



Funded by  
UK Government

## Accelerator Case Study

**BRANDING  
OPTIMIST**

Branding Optimist



**Sector:** Creative

**Location:** Derby

**Size:** Micro

**Turnover:** £60k

### About the business

**Branding Optimist** is a specialist brand consultancy based in Derby. Established in 2006 and led by Andy Cogdon, the business helps organisations and individuals develop clear brand strategies and translate them into effective visual identity, messaging and digital presence. Operating as a specialist-led consultancy supported by a trusted network of creative professionals, Branding Optimist delivers agile, highly personalised branding solutions built on strong strategic expertise.

### Challenges faced

The primary challenge for Branding Optimist has been shifting market perception from being viewed solely as a creative services provider to being recognised as a strategic brand partner. While high quality creative output is visible and tangible, the deeper value

CLAIRE WARD  
MAYOR OF THE  
EAST MIDLANDS



east  
midlands  
chamber



Funded by  
UK Government

## Accelerator Case Study

lies in the strategic thinking behind it. Clearly communicating this strategic expertise and demonstrating the commercial impact of brand clarity has been the key barrier to growth.

### Solution - Support Given

Andy initially engaged with the Accelerator programme, attending a series of in person workshops covering Paid Digital, SEO, Website and Video Marketing. These workshops provided practical insight into strengthening the business's marketing capability and digital presence.

The business then progressed to one-to-one support from East Midlands Chamber's Business Adviser, Sonny Lakhani and funding through an Accelerator Growth Voucher. This tailored advice and support was particularly valuable in challenging strategic direction, refining growth plans and strengthening overall commercial positioning. It allowed Branding Optimist to clarify its offer, sharpen messaging and identify practical, sustainable steps for scaling the business.

The £2,000 Growth Voucher helped the business access specialist digital consultancy in video marketing. This enabled Andy and the team to use video as a key part of their marketing for the first time. The new approach aims to show the brand - through the creation of five podcast-style videos - as a trusted voice, be noticed more online to attract customers and boost engagement across digital channels.

Andy highlighted the impact of this support: "Sonny's commercial insight, sector knowledge and ability to challenge thinking constructively have played a significant role in shaping the company's growth direction. He continues to be a trusted source of guidance as the business moves into its next phase of development."

### Impact - The Difference it's Made

The support received has had a significant impact on the direction and confidence of Branding Optimist. It has not only enabled the business to connect with new clients, expand its network but grow its project portfolio with better-aligned opportunities.

The guidance from Sonny also helped review and refine the service offering, ensuring it is clearly structured and positioned to meet the needs of different business tiers, from ambitious SMEs to more established organisations. As a result, Branding Optimist is now more focused, commercially aware and better equipped to target the right opportunities. This has strengthened competitiveness, improved strategic clarity and created a solid foundation for sustainable growth.

CLAIRE WARD  
MAYOR OF THE  
EAST MIDLANDS



east  
midlands  
chamber



Funded by  
UK Government

## Accelerator Case Study

### A word from the business:

*“The Accelerator support has given us the space to step back, think strategically and make informed decisions about our growth. The guidance has been practical, insightful and genuinely valuable. It has helped us sharpen our offer and approach the future with greater confidence and direction.”*

**Andy Cogdon**, Founder and Creative Director

### Accelerator has provided:

- 1 to 1 Advice
- Growth Voucher
- Workshops

### Impact to business:

- New process & technology
- Improved strategic direction
- Stronger foundation for sustainable growth
- Upskilling through workshops

*This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.*