



2002  
2022  
YEARS  
FELLOWSHIP



# WHEN CLARITY IS CRUCIAL

**Sector:** Professional Services

**Employees:** 50+

**Client Contact:** Marketing Manager

We rebranded Cambridge Econometrics to better reflect the quality, breadth, and impact of their work. As well as a new visual identity and website, we created a strapline – *clarity from complexity* – to capture the essence of what the company does.



"We're always developing our techniques and seeking new ideas to inform our analysis. Thanks to our supportive environment I've learned so much and applied it to solve interesting problems. The quality and impact of what we do means I'm really proud to work here."

**Jamie Pirie**  
Senior Economist

LESS

Joined CE: 2011 (placement), 2013 (permanent)

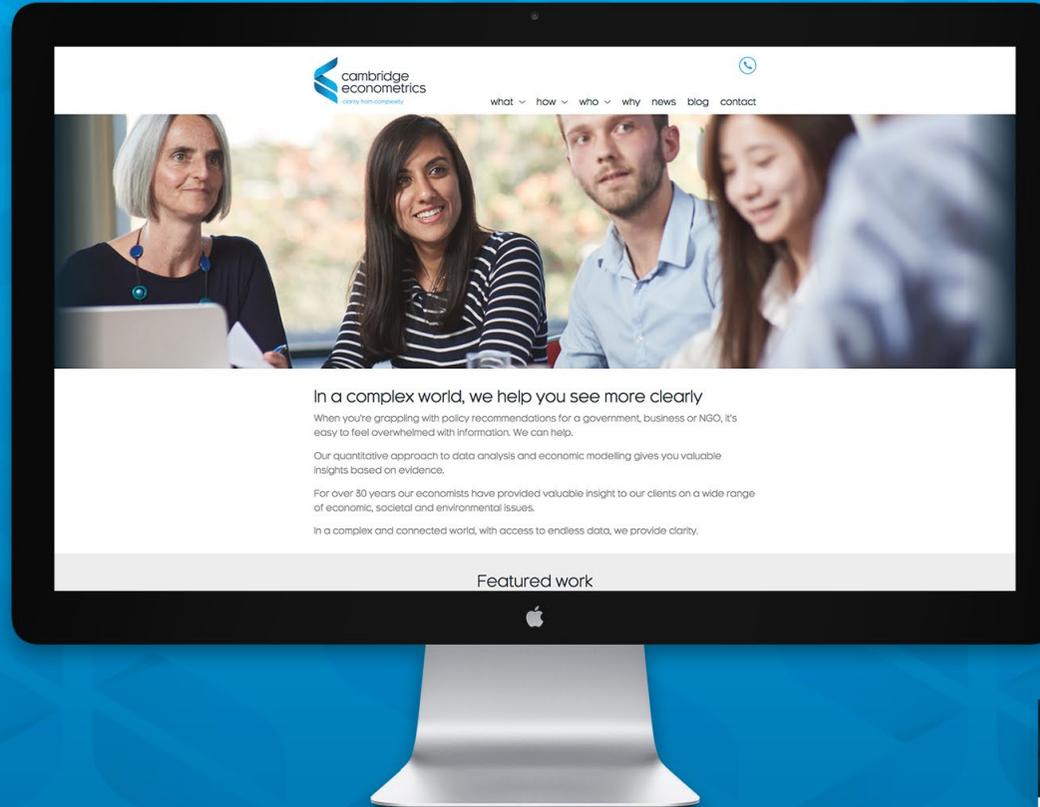
Qualifications: BSc (Hons) Economics (University of Bath)

Experience: General focus on economic modelling and data visualisation applied to a variety of topics. Notable areas include: labour market & skills analysis, and energy and environment.

## e3me

E3ME is a global, macro-econometric model designed to address major economic and economy-environment policy challenges.

[MORE ABOUT E3ME](#)



what | how | who | why | news | blog | contact



### In a complex world, we help you see more clearly

When you're grappling with policy recommendations for a government, business or NGO, it's easy to feel overwhelmed with information. We can help.

