

epigram

Creative as a Service

(CaaS)

Flexible, embedded
creative support for legal
and professional services

epigram.co.uk



What Is CaaS?

A new way to work with creatives

Creative-as-a-Service (CaaS) is Epigram's design model for teams who need responsive, high-quality creative, without the delays, quoting, and cost unpredictability of ad hoc projects.

Like Software as a Service (SaaS), you pay one monthly fee for access. Within your tier, you can brief any type of work, from templated brochures to high-impact campaigns, and we simply get started. No quotes. No scope approvals.

Just smart design that's always on hand.

Why It Works

Built around your team, not time tracking



One licence, unlimited access (within fair use)



No quotes, you just brief the work



Templated and bespoke support, tailored to your goals



UK, KL, and US-based designers for cross-time-zone coverage



Live client portal for tracking, priorities and reporting



Named designers who understand your brand



What This Means for You



Less spent briefing and chasing



Get stronger first drafts, faster



Reduce risk of off-brand or inconsistent outputs



Scale creative without hiring



Deliver more, with less admin

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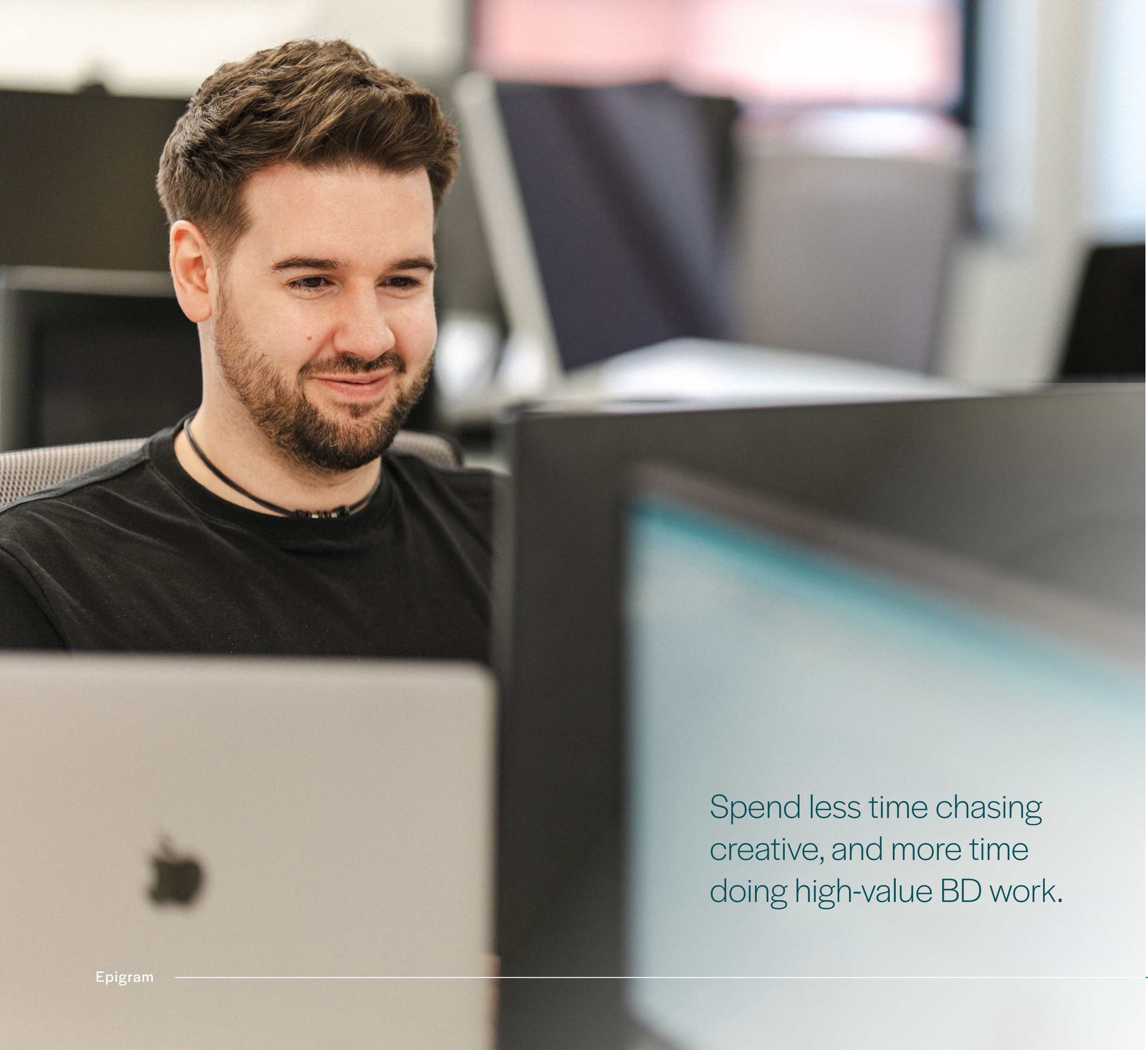
What You Get – Four Tiers of Creative Firepower

