

DESIGN
PRINT
DIGITAL
MOTION
VIRTUAL
CREATIVE
ADVERTISING
DISPLAY
PACKAGING
WHEN IT
COMES TO
ARTWORKING
THE BEST!
AVAILABLE
FULL OR
PART TIME
THERE'S
TOO MUCH
TO SHOW
WE NEED TO TALK

Ricky Bentley

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07858 029 161

As an Artworker with many years experience in design, advertising, digital, print repro, packaging, display, signage and motion, my skills include:

Experienced user of the following software

- Apple system software, including all bundled apps, garageband, imovie, iwork etc..
- Pro user in Adobe Creative Suite including Photoshop, Illustrator, InDesign, Acrobat, Figma and all cloud services.
- Microsoft Office Suite including template production and presentation preparation in word and powerpoint.
- Apple certified in Logic Pro music software.
- Apple certified in Final Cut movie production.
- Readymag
- 3D Vista
- Fontographer.

I have a full and comprehensive knowledge of print, digital, litho and screen. A repro knowledge of colour management for digital display, print and web.

My skills have been used in a wide range of projects and as a team member, case studies for a few of the many projects are included in the following pages.

Artwork requirements for these projects include:

- brand guidelines
- brand assets
- annual reports
- prospectus and all supporting media
- display stands
- leaflets,
- complete press advertising schedules
- signage
- online assets
- app imagery
- photo retouching
- asset management
- illustration
- content population
- animation
- film editing
- logo generation
- creative input



Contract Artworker / Freelance

Ooni Pizza Ovens 2023/24 *Edinburgh*
9 mth

Studio Manager / Senior Artworker

Whitespace *Edinburgh* / Dentsu Creative
Full-time
20+ yrs

Graphic Technologist

Page Pre-press *Edinburgh*
Full-time
1 yr

Studio Manager

Riley Advertising *Edinburgh*
Full-time
3 yrs

Studio Manager

Newtown Studios Design Consultancy
Edinburgh
Full-time
7 yrs

Finished Artist

McCallum Advertising *Edinburgh*
Full-time
6 yrs

A small selection of clients

Sainsbury's Bank



business gateway

mary's
meals

fringe
The Edinburgh Festival

RBS

KAMES
CAPITAL

RAC



AEGON



Think Ahead

ACCA





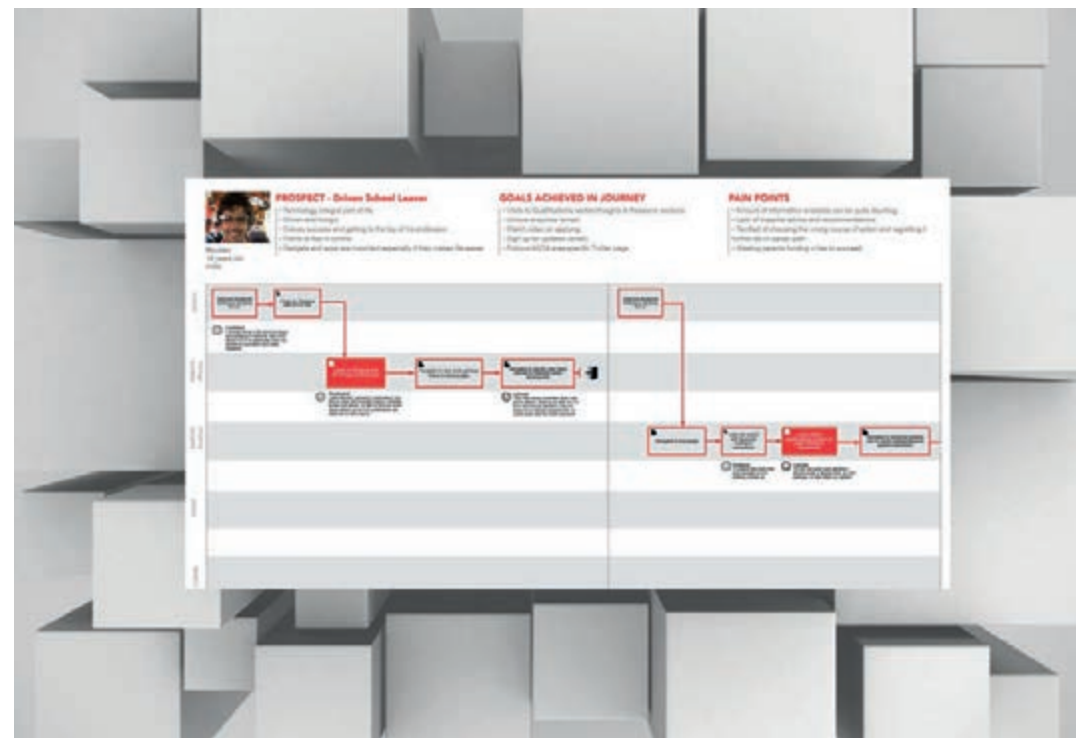
A nine month contract with one goal . . .
launch the Ooni 2 Max flagship pizza oven.

Delivered!

ACCA: responsive website and digital strategy

We started working with ACCA on the development of their digital strategy and new global responsive website.





Personas

Our first step was to develop a thorough understanding of all of ACCA's customers around the globe. These customers include prospects, students, members, education providers, employers and stakeholders. It wasn't just important for us, but also incredibly useful for ACCA to have a definitive guide to their audiences' personas. Through a mix of research techniques we developed pen portraits for over 25 different personas. Each persona includes a summary section including: photograph, name, brief description and three keywords that sum up that persona. A standard A4 template was developed so that each persona can be easily skimmed and compared with other personas.

Full contents include:

- demographics
- key characteristics and motivations
- narrative
- technology/channel
- computer literacy
- attitude to change
- study motivations
- ACCA support required
- content needs
- experience goals
- end goals and needs
- and pain points.

Based on the personas we then outlined the key user needs and ACCA goals for each persona. A series of 1:1 interviews were conducted with key directors across ACCA to ensure ACCA goals for digital and the website aligned with ACCA business goals. Content and functionality was defined that would meet customer needs and achieve ACCA's goals.

ACCA have over 125 digital properties. We evaluated all of these for a number of key factors including:

- look and feel
- usability
- SEO
- technical platform
- content
- responsivity
- current role
- audience and
- goals.

This was completed using desk research plus accessing digital metrics and past customer surveys. This was an important step to building the 'Where are we now?' section of the digital strategy.

Using a similar approach to the Digital Estate Review, we reviewed the digital properties of all of ACCA's global and local competitors. This allowed us not only to benchmark ACCA against their competitors, but also to discover any innovative ideas from around the world that we could bring to ACCA.

Based on the digital properties identified in the digital estate report and the user needs from the audience goal matrix, we mapped out a number of user journeys for each persona. The user journeys covered the role of each digital channel for each journey, including the role of search, social, email, responsive website and mobile apps.

The user journeys allowed us to create a channel mix report, defining the role for each channel.

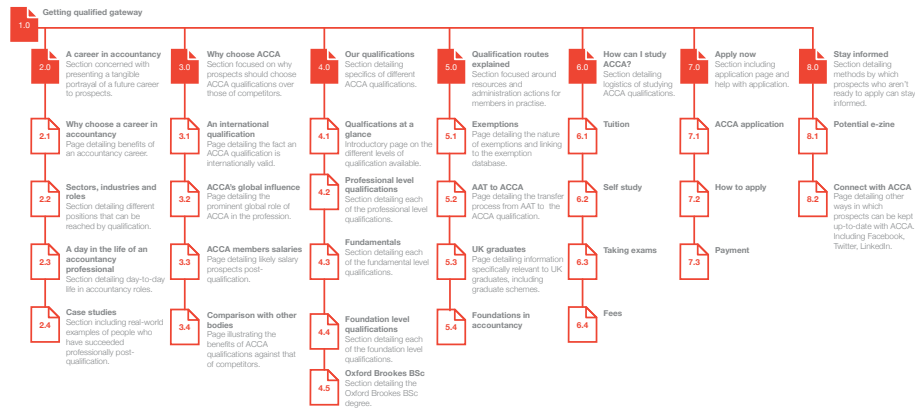


Wireframe and architecture

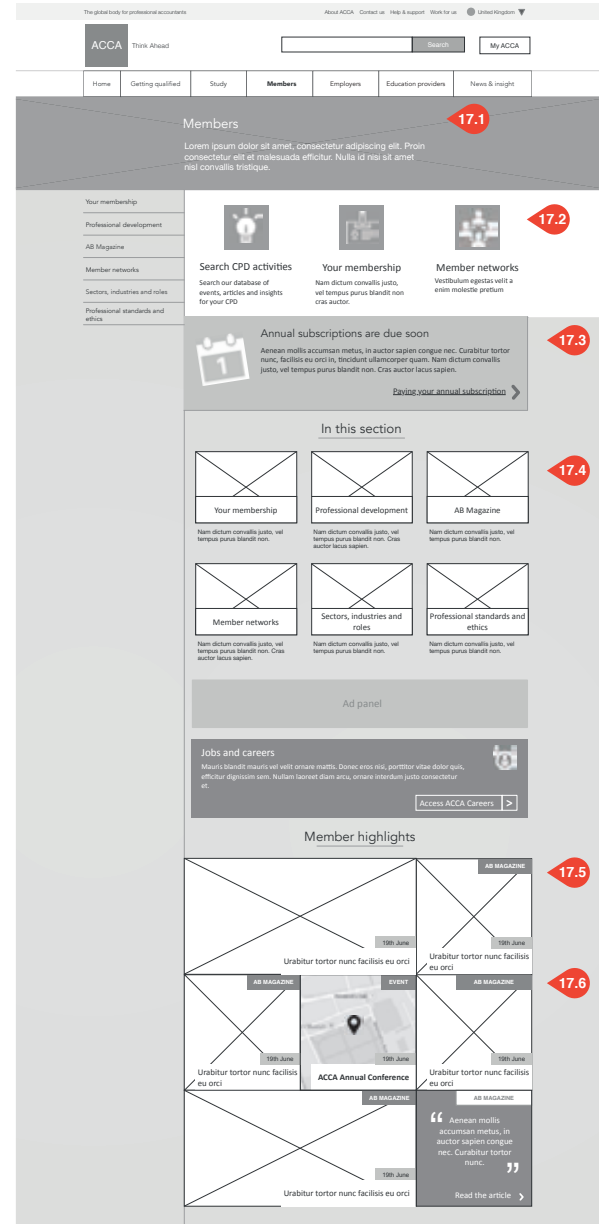
The user journeys helped us confirm the role for the responsive website, both for mobile and desktop sessions. By having a clear set of user journeys we were able to develop wireframes and a site architecture that would keep the site focussed and improve usability.

Getting qualified

The 'Getting qualified' section's primary purpose is to offer explanation of ACCA qualifications and routes to those qualifications for prospects. It also serves to explain additional qualification information to those already in the process of becoming qualified.



V/HITESPACE



Members gateway

17.1 Header image with intro copy

A full width homepage banner is displayed with the section title and description overlaid.

17.2 Key action CTAs

CTAs for key site actions are displayed, linking to key actions or pages deeper within the site structure. Here links to the CPD resource finder, the 'Your membership' section and the Members networks section are shown. These will be author-able allowing for either two or three to be shown and allowing for different pages to be promoted here at different times.

17.3 Important notice

If there is an important notice that all members need to be aware of (i.e. annual subscriptions being due soon) then this can be signposted in this area.

This area can also be used to display a countdown to annual deadlines (i.e. CPD declarations). This is shown on the next page.

17.4 Gateway panels

Gateway panels linking to sub-sections are shown with images, labels and intro copy for the sections in question.

17.5 ACCA digital estate block

A CTA block is used to direct the user to ACCA digital estate separate from the main site. In this example this directs to the Careers site (this site is under review and as such this CTA should be updated if and when this is changed).

17.6 Member highlights

Highlighted AB content and events are shown in a 'member highlights' section at the foot of the gateway page.

As on other pages a single column, two column and quote block style is also utilised.

This can also include links to particularly prominent events.

Design patterns

Using ACCA's new visual identity we developed a number of mood boards in order to explore the best digital design approach. A combination of elements were developed into a design concept, navigation design and icon set that has been applied to the wireframes.

We are now creating design patterns from this work that will be applied to all of ACCA's digital estate.

Focus groups

Each month we have met with a group of individuals in the UK from each of our target audiences. They have validated and fed into each stage including user journeys, navigation/architecture, wireframes, design concepts and design prototype. The wireframe and design prototype were both built in InVision allowing for a set of scenarios to be tested to ensure our user journeys were easy to use. Small changes have been implemented after each stage. Using a standardised usability scale (where 50% is the average for websites) our work is now scoring 81.5%.

Usability testing

The final round of testing is being conducted in Malaysia, Singapore, Pakistan, Kenya and the UK. A thorough formal test is being conducted, including benchmarking of the current site to show the improvements delivered through our new approach. In this round of testing we are aiming for an 85%+ standardised usability score.

Vision

Whilst following a robust user-centred design process for this project, we also wanted to ensure we didn't limit the opportunity for innovation or limit ACCA's ambition based on their existing technical

platforms. To answer these concerns and visualise the 'Where are we going?' section of the digital strategy, we developed a four minute vision video and associated design concepts. Through live action video with a voice over, the vision brings to life the ideal customer experience for prospects, students, members, education providers and employers.

Where from here?

A beta site based on our work for one of the target audiences is set for launch at the end of May. We have developed the HTML templates and all of the content, project managed the delivery of the project using internal ACCA development resource and content populated the site. A number of betas are then due to follow with the global website replaced over the next 12-18 months. The digital strategy is with the Digital Steering Group for approval and project prioritisation. Our design patterns will be rolled out over the entire ACCA digital estate based on the agreed priorities.



Aegon Tennis

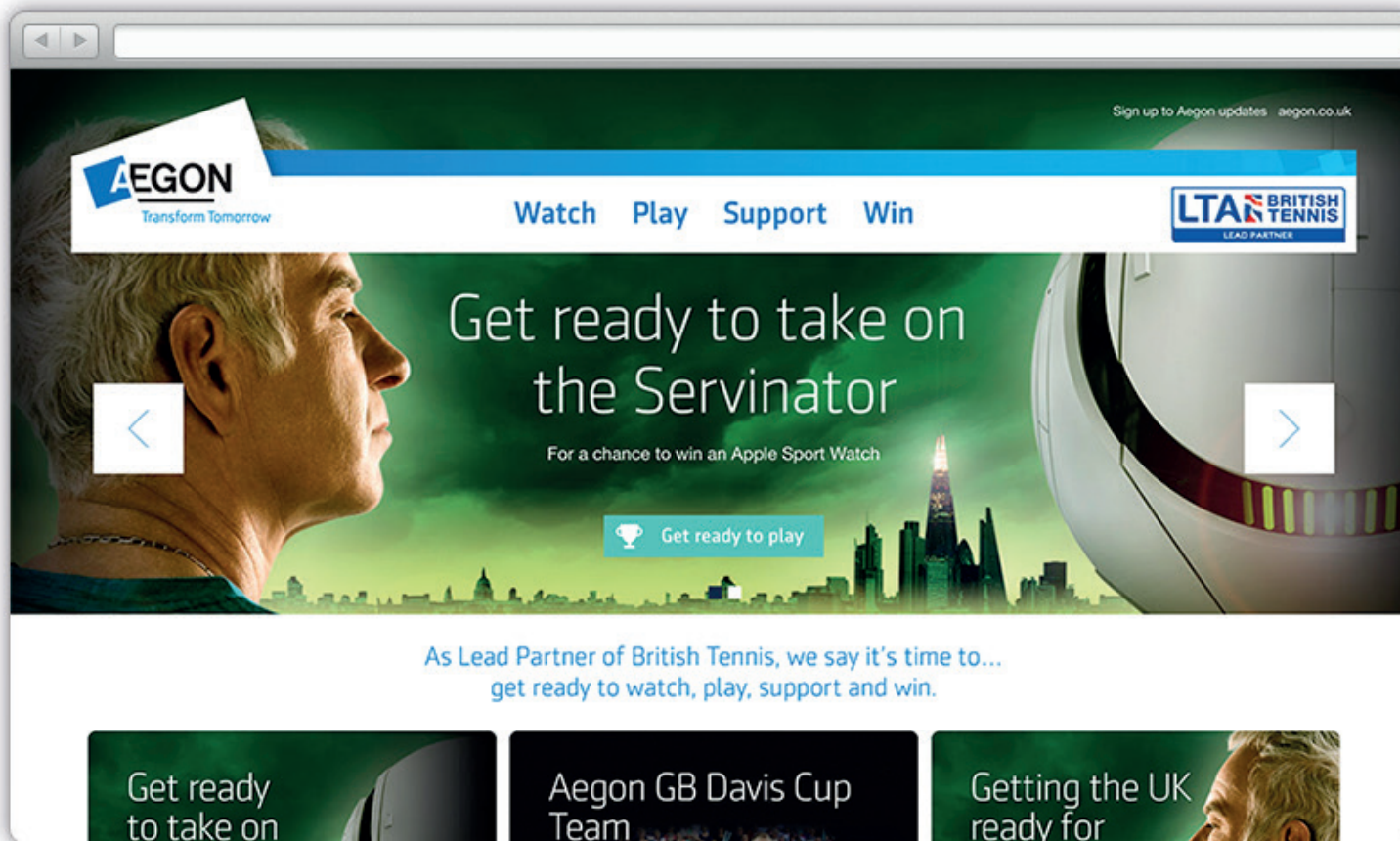
Aegon Tennis - The Servinator

Aegon is coaching the UK to get ready for retirement and we brought two years of their tennis sponsorship to life with 'The Servinator', a sophisticated digital tennis robot, helping new audiences get ready for a summer of tennis.

