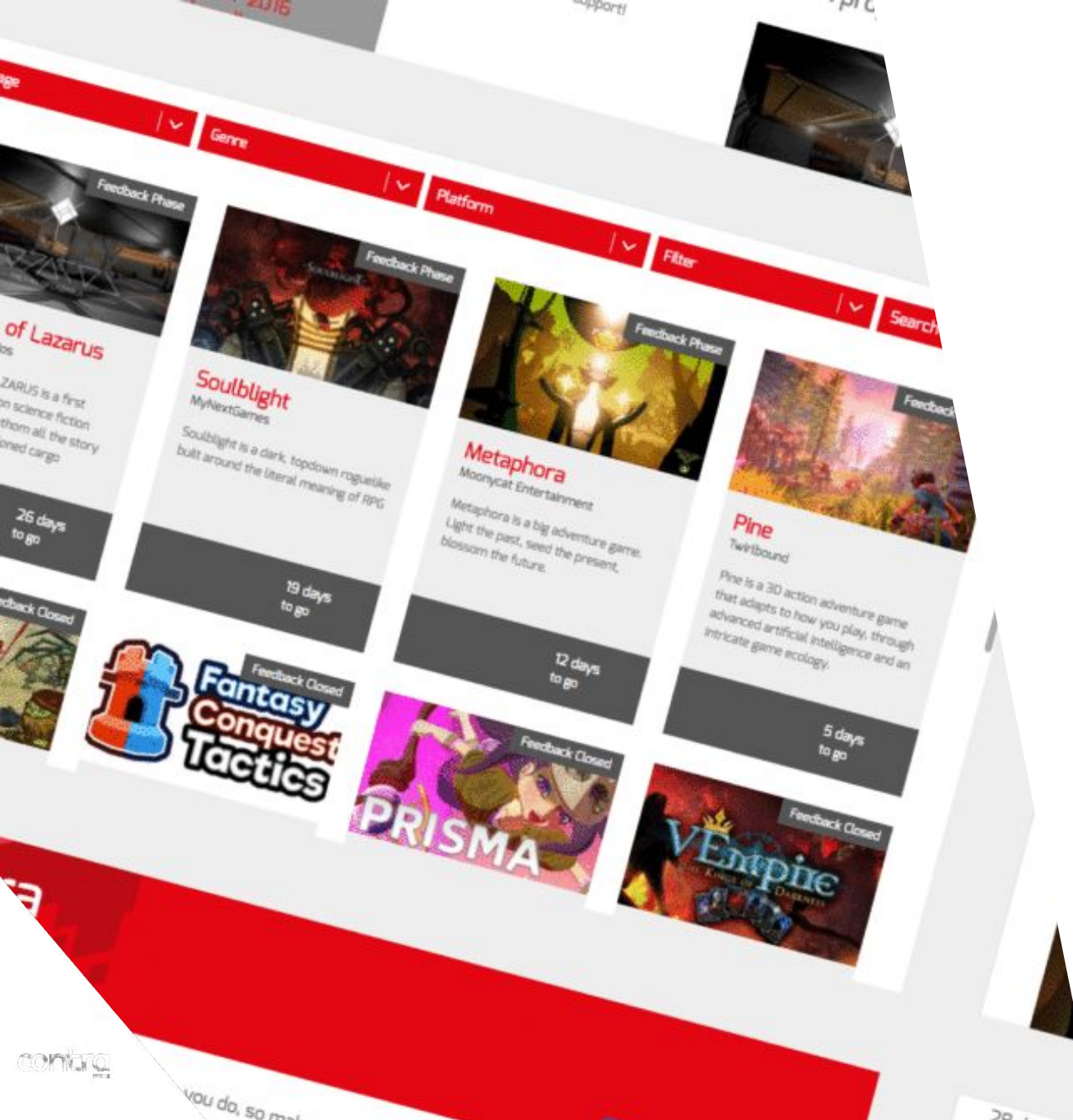
Square Enix is a Japanese entertainment conglomerate and video game company best known for games such as Tomb Raider, Final Fantasy and Dragon Marvel's Avengers.

The challenge.

Develop an innovative crowdfunding platform specifically geared towards the independent games market. Collective would harness its loyal gaming community and fan base – allowing them to get involved and provide feedback in the creation of new, fantastic products.

The strategy.

Build the platform using an Agile software approach with Ruby on Rails, MySQL, Unicorn, Nginx and Ubuntu as the technology stack. Identify the key user stories, prioritise them and complete them in two-week sprints, with regular demos to Square Enix. Deploy the platform in two phases; the first with a limited amount of projects and functionality and the second with fuller functionality and with public submissions open.



“

Contra was entrusted with one of our most challenging projects to date – a user-generated, self-publishing platform that enables developers worldwide to access the site’s CMS and submit game pitches; and then the community to vote for their favourite projects and submit feedback... all of that culminating in a white-label feed from crowdfunding partner Indiegogo. Sounds complicated? It is – but Contra made it seem like a breeze, and the launch was one of the smoothest we’ve seen. Great service, great ideas and fantastic to work with.



