

The background of the cover is a photograph of several balloons. In the center, an orange balloon has a simple, hand-drawn face with two black dots for eyes and a curved line for a smile. It is surrounded by other balloons in shades of pink and yellow. The background is a bright blue sky with soft, white clouds. The word 'cue' is written in a large, white, serif font across the top. Below it, in a smaller, white, sans-serif font, is the text 'QUARTERLY MAGAZINE FROM 1HO'. On the left side, the phrase 'That went well' is written in a white, serif font. At the bottom right, the number '05' is written in a large, black, serif font.

cue

QUARTERLY MAGAZINE FROM 1HO

That
went
well

05



Tanya's
SAUCY AFFAIR

IT'S WHAT'S ON
THE INSIDE
THAT COUNTS

Contributors



Amelia Boothman

DIRECTOR OF BRAND AND INNOVATION STRATEGY

Amelia utilises her degree in Experimental Psychology to unlock cultural codes, signs and symbols from the unconscious using semiotic methods and qualitative projective analysis. With over 20 years' experience in this area, Amelia is passionate about harnessing the latest and most relevant trends and uncovering emotional drivers to enable brands to become more meaningful.

Kate Charman

SENIOR STRATEGIST

Kate joined 1HQ with nearly 10 years' client-side experience in FMCG and Pharma. She has managed iconic brands such as Hula Hoops, Walkers and Sensations, and delivered brand growth, new product launches and brand turnaround. She has a deep understanding of what marketing teams want, the pressures they face and how agencies can support them. She loves thinking differently to deliver innovation and develop new ways of doing things.



Suni Sekhon

SENIOR ACCOUNT DIRECTOR

As an avid foodie with an adventurous palate and curious mind, Suni enjoys keeping abreast of the latest food and beverage trends around the world. Starting her career at M&S uncovering consumer insights and behaviours, Suni was fortunate to work alongside Vittorio Radice to deliver a visionary 'Lifestore' home concept. With a strong passion for innovation, Suni has spent over 15 years' developing brand led creative solutions for global FMCG food and beverage brands.

David Gray

CEO, CREATIVE LEAP

Passionate about brand and business strategy, David has worked across corporate, product and service brand positioning and communication strategies within categories including healthcare, professional and financial services, beverages, telecommunications, commodities and automotive. With a background in international branding and design consultancy, David founded Creative Leap, an award-winning, specialist OTC healthcare and wellbeing-focused communications consultancy.



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Mark Artus
CEO, 1HQ

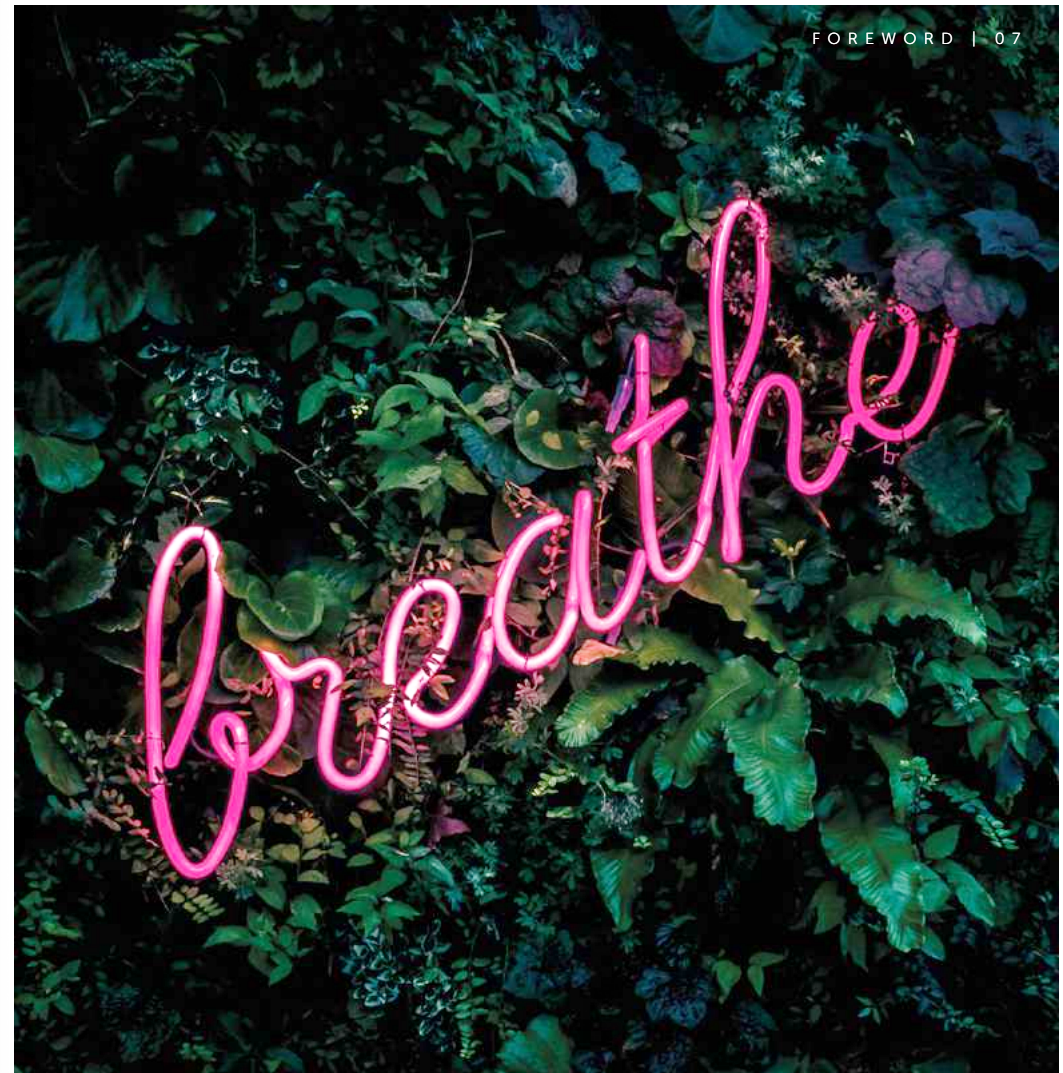
Think well.

