

ENERGISE YOUR BRAND WITH POWER HOURS

Our creative-boosting budget-stretching brand-new service Power Hours is here to power up your B2B marketing. Designed to give you more value, flexibility and creativity for your money, Power Hours give you the chance to pre-purchase hours of top-level creative thinking time at a fixed rate.

Think of them like a handy pack of creative batteries for your business. Simple, convenient and available to buy in various quantities. But they're charged with the creative energy to take on the biggest strategic, digital and branding challenges.

Simply put, you buy a bank of time with our B2B experts with a one-off payment that secures you a very competitive fixed rate. This time can then be used whenever you need a creative boost big or small.

How much do Power Hours cost?

One of the great things about Power Hours is the more you buy, the more you save.

Number of hours	One-off payment	Per hour
20hrs	£2,500	£125.00
30hrs	£3,600	£120.00
40hrs	£4,600	£115.00
50hrs	£5,500	£110.00
100hrs	£10,000	£100.00

Extra power

Elevate your campaigns and projects with powerful creative thinking.

Fast-acting

Access on-demand strategic, digital and creative expertise.

Flexible

Award-winning creativity without long-term commitment.

Effective

Get extra headspace to refine and simplify your stories for greater impact.

Long-lasting

Futureproof your brand with easy access to fresh ideas and pressure-tested B2B experts.

What can Power Hours be used for?

Use them to access creative brainpower in all its forms. There's not much you can't use them for to be honest. Anything from strategy, creative and digital to artwork, copy, video, design and more. The only caveat is that you can't use them to pay third parties, but our brains are all yours.



Brand, Positioning and Strategy

- Brand positioning workshops (max 1/2 day)
- Value proposition and message articulation
- Competitor messaging analysis
- Persona refinement and audience insight



Creative Development

- Campaign concepts for new and existing projects
- Tissue crits and development
- AI prompting and refinement
- Design, artwork, content and video creation



Digital Strategy & Experience

- Digital experience and UX audits
- Improving conversion pathways
- Content strategy for multi-channel ecosystems
- Ideas for boosting social and search visibility



Naming & Identity

- Product, service or corporate naming development
- Name exploration and rationales
- Tagline/strapline creation



Content & Storytelling

- Story-mining sessions to uncover strong narratives
- Structuring content frameworks, themes and hero messaging
- Thought-leadership angles and editorial direction
- Idea-driven creative copywriting



Design & Artwork

- Social media asset design (static posts, banners, ads)
- Brochure, flyer or factsheet design & artwork
- Presentation deck design and template creation
- Designed content pieces such as case studies, one-pagers or thought-leadership PDFs

Want to know more about Power Hours?

If you've got any questions or you'd like to purchase some Power Hours, just get in touch using the details below.

Alex Bandaranaike

Director, Client Services

Tel: **0161 786 8040**

Email: alex.bandaranaike@uppb2b.co.uk



Terms and Conditions

- Power Hours are designed for creative and strategic tasks typically requiring up to fifteen hours in a single block.
- Time is debited in minimum blocks of 5 hours.
- A monthly usage report shows remaining time in your bank.
- Hours may be used across strategic thinking, creative conceiving, brand/positioning work, naming, messaging, workshops, stakeholder/customer insight calls and other creative-led activities agreed with your Upp Account Director.
- Packs expire six months after invoice date, with any unused hours forfeited at expiry.
- Upp will respond to new Power Hour requests within one working day to confirm recommended hours and next steps.
- A completion schedule will be provided based on the nature of the creative/strategic work requested.
- A summary of time used will be provided at completion, including any relevant account management, creative or strategic time logged.
- Urgent same-day creative requests may be subject to a discretionary +50% credit charge when additional resource or out-of-hours' time is required.