Get ready for a summer of tennis

Aegon's mission is to help the UK get ready for retirement, and in 2014, they launched Retiready, their innovative digital pensions product. Retiready gives customers a personalised retirement readiness score, and then coaching and tips to help them get on track financially for the retirement they want.

As Lead Partner of British Tennis and sponsor of the Aegon GB Davis Cup Team, Aegon wanted to expand on their 'get ready' proposition by activating the Aegon Championships, Aegon Classic and Davis Cup to help the UK get ready for a summer of tennis – whether that be to watch, play or support.



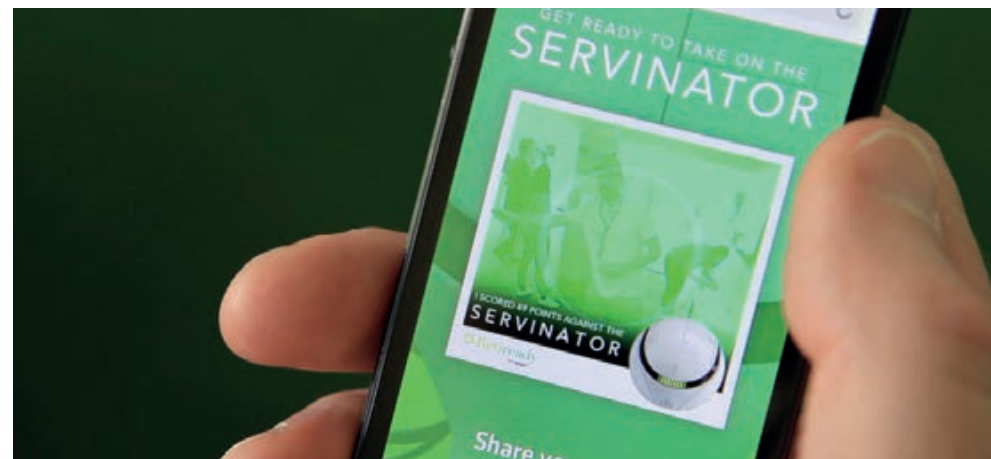
The Servinator is born

The aim was to create an experience to reach many audiences as possible – possibly attending the event itself, or eventing online.

And so the team created concepts and designs for The Servinator, the ultimate digital tennis opponent which was then custom-built by Interface 3, using Unity, a cross-platform game creation system. A multi-sensory gaming experience, Servinator used Kinect sensing technology to detect players' movement in real-time creating an experience to challenge even professional players.

Fans and players were invited to take on the Servinator in booths designed and kitted out with bespoke furniture by the team and Verve display, and see how many balls they could return within 1 minute.





The competition heats up

At the tennis events, promotional staff were briefed to assist gameplay and provide advice regarding Retiready to the captive audience.

After participants signed up, we managed waiting times with a digital queuing system, and after completing their challenge, players could see their score on a leaderboard we designed and built. Every day, the highest registered scorer was awarded a Babolat Pure Drive racket and could enter a prize draw to win one of 3 Babolat Play rackets.

Players were then sent an action-replay photograph of themselves along with their score via email, and also directed to Retiready to see what their retirement readiness score was.

The real test of The Servinator was whether it was a match for professional tennis players and we're delighted that players including Stan Wawrinka, Thomas Berdych, Alexandr Dolgoplov, Dominic Inglot, Giles Muller, Grigor Dimitrov and Viktor Troicki have taken part, creating a real buzz around the event and on social media.



The Servinator goes online

We launched the Servinator online game for desktop and mobile, promoted through social media. Servinator proved to be very addictive on the small screen, with players returning to play and improve their score in order to win one of 2 rackets signed by John McEnroe. We reskinned the creative to relate to different tennis tournaments.

Servinator returned to the Aegon Championships the following year, with new creative emphasizing the link between Aegon Tennis and Retiready and incorporating the Servinator's creator and Aegon Brand ambassador; John McEnroe.

The team also worked in partnership with Grand Gesture Films to create a promotional film for aegontennis.co.uk and social.

Servinator Online has also been developed to include 'mini-leagues' that can be set-up for Aegon staff competition and other smaller, corporate events.

"The Servinator has worked brilliantly as a core element of our tennis sponsorship activation for two years. It clearly links our brand purpose with the tennis partnership, and it's very successful in engaging our target audience and building our eCRM programme. And, in spite of the game concept being relatively simple, the team have made it challenging enough that we've even had the professional players queueing to play it!"

Tara McGregor-Woodhams,
Head of Brand & Digital, Aegon UK

Site traffic increase

+300%

Servinator players

44,000

KPI met by

161%



Nine great years
of tennis

For nine great years, Aegon were the Lead Partner of British Tennis. This involved sponsoring all levels of the sport from world-class events to grass roots tennis across the UK.

Reward | Celebrate | Thank-You

Our aim was to help Aegon drive engagement through sharing tennis prizes and experiences.

Through data-capture we were able to reach out to fans and participants to encourage them to celebrate the last nine years with us.

Aegon leave a legacy of wonderful tennis sponsorship and promotion and wanted the audience to realise their own crucial involvement by saying thank you for being a part of it.



aegon.co.uk

ch Play Support Win Legacy



WIN GREAT PRIZES
**AEGON
TROPHY
ROOM**

Test your tennis trivia
for a chance to win

Play now



INE GREAT YEARS

Lead Partner of British Tennis 2009-2017



View our memorable moments
with our interactive timeline

9 Learn more

AEGON

WIN GREAT PRIZES
**AEGON
TROPHY
ROOM**

Test your tennis trivia with Aegon to
be in with a chance of winning great
tennis prizes today.

PLAY NOW

AEGON

How we smashed it

We launched the Aegon Trophy Room, which gave everyone the opportunity to test their skills and challenge themselves to gain access to the aspired trophy room. Users were presented with a puzzle and if they cracked it, they gained access to the trophy room to find out if they won a prize.

This year, we took the Aegon Trophy Room to the next level. The new interactive quiz format encouraged tennis fans and professional players to come test their tennis knowledge to win great sports prizes.

Participating in the game not only gave Aegon valuable marketing data, it also brought in the celebratory element as it highlighted some of the greatest moments from the last nine years.

Everyone's a champion at the Aegon Championships

Never ones to leave an opportunity to waste, and so for a second year we brought the Aegon Trophy Room to life as an experiential stand and took it to the Aegon Championships, The Queen's Club. A lot of fun was

had by professionals and public alike, who tested their tennis knowledge and captured their own Nine Great Years moment by getting snapped in our photo booth.

"We have been working with Aegon and their tennis sponsorship for a few years now and we wanted their final year to be special. The campaign really highlights all of the amazing things Aegon has done for the tennis community and its fans over these nine great years and is a fitting final farewell to a successful sponsorship."

Chris Davey
Head of Creative



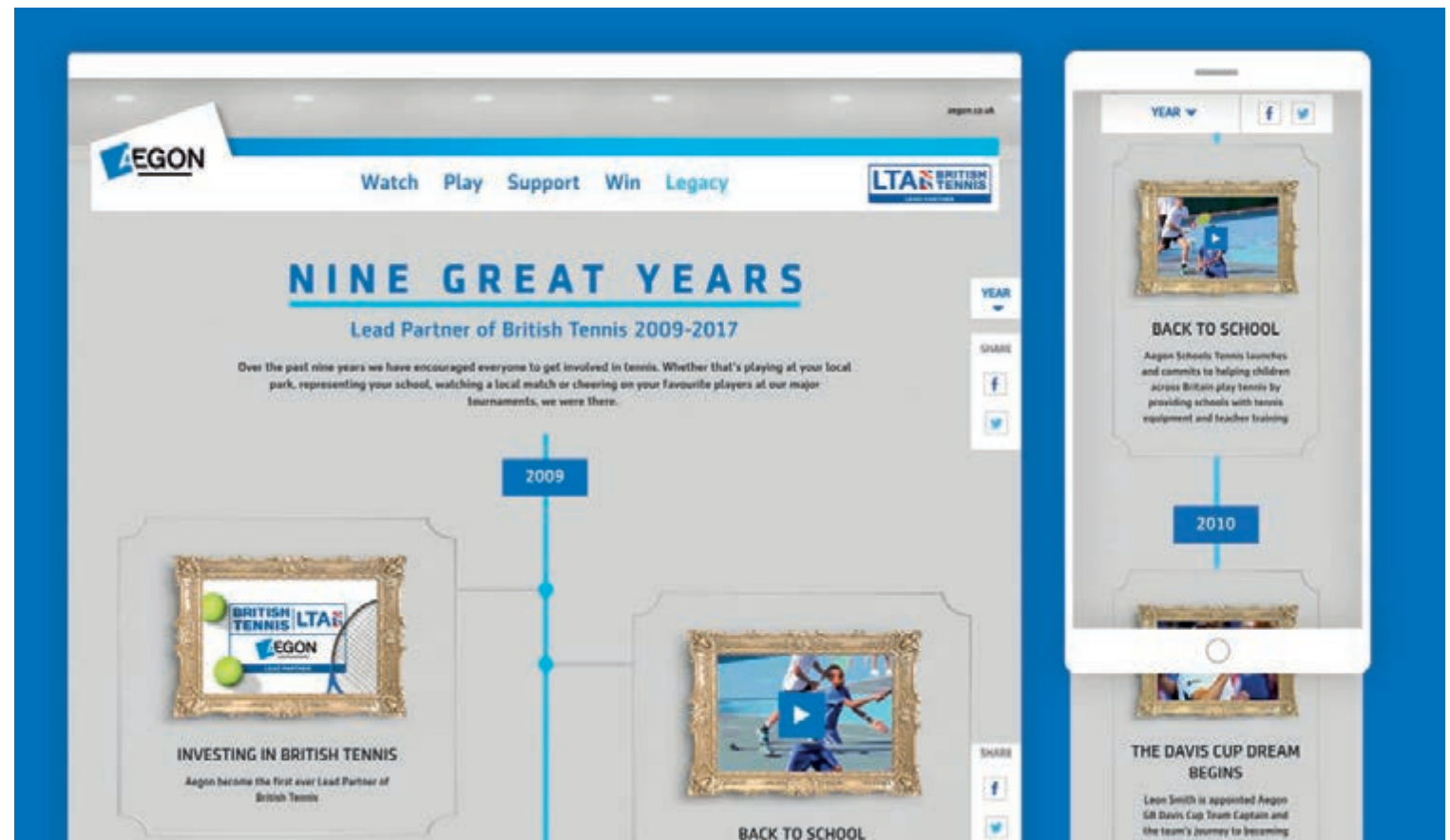
A London tube station take over

We wanted to create a buzz of excitement as tennis fans made their way to their favourite ATP Tournament of the Year, so we took over the West Kensington and Baron's Court tube stations. Each piece of creative brought favourite tennis moments to life and created a story for each person as they made their way down the Aegon blue platform.



Leaving a legacy

With all the excitement coming to an end, Aegon wanted to bring this all together and leave a piece of them behind for people to reflect on. We created an interactive legacy timeline, where Aegon's most amazing tennis moments are brought to life through memorable images, moving pictures, and engaging films.



"In our final year of being Lead Partner of British Tennis, we wanted to demonstrate our 9 years of commitment and support to the sport - how it has grown in this time and the legacy we wanted to leave. The team were instrumental in the creation and delivery of our tennis hub and annual campaigns, culminating in our 'Nine Great Years' campaign which met and exceeded our expectations."

Kevin Carter
Head of Marketing Operations

Total social reach

2.4m

Traffic to the Trophy Room via social

63%

Increased this year's marketing opt-ins by

+35%

Facebook total video views

580k

Business Stream

To build on the success of our original website, our new responsive design launched in 2013 aiming to make life easier for customers on the move.

If it works, why change it?

Early in 2011 we launched a new website for Business Stream, suppliers of water and waste water services to 93,000 businesses in Scotland.

The award-winning site was extremely successful, reducing leakage from high bounce rates and form drop-offs, leading to a 320% improvement in conversion rate for customers interacting online, including signing up for eBilling services.





Business Stream constantly aim to achieve best-in-class digital services to maximise customer satisfaction, so they tasked us with assessing if full mobile accessibility was the next priority – making it easy for customers on the move.

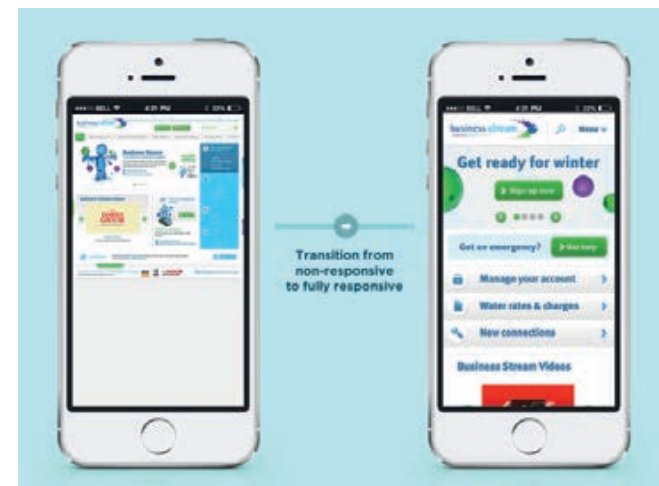
Also, email is an important channel for Business Stream, and a high percentage of Business Stream emails were being opened via mobile.

However mobile traffic wasn't performing as well as desktop traffic, with higher bounce rates and lower conversion rates. This was more than just a commercial concern – it indicated a lack of customer satisfaction with the experience.

Putting the focus into usability

Our usability experts mapped journeys so customers had the ability to do everything just as easily on their mobile phone as from their desktop, including opening a new account, making a bill payment, updating their account details or submitting a meter reading.

Additionally, we ensured customers could use all the interactives and tools, such as benchmarking their water usage against their peers, calculating their carbon emissions or watching the library of 'how-to' video guides.



"Our business customers need to quickly understand how we can help them save time, save water and save money, allowing them to focus on other aspects of their business. This site enables them to do just that, whether they're in the office or on the move. Once again it's been great working with the team on this project. They've applied their deep understanding of usability and delivered the project exceptionally smoothly, in parallel with delivering the rest of our day-to-day digital strategy."

Duncan Mackay,
Digital Marketing Manager, Business Stream

The results

In just a few months there have been real improvements in useability, customer satisfaction and conversion rates for mobile traffic. Percentage of mobile traffic is up by 22%, bounce rate is down by 7% and conversion rate up by 68%. Additionally, conversion rates for all traffic are up by 10% showing the project has benefited traffic from all devices.

Mobile conversion
rate increase

+10%

Mobile traffic
increase

+22%

Overall conversion
rate increase

+10%

Mobile bounce
rate decrease

-7%

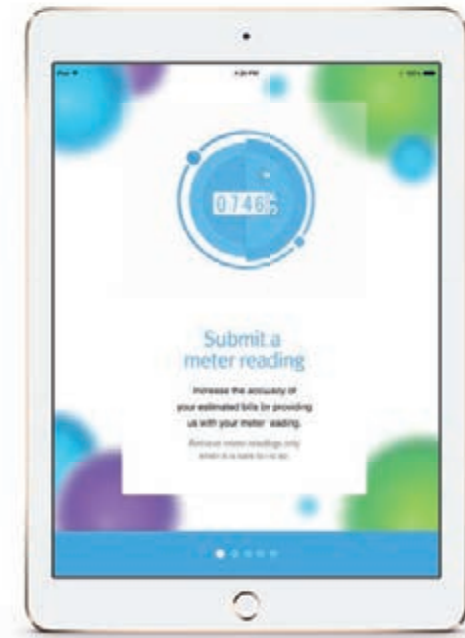
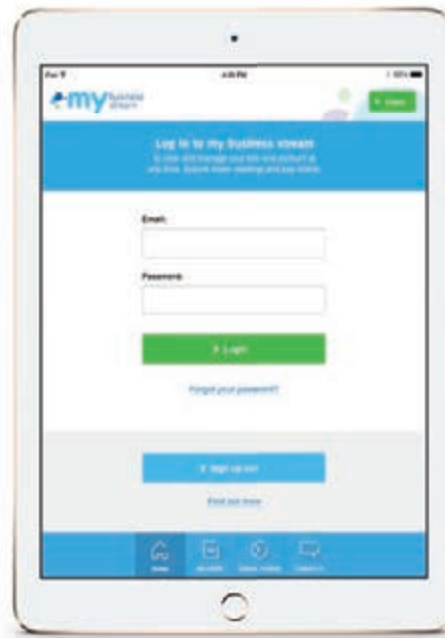
Business Stream – My Business Stream app

We made online account servicing available to all Business Stream customers anywhere and at any time through the My Business Stream app.