As the food we eat rises ever-higher on our health agenda, so too does the influence of food brands on our perceptions of what it takes to live well.

This raises some interesting questions for big healthcare brands – particularly as it's the smaller challengers that are making waves in food. They've shown that individuality, personality and, above all, emotional persuasion are the ways to successfully disrupt categories and win consumers to their cause. So how should an industry whose marketing has traditionally been based in rational appeal and superior performance claims respond?

Issue 05 of Cue magazine looks at this shifting healthcare landscape – and the knock-on effect change in food and drink branding is having on the pharmaceutical industry. As the emphasis shifts from physical health to holistic wellbeing, we'll explore the brand codes that help to support and signal these new definitions of what it is to live well.

We are also pleased to say that we are practicing what we preach with the integration of Creative Leap into 1HQ. This will create a new team, led by David Gray, that will focus on pharmaceutical and nutritional brands. Its combination of skills in what we are calling the 'enjoyable wellness' space, will help new and existing clients navigate their way through this new era. •



Feel better?



Kate Charman
SENIOR STRATEGIST

From head to toe

As the focus on healthy eating rages on, we are seeing numerous brands pop up with claims to benefit every part of the body. Here we outline a few interesting examples of products looking to lead innovation within their categories. Many

wellness brands call out ingredients associated with a specific health benefit but the next generation of 'healthy' products are going one step further, clearly communicating 'what they do for you', and creating a more impactful message to stand out from competitors. >>>

BONES

THE MIGHTY SOCIETY

The Mighty Society's Alternative Mylk Beverage is a "Drink Made with Peas," boosting twice as much calcium as cows milk.



SKIN

VITAL PROTEINS

Vital Proteins offers a variety of collagen-rich powders and shots and the brand is now venturing into new territory with its ready-to-drink Collagen Water range. These colorful grab-and-go bottles are filled with 10 grams of Vital Proteins' proprietary Collagen Peptides from bovine.



HEART

OHMEGA

As well as being high in unsaturated fat South African brand OhMega adds Omega 3, fatty acid from flaxseed oil, which is claimed to prevent heart attacks and strokes.



MUSCLES

WILDE

Crisps made with a blend of poultry, tapioca flour, coconut oil and a mix of seasonings that work together to create a great taste experience and work to satisfy your hunger. This is thanks to the 14 grams of protein in each bag that is gluten-free, grain-free, keto-friendly and paleo-friendly.



SEXUAL HEALTH

HIMS

The portfolio includes products addressing erectile dysfunction and hair loss. It places a lot of emphasis on fast service, affordable products and stylish packaging, to encourage men to find the experience of taking medication a more enjoyable process.



GUT

HEALTH LABS

Health Labs was set up by founder Jess in Australia in 2015 and last year they expanded internationally. The gutsy ball contains vegan probiotics which Health Labs claim are good for the gut.



BRAIN

BRAIN WORKS

A start up who have developed a mix of natural ingredients claiming to support brain function.





Suni Sekhon
SENIOR ACCOUNT DIRECTOR

The chef will see you now

Tapping into consumers' best intentions, the popularity of eating well without compromise has seen a revolution in our culinary landscape with inspiration from 'celebrity chefs'.