One model. Four tiers. Built to match your needs as you grow.

From pitch decks to full-scale campaigns, CaaS gives you faster delivery, brand consistency, and creative firepower, without the admin or approvals. Choose the tier that fits your team’s goals and growth stage.

Feature / Tier	Boutique £2.5k	Growth £4.5k	Strategic £7.5k	Enterprise POA
Best for	Getting core BD and brand assets on track	Scaling output with tools, templates and high level creative support	High-impact creative at pace and scale	Fully embedded creative ops across global teams
Formats Included	PowerPoint, Word, InDesign	Plus: Foleon/Ceros, audio/visual support	Plus: animation, illustration and full AV post production	Full format suite, multi-market toolkits, training content
Creative Expertise	Studio production with QA	Legal-sector specialists with brand fluency, senior creative oversight	Named senior creative for concept, tone and storytelling	Embedded senior creative + format specialists and consultants
Account Management	Shared inbox support	Named AM to manage requests and reduce internal noise	Strategic AM to triage, plan, and prioritise briefs	Embedded AM leading stakeholder comms, reporting and governance
Tools & AI Automation	—	Epi-GPT for briefing, format selection and campaign planning	Tailored GPT tools + template design and build	Custom GPT development + templated brand systems for scale
Training	—	—	1x/year training (remote or in-person)	2x/year training (remote or in-person)
Client Portal	—	—	Access to live dashboard + usage reporting for ROI visibility	Customisable portal for visibility and tracking
Typical Outputs	Bids, brochures, credentials, templates	Campaigns, lawyer-led assets, digital comms	Reports, launch content, animations, internal toolkits	Global rollouts, training kits, leadership decks, BD strategy support

All tiers include fair-use billing, full creative QA, and access to Epigram’s global teams with up to 23-hour weekday support. AI-assisted briefing tools available from Growth tier and above. Prices are per month.



Spend less time chasing creative, and more time doing high-value BD work.

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Client Challenges This Solves

Say goodbye to...



Slow quoting and approval chains



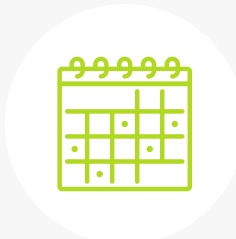
Cost creep and budget blowouts



Fragmented briefing and inconsistent design



Reactive, one-off projects with no long-term value



In-house bottlenecks and missed deadlines

FAQs

“Will our spend increase?”

This approach ends the drip of ad hoc costs, delays and inefficiency. It creates cost predictability, focus and planning power.

“What if our needs vary month to month?”

That’s expected. Some months will be quieter. Fair use allows for peaks and dips and we review quarterly to keep things aligned.

“Isn’t this just a retainer?”

Not at all. There are no timebanks or tracked outputs. You’re not buying hours, you’re getting creative on hand, embedded into your rhythm.

“What does ‘fair use’ actually mean?”

It means we work in good faith within the agreed scope and flag if things drift. You won’t be penalised for being busy. We’re here to make it work.

“Will we lose control?”

Only if you want to. You keep the same briefing process. Or use our Epi-GPTs to make it faster. We’ll fit to your style.