Our quantitative approach to data analysis and economic modelling gives you valuable insights based on evidence.

For over 50 years our economists have provided valuable insight to our clients on a wide range of economic, societal and environmental issues.

In a complex and connected world, with access to endless data, we provide clarity.

Featured work

### Economy

### Society

### Environment

Economies are reliant on the resources provided by the natural environment and yet, left unchecked, economic development can lead to its irreversible destruction. We can help you understand economic dependency on the environment and the impact of economic growth on the natural world around us.

#### Energy

Energy markets, whether fossil-based or renewable, and their interaction with the wider economy are complex. We help to shed light on these complexities to inform sustainable energy policy.

#### Climate

Climate change is a major global concern whose impacts are felt locally. Our expertise can help you understand the impact of climate policies.

#### Circular Economy

Global consumption patterns far exceed the world's natural limits. We can help you to understand circular economy models and their role in decoupling economic growth from material consumption.

#### Natural Resources

Natural resources provide societies with an endowment on which to base economic development. We provide insights that can help you sustainably manage these natural resources.

### Featured work

**New Climate Economy** – unlocking the inclusive growth story of the 21st Century

**The impact of Brexit** on poverty in the UK

**The GDP impact of the Copernicus** space programme

**Northern Powerhouse** independent economic review

[VIEW ALL WORK](#)

### Contact Cambridge Econometrics

Cambridge Econometrics operate from three locations in



#### United Kingdom

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United Kingdom

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6th Floor  
1040 Brussels  
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### Our Work

[Home](#) | [Our Work](#)

Below is a small selection of the work that we've carried out projects.

#### Economy

#### Society

Innovation

Infrastructure

Tax & Finance



"CE is an incredibly friendly, inclusive and intellectually stimulating place to work. It's great that everyone at all levels is welcome to contribute their ideas. It's a very collaborative environment."

**Michael Lee**  
Project Manager

## THE OBJECTIVE

Cambridge Econometrics provides decision makers around the world with robust insights into complex challenges.

They commissioned us to create a new visual identity and website, as their existing ones were very dated.





## OUR SOLUTION

**We ran a workshop with the senior team to clarify CE's ambitions and strategy. Together with a review of target clients, a competitor analysis and 1:1 interviews, this shaped our creative brief.**

Initial visual concepts were shared with the whole team for feedback and discussion. This session also worked on refining the firm's values and its value proposition.



## Photography and iconography.

We directed a photoshoot to capture fresh images of the team. We also designed a set of bespoke icons to represent the brand values and sectors that Cambridge Econometrics work in.



### Our mission

"Our mission is to provide clear insights, based on rigorous and independent economic analysis, to support policy-makers and strategic planners in government, civil society and business in addressing the complex challenges facing society."

### Our brand

Clarity from Complexity

"In a world swamped with information and data, we provide clear insights based on rigorous and independent economic modelling and analysis."

### Our values



#### Insightful

Supporting our clients as they make decisions in a complex and uncertain world



#### Independent

Providing rigorous, evidence-based analysis, not making a case to order



#### Innovative

Adapting and improving our offer with state-of-the-art modelling and analytical approaches



#### Collaborative

Working constructively with clients and integrating our insights with those of experts in other fields



#### Committed

Making a difference globally and locally



#### Nurturing

Promoting mutual respect, support, equality and a fair work-life balance



#### Financially successful

Meeting the market test in terms of growth and profitability, and offering good pay, development opportunities and job security for our staff



#### Well-managed

Led by a management team that acts with integrity and transparency, providing clarity of purpose and appropriate devolution of responsibility