For many years we have been championing healthy eating with sensible advice, easy to follow recipes from a host of celebrity chefs and their inspiring cookbooks. From Gordon Ramsey's 'Fit Food' to Tom Kerridge's 'Fresh Start', a whole host of chefs have shown us how we can maintain a healthy lifestyle by eating healthier. >>>



HOLISTIC

But as taste and trends grow, there has been a shift towards more focussed dietary health and wellness cooking whilst maintaining a sustainable holistic lifestyle. Culinary writing has become richer, with science and nutrition at the heart, all underpinned by the control and understanding we have over our health.

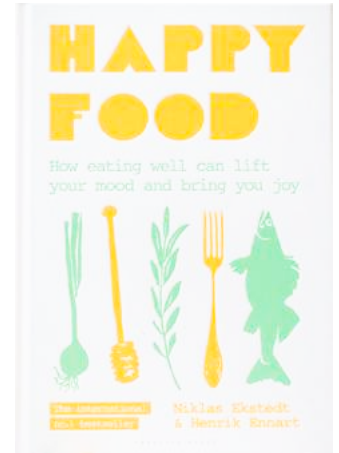
'Happy Food' written by Niklas Ekstedt and Henrik Ennart is part cookbook and part educational tool that looks at how our gut health works alongside our mental health.

Conscious living founder, Camilla Fayed talks of her philosophy of mindful eating, fasting and digestion in her cookbook 'Farmacy Kitchen' through a host of plant-based recipes.

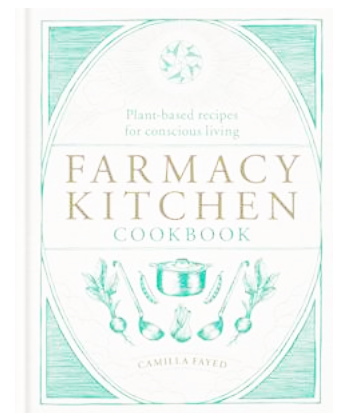
Passion for living well and enjoying delicious nutrient dense food, the **Hemsley sisters** help create meals that make you feel vibrant, strong and healthy with recipes full of flavour and goodness. >>>



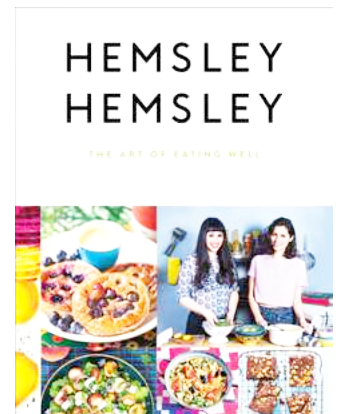
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nº 3



SCIENCE

When speaking with Sarah Edwards, co-founder at thefoodpeople, she outlined the rise of the 'next generation of celebrity chefs'.

"What we are seeing now and in the foreseeable future, is a change in the breed of celebrity chefs. With so much conflicting advice in the wellness sphere, consumers are turning to scientific experts for guidance, with doctors and nutritionists becoming the new 'celebrity chef' of health, as consumers want more evidence-based, scientific information for their health and wellbeing"

James Wong (ethnobotanist) released **'10-a-day The Easy Way'** showcasing easy ways to increase your fruit and veg intake, which has been linked to slashing your risk of developing the biggest diseases affecting the Western world.

NHS doctor Dr Rupy Aujla released **'The Doctor's Kitchen – Eat to Beat Illness'** his second book of the same name, building on the message that what you choose to put on your plate is one of the most important health interventions you can make.

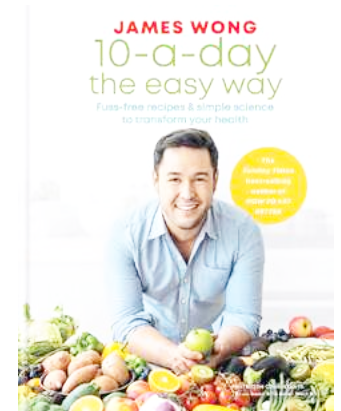
Another doctor influencing consumers as much as celebrity chefs is **The Food Medic** aka Dr Hazel Wallace, who runs an educational food blog and social media platform as well as releasing two bestselling cookbooks.

So, perhaps the next time you visit your GP, you may be in the presence of one of the new wave 'celebrity chefs'.

