

HUMBER SME CASE STUDY

# CLAY10 CREATIVE

clay10.co.uk



Ergo, Bridgehead Business Park, Hessle, HU13 0GD



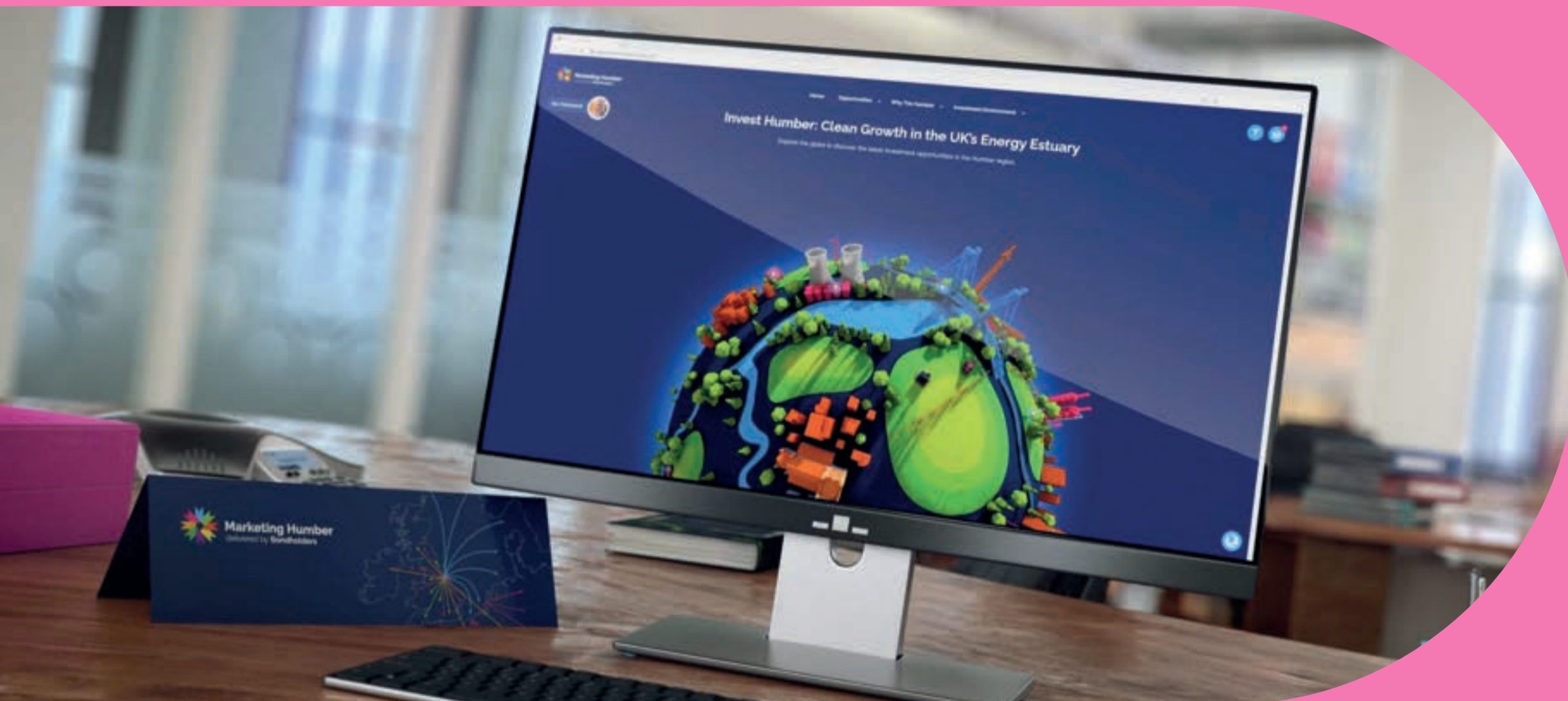
2016



## AN INNOVATIVE DIGITAL DESIGN AGENCY

Clay10 Creative is an innovative digital design agency. It specialises in the development of 3D animation, websites and augmented reality experiences. At the core of what Clay10 does is immersive digital experiences that help its clients stand out from their competitors.

Clay10's combination of in-house designers, 3D animators and web developers allows it to create solutions that are rarely found elsewhere in the Humber region. The ability to combine CGI with video footage or placing on the web gives its clients the ability to showcase their business in a way that simply isn't possible with standard photography or design.



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## CUTTING EDGE

Started in 2016, by Director Luc Clayton, Clay10 has grown and adapted to meet the demands of its clients. By using some of the latest technologies, it has been able to deliver projects that are on the cutting edge of design and development. This has included interactive AR games, using web XR, a range of augmented reality experiences, touchscreen tools and realtime 3D.

## AGILE AND APPROACHABLE

As a small team, Clay10 is able to remain agile to its clients' needs. The team also prides itself on being honest and approachable. The clients Clay10 gets on with best are the ones the team can see themselves being friends with outside of work!



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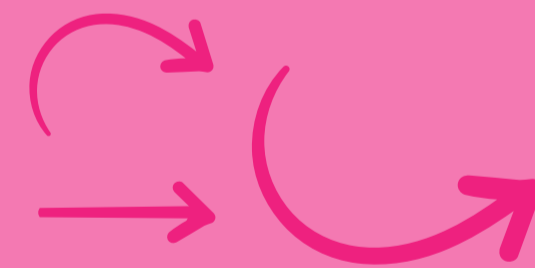
One of only 1.7k  
business in the UK to  
graduate the  
Goldman Sachs  
10,000



Sustained growth  
throughout the  
Covid pandemic



Delivering bespoke,  
specialist digital design  
and development services  
which embrace web 3.0



A small, agile  
business with  
large-business quality



Working locally with  
Humber businesses, but  
also nationally and  
internationally

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## GOLDMAN SACHS GRADUATES

In 2022, Clay10 graduated from the Goldman Sachs 10,000 small businesses programme which is designed to provide high-quality, practical education and business support to leaders of high-growth small businesses and social enterprises across the country.