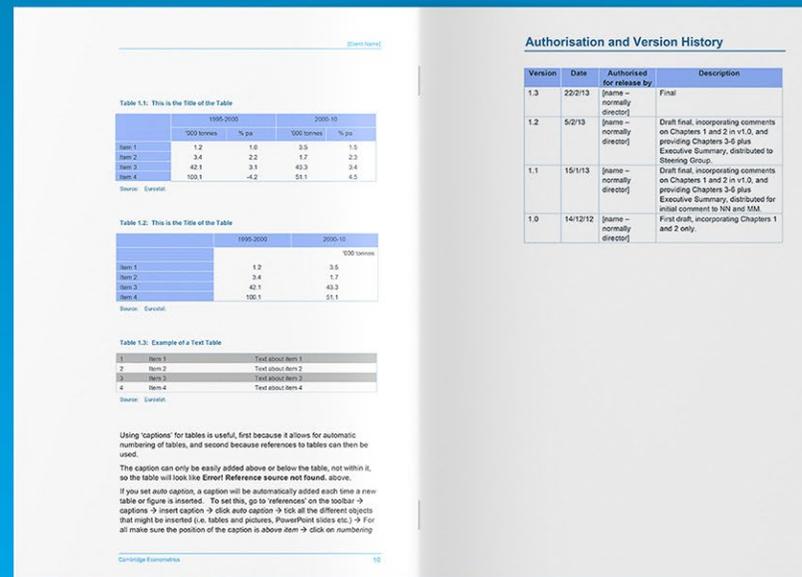
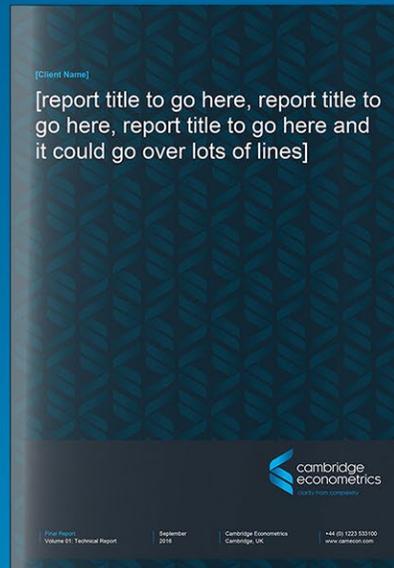
**Marketing collateral.**

We produced a comprehensive set of new marketing materials, including stationery, a corporate booklet, posters, roller banners and brand guidelines.

## Designing Microsoft templates.

Cambridge Econometrics' core product is its insightful research and reports. We gave them a new look, creating a template in Microsoft Word, designed to do justice to the quality of their work.

We also developed a new style of Powerpoint decks to make staff presentations consistent and impactful.





**e3me**  
 esme.com  
 The world's most  
 comprehensive  
 empirical model of the  
 global economy



## What are the typical model outputs of E3ME?

**Economy**

- GDP and its aggregate components
- trade & competitiveness effects
- sectoral output & GVA, prices, trade & competitiveness effects
- bilateral international trade in presented by trade blocs
- consumer prices & expenditures, & implied household distributional effects

**Society**

- sectoral employment by gender
- labour force and participation rate by gender and age groups
- unemployment rate and level
- sectoral wage rate
- real income of different socio-economic groups
- GINI coefficients

**Environment**

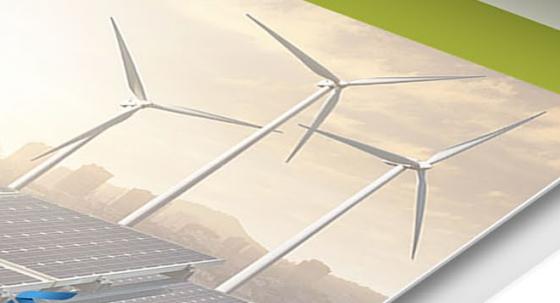
- energy demand, by users and by fuel
- energy prices
- power sector detailed results
- CO<sub>2</sub> emissions by sector and by fuel
- other air-borne emissions
- material demands (DMC, DMI, DE, M, X, TMR), by users and by materials