Mobilising water

The Scottish retail water market is increasingly competitive and with the UK water market opening to competition in 2017, Business Stream maximise customer retention and acquisition into England. And, with ever increasing mobile traffic to the website and a wider adoption of smartphones and tablets across their customer base, Business Stream wanted to deliver a mobile channel that would improve accessibility to their products and, in turn, improve retention.





Testing the water

To make sure that mobile services were going to be useful to customers we conducted some research with Business Stream SME customers to understand perceptions and usage of mobile apps.

- 42% had access to a smartphone or tablet for business purpose
- 65% of those with a smartphone or tablet downloaded apps for business purposes
- 40% of those with smartphones claim to be spontaneously interested in a Business Stream app
- 23% of my business stream users would perceive “a lot” of added value by the introduction of an app

Working ‘app-ily’ together

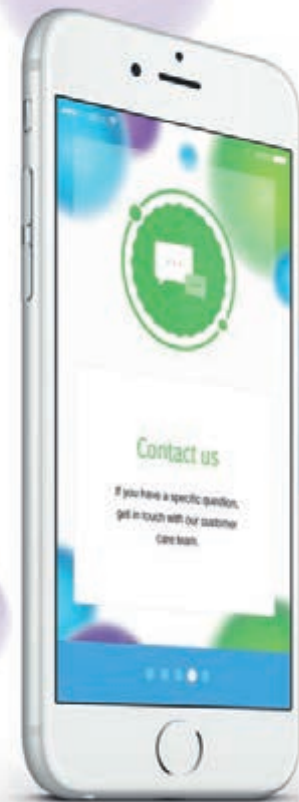
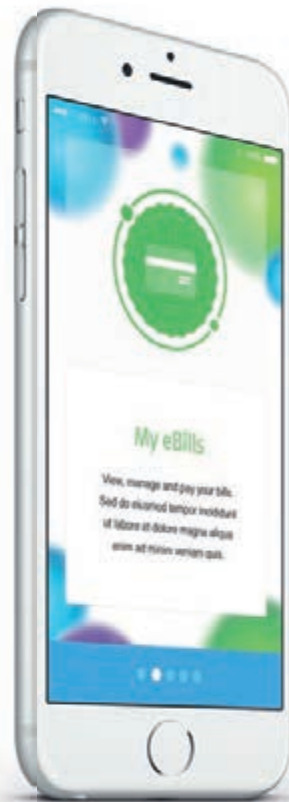
In order to create the mobile app we needed to work closely with Business Stream. Their online account servicing tool, ‘My Business Stream’, is developed in house by their Salesforce developers so our UX and design teams worked hand in hand with their developers to initially develop the mobile responsive version of the desktop experience and subsequently the app itself.

We also conducted usability testing at key stages to ensure our UX was up to scratch.

The delivery

The strategy for the app was to initially build native platforms (iOS and Android) which can be developed over time as more functionality and features becomes available. For launch in October 2014, the app allowed customers to

- easily manage multiple sites
- submit regular meter readings to ensure bills are accurate
- view and pay bills

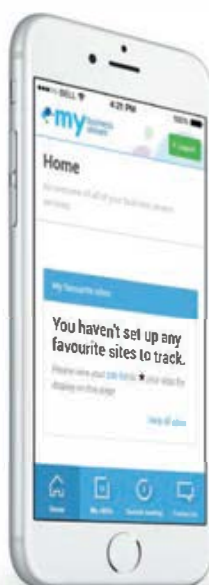


Promoting the app

Part of our brief was to drive downloads of the app. We developed a launch campaign to Business Stream staff and existing Business Stream customers across print, pay per click, email, DM and online to increase downloads. We also designed and built a promotional page on the site to promote the features and benefits and drive traffic to the app stores.

Future plans

As the My Business Stream responsive site and mobile app have been so well received and are constantly reducing the cost-to-serve, we have been asked to further develop the My Business Stream functionality so that all account servicing functionality is made available with improved dashboards, stats and case management.



my business stream

Please log in or register below to view and manage your bills.

Email:

Password:

Login

Forgot your password?

Sign up now

Home My eBills Submit reading Contact us

my business stream

My eBills

An overview of all of your eBills

eBills

2102888 / 74

Invoice date 28/05/2014

Your reference Mr Ben

Supply address DEPOT Faraday Street DUNDEE DD2 3UG

Amount £403.23

Home My eBills Submit reading Contact us

my business stream

Contact us

In this section you should find answers to all your most common queries. If you have a specific need get in touch with our customer care team directly by using our enquiry form below.

Contact us

Step 1: Billing

Step 2: How do I get a duplicate water bill?

Didn't answer your question? Get in touch

Home My eBills Submit reading Contact us

my business stream

Step 2: How do I get a duplicate water bill?

How do I get a duplicate water bill?

You can download all your bills from the My eBills page.

Didn't answer your question? Get in touch

Home My eBills Submit reading Contact us

my business stream

What site does this relate to if any?

Not site specific

What would you like to discuss?

Submit

Home My eBills Submit reading Contact us

my business stream

Case 00242702 created

Your request on account my business stream has been created

Your request has been processed and will be actioned shortly.

We promise to complete this on or before 22/8/2014.

Your case reference is 00242702

If you wish to contact us regarding this case please quote this number.

If we need any further details from you we will

Home My eBills Submit reading Contact us

my business stream

Please log in or register below to submit a meter reading.

Email:

Password:

Login

Forgot your password?

Sign up now

Home My eBills Submit reading Contact us

my business stream

Submit meter reading

96A089326 Pavement left hand

Select the meter you'd like to supply a reading for by meter serial number or location.

Meter read date 18-08-2014

Use the datepicker or input a date in the format dd-mm-yyyy. The read date may not be in the future.

Meter reading

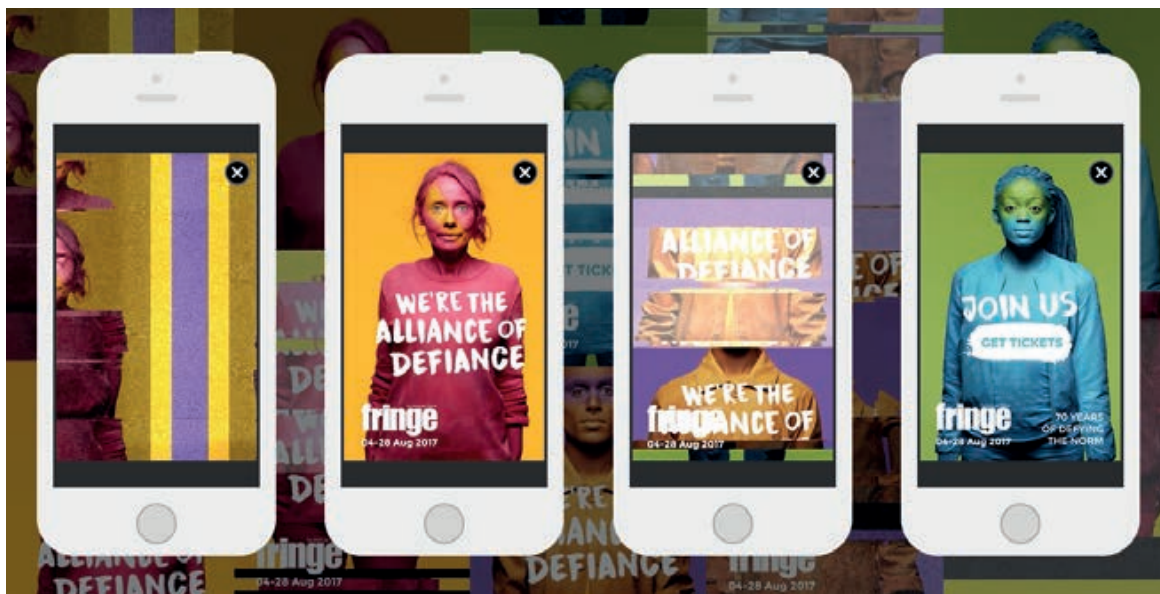
Please enter the figure on whole.

Home My eBills Submit reading Contact us



The Edinburgh Festival Fringe integrated campaign

Delivering impactful creative campaigns year on year, we built upon a five year marketing strategy to push the brand and keep ticket sales rising.



Mobile display advertising

The challenge

'The festival is free, dynamic, ebullient, rebellious and enduring.'

Our challenge for the Edinburgh Festival Fringe was to capture this in a way that would drive increased awareness, attendance, participation and sponsorship. But can you possibly badge a brand like this without diminishing its spirit?

We needed to develop a brand campaign with the longevity to work for the festival over the course of 3-5 years but the flexibility to stay fresh for that period of time and the stretch to do something spectacular to mark the 70th anniversary in style for our 2017 campaign.

Ever evolving

Because of this dynamic spirit that ensures that the festival stays fresh, it would have been easy to change it's messaging yearly, to suit objectives.

Naturally, we were keen to avoid the brand fragmentation that this constant change can sometimes lead to.

So starting in 2015, in collaboration with the Festival directors, we developed a 5 year Brand strategy and an overarching brand proposition of 'Defying the norm', which gave us a root from which to cling, while still allowing the creative space to breath and evolve along with the brand for years to come.

This proposition was and still is very much about capturing the ethos of the festival. The Edinburgh Festival Fringe is proudly the world's biggest platform for freedom of expression and for 70 years it has been challenging convention, pushing boundaries and standing up for acceptance and inclusion. This message was our starting block for 2017's campaign.

The Edinburgh Festival
fringe



Digital advertising



Press advertising



London underground

"The Fringe core values of free speech, diversity and inclusion really struck a chord within the world we live in just now. So we felt that this year over any other it was important to stand up for those values, and defy this new norm"

Lisa Goldie
Creative

Stand up for your beliefs

In line with the 5 year strategy, in 2015 and 2016 we told the world that the Edinburgh Festival Fringe was 'defying the norm' so the festival's 70th birthday felt like the perfect time to move into demonstrating this and show the world how they defy it. This came in the form of The Alliance of Defiance, a creative route that focused on a humanistic passion for standing up for what you believe in whatever that may be. A bright colour palette and powerful yet playful copy embodies the festival's spirit of collective togetherness but stayed true to its ethos of freedom, individuality and expression.

The team felt it was important to work with a photographer who values that ethos as much as we do ourselves and so together we created an above the line campaign with the flex to be utilised across smaller digital formats whilst packing enough punch to stand out in the national press, on the London Underground or on Edinburgh's own huge 96 sheets.

Edinburgh Festival Fringe

UNKNOWNTOWN



Edinburgh Festival Fringe

The challenge

One small step for the norm

After their 70th anniversary in 2017, The Fringe needed to return with a fresh look that would place the visitor firmly at its heart, maintaining the values of inclusivity and defying the norm, the client briefed us to ensure the 'tongue-n-cheek spirit of the Fringe was reflected in our creative.'



The Fringe were well aware that they needed to continue to reinvent themselves in order to attract new audiences, as well as retaining the old ones. They needed a reactive campaign that could engage users across social and had the flexibility to be used across a variety of formats in an ever-changing digital world.

Much more than just a festival, The Fringe is an Edinburgh takeover for an entire month, so it needed a campaign to reflect that citywide transformation. We were tasked to develop a creative that could stretch into the experiential, giving the user an end-to-end experience from being served an ad to attending the full festival.



The approach

Defy your norm

The Fringe is a constantly evolving entity, crowdsourced by the people who make it each year. From the street performers to the sold-out comedian to the people going to see the shows, with our proposition we wanted to capture this ethos but maintain the brand sentiment of The Fringe as it's known and loved.

We evolved the core line from 'Defy the Norm' to 'Defy your norm', a tweak that shows that the onus is with the audience, to dive in and get involved. This line would give us a springboard into several creative territories, each revolving around the Fringe as an experience, encouraging users to fully engage with Planet Fringe, to step into the unknown.

The creative had to put the user in the frame and what better way to do that than to create a whole world that they can jump into. Inspired by surrealist images by Escher and Magritte, we gave our world a Fringey twist with fun pastel brights, creeping ferns, curious pigeons and a dramatic dragon tail. Assets with the flexibility to be used across a range of formats from print to digital that the Fringe could give back to the venues and plant across the city to use as an extension of the campaign.

Our first outing of the creative were a range of teaser videos to sit across Facebook and as display ads. The creative was first person mobile phone footage showing the home of The Fringe with a friendly invasion by our range of CG assets. A turquoise paper plane zips across the Edinburgh skyline and a pair of heavy theatrical curtains descend on the Cowgate. It's a monster takeover of the city in a fun and playful way that encapsulates how the festival takes over the city each and every year.

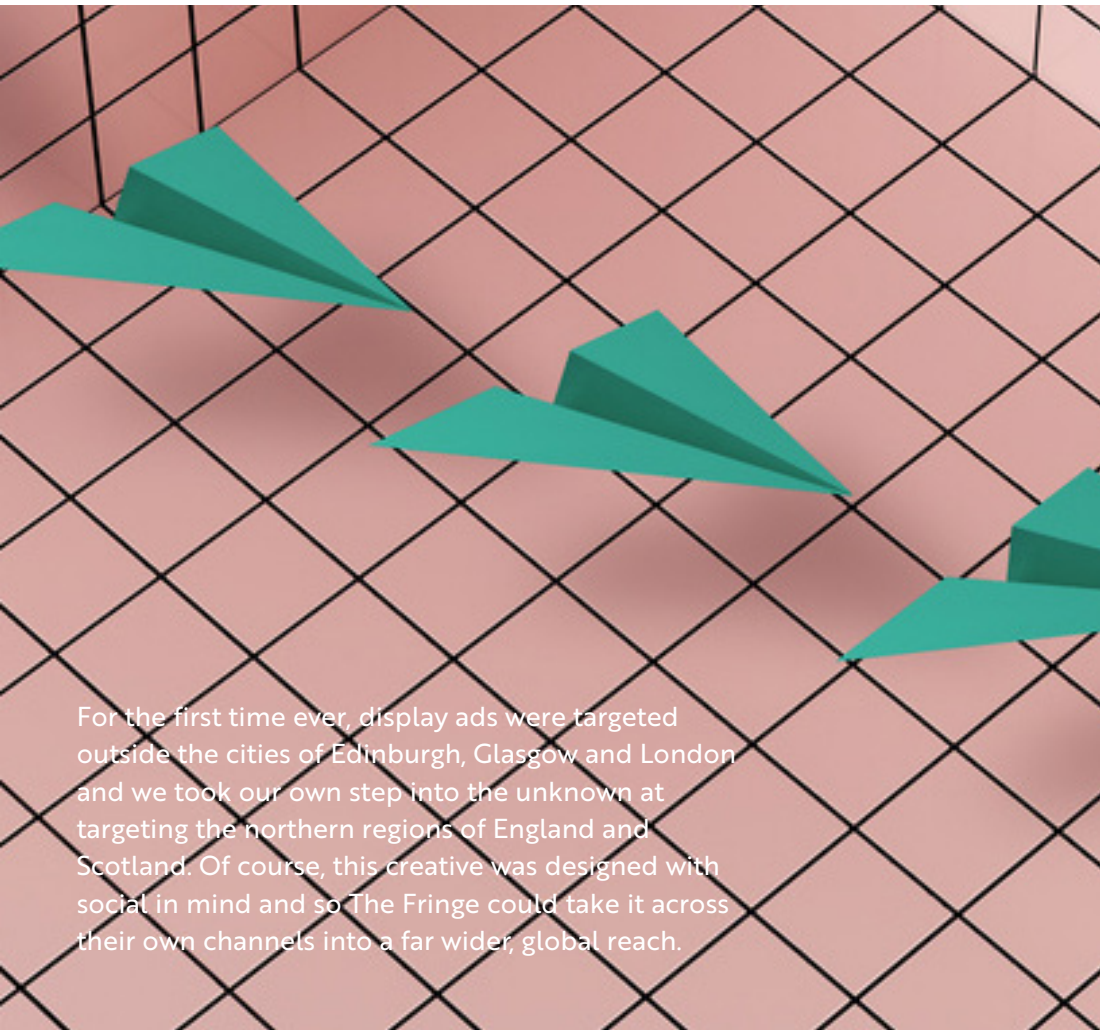
The campaign revealed itself over time, hinting more and more at the world that August would reveal. Display ads started with a wisp of pink smoke and a rustling fern and culminated with a magical gold dragon tail. Assets were designed to be playful but also sophisticated. We needed to show that The Fringe is much more than a comedy festival, it's a place for everyone across a range of genres so our creative needed to be intriguing enough that it didn't lean too far in one direction.