Phil Elliott
Project Lead, Square Enix Collective.



J Sheekey / The Ivy.

The client.

Caprice Holdings forms a collection of London's favourite restaurants. It includes some of the oldest and most classic establishments in London such as J Sheekey and The Ivy.

The challenge.

The prestigious J Sheekey Atlantic Bar hosted a series of nights where guest Michelin-starred chefs worked with the in-house team to create a unique experience with wonderful food. Caprice Holding's challenged Contra to run a Facebook/Instagram video ad campaign for each of the nights.

The strategy.

Create the campaign and run a series of ad variations using supplied video assets to create image-based adverts. Improve calls-to-action. Target via interests and demographics, aiming at the more affluent, older Facebook users in London. Monitor results and tweak the approach. Utilise Hotjar to monitor user behavior on the landing pages.

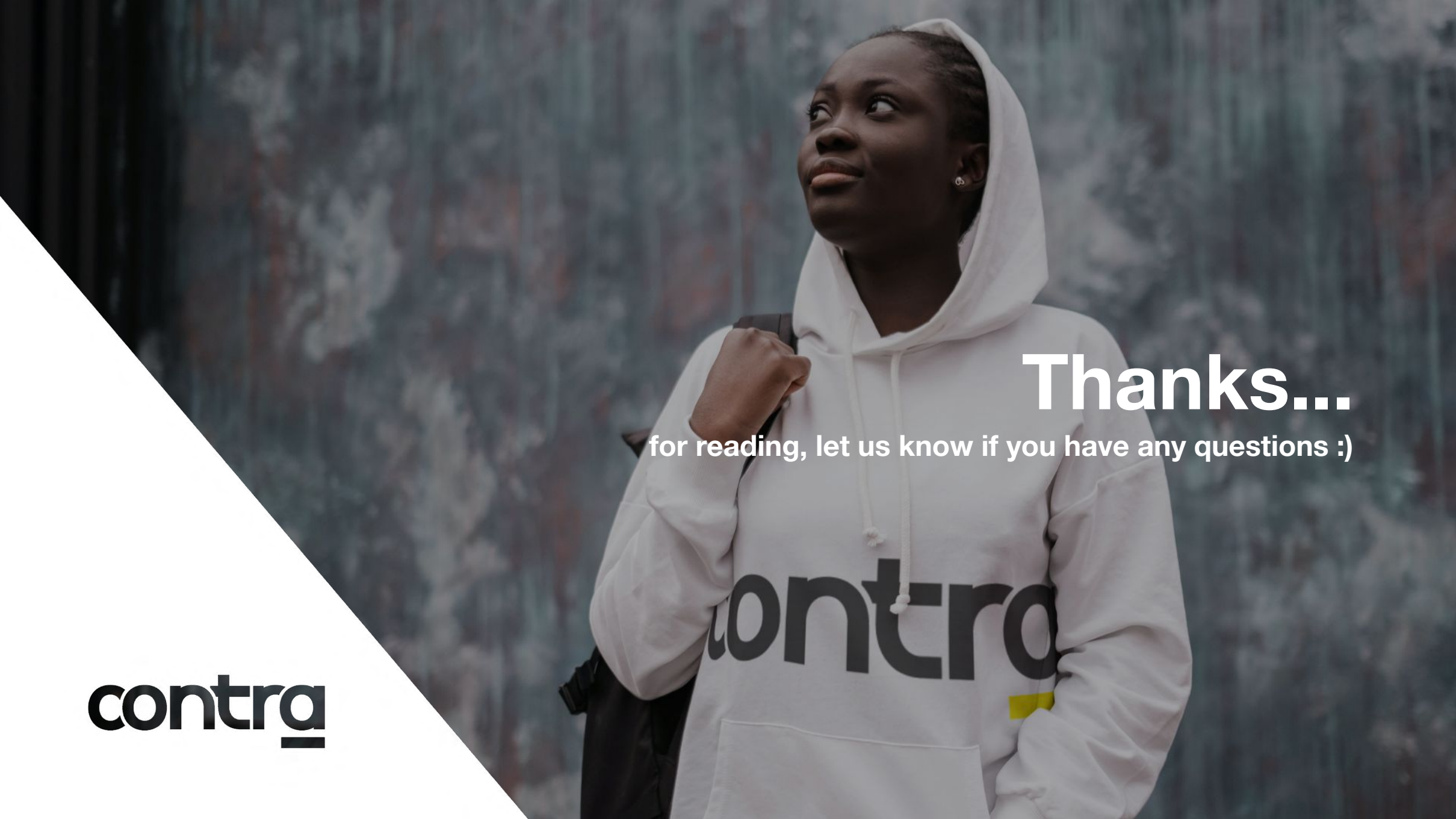


Other clients...

We have been fortunate to work with a great selection of clients, many big names that will be familiar, and many great companies that you may not of heard of. We have retained many clients for decades.

We have built SEO tools for PR companies, management systems for recruitment companies, workflow systems for law firms, membership systems for publishers and digital experiences for brands.





Thanks...

for reading, let us know if you have any questions :)

contra