**Economy**

- Economic policy
- Demographic or structural change

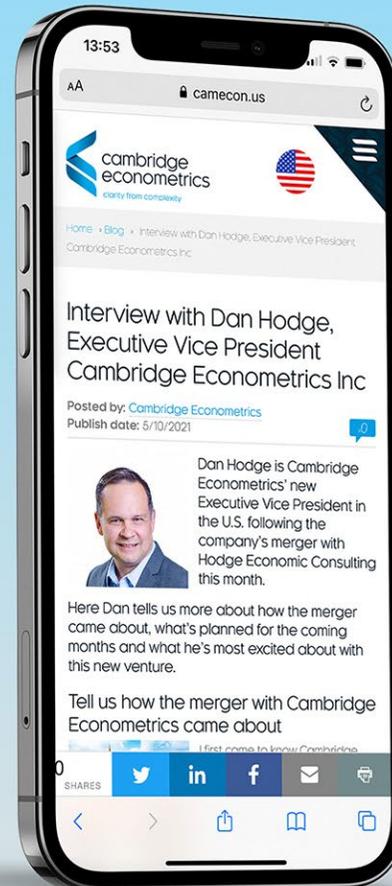
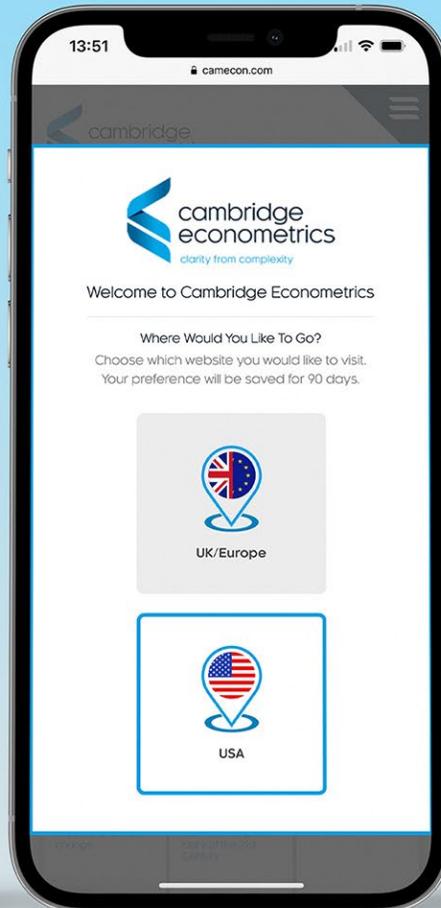
**Energy**

The International Renewable Energy Agency (IRENA) wanted to know the economic and environmental impacts of Global Renewables Targets. We helped them by providing the macroeconomic analysis of effects on growth and employment, feeding IRENA's REMap energy scenario into our global macro-econometric model, E3ME. This was especially valuable because our report was representative with evidence to inform their policy on climate change and energy, which is of long-term global