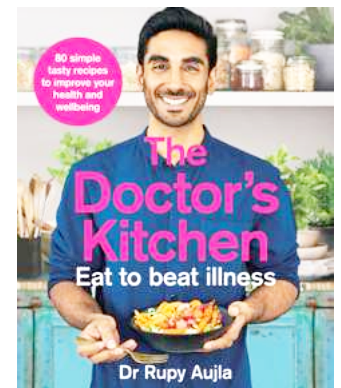
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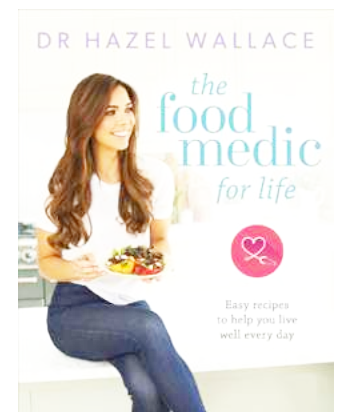
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You are what you eat



David Gray
CEO, CREATIVE LEAP

The idea that to be fit and healthy you need to eat good food is not a new notion.

Anthelme Brillat-Savarin wrote, in *Physiologie du Gout, ou Meditations de Gastronomie Transcendante*, 1826: *"Dis-moi ce que tu manges, je te dirai ce que tu es."* [Tell me what you eat and I will tell you what you are].

The actual phrase didn't emerge in English until somewhat later. In 1942, Victor Lindlahr, the man who developed the Catabolic Diet published "You Are What You Eat: how to win and keep health with diet." That seems to be the vehicle that took the phrase into the public consciousness.

The phrase got a new lease of life in the 1960s hippy era. Macrobiotic wholefood was the food of choice and the phrase was adopted as a slogan for healthy eating. The belief in the diet in some quarters was so strong that when Adelle Davis, a leading spokesperson for the organic food movement, contracted the cancer that later killed her, she attributed the illness to the junk food she had eaten at college. >>>



Photo by Oliver Sjostrom on Unsplash

Now nearly 60 years later and it would be unusual to hear any dissenting voices around the idea that eating well is an important part of maintaining good health. In the UK the NHS has published 'Eat Well' which provides guidelines on how much of what we eat overall should come from each food group to achieve a healthy, balanced diet. Public Health England's 'Change for Life' program has invested tens of millions in trying to educate the public about the health benefits of diet and exercise.

This is, however, far from being a straightforward task. 'Modern life' can mean that we're a lot less active. With so many opportunities to watch TV or play computer games, and with so much convenience and fast food available, we don't move about as much, or eat as well as we used to. What is more, when it comes to food choices, one person's meat, plant based, low-fat, reduced-sugar or gluten-free diet is another's poison.

Despite these apparent contradictions and complexity, it would seem that one area of the market set to enjoy steady growth is Nutrition and Supplements, as evidenced by both long-term market growth forecasts and recent M&A activity.

Whilst this is far from a homogenous market, with distinct sub categories in, for example, mono mineral supplements, sports nutrition, botanicals and clinical nutrition, it is characterised by the link to the idea that what we do or do not eat or consume as part of our daily diet

can have a direct effect on our overall health and wellbeing.

Not surprisingly, from a marketing perspective, it is here at the increasingly blurring boundaries of 'Healthy Nutrition' that many challenges are encountered. For brands, positioning, proposition, visual identity, category codes, design cues, copy and claims are traditionally very different between healthcare and FMCG markets. Even a cursory look at some of the sub categories mentioned is evidence enough of the potential for creating consumer confusion.

So, how do brand owners navigate the complex and dynamic 'grey' areas between food and health to create distinctive, relevant and credible propositions that engage with emerging choice architectures and changing consumer behaviour?

Creative Leap and 1HQ are respectively, leaders in Health and Wellness and Food & Beverage branding and have recently joined forces to address these very issues.

Our combined experience and expertise make us unique in being able to understand and decode the often-conflicting thought processes, category codes and semiotics around eating more healthily.

We have designed and proven a robust methodology that translates these insights into compelling visual and verbal brand propositions that respect and amplify key aspects of existing brand equity, to drive relevance, distinctiveness and engagement. ●



• Mukana kurkuma ja inkivääri

30 tabl. • 42 g • 2 vk – 1 kk annos

Glukosamiini-kurkuma-MSM-tabletti
Glukosamin-gurkmeja-MSM-tablett

TRI TOLONEN

ELÄ ENERGISESTI

COLLAGEN

KAUNEUS

- Nuorekas ja kiinteä iho
- Hyvinvoivat hiukset ja kynnet
- Hydrolysoitu kollageeni, lisäksi karnosiinia

30 tabl. • 36 g • 2 vk – 1 kk annos

Kollageeni-karnosiinitabletti
Kollagen-karnosintablett

TRI TOLONEN

ELÄ ENERGISESTI

BERBERIN 500 mg
+ KROMI

SOKERITASAPAINO

- Sokeritasapaino
- Aineenvaihdunta
- Vahva berberiini

30 tabl. • 40 g • 2 viikon annos

Berberiini-kromitabletti
Berberin-kromitablett





Amelia Boothman
DIRECTOR OF BRAND AND
INNOVATION STRATEGY

It has been twenty years since Innocent first appeared on supermarket shelves. Since then, it's grown to become Europe's biggest juice and smoothie brand. But is its much admired (and frequently copied) approach about to run out of road? I think it might be.