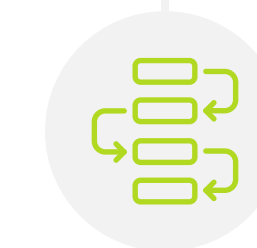
Getting Started

Easy onboarding. Zero faff.

We onboard your brand, introduce your design leads, and activate your client portal. You brief the work. We get it done. Simple.



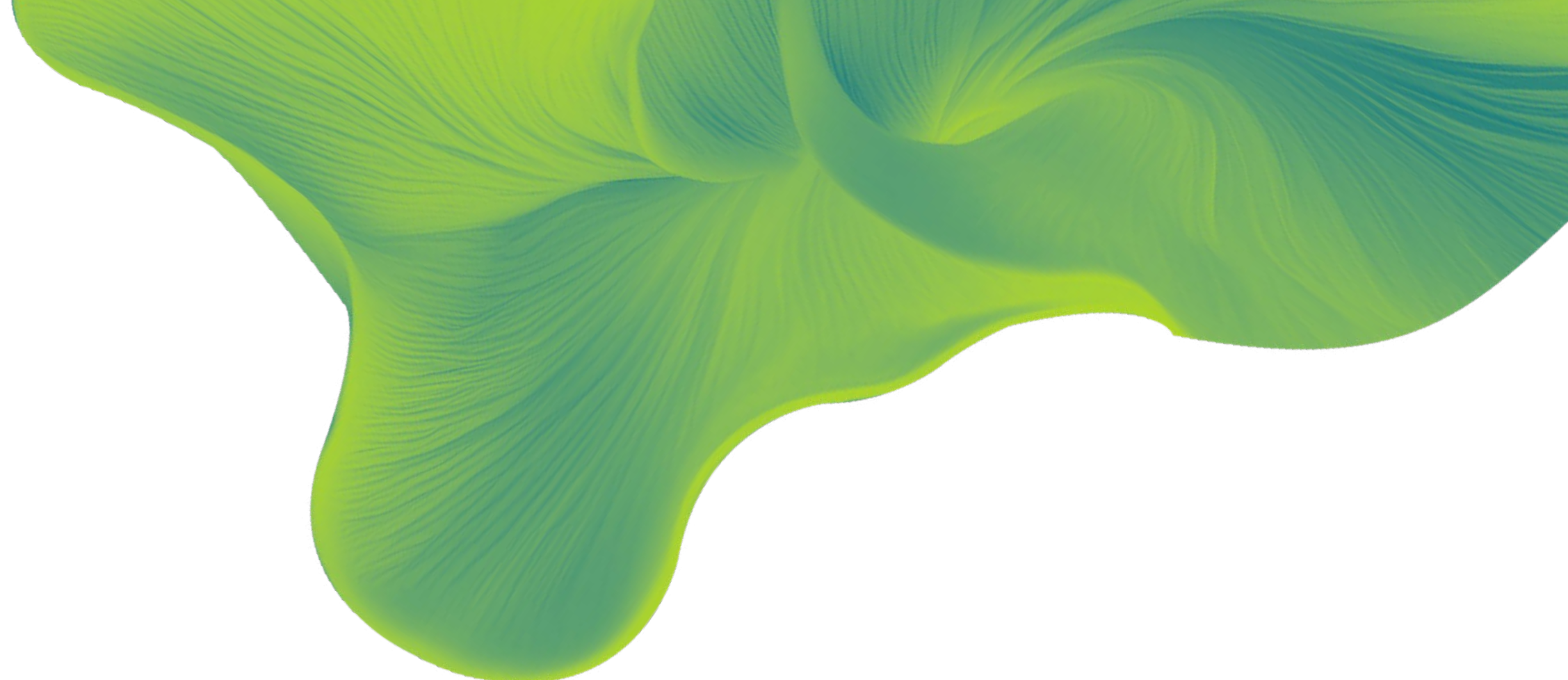
Book a quick intro call



Try our 1-month pilot programme



Download the tier guide



Lets streamline creative. Together.

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Design insights

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