## Clients

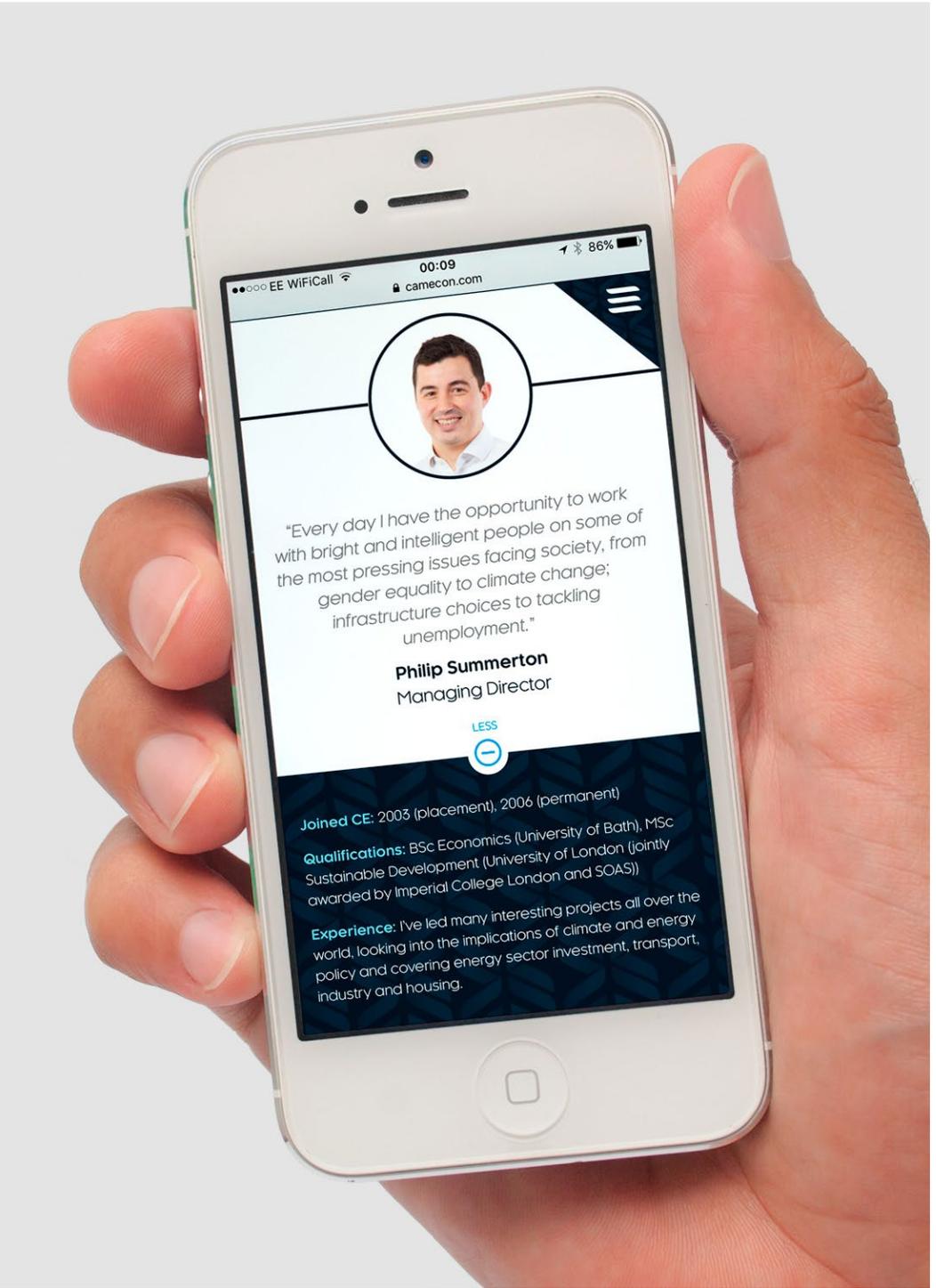




### WordPress Multisite solution.

When Cambridge Econometrics opened for business in North America, they commissioned us to build a dedicated US website to promote their services. We extended their existing WordPress website to deliver their new dedicated US site.