Our hero image showed a pair of legs, ambiguous enough that they could belong to anyone and asked the user to 'Step into the Unknown,' a line that would become the perfect hashtag to engage users from near and far across The Fringe's social channels, even enticing one user to get an 'Into the Unknown' tattoo!

Edinburgh Festival Fringe

"Every August, Edinburgh explodes into a busy and vibrant city with the weird and wonderful in its surroundings. We wanted to convey this visually, showing an elevated surreal world of the everyday with an ambiguous person (you) experiencing it – stepping into the unknown."

Liah Moss
Senior Designer



For the first time ever, display ads were targeted outside the cities of Edinburgh, Glasgow and London and we took our own step into the unknown at targeting the northern regions of England and Scotland. Of course, this creative was designed with social in mind and so The Fringe could take it across their own channels into a far wider, global reach.



Edinburgh Festival Fringe

The results

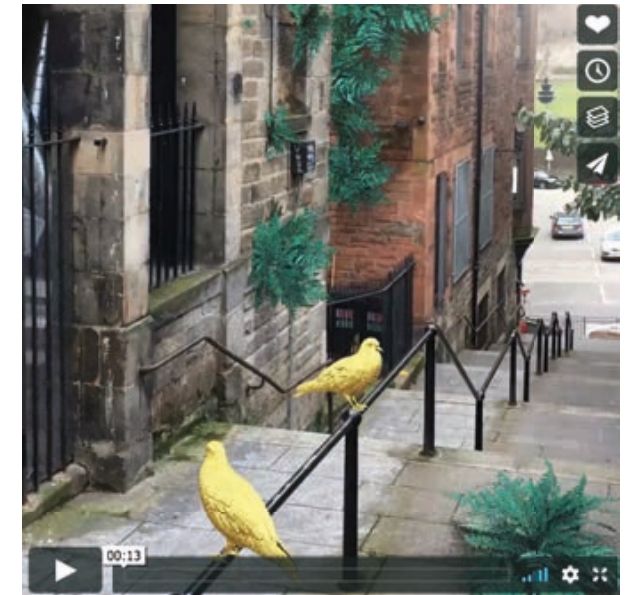
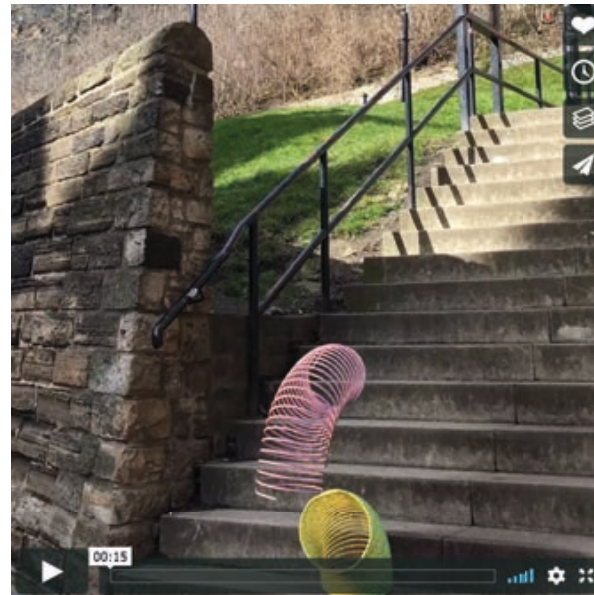
A Flexible Solution

True to the brief, the client was able to apply our superflexible creative to a range of formats. From floor decals asking passersby to become our hero pair of legs, to tram takeovers and ticket holder wallets. We even saw our gold pigeons hiding across the city. Within social there was a particularly strong uptake, with users responding to the hashtag in a variety of ways and contributing pics of pets with programmes to photos of themselves next to our London Underground takeover.

"Every August the Fringe transforms Edinburgh into a riot of colour, spectacle and world-class culture. We wanted a campaign that spoke to the spirit of the Fringe, providing artists and audiences alike with an opportunity to share their stories and encouraging everyone to 'defy the norm' and do something out of the ordinary. With #IntotheUnknown, the team almost literally struck gold."

Olly Davies

Head of Marketing, PR and Sponsorship



Highland Spring integrated campaign

**Brave by Nature -
Integrated campaign.**

Highland Spring needed to reposition their brand in a way that would stand out against the competition with a series of multifaceted campaigns while resonating with a very wide range of consumers. It was a big ask, but one we relished.

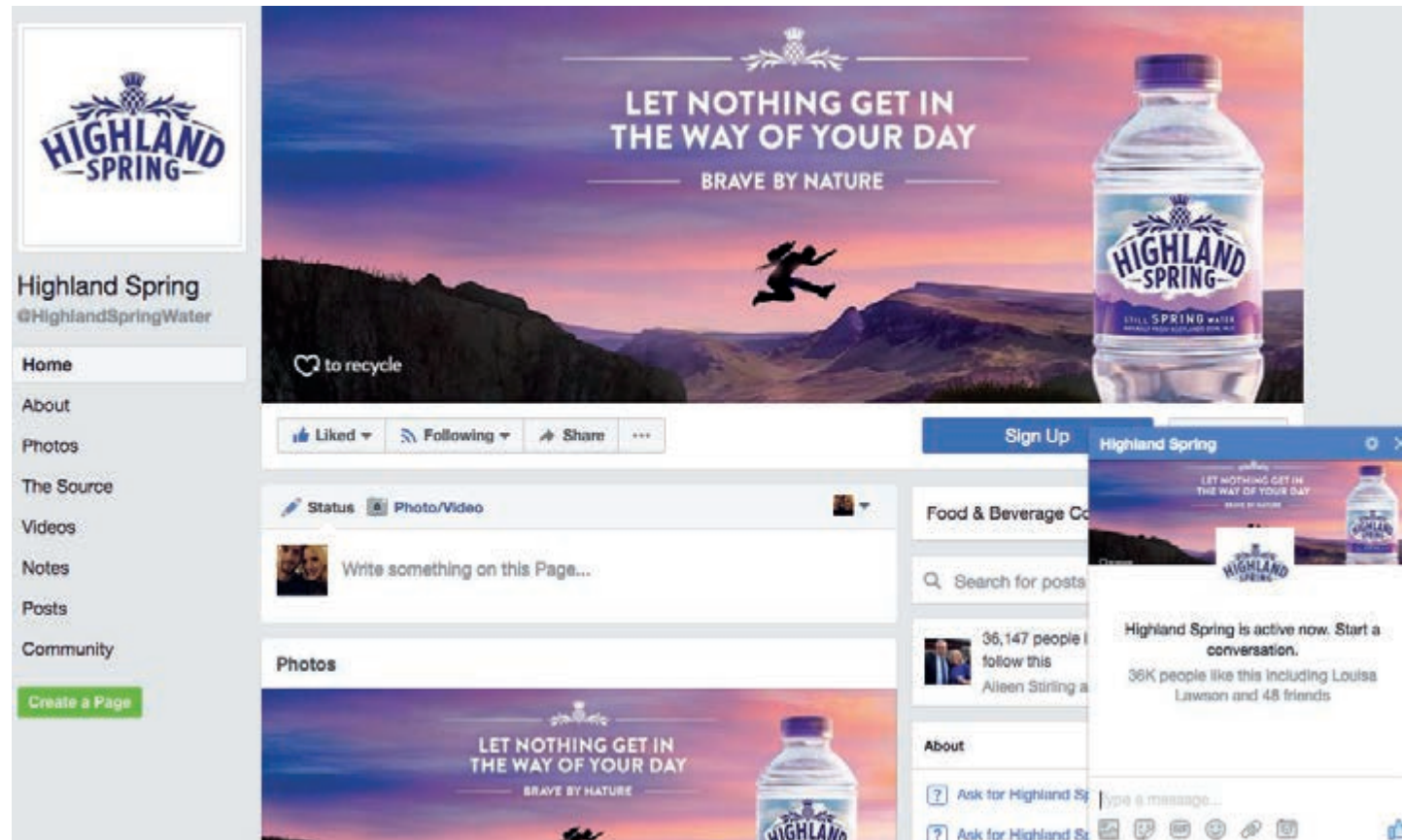


A Brave New World

First off, we needed a big idea to root all of the campaigns, collateral and communications going forward. Brave By Nature was borne from the need for our audience to identify Highland Spring as inherent to their daily lives.



New bottle launch (Social)

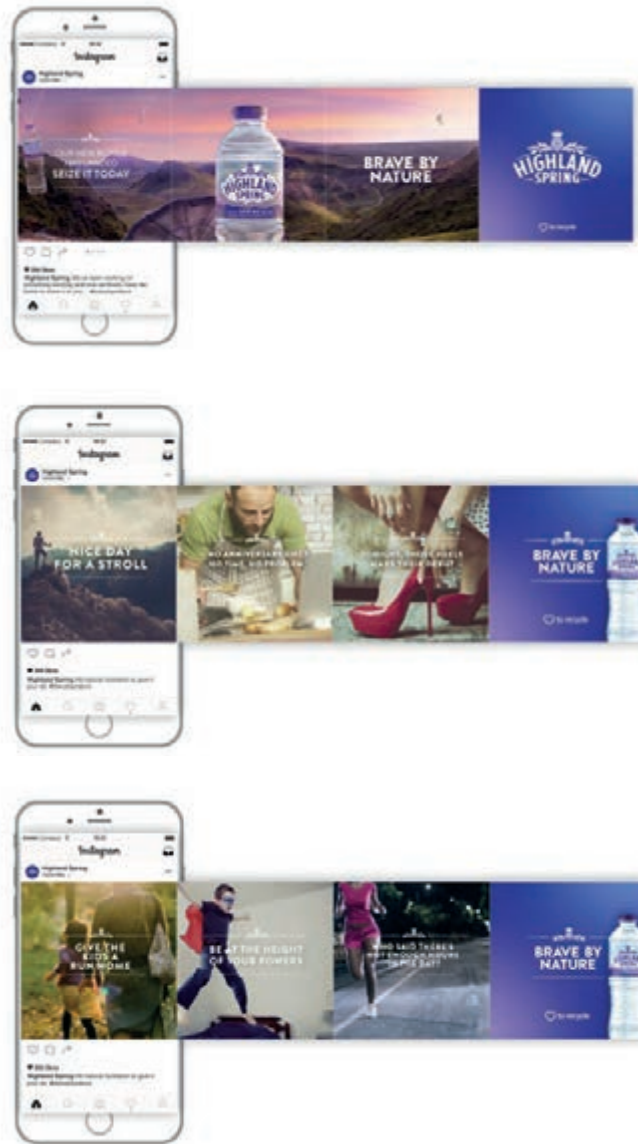


Social media advertising

"Brave by Nature is our exciting new campaign created with the team. Because the idea was born out of consumer insight, it's generated a rich source of creative territories to speak to consumers in ways that are relevant and meaningful. The idea works across all aspects of the marketing mix and the team have worked hard to truly integrate this into a multi-layered campaign"

Karen Crowley
Highland Spring

The busy modern lifestyle demands that we are on top of our game physically and mentally - Highland Spring provides hydration to achieve this in the most natural of ways. Whether it's smashing your personal best, doing the school drop-off with minutes to spare or acing the commute - we are all Brave By Nature.



Social skins



Aegon Championship Stand (Queens)



Experiential Stand

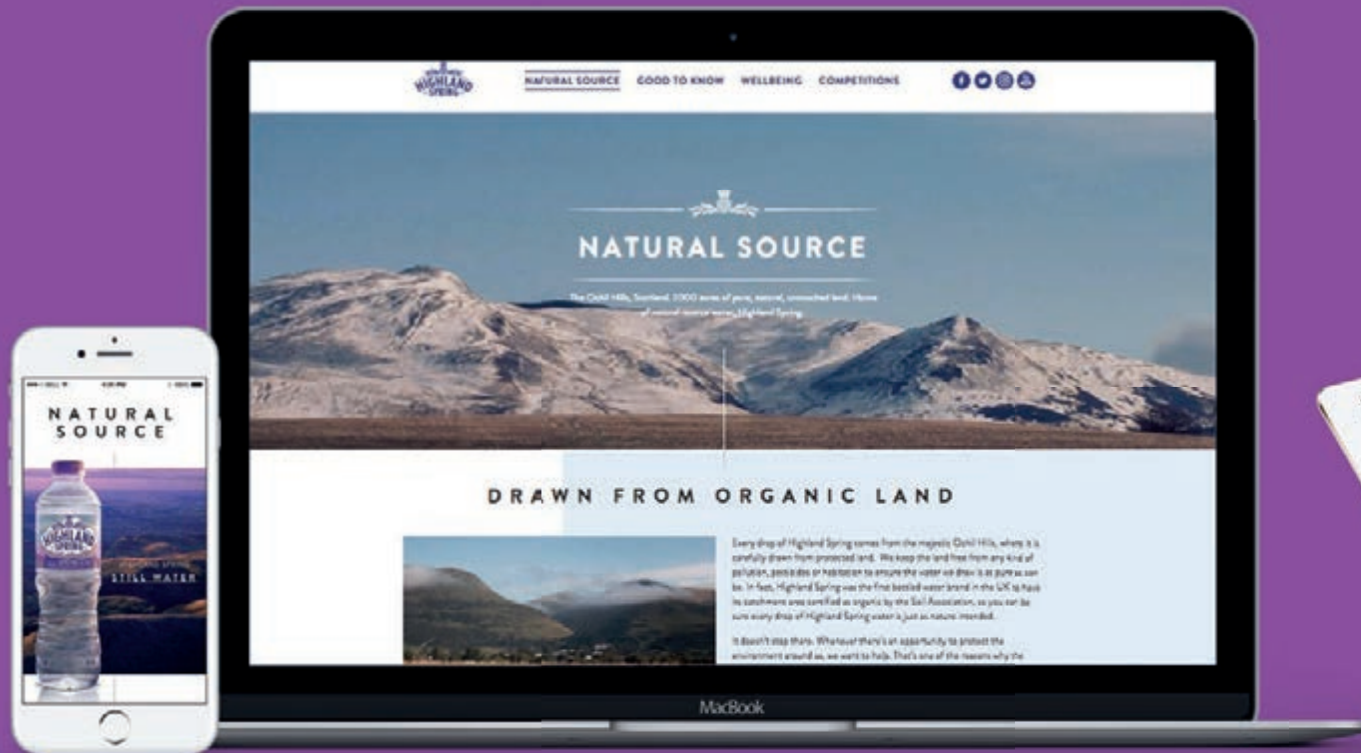


Making Brave Decisions

Throughout, this began and ended with our strategic planning team. It was important that the work we created and developed was going to deliver impact and results in the right channels for the right audience.

Working with media partners, the team created bespoke campaigns and collateral for trade and shopper as well as major awareness pieces such as digital and social campaigns, Sky TV sponsorship and of course, a national television commercial.

The campaign launched in June 2017 and as such we don't have any brand tracking or campaign results, however the TV advert online has had nearly 300,000 views and The Board at Highland Spring have described it as the best campaign they have ever created.



