

brand communications



Client: Allinson
Project: Range Identity
Modernising the range identity for one of the UK's oldest brands and creating new premium lines for the portfolio. Full brand support included national press and consumer magazine advertising.



Client: Allinson
Project: Online brand experience
Creation of a new interactive recipe book style website for brand devotees and home bakers - bakingmad.com. Full project management across design, specification, build and deployment.



Client: Norwich Union
Project: Affinity Marketing Campaigns
A number of high profile sports clubs provide financial services products to loyal supporters. This pack for Rangers season ticket holders showed real knowledge of their hero's spanning decades of achievements from winning combinations - intelligent, passionate, compelling - successful.



Client: The Lowther Estate
Project: Lowther Foods Brand Identity
Brand creation designed to capture the essence of regionally produced organic food from the inspiring Lowther valley, Cumbria. Applications rolling out across fresh and prepared food packaging.



Client: UK Paper
Project: LOGIC paper promotion
The first ever pan-European on pack sales promotion campaign in the cut paper sector. Channel incentives and end user rewards via donations to RSPB triggered by ream wrap tokens. It was big and it was clever.



Client: The Stationery Office
Project: The Beaulieu Encyclopaedia of the Automobile
A two volume labour of love, 25 years in the making. Project management and marketing communications support covering direct mail, advertising, PoS for bookshops and modular graphics for event launch.



Client: Disneyland Paris
Project: Retail Training Materials
This unique board game-as-training-aid delivered vital knowledge to high street travel agent teams about the venue, attractions and packages using a map of the theme park and Disney characters as counter pieces with Q&A results fed back to Disney account teams.



Client: Legal & General
Project: Brand Communications
10 years of account direction for the multi-channel marketing teams brings a wealth of challenges and significant on-brand marketing communications experience.



Client: Associated British Foods
Project: Ken Hom Cooks
New brand creation for arguably the worlds most famous chef. Name and brand identity devised and applied to a range of stir-fry sauces and microwavable rice and noodle dishes.