

ONOMATIC

PRODUCT, SERVICE &
MARKETING DESIGN

Q1 2023

Introduction

Created with a philosophy that modern brands exist in a world where success is judged on experience and operational efficiency; Onomatic is small and nimble creative consultancy offering multi disciplinary services to a wide and varied client base.

From the smallest start-up through to large enterprise, and everything in between. Proven experience in delivery, with a pedigree in many sectors; including Entertainment, Health Care, Fashion, Finance and eCommerce.

Optimised, always on and automated.

Brief History

Onomatic was founded in 2011 by Christian Rhodes to provide direct to client creative work and support to in house teams on an ad-hoc basis.

Since inception, Onomatic has worked with a number of firms on the full gamut of creative services; including but not exclusively:

- Brand creation and development
- Guideline management
- Client and user research
- Design for Digital and Print + in addition non standard creative ie Taxi design
- Development/Execution for digital services and print materials
- AV and animation
- Social Media management and assets

Clients include



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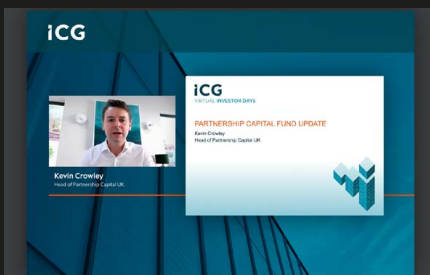
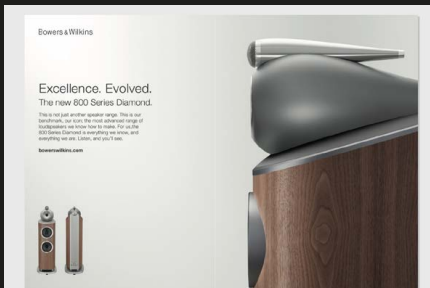
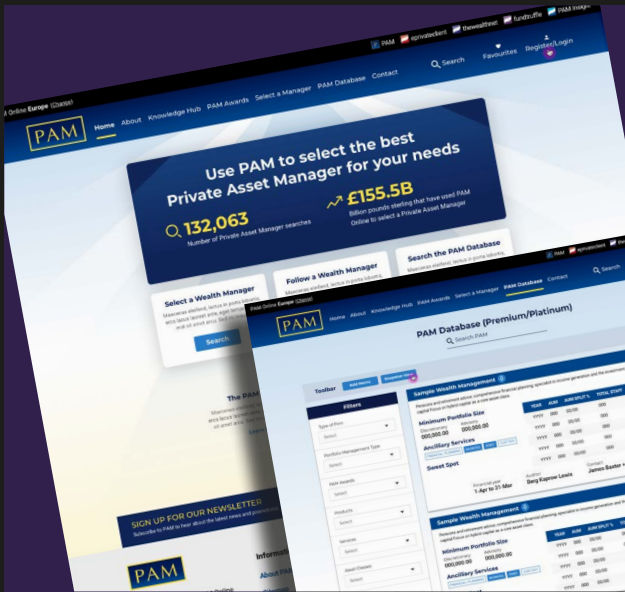
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Work examples

<https://onomatic.co.uk/works/>



Case Study

ICG

<https://www.icgam.com/insights/economic-and-investment-research/19-10-2021>



One of many incremental pieces of work for ICG we have produced in 2021, in addition to managing virtual conferences, is the series of fast turnaround and timely research papers.

Working with the new brand guidelines, Onomatic designed and produced printed/ on screen PDF research documents and then worked with the digital and marketing teams to provide a variety of materials to promote the research and gain maximum exposure.

Short format video and social media campaigns designed to provide a mix of depth and easy to digest introductions.



Economic and Investment Research



Nicholas Brooks
Head of Economic and Investment Research
nicholas.brooks@icgam.com

Watch the video



Author of this research Nicholas Brooks
Interviewed by Feroz Laffan,
Global Head of Corporate Affairs

[icgam.com](https://www.icgam.com)

twitter.com/icggic

[company/intermediate-capital-group](https://www.linkedin.com/company/intermediate-capital-group)

Macro Views
October 2021

A changing economic landscape

Key Points

- Most economies have experienced strong V-shaped economic recoveries over the past year as the rapid roll-out of highly effective vaccines has reduced the lethality of Covid-19 and allowed economies to reopen.
- Highly accommodative monetary and fiscal policies have added to the momentum, helping push asset prices higher – with a number of equity benchmarks hitting all-time highs.
- The landscape is now changing, however. Global supply chain disruptions together with a strong rebound in demand, have led to shortages of a wide range of goods, driving prices of key inputs and commodities higher. The shortages and sharp price rises have led to concerns about central bank monetary tightening and the sustainability of the recovery.
- We expect recovery to continue, but at a more moderate pace as, in our view, most of these issues are manageable and will eventually be resolved, as we describe in more detail in this report.
- We also think the “central bank put” remains alive and well. If financial markets and/or economies weaken sufficiently, major central banks have made it clear they will quickly step back in and “do whatever it takes” to shore up economies and markets.
- A continued positive operating environment. Although economic and earnings growth momentum is likely to slow, and companies in some of the more supply-constrained sectors may see further pressure, strong consumer demand and continued accommodative monetary policy should provide a positive operating environment for most companies – particularly those in high value-added services sectors.
- Demand for private capital will continue to grow. With government fiscal support rolling off and market volatility likely to rise, we think demand for private capital will remain strong. Private debt and equity, with their medium to long-term investment horizons, ability to provide flexible capital and close partnerships with portfolio companies are particularly well suited to help extend the economic recovery in our view.
- What does the new environment imply for asset allocation? Given higher inflation and interest rate risks, we think real assets such as real estate, infrastructure and asset-backed strategies with predictable cash flows should continue to see strong demand, as well as strategies with exposure to floating rate loans. Strategies with debt elements that can provide downside protection in a more uncertain economic environment should also play a growing role in allocations. And finally, in our view, flexible strategies that can take advantage of increasingly divergent market, sector and company performance based on some of the trends outlined in this report, should continue to see excellent opportunities in this rapidly evolving economic environment.

A strong V-shaped recovery – but wide performance variation

Euro Area GDP by Major Sector

Source: Bloomberg

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Case Study

Recordsure[®]

<https://recordsure.com/whitepaper/time-trials/>



Recordsure is a small but successful digital audio technology business for the B2B market.

Onomatic worked with Recordsure to produce a flagship white paper, with detailed insight into the variety of key businesses uses the software can fulfil.

Key messaging was developed with the client and split out across engagement pieces to ensure a carefully designed promotional piece not only successfully targeted corporate and start up markets, but also resulted in sales leads for the business.



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