Responsive website and digital marketing

"We were tasked with driving brand saliency, so we needed a combination of reach and stand out. We therefore created a brand idea, rooted in genuine consumer insight and an ownable brand truth, and then developed communications across all relevant consumer touch-points"

Stuart Randall
Planning Director



Ogilvy Spirits

We developed a full brand, identity and digital presence for Scotland's first potato vodka, winning a Double Gold Medal for packaging design out of 1,500 entrants at the San Francisco World Spirits Competition.

www.ogilvyspirits.com

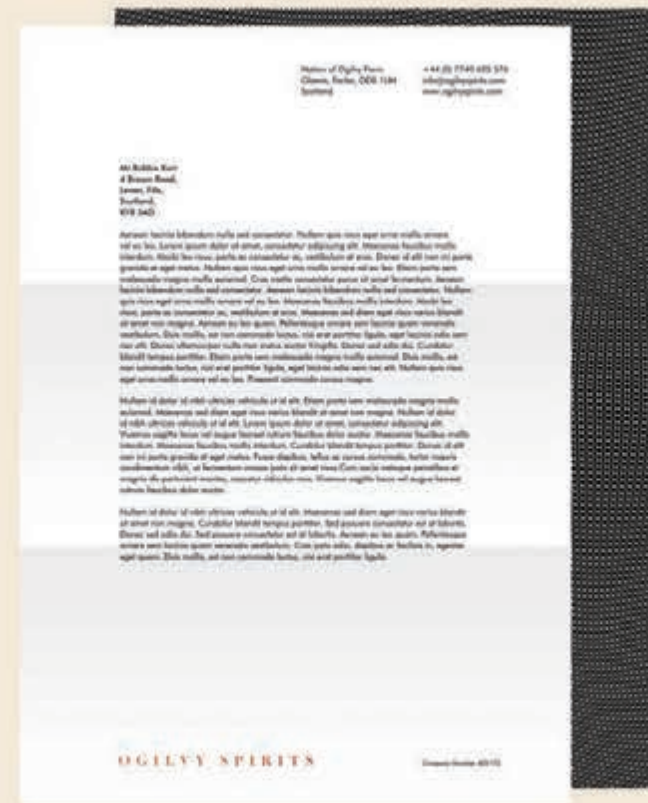




Ogilvy



OGILVY SPIRITS



Spud, sweat and cheers

Fourth generation farmer Graeme Jarron and his wife Caroline approached to help them realise their vision of creating and launching Scotland's first potato vodka from Hatton of Ogilvy Farm at Glamis in Angus.

With the Maris Piper potatoes washed, cooked, fermented, distilled and bottled on site, the whole process is literally

spud, sweat and cheers! We needed to reflect this ground to glass ideology, and develop a premium brand for a small-batch liquor of international quality.

To enable expansion to new products and markets in future, we created a corporate brand, Ogilvy Spirits, underneath which their first product brand, Ogilvy Vodka, could sit.

We suggested use of a stencil-cut typography, similar to that seen on potato sacks and pallets, which we could apply to their corporate and product marques. This put provenance at the heart of the brand look and feel and for further development through a suite of print and signage.



The proof is in the partaking

An elegant bottle was designed to reflect how humble, rustic potatoes become a beautifully crafted spirit.

Graeme and Caroline wanted to create a full sensory experience from pouring the drink through to enjoying the purity of the vodka which can be savoured on its own with ice and a slice of pear. From a practical perspective, the

bottle needed to stand-out in vodka bars around the world, be poured elegantly with one hand and ensure labels could withstand minus 60 degrees in a freezer without falling off.

Our solution met these requirements as well as being realistic within the budget of a start-up company. The gently rounded opaque bottle is easily poured

and reflects the creamy mouthfeel and rounded flavour of the vodka.

The label design supports the core brand value of 100% traceability with the batch year and source field of potatoes prominently positioned. And the carefully applied copper printing, clearly places the brand in the premium market.

"Inspired by ploughed fields and potato sacks on our site visit, we created an elegant Ogilvy weave from the 'O' marque to provide a textured overlay on the bottle."

Matt Weaver, Creative Director



A warm, welcoming digital home

Ogilvy Spirits needed more than just a brochure website. We aimed to build a warm and welcoming digital home for the brand, inviting visitors to meet the individual team members and follow each stage of the production process, through a mix of video and photography.

It was also important for the site to support the principle of 100% traceability, so we

sourced a map of the farm to enable visitors to see where the potatoes in their individual bottle of vodka have been grown.

The sincere and honest nature of Ogilvy's story is showcased through rich photographic and video content, which proved the best route to communicate the provenance of their vodka to a global audience.





"The team joined us at the start of our journey to create a premium vodka from the humble Scottish potato. They took the time to thoroughly understand our business and market so they could work in partnership with us every step of the way. Their advice has been invaluable, their enthusiasm infectious and their design top-quality. To receive global recognition so soon after launch is a great achievement for all of us."

Graeme and Caroline Jarron,
Founders, Ogilvy Spirits

www.ogilvyspirits.com



"On the first day of our shoot we hiked miles across fields of potatoes and barley, reaching waterfalls, woodland and hilltops to capture views of the whole farm estate. The second day involved capturing every stage of Ogilvy Vodka's production process and the team members involved, including the farm dogs, Fly and Star."

Robbie Kerr, Senior Designer

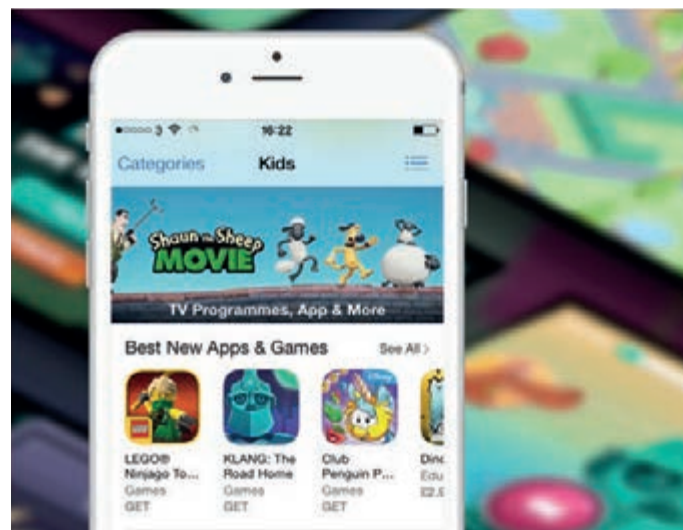
The results

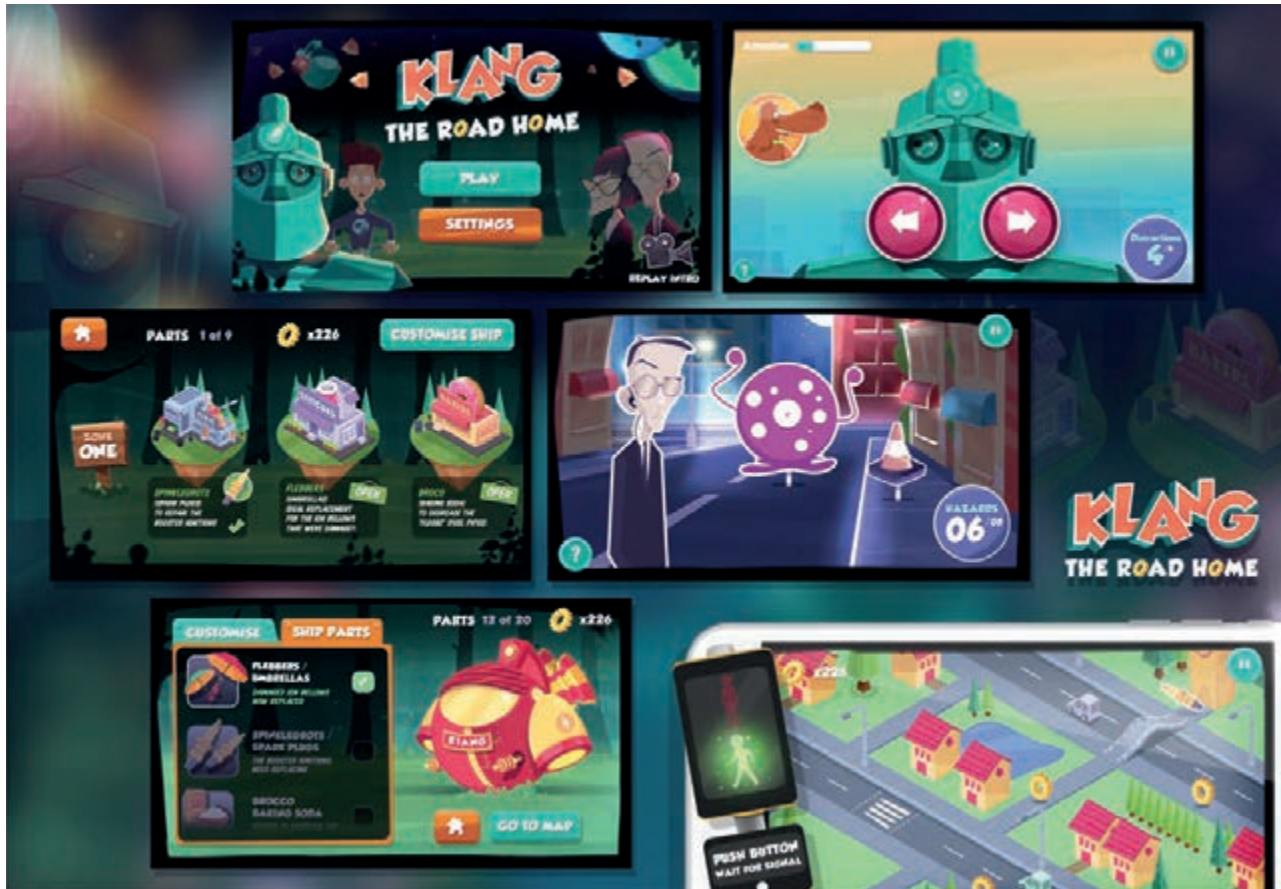
After only three months on the market at select stockists and bars, Ogilvy Vodka stood out from more than 1,500 entrants at the prestigious San Francisco World Spirits Competition, winning Double Gold Medal for packaging and a Silver for spirit.



Road Safety Scotland – Klang: The Road Home

Launched by the Scottish Minister for Transport, our road safety app for 8 to 11 year olds was selected by Apple as one of the Best New Apps & Games for Kids and received over 40,000 downloads in six weeks.





Coming down to Earth

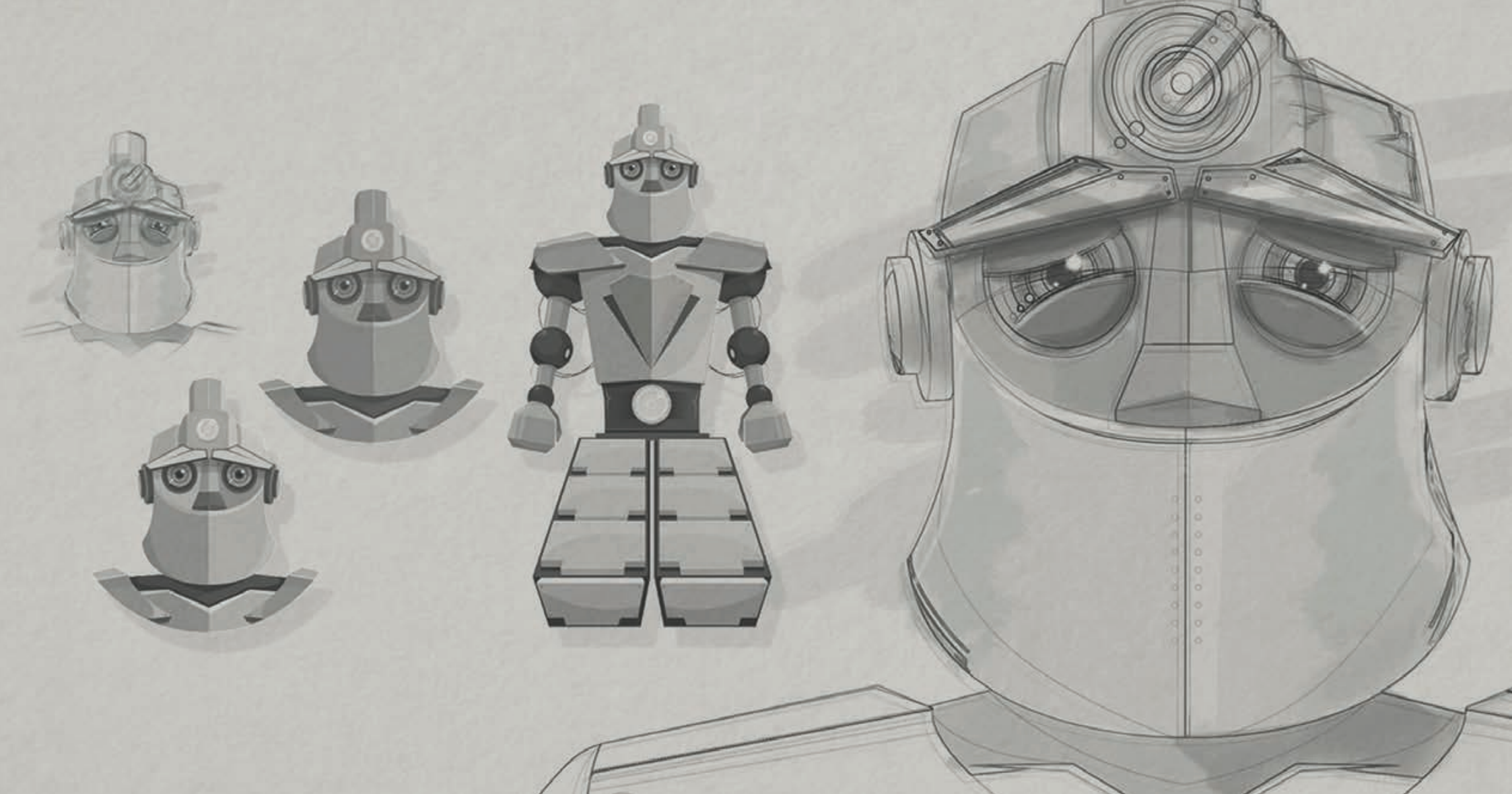
Road Safety Scotland needed an app that would be a valuable resource in raising awareness of road safety for children aged 8-11 years. The app was to focus on the key behaviours that could reduce pedestrian accidents, challenging the target audience to improve their knowledge of road safety and ultimately save lives. We also needed to support the launch of the app with a variety of specially bespoke promotional materials.

The roads we crossed

Using focus group feedback from kids we devised a game concept that revolved around the benevolent but clumsy character Klang, an alien robot from planet Fendaar, who has fallen to Earth, crash-landing in the Scottish town of Auchterkrankie.

The game empowers children to navigate Klang safely around the streets and avenues, helping him track down parts to fix his ship. Along the way they are introduced to a series of dynamic mini games encouraging them to display an ever-increasing understanding of road safety skills.





Putting Klang together

The character and game was made entirely in-house including creating the rich visuals and story that covered all the relevant safety issues in a way that would be highly appealing to kids.