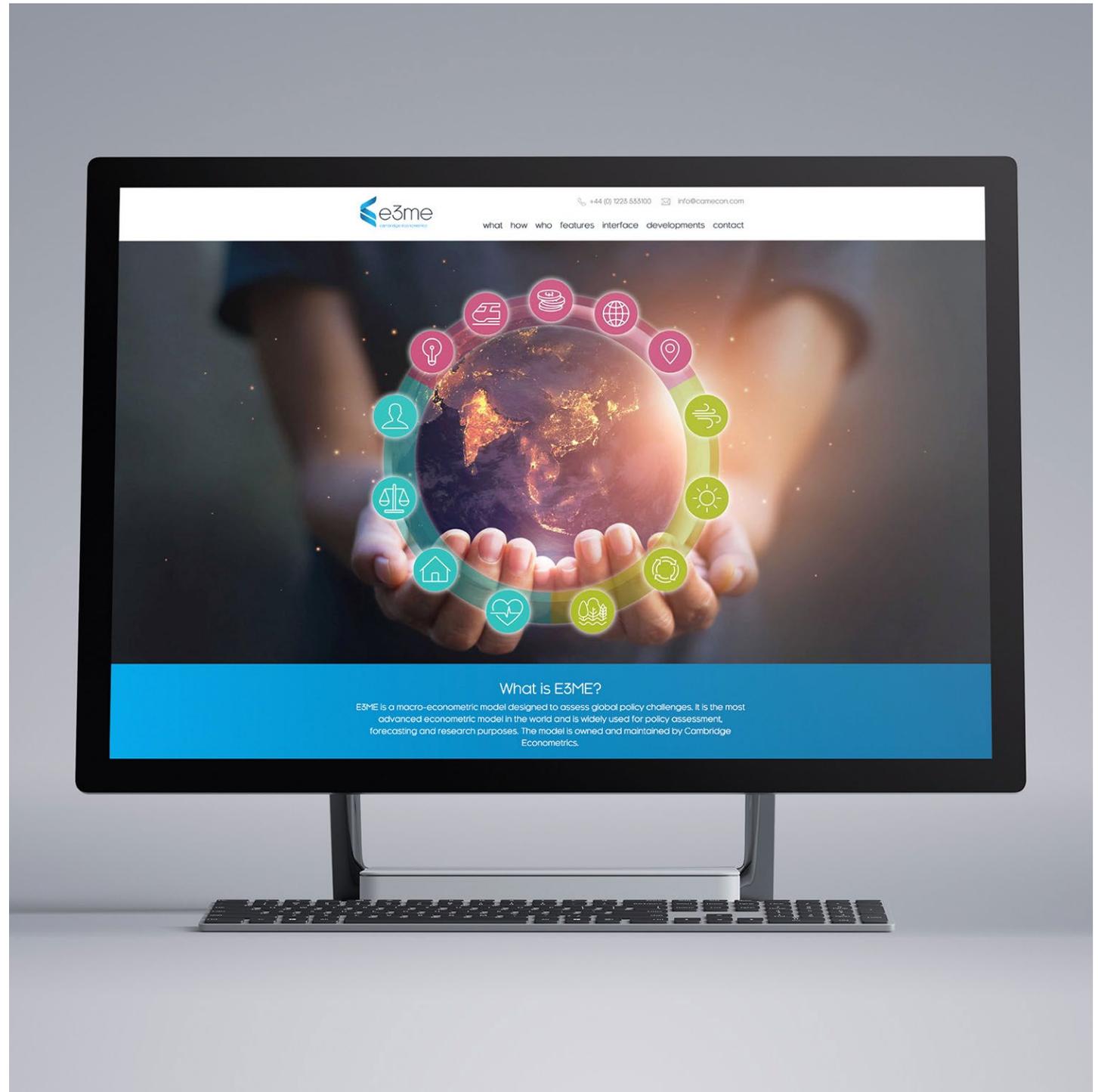
View the [website here](#).



**E3ME model website.**

We also built a dedicated website for their E3ME model – the most advanced econometric model in the world.

View the [website here](#).



## THE RESULT

**We launched the new brand and website in tandem with a reception and media publicity to celebrate 30 years of Cambridge Econometrics.**

The rebrand has played a significant role in the company's growth, delivering impressive results after 6 years.

*“ Fellowship’s brand transformation process and marketing support have been invaluable to helping us grow in the UK and beyond. As well as having a far more engaging and authoritative visual identity and website, our team is now aligned behind a clear and distinctive purpose, proposition and values. As a result, we can present to prospective clients with a clarity and confidence that have proven very attractive.”*



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### PHIL SUMMERTON

Managing Director, Cambridge Econometrics

## SERVICES PROVIDED

Business / brand review

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Market research

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Strategy workshop

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Branding

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Copywriting

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Photoshoot

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Graphic design & print

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Web design & development

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WordPress Multisites

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## BUSINESS GROWTH AFTER 6 YEARS

**+120%**  
TURNOVER

**+40%**  
EMPLOYEES

**3**  
NEW INTERNATIONAL  
OFFICES OPENED



## LET'S WORK TOGETHER

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[fellowship.agency](https://www.fellowship.agency)

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**BUILDING BRILLIANT BRANDS  
AND WEBSITES**