With its astro-turfed vans and homespun backstory of three guys wondering whether they should give up their day jobs to chase the dream, Innocent set the standard for challenger brand launch narratives. Its child-like design aesthetic, catchy pack copy and single-minded, quality driven product proposition caught and rode a wave of antipathy towards big, impersonal and above all, industrial brands.

"We promise to never use preservatives, stabilisers or any weird stuff. And if we do you can tell our mums".

The magic of Innocent was an apparently authentic blend of natural cues and wide-eyed, friendly fun that people would pay more for. Commercial success (not to mention countless workshop case studies) encouraged a succession of 'formula followers' in what could be described as a prolonged outbreak of Innocent-itis. But with that approach now effectively part of the mainstream, can it continue to work and win with consumers? >>>

The end of innocent-itis?





CAUSE

COFFEE WITH A CAUSE

ROAST

Even before its acquisition by Coca-Cola, those of a more cynical disposition might have argued that the masters of Fruit Towers were more 'faux-naïf' than truly innocent. But regardless of your take on the story, the challenge for the brand and its imitators may lie in a more general shift in attitudes.

'There is a generation emerging that is more savvy and sceptical' says Andy Kirk, Design Strategy Director at 1HQ. 'They're not so easily persuaded that brands can be their friends, nor do they necessarily want them to be. They're looking for a clear, direct and relevant message, which is less contrived - and they certainly don't want to be patronised.'

This shift is being reflected in codes that run counter to the 'heart on our sleeves' interpretation of emotional branding that has been so much in

vogue. *'Rather than fake friendship and forced familiarity, brands are now offering something altogether more rational,'* argues Andy.

This approach is reflected in more restrained visual and verbal language and emotionally its cool to the point of being aloof. At its extremes, it goes as far as tipping into 'de-branded' territory. Whether it becomes a new norm remains to be seen, but as Andy Kirk points out *'there is certainly something powerful in a representation of honesty built on not appearing desperate to please.'*

Of course, should a movement towards 'un-friending' amongst brands take root, it's in the cyclical nature of trends that there will be a counter reaction. So it's not inconceivable that there will come a time in the future when we will be discussing the end of 'aloof-itis'. ●

London

no 1 NEAL'S YARD REMEDIES WORKSHOPS NEAL'S YARD, COVENT GARDEN LONDON WC2H 9DP.

Neal's Yard Remedies, pioneers in certified organic beauty and health, started in Covent Garden in 1981. Using natural, organic and ethically sourced herbs, botanicals and essential oils free from chemicals, they are passionate about helping people live happier and healthier lives. Neal's Yard Remedies also run a series of workshops on how superfoods can help to protect your skin, increase focus and reduce stress or fatigue. The session will give you a chance to learn more about the benefits of superfoods, how to integrate these hero ingredients into your daily life and taste a selection of creations.

no 2 BLOK SHOREDITCH: PRINCIPAL PLACE, 2 HEARN STREET, EC2A 3BR CLAPTON: 38-40 UPPER CLAPTON ROAD, E5 8BQ

BLOK, where award-winning boutique fitness meets architecture, design and fashion. The studios believe that training is about more than just breaking a sweat and feature classes such as ballet fit, animal movement and variety of bespoke core, breath and flex sessions, focusing on building skills and achieving constant progression. BLOK also provide 2-hour masterclasses, helping to develop and refine your technique including meditation and mindfulness practices and boxing workshops. Both locations provide effective nutrition pre and post workout from their on-site café, including signature shakes and super-charged juices.

New York

no 3 COOK SPACE CULINARY STUDIO 603 BERGAN STREET, SUITE 202, BROOKLYN, NY 11238

Cook Space Brooklyn holds classes to help build confidence in the kitchen, with a focus on learning by doing and experimenting with what's in season. From bagel baking classes to cooking with CBD+, there is a class for all tastes and abilities. The creators of Cook Space have also founded 'Life beyond the recipe' to encourage you to let go of the guidebooks and instruction manuals. Watch this space for new retreats!