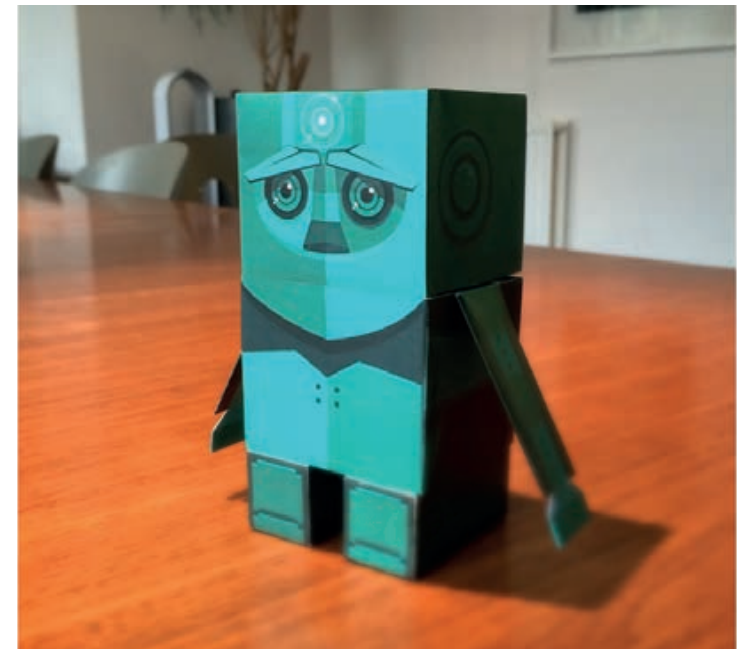
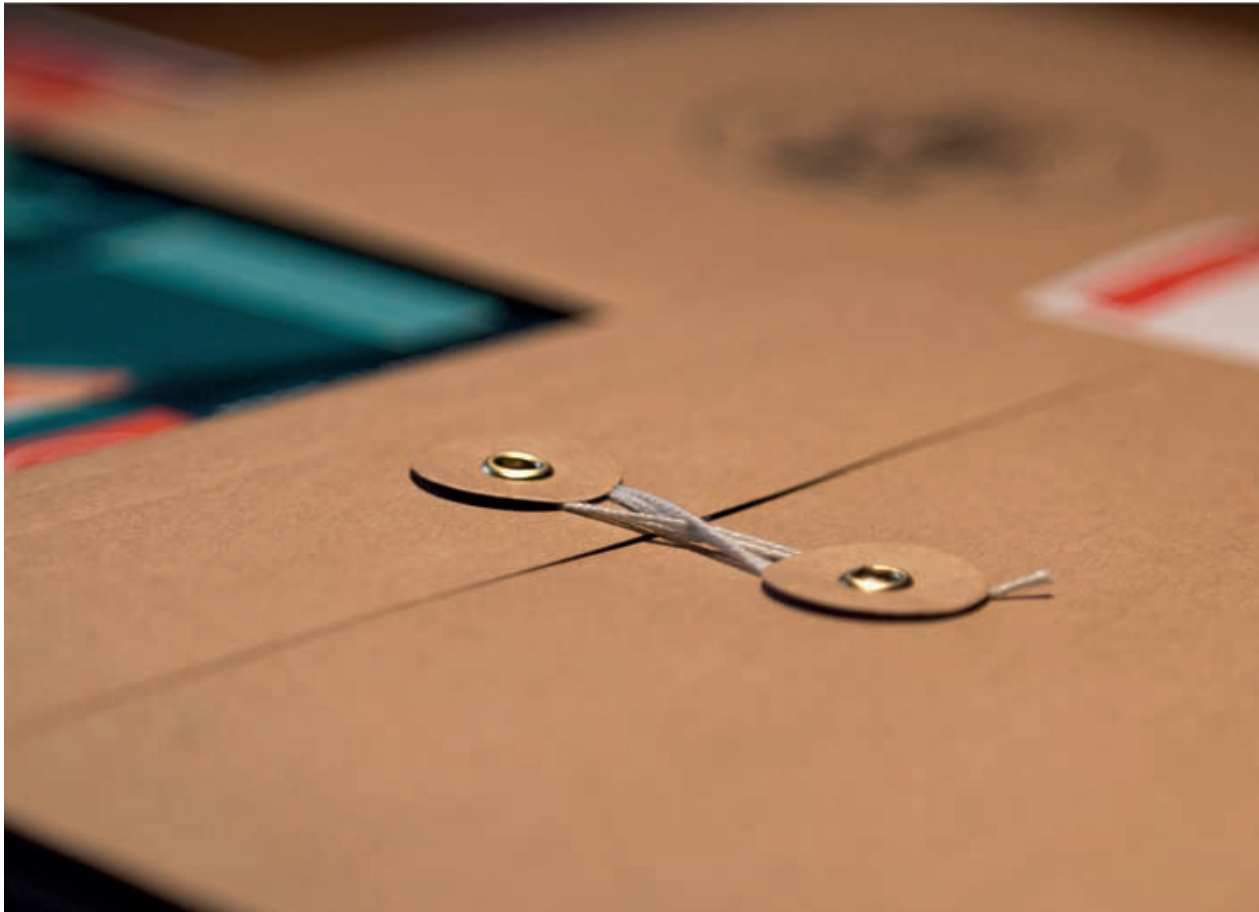
Klang: The Road Home was fully built, developed and implemented for both Android and Apple device formats that included both smartphones and tablets, which had been identified as key for the target age range.

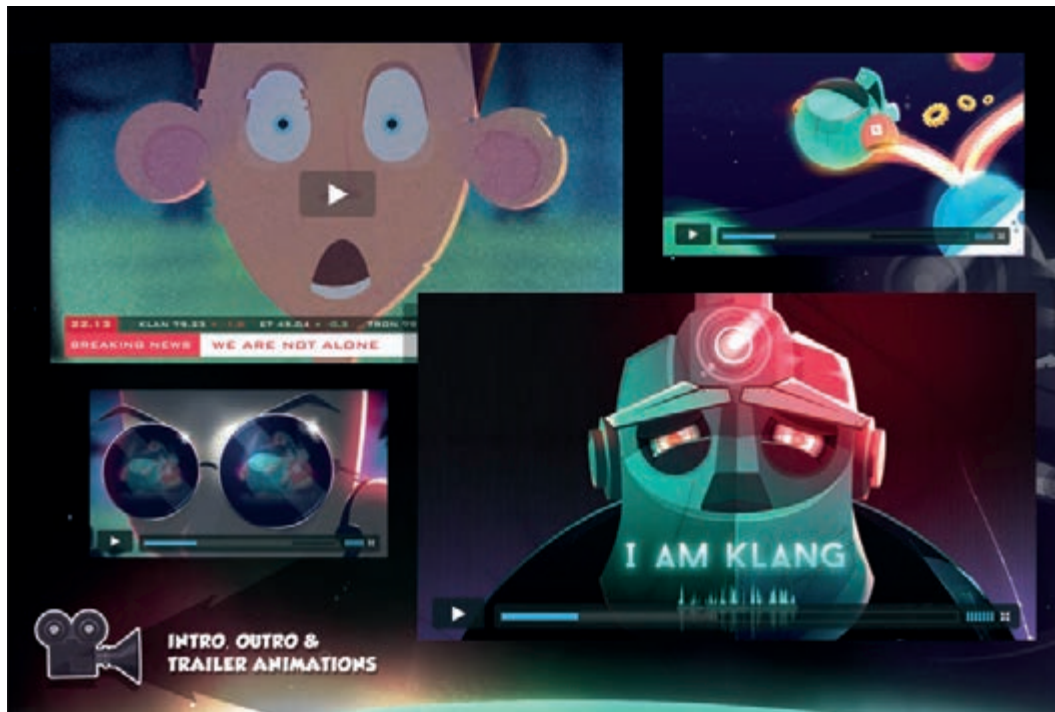
"It was so important for us to make an app that not only answered the brief by informing kids about the importance of road safety – but an app that was genuinely engaging, fun to play and even – dare we say it – cool!"

Neil Walker, Senior Creative

Launching Klang

The app was launched by the Scottish Minister for Transport Derek Mackay, with a rather excited audience of Junior Road Safety Officers from various schools. Those attending were presented with a 'top secret' dossier packed with fun material relating to Klang, the game and road safety.





"In this rich digital age, it is important to keep up with technology so that opportunities for road safety learning can be provided in a way that engages young people, both at home and at school. Road Safety Scotland (RSS) was delighted to work with the team on the development of their first road safety learning app. It was a wonderful new experience for RSS to collaborate on such a highly creative and technical project... an innovative, engaging, informative and fun game, 'Klang: The Road Home!'"

Mairi Blair, Road Safety Scotland

www.klangtheroadhome.com

The results

Within the first week, the app gained over 16,000 downloads growing to a staggering 40,000 after six weeks and was selected by Apple as one of the 'Best New Apps & Games' for kids.

The supporting materials were all free to download alongside an animated trailer on a specially built micro-site klangtheroadhome.com. The app continues to do well as kids all over Scotland download and play the game which has not only delighted the client and agency alike, but Klang himself, who has now returned safely to Fendaar – for now...





Scottish Enterprise exists to help develop the competitive advantage of Scottish companies and sectors. Their work helps Scottish companies compete, build globally competitive sectors, attract investment and create world-class business environments.

Over the last 12 months we have been busily working alongside them as their content marketing agency, as they continue to transform their business by strengthening their digital presence. For us this means keeping the knowledge hub on their newly designed site and their social channels, packed full of rich and engaging content that can add real value to the customer journey.

It's a big task, encompassing the planning, production and promotion of content across their key sectors and business themes. We've worked on countless infographics, animations, diagnostic tools, event collateral, online guides, webinars, photography, social media strategies and training... and with every new brief, the range of content continues to grow!

Low Carbon

Developing and supplying low carbon products in growth markets is an area with huge opportunities for Scottish businesses. This animation summed up those opportunities and inspired business leaders to find out more. The animation opened Scottish Enterprise's 2014 Low Carbon masterclass and continues to generate high engagement levels on the knowledge hub.

Principles of Leadership

In order to create a truly productive business environment, companies must first have the right culture and skills in place and great leadership can help drive this. We also know Business Leaders struggle for time and we have a small lunchbreak sized window to grab their attention on issues not deemed as urgent. The 8 Principles of Outstanding Leadership was designed to provide bite-sized inspiration on the importance of leadership skills.

Over the last 12 months, over numerous bits of content, we have delivered more than 1,000 compelling stats and facts to our audience!

Financial Mythbuster

It's been a tough few years with the recession and despite positive signals from the funding markets, obtaining finance continues to be perceived as a real challenge for many companies. Our Financial Mythbuster debunked some of the most common misconceptions around finance and helped encourage businesses to take the next steps in getting the finance needed to help them grow.

Mobile World Congress

Mobile World Congress is one of the biggest events in the calendar for Scottish Enterprise, giving them the opportunity to showcase Scotland as an ideal location to invest in and develop new products and technologies.

For 2014's show, we redeveloped the look and feel of their entire event presence under the theme of Connected Scotland. Animations and infographic content focused on key benefits, support, challenges and compelling statistics that make Scotland such an ideal investment opportunity. We also whetted the appetite of potential investors by releasing photography of the key players in Scotland's mobile and technology sector in advance of the conference.

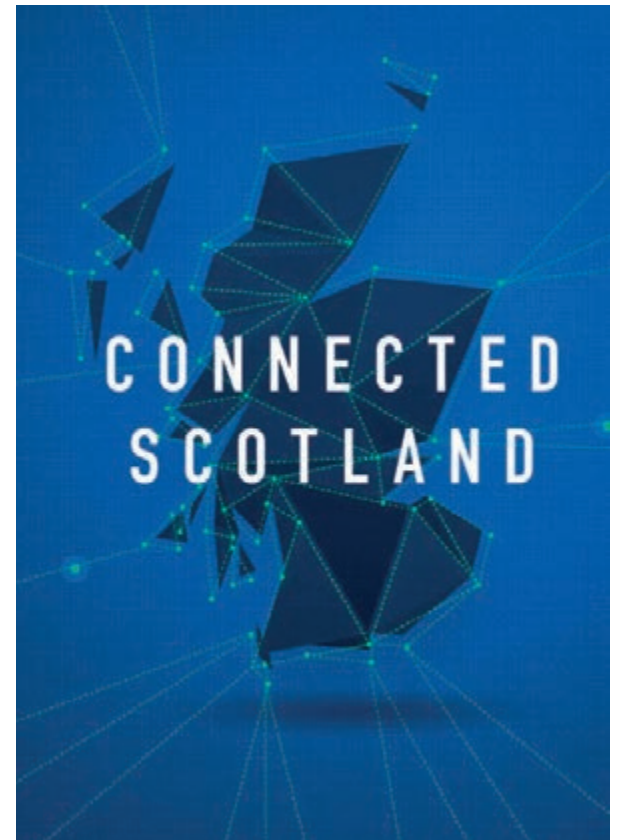
Commonwealth Games

It was billed as the friendly games, but for many Glasgow 2014 will be also be remembered as the social games with social media playing a key role in tracking everything that was happening in and around the city. With #commonwealthconnections, we were able to capitalise on the spirit of the games and distribute targeted messages to business leaders looking to expand their business operations in key Commonwealth countries. Over the course of the Games and their aftermath, we were pretty busy, managing to produce 72 pieces of content!

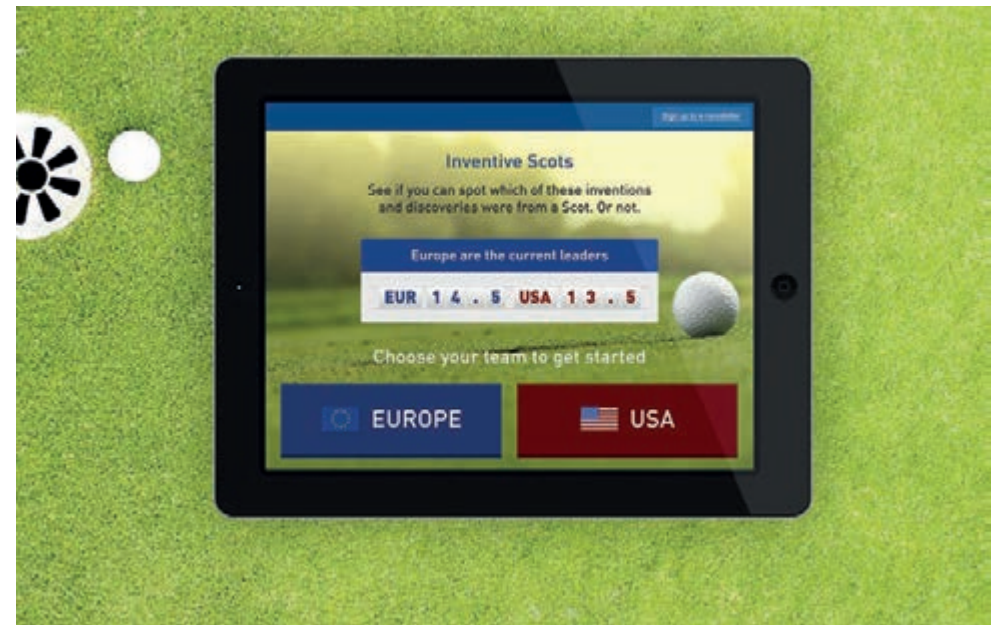
"Working on Scottish Enterprise has opened our eyes to so many amazing innovative companies, people and initiatives in Scotland. It's exciting to create engaging content that can genuinely make a difference to the prosperity of the nation."

Charlie Bell,
Design Director





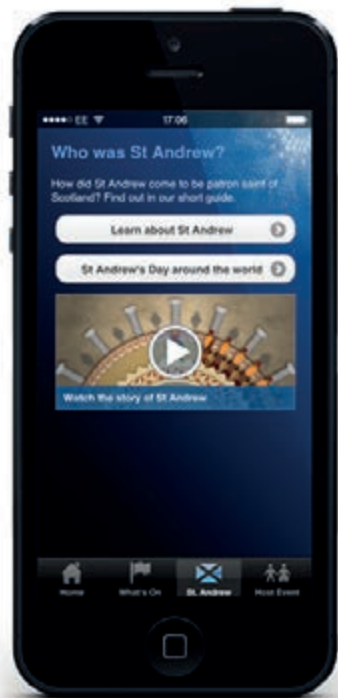
Animations for website, social media and events/conferences.





For 11 years we've led the strategy for the digital gateway to Scotland, reaching over 100,000 visitors each month from 150 countries.

A focus on rich content has been key to success.



Animation

Animation is a great way to reach international audiences and we've brought the stories of famous Scots to life in a way that appeals to people whatever their age.

St Andrew's Day app

Our app has helped people across the world celebrate Scotland's national day on 30 November. Users can search major events around the world to find what's on near them.

And there's the ultimate guide for hosting celebrations with recipes from top chef Andrew Fairlie, a whisky tasting guide from the Scotch Whisky Experience and a special St Andrew's Day music playlist via Spotify. Before heading out, party-goers can gen up on Scottish knowledge with our animated history of St Andrew, and then arrive in style by following our guide to traditional Scottish formal wear.

Interactives and Social Media

The growth in social media across the globe has allowed us to cost effectively reach thousands of people.

Saltire Yourself

For those who've always fancied themselves as a look-a-like of Mel Gibson's William Wallace in Braveheart, we created a lovely interactive where visitors could upload their photo, then Saltire themselves before sharing.

The World Wide Ceilidh

As part of campaigns for St Andrew's Day, Hogmanay and Burns' night, we designed a sharable interactive allowing people to join the world's largest virtual ceilidh – uploading their picture and personalising their outfit, before inviting their friends and family to join them via Facebook and Twitter.

Recite-a-Burns

Romantics across the world can record themselves reciting a Burn's poem and send it to their Valentine in February.