## FORWARD-THINKING

Clay10's plans for the future include expanding its reach to more businesses outside of the Humber region. Clay10 sees the most benefit for its services within the construction, manufacturing and healthcare industries where the team can help people embrace digital communications to benefit their businesses.

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## NOTABLE PROJECTS

- Siemens Mobility

The ability to use a range of Clay10's services to support Siemens in telling the story of their multi-million pound investment in the Goole rail facility.

- Nala's baby

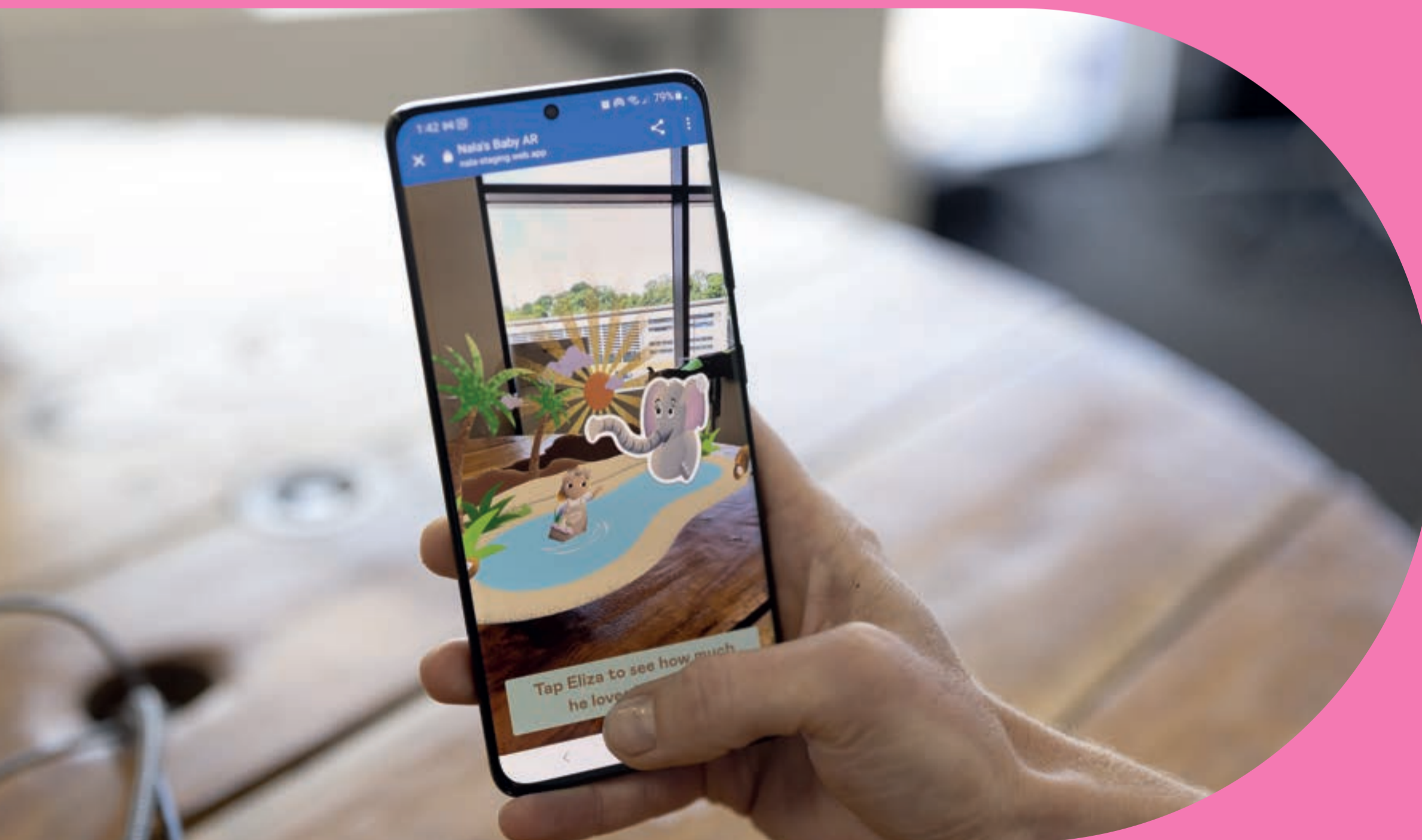
An augmented reality experience to help launch a new brand of baby skincare products designed by Krept (one half of record-breaking duo Krept & Konan) in Boots. The product sold out within minutes of launching online.

- ABG

Clay10's relationship with ABG has grown and adapted over time. Working closely with ABG's in-house marketing team, Clay10 has built up a solid understanding of the business, which has in turn enabled the team to suggest project and solutions that not only increase sales but support the business strategy.

- Close Brothers

Working closely with Close Brothers, Clay10 was able to launch an online educational platform which had outstanding results.



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## TESTIMONIALS

*We have teamed up with Clay10 Creative to enhance our 20+year Dome Valve Animation and we are delighted to be able to publish the result on here. We knew animation tech had come a long way, but we never imagined just how good and life like these guys could make our product look. Product animations are great sales tools, and we are looking forward to the next 20 years using this one."*

Craig Buckley, Clyde PC

*"Thank you for the fantastic work you did on the Azurri website. From the build and design to the beautifully created header images, we are so happy with the end product. The feedback we have received from our customers has been extremely positive and we have received a significantly higher number of new sales leads than expected.*

Chloe Farmer, Barron McCann Ltd.

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