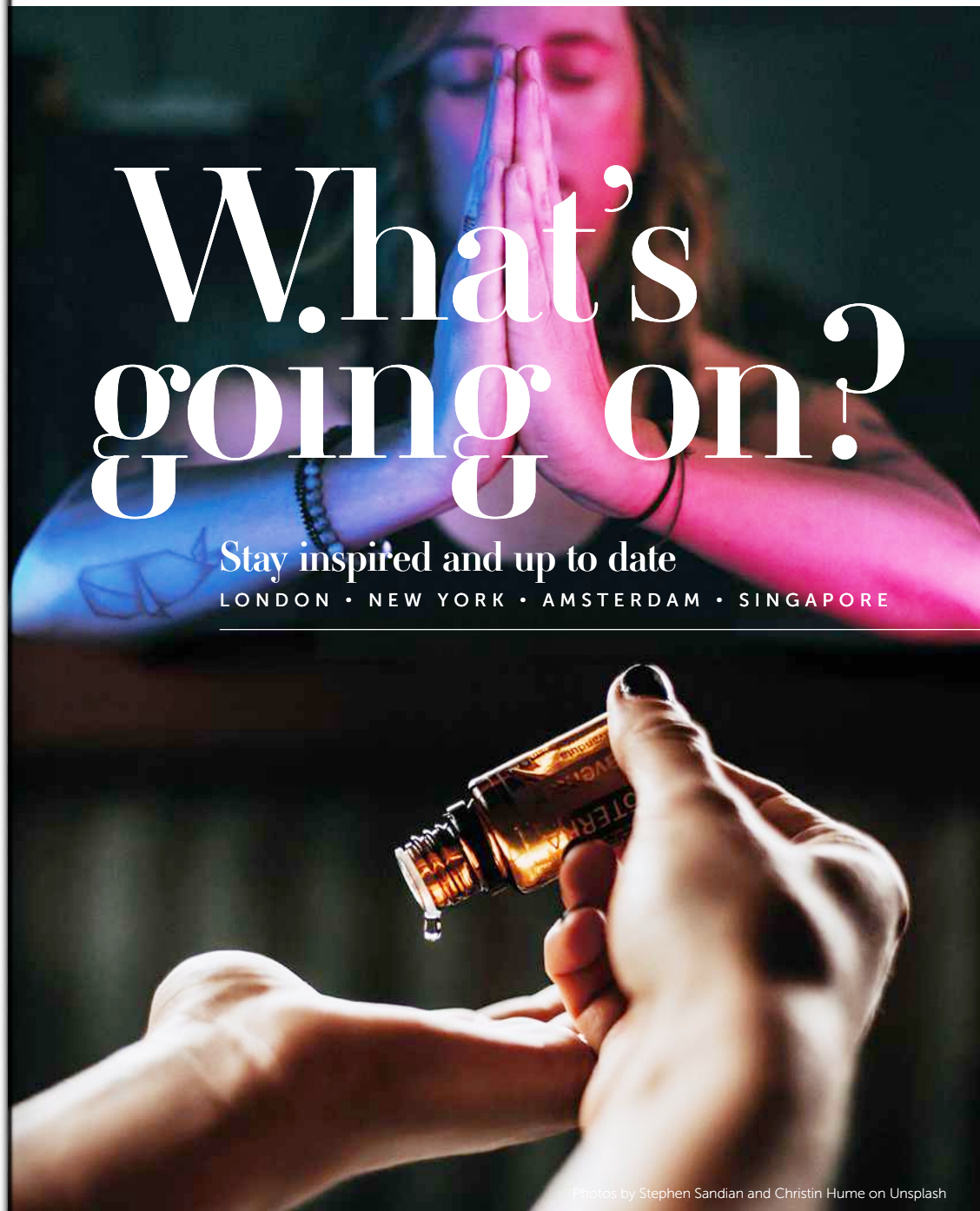
no 4 BE TIME NEW YORK - VARIOUS LOCATIONS

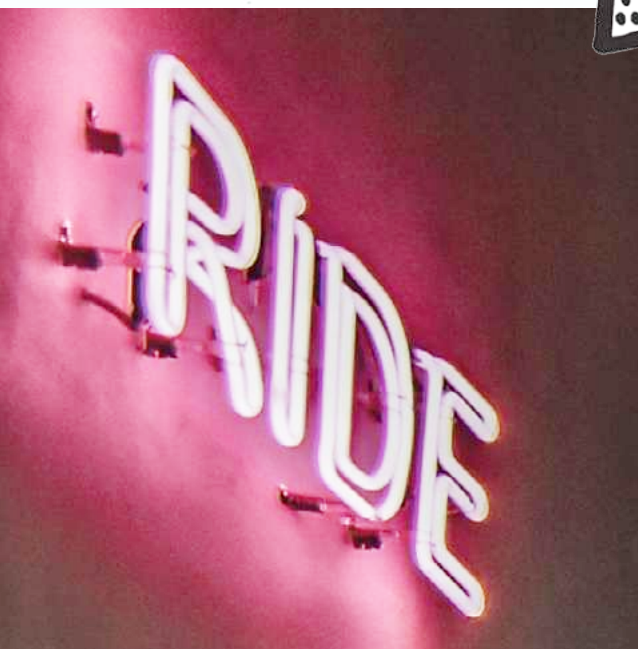
'Be Time' is New York City's mobile meditation and relaxation studio, your very own bookable urban escape. Providing a space to reset and relax, 'Be Time' offers aromatherapy to help reduce anxiety, chromotherapy to adjust body vibrations and boost serotonin, and weighted blankets to help soothe. Their location schedule is posted every Friday and you can join for either an 'Open Space', allowing you to use the bus to practice during the day, or sign up for a guided class.

What's going on?

Stay inspired and up to date

LONDON • NEW YORK • AMSTERDAM • SINGAPORE





Amsterdam

no 5

WANDERLUST 108

31 AUGUST 2019 - FLEVOPARK

The world's only mindful triathlon is coming to your local park. This event helps communities come together to unplug, unwind and recharge. You're invited to run, skip, stroll or strut through a 5K, find your rhythm during Yoga with a DJ and tune into your zen with a guided meditation session to finish the triathlon.

no 6

VEGAN JUNK FOOD BAR

FOUR LOCATIONS ACROSS AMSTERDAM

What do a plate of Fresh Sashimi, Chik'n Caesar salad, Shawarma Royal and a double chocolate brownie have in common? They're all dishes served vegan at Amsterdam's newest hotspot, giving a twist to comfort food. On a mission to educate how plant-based alternatives have a positive impact on our planet and health, the Vegan Junk Food Bar offers a variety of dishes in four unique locations.

Singapore

no 7

EGA JUICE CLINIC

MARINA ONE, 7 CENTRAL BOULEVARD #B2-30 SINGAPORE 018936

EGA Juice Clinic have interwoven Aryurvedic philosophy with modern-day juicing. Offering a wide-range of cold-pressed juices and superfoods in the form of supplements and power shots, EGA use natural ingredients to heal and energise the body. Visitors can book a consultation to discover what ingredients would benefit their body type, Vat, Pitta or Kapha, as classified by Ayurveda teachings. If a full-on juice cleanse isn't for you, EGA also produce individual juices with clearly labelled ingredient benefits, from increased relaxation to improved digestion and natural anti-ageing.

no 8

GROUND ZERO

LEVEL 3, 38 CARPENTER STREET, SINGAPORE 059917

Check-in to Ground Zero's immersive Rumble and Ride classes. Fuelled by music, feel your energy build to either Rumble in a HIIT meets boxing class, or Ride to the rhythm for an intense cardio workout. The high energy classes set in a night-club environment, with professional lighting and sound systems, are devised to get your adrenaline pumping and endorphins flowing.

Breakfast al'desco

HOW OUR TEAM ARE FUELLING THEIR DAY

With desk-based breakfasts on the rise, we thought we'd sneak a peek at what our own teams around the world are choosing to start their days with. The results don't look encouraging if you are a traditional packaged bread or cereal brand – with fruits, nuts, seeds and eggs all showing strongly. As far as the breakfast beverage of choice is

concerned, coffee is king with tea barely getting a look-in, even in its spiritual UK home. Perhaps most striking, other than the obvious risks to keyboard cleanliness, is the considered and highly personal nature of these choices: proof, if it's needed, that many of us still regard this as our most important meal of the day – wherever it's being eaten. >>>

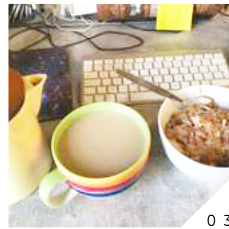




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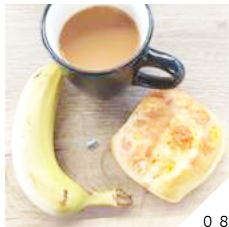
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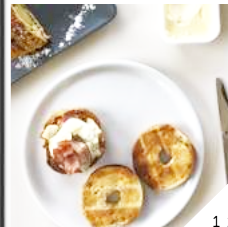
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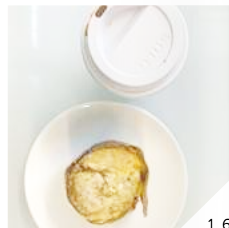
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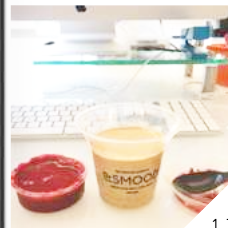
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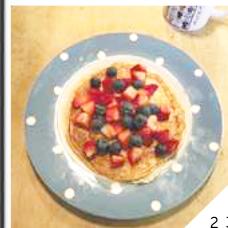
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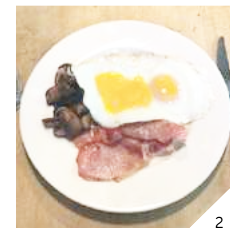
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23



24

BREAD

CEREAL

EGGS

FRUIT

OATS

COFFEE

NUTS/SEEDS

01 / Oats, honey, banana, raspberries, sunflower seeds and almonds with strong coffee // Alice Plaskett, Marketing Manager UK.