Games and Quizzes

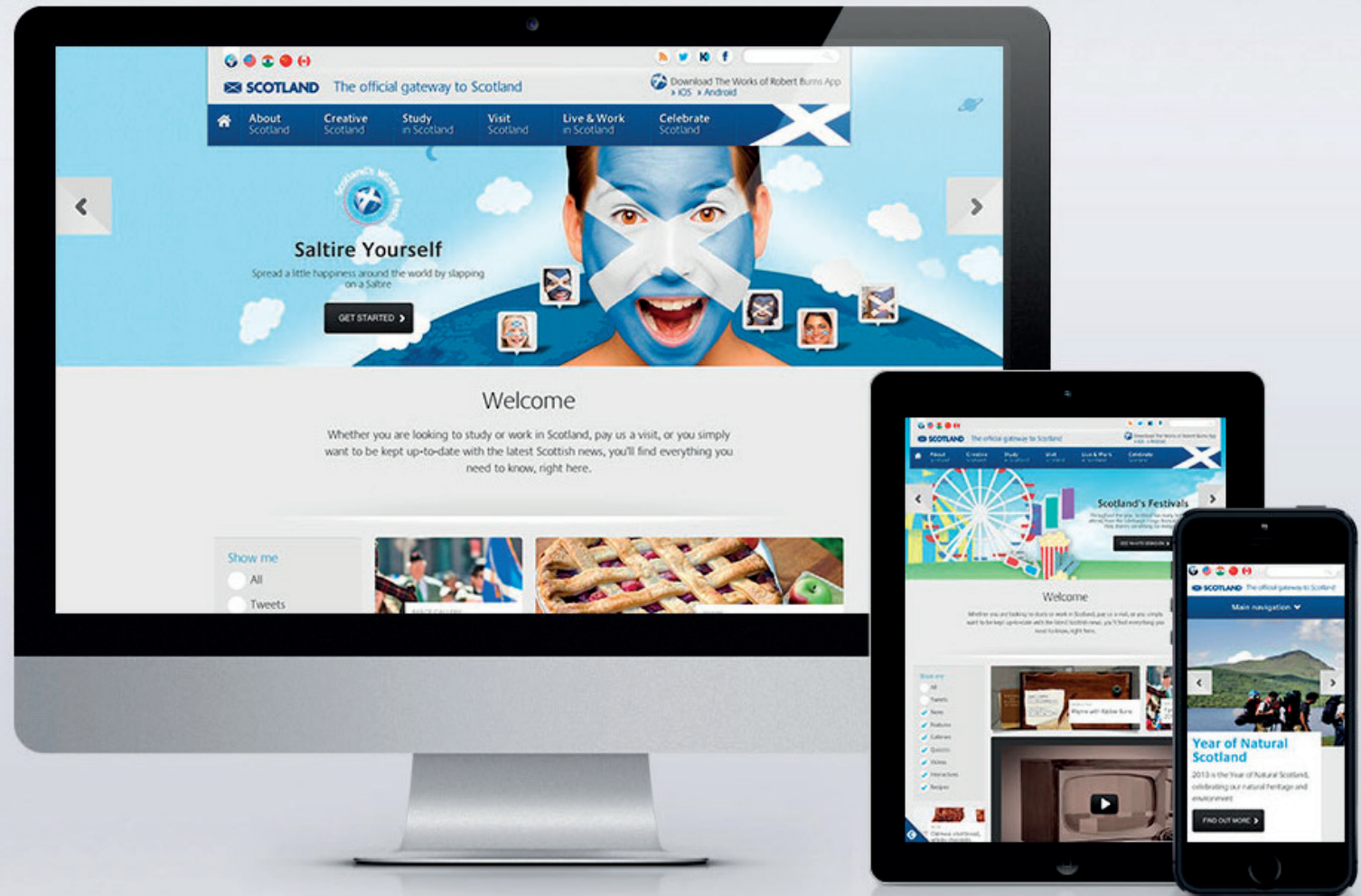
One thing that unites our audiences from 150 countries is that they love a challenge, and we've been only too happy to keep them busy with games and quizzes!

Infographics

When we've had a lot of information and only one web page, we've used infographics to keep things simple.

Scottish Government mobile strategy

We were commissioned by The Scottish Government to work in partnership with Storm ID to develop a mobile strategy. Storm ID focussed on a technical review of the current digital platforms. The team focussed on setting the vision, the role of mobile and delivering an action plan.





Contents

The strategy includes a five page summary in plain language accessible to all stakeholders. The following 65 pages then deliver the full details including: background; review of where we are; vision of where we want to be; recommendations and implementation plans; overview of current mobile devices; mobile for emergency communications and mobile best practice strategies.

Summary and results

The strategy was published and highlighted that it should be the only mobile strategy produced for The Scottish Government. This was because mobile devices were already part of the rich eco-system of internet connected devices that were being used and supported by Scottish Government marketing and communication teams. As such The Scottish Government's digital strategy should be mobile/device agnostic and use integrated strategies rather than having a separate mobile strategy.

The other major recommendation was that web apps/responsive web were the default unless device dependent hardware functionality was required that was only available for native apps.

Following the publishing of the strategy The Scottish Government has invested heavily in new responsive platforms to replace the majority of their digital estate. Several of these are set to launch soon. Some native apps have been produced, but these are focus on applications such as games, or activity trackers and match the guidelines within the strategy. Other apps have been decommissioned with functionality being included within web apps/responsive web platforms.



Smartphones: Smarter Engagement July 2012

Background

PAGE 8 OF 71

Background

Scotland's use of mobile devices

Results collected from an Office for National Statistics (ONS) opinion survey showed that in 2011, 45% of internet users had accessed the internet using a mobile phone, compared to only 19% in 2009.

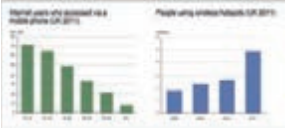
The rate of growth in accessing the internet using mobiles is fastest among those aged 16 to 24, with an increase from 44% to 77% over the past 12 months. There are lesser, but notable, increases across all age groups.

Another significant increase has been the number of women using mobile phones to access the internet; this figure has more than doubled from 18% in 2009, to 39% in 2011.

Mobile internet use via a laptop, tablet or other portable computer also proved popular in 2011, with 38% of internet users using these mobile devices away from the home or workplace.

Methods of access – wireless hotspots

Significant growth in the use of wireless (wi-fi) hotspots also increased in 2011 with 4.9 million people (13% of UK internet users) using hotspots at locations such as hotels, restaurants and airports. The wide availability of these hotspots has fuelled large growth in their use over recent years: a seven fold increase since the 2007 estimate of 0.7 million people (see chart below).



Source: ONS Internet Access – Households and Individuals (2011).

Transport for Edinburgh

We were tasked to cost-effectively create and implement a seamless suite of brands for Transport for Edinburgh, the new company providing integrated transport for the city.



The journey begins

Transport for Edinburgh is a new company set up with a vision of providing seamless and high quality transport for residents and visitors to the city.

The new brand has a mixed heritage. The Lothian Buses brand which had served the people of Edinburgh since 2000 had built high levels of goodwill carrying over two million passengers a week, but the trams initiative, now run by Edinburgh Trams Ltd, had faced considerable controversy since the project was proposed in 2001.

If successful, the new branding could help Transport for Edinburgh present a fresh vision and a positive step forward for the people of Edinburgh by the end of 2013. So, the aim was to build a solid platform of trust and credibility for the new brand by:

- Truly integrating Edinburgh transport brands
- Reflecting insights and feedback from Edinburgh residents and visitors
- Being cost-effective in approach, implementation and future-proofing
- And running on time!



Effective route planning

There's not the room here to detail all the stages of careful design planning and development that went into the process, but these numbers provide an indication of the scale of the task in a few short months:

- 100+ pages of proposed concepts
- 50+ client and stakeholder meetings
- three chosen routes
- six focus groups
- and finally a strategy for one integrated brand.

A united brand infrastructure

We created an umbrella Transport for Edinburgh marque which interacts with the sub-brands of Lothian Buses and Edinburgh Trams, effectively communicating the integration of Edinburgh's transport infrastructure. The same concept of interaction can be rolled out in future years to unite other Edinburgh transport brands such as Park & Ride and Cycle.



Gearing up for a smooth launch

And then life began to get exciting. Photo shoots of the new trams were logistically tricky with the only opportunities being two test runs carried out through Edinburgh in the dead of night in a freezing December. It turned out that the best vantage point would be the roof of St Paul's and St George's in York Place and a few recesses

were done to ensure this was feasible and safe so we could capture the tram in the two minute window we'd have at 3am, before racing back to the street to shoot the tram in other key locations.

Secrecy was vital – with no brand imagery to be live before the ministerial launch on 17th December.



A dedicated team began branding 174 tram stop signs in high winds in the early hours of the morning of the launch. And our technical team had the slightly easier job of flicking the switch on the new websites from the comfort of the office at lunchtime.



Down to the nuts and bolts

The logos were applied across hundreds of different applications and under constant public scrutiny. We ensured every curve in the logo and the kerning of every logotype was perfect – even on large-scale applications like bus liveries.

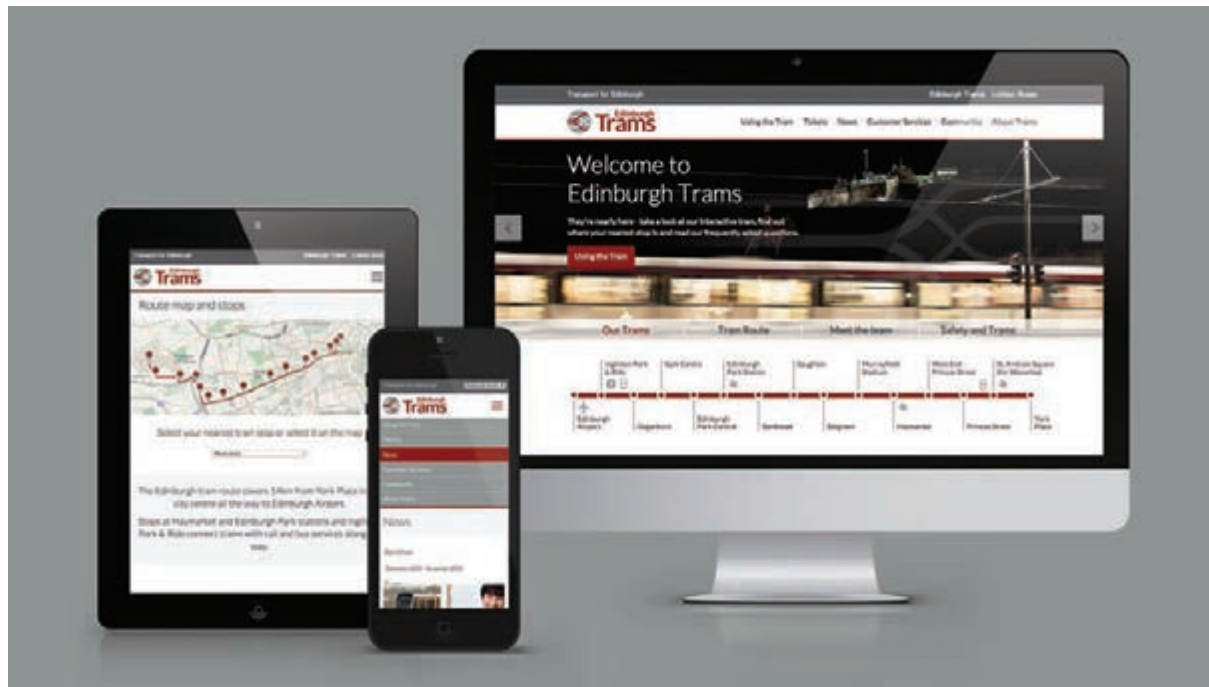
And we had to consider cost-effective implementation. The new repair vehicles allowed us to create full livery from scratch, but we used a simpler option so the brand could be applied to existing bus and tram livery at minimal cost.

As well as implementing the brand on uniforms, timetables and pin badges, we produced a seamless digital experience, using Transport for Edinburgh as a central hub with a simple header allowing users to easily navigate between the three websites.

Laying brand-lines

Key to cost effective implementation is ensuring the Transport for Edinburgh in-house marketing team can use the brand consistently themselves with

minimal agency input. We worked collaboratively with the team to produce comprehensive but straightforward brand guidelines covering every detail such as correct logo usage, colour rules, graphic devices, repeat patterns, photography and iconography. This guarantees future consistency of the brands and maximises its impact across all communication channels.



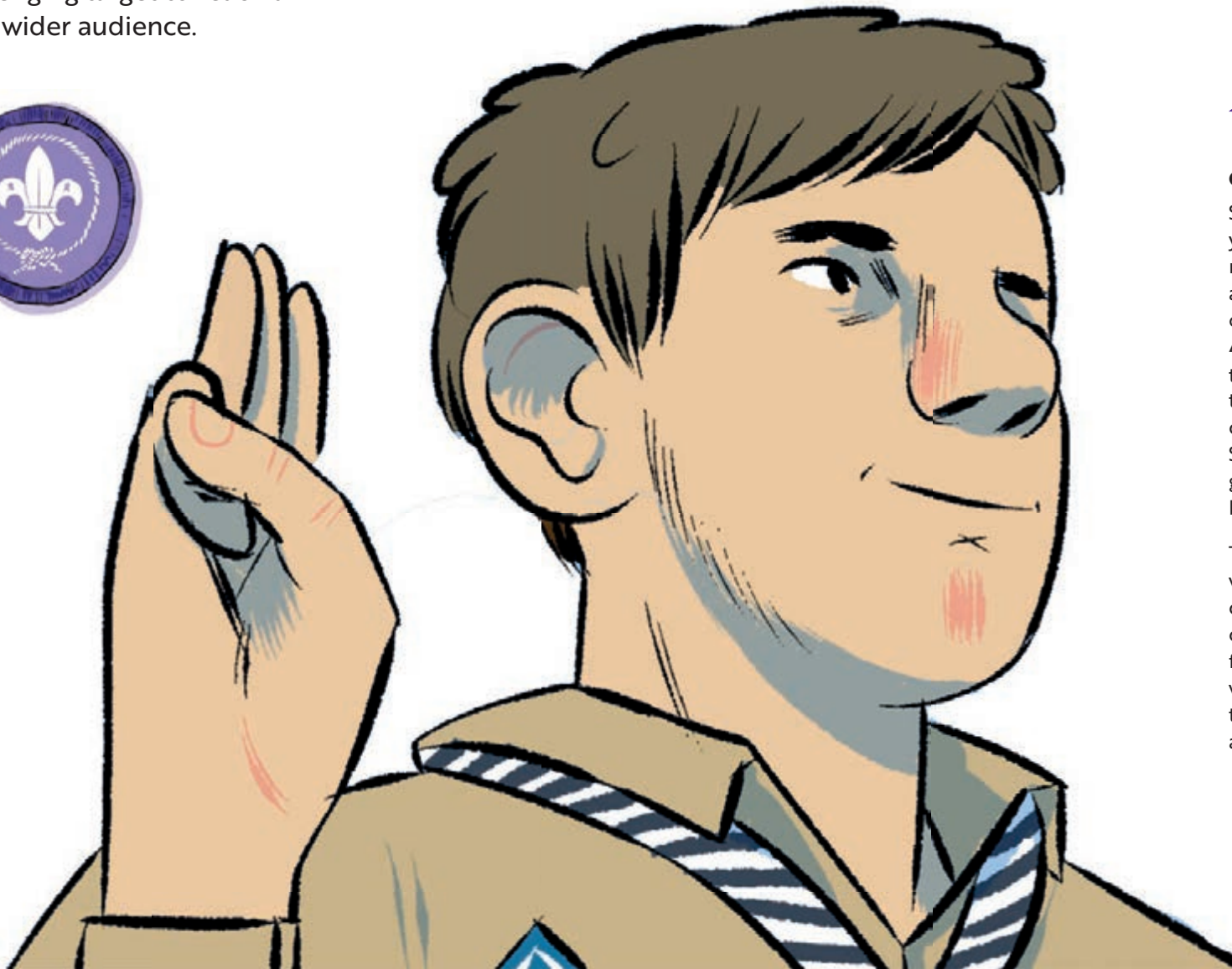
"The team needed to deliver this high-profile project to a very high standard, on-time and within a tight budget, which they achieved. They showed solid commercial awareness by working collaboratively with our internal team and stakeholders to develop creative which could be cost-effectively implemented now and in the future"

Ian Craig, Chief Executive,
Transport for Edinburgh



Scouts Scotland

We developed a new creative approach to help prepare Scouts' Scotland for a busy three years meeting their challenging target to reach an even wider audience.



Capturing the spirit of scouting

Since 2007, Scouts Scotland has increased youth membership by 37% now reaching nearly 37,000 young people. They have a challenging target to build this further over the next three years, reaching 41,000. Their aim is to be accessible to all young people in Scotland and they needed a new visual style to communicate the dynamic spirit of Scouting to all groups, regardless of faith, gender, sexual orientation, race or social background.

To maximise what could be achieved within the budget, we recommended a contemporary illustrative approach to create a graphic library of images suitable for different media. Then we partnered with illustrator Bianca Bagnarelli to bring this to life with a fresh and engaging approach.



Celebrating a successful year

The new approach was applied to the annual review where we moved away from more standard photographic layouts, and instead, considered it from the perspective of a young Scout by presenting in the format of a field journal.

By incorporating hand-crafted script, and contextual touches such as water marks, fingerprints and leaf-rubbings, we ensured content relating to strategy and KPIs was fun to read and reflected the importance of craft and nature to Scouting.

Showcasing eight years of growth

The illustrative approach was easily applied to a short friendly animation showcasing Scouts Scotland's successful year, resulting in eight consecutive years of growth for the organisation.

