TANGENT daily

MONDAY, NOVEMBER 16, 2026
ISSUE 47

BUSINESS NOTE

A fifty-year agency shares its brand playbook

Creative Boom reports on Springetts, the agency behind Frubes and The Happy Egg Co., which marks fifty years in business by publishing a field guide to the lessons it has gathered from serving food and drink brands. The post notes that fewer than four in 10 UK businesses reach their fifth birthday, according to the ONS, which makes the studio's longevity worth studying.

A seller of books or printables can borrow the field guide's habit of naming a brand's life stage before designing anything, since a product aimed at new parents and one aimed at empty nesters need different covers and copy. A guided journal for first-time dog owners, for instance, could carry a subtitle that states plainly which stage of pet ownership it serves.

Source: Creative Boom, What 50 years in business has taught Springetts about building brands that thrive
https://www.creativeboom.com/insight/what-50-years-in-business-has-taught-springetts-about-building-brands-that-thrive/