02 / Chia seed with coconut milk, a handful of cherries, a squeeze of honey and a spoonful of almond nut butter with a decent brew on the side // Adele Heart, Senior Account Manager Impactt.

03 / Chopped pear, clementine, mixed nuts, mixed seeds, lucoma powder, soya live yoghurt, mixed spices. Decaf coffee with coconut milk // Amelia Boothman, Director of Brand and Innovation Strategy UK.

04 / Quaker oats protein porridge // Ben Smith, Mid Weight Designer Impactt.

05 / Multigrain toast with cream cheese, smoked salmon, cucumber, red onion, avocado, black sesame seeds, americano coffee, water // Ben Glotzer, Creative Director USA.

06 / Eggs with spinach and cherry tomatoes. Cup of coffee // Claudette Munroe, Account Director UK.

07 / Cranberry honey nut granola bar, Starbucks tall cappuccino // Hillary Sol, Account Director USA.

08 / Banana, cheese roll, vitamin pill // Joanna Collies, Creative Artworker Impactt.

09 / Banana protein shake // Karen Cole, Creative Director SG.

10 / Ham & cheese croissant, hot latte // Kate Rasco, Design Director USA.

11 / Bagels with egg and bacon and coffee // Kostas Konstantino, Creative Director NL.

12 / Purely Elizabeth blueberry hemp ancient grain granola and mocha // Laura Wade, Managing Director USA.

13 / Weetabix with a sprinkling of sugar // Lee Lightfoot, Production Manager Impactt.

14 / Tribe protein bar // Liz Jones, Client Director UK.

15 / Scrambled eggs on toast with cholula salsa picante limon // Lucy McCarthy, New Business Manager UK.

16 / Blueberry muffin, latte // Maddy May, Designer USA.

17 / Dr Smood's chia and fruit compote // Marina Goba, Junior Designer USA.

18 / Loaf of bread and homemade jam, iced coffee // Nancy Brogden, Consultant USA.

19 / Almond milk, oats, banana with peanut butter smoothie // Rachael Molloy, Junior Account Manager Impactt.

20 / Banana and OJ // Sarah Leader, Senior Account Manager Impactt.

21 / Oats, almonds, pumpkin seeds, peanut butter, natural cacao and a cappuccino // Sarah Norvill, Creative Strategist UK.

22, 23, 24 / Coco Pops, pancakes with strawberries and blueberries, mushroom, eggs, bacon // Mark Artus, CEO.



Top

5

HEALTH AND WELLNESS PODCASTS

10% HAPPIER

Affected by his time as a young reporter in war zones, ABC news anchor Dan Harris, turned to meditation to help manage his anxiety and depression after suffering from a panic attack on live TV. Determined to bring the idea of meditation to everyone, he created 10% Happier, a no BS meditation app full of relatable advice and tools on how to benefit from mindfulness in small doses.

THE FOOD MEDIC

Dr Hazel Wallace, medical doctor, personal trainer, blogger and author, is joined by leading experts in the health and wellness space to discuss how we can cut through the confusing information bombarding our everyday lives. From sustainable diets and whether plant milk alternatives are actually suitable nutritional alternatives to milk, to the impact diets can have on our skin, Dr Hazel Wallace aims to bridge the gap between traditional medical advice and developments in nutrition. We are eagerly waiting for season 3 to start...

GASTROPOD

Gastropod is co-hosted by Cynthia Graber, award-winning radio producer and print reporter in the agriculture, science and food sectors, and Nicola Twilley, author of Edible Geography and New Yorker contributor. The podcast looks at the hidden history and surprising science behind different foods, cooking processes and diet mysteries. From forgotten fruits and the history of preservatives to the bagelization of America, this foodie podcast will leave you feeling like one smart cookie.

FEEL BETTER LIVE MORE

With over 16 years' experience in the medical profession, Dr Chatterjee has concluded that health has become overcomplicated and is on a mission to simplify it using 4 pillars: food, movement, sleep and relaxation. Now the number one health podcast in the UK, Dr Chatterjee hosts leading health experts and personalities who offer life-hacks on subjects such as mental fitness to harnessing the power of communities.

SINCERELY HUEMAN

Your quick 15 - minute fix to restore your faith in humanity. Sincerely Hueman, shares the stories of people you'd want to get to know. Spreading positivity by focusing on those doing good in the modern age, this podcast features those creating purpose, hope and healing both within their communities and globally.

Building brilliant brands One Hard Question at a time

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