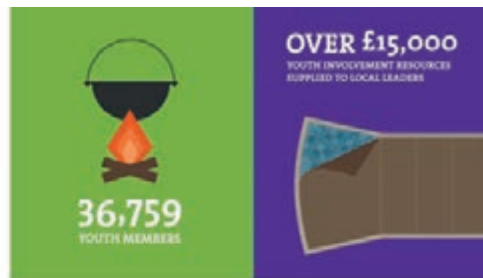






"The illustrative approach the team recommended is fantastic and has been perfect for us. This year, our Annual Report really stands out from others in the sector. And it's been so cost-effective as we've used the illustrations in so many channels - particularly social media. The feedback from our audience has been brilliant and really seems to have boosted engagement."

Addie Dinsmore,
Communications Officer, Scouts Scotland



Onwards and upwards

From there, we quickly created several print items and a strategy document for Scouts Scotland HQ, a range of assets for use online and various infographics for the website and social media.

"It's important for any organisation, but particularly charities, to use budget carefully when developing new creative. But the end result shouldn't be boring and 'make do'. We were delighted to work with Bianca to produce an engaging and cost effective graphic library to help the client communicate the true spirit of scouting to new audiences over the next three years."

Matt Weaver, Design Director



Scouts Scotland



Since 2007, Scouts Scotland has increased youth membership by 37% now reaching nearly 37,000 young people. They have a challenging target to build this further over the next three years, reaching 41,000 by. Their aim is to be accessible to all young people in Scotland and they needed a new visual style to communicate the dynamic spirit of Scouting to all groups, regardless of faith, gender, sexual orientation, race or social background.

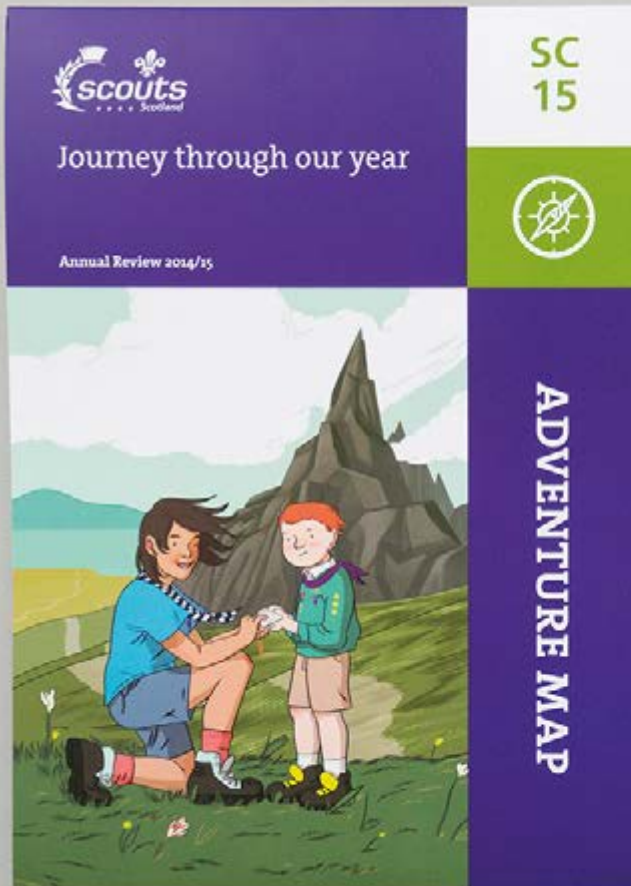
To maximise what could be achieved within the budget, we recommended a contemporary illustrative approach to create a graphic library of images suitable for different media. Then we partnered with illustrator Bianca Bagnarelli to bring this to life with a fresh and engaging approach.

The new approach was applied to the Annual Review where we moved away from more standard photographic layouts, and

instead, considered it from the perspective of a young Scout by presenting in the format of a field journal.

By incorporating hand-crafted script, and contextual touches such as water marks, fingerprints and leaf-rubbings, we ensured content relating to strategy and KPIs was fun to read and reflected the importance of craft and nature to Scouting.

The illustrative approach was easily applied to a short friendly animation showcasing Scouts Scotland's successful year, resulting in eight consecutive years of growth for the organisation.



"It's important for any organisation, but particularly charities, to use budget carefully when developing new creative. But the end result shouldn't be boring and 'make do'. We were delighted to work with Bianca to produce an engaging and cost effective graphic library to help the client communicate the true spirit of scouting to new audiences over the next three years."

Matt Weaver
Creative Director

Scouts Scotland



From there, we quickly created several print items and a strategy document for Scouts Scotland HQ, a range of assets for use online and various infographics for the website and social media.

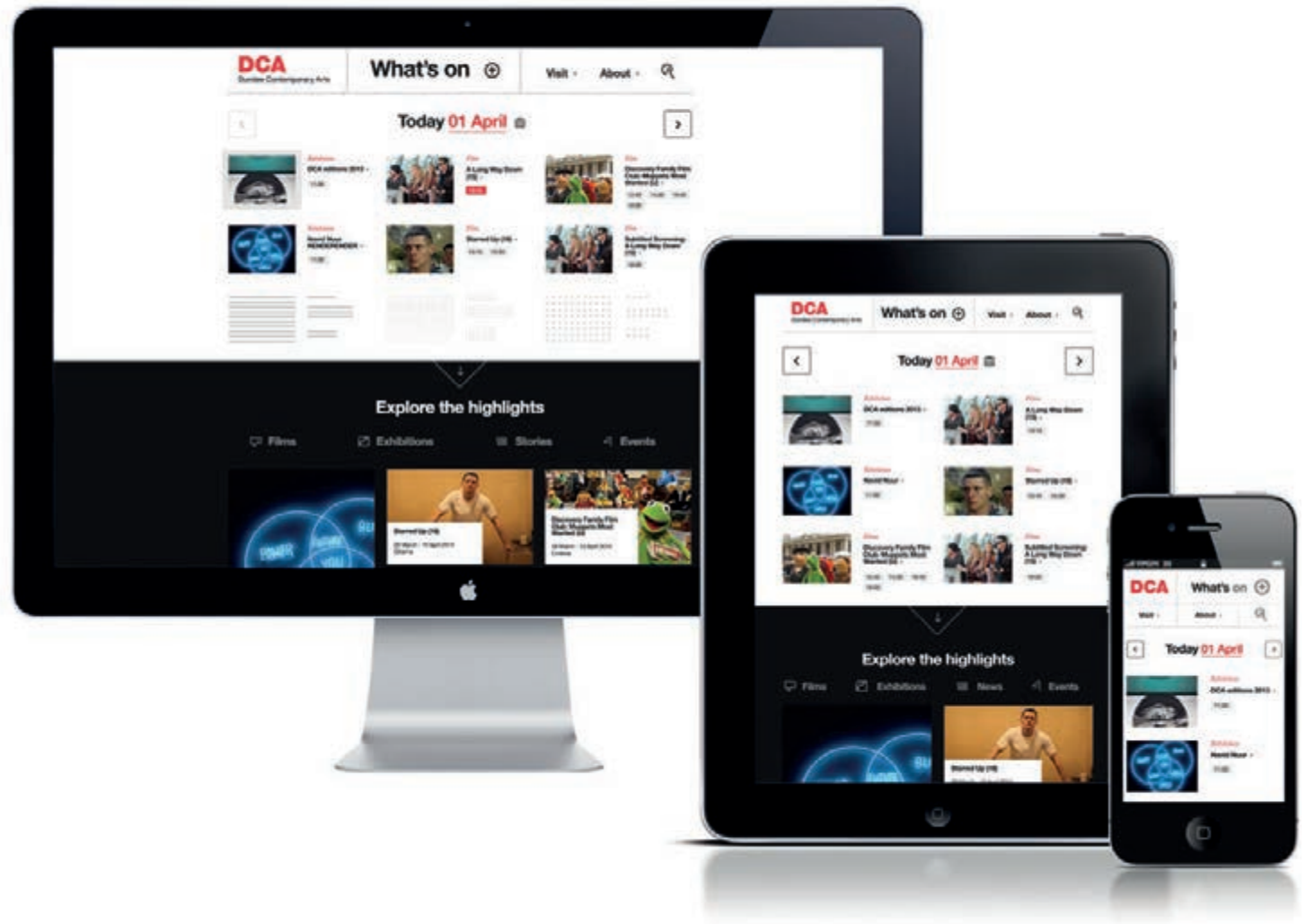
"The illustrative approach the team recommended is fantastic and has been perfect for us. This year, our Annual Report really stands out from others in the sector. And it's been so cost-effective as we've used the illustrations in so many channels - particularly social media. The feedback from our audience has been brilliant and really seems to have boosted engagement."

Addie Dinsmore
Communications Officer, Scouts Scotland



DCA

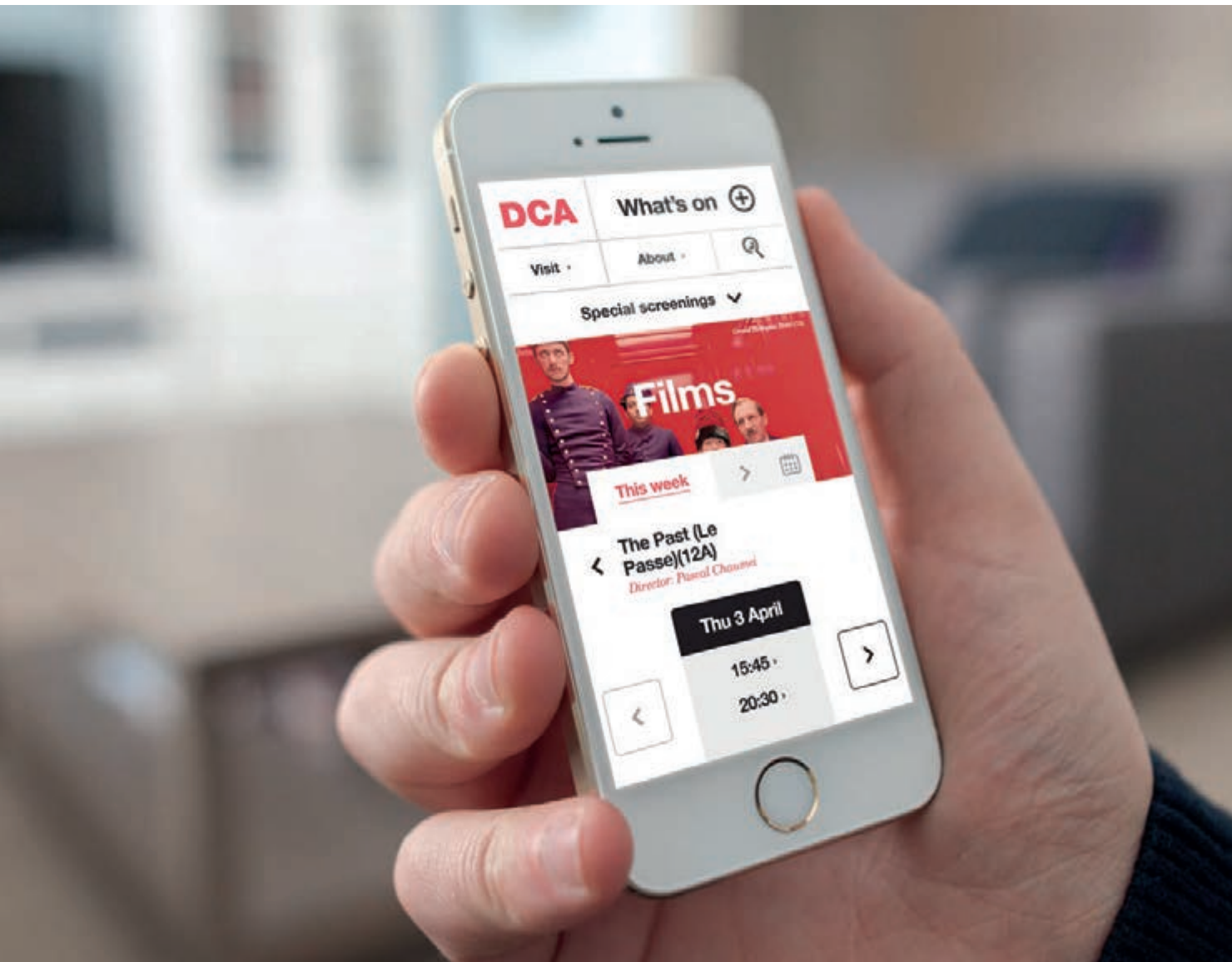
Dundee Contemporary Arts is an arts organisation world renowned for the pivotal part it plays in the development and exhibition of contemporary art and culture.



Web sales doubled from 7.5% to 14% of all sales in the first 3 months and they're saving 5 working days per month on site updates.



Dundee Contemporary Arts



Their 350,000 visitors a year are exposed to a rich, diverse programme across the centres' cinema, galleries, print studio and education programme, as well as a shop and vibrant café bar and restaurant.

We were approached to update the DCA website and bring a flavour of their world-class experience online. Best in class ticketing experience, clear event listings, social media integration and a flexible CMS were fundamental in achieving this vision. Along with building a fully responsive, user-focused site.

Usability at the core

Our usability team mapped journeys so customers could quickly and easily access key information such as film, exhibitions and course listings, bookings, the latest news and visitor feedback. They ensured this could be achieved as easily from mobiles and desktops.

During the planning, design and build we worked closely with arts ticketing platform Spektrix. With the help of Spektrix's API, users are able to view event times and ticket sales before embarking on a seamless, integrated booking process – without ever having to leave the site.



Design excellence

The design replicates our vision of ease; the visual grids used on the main site pages provide a simple, visual reference to the site's content and serve as touch targets for mobile and tablet.

And the contemporary style carried throughout the site echoes the bold, physical presence of the DCA.

Both the look and function of the site reflect DCA's innovative vision and reaffirmed their position at the forefront of design.

Giving visitors a voice

DCA were keen to offer an open and meaningful experience. So we incorporated contextual social sharing options within the 'What's on' section of the site to build on the user experience and extend engagement. As such, visitors are prompted to leave comments on the listing's content pages by logging on via twitter or facebook.

Results

The new site delivered instantly with a reported spike in online sales and increased efficiency. Web sales doubled from 7.5% to 14% of all sales in the first three months and they're saving five working days per month on site updates.

Royal Highland Show

Recently, we were really chuffed to win The Royal Highland Show as a new client. The Show comes round once a year, taking over their Ingliston residency for four days. It involves over 1,000 trade exhibitors, 2,150 livestock competitors (with over 6,500 animals) and attracts up to 180,000 visitors annually.

For this years 2016 show, it's 176th year running, the Royal Highland Show wanted to promote the Show as one of the UK's premier events, working to increase visitor numbers year on year, with an end target of 250,000 visitors in 2020.

They commissioned the team to create their ATL campaign, giving the show their creative look and feel going across all promotional activity.





The best of the best

We looked to reposition the show to ensure it's increasingly recognised and acknowledged as a major European event in its own right. This included working to maintain and promote the relevance of the show to agricultural

and forestry sectors/audiences as well as to urban consumers. We progressed creative positioning from being overly inclusive and simply humorous, to focus on a creative that befits the quality and craftsmanship of the competitors and brands making up the show. Bringing

to life the brand positioning of 'The best of farming food and rural life'.

Commissioned photography featuring one of the Show's previous prize-winning Highland cows 'Morag', created a fresh approach focusing on

the community that makes the Show the success it is. Interesting use of media such as a 10m outdoor site featuring a Morag with real shots of breath, stopped people in their tracks and generated a PR buzz.

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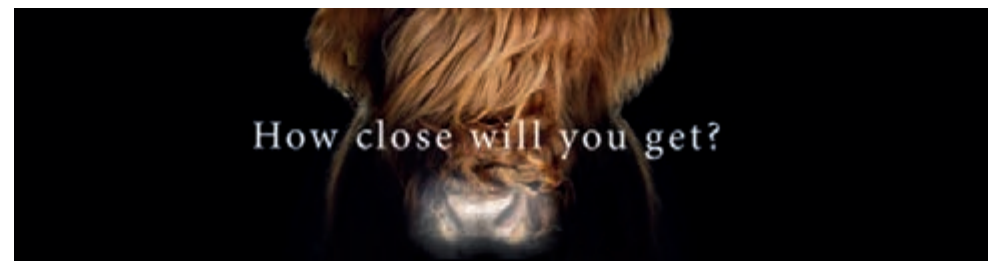


The Show must go on

We're currently working to create a year round communication programme, utilising content that can be gathered during the show (data capture / photography / interviews / footage etc). We're also looking at ways to ignite the audience content and activity with our audience pre March 2017, the kick off of next years campaign.

The results

Whilst full post campaign analysis and visitor surveys are on-going, the 2016 Royal Highland Show delivered record breaking visitor numbers, with visitors up 10,000 on the previous year.



Anderson Strathern

The team were tasked to help Anderson Strathern redevelop their brand identity. This project aimