

# Hoxton Street Monster Supplies

ESTD 1818

*~ Purveyor of Quality Goods for Monsters of Every Kind ~*

*www.monstersupplies.org | www.ministryofstories.org*

159 HOXTON STREET, LONDON N1 6PJ

ALL PROFITS GO TO THE MINISTRY OF STORIES

VAT NO. 169 9531 56

## **Pro bono help sought from monstrously good marketing experts**

### **Background**

Hoxton Street Monster Supplies serves London's large monster population as well as raising funds for the children's creative writing and mentoring charity, Ministry of Stories. All profits from sales support the clubs and workshops held by the Ministry for children aged 8-18.

Hoxton Street Monster Supplies (HSMS) has gained widespread attention for the style and creativity of our brand, as well as the its fun and positive purpose. Our wares have been showcased in Liberty, Selfridges, the Southbank Centre Shop, and Harrods, as well as sold in smaller boutiques and from our own [website](#) and shop in Hoxton. This autumn a major book company will be launching an HSMS branded monster's cookbook to a world-wide market.

HSMS clearly has widespread appeal; we are large in potential but currently still a small venture, with one full-time member of staff and a team of volunteers who run the shop.

### **How you could help**

We are looking for a volunteer marketing expert or agency to come and meet us, spend a bit of time getting to know the brand and how we work, and from this to create a HSMS 'master' marketing plan that we can deliver. We are looking for a plan that takes into account our current capacity, but also that offers bold and ambitious ideas to aim toward - in other words, a marketing plan that offers a range from realistic to grand. We would also like specific help to help us make the most of the launch of our cookbook this autumn. We can be flexible around your availability, but aim to have a plan in place by the end of July.

### **Interested?**

Please contact Emily Murdock, Trading Manager, on [shop@ministryofstories.org](mailto:shop@ministryofstories.org) with a CV or portfolio of work, by Friday 20 May, and a brief outline of what you could offer. If you'd like to have an initial chat about what's involved, please feel free to get in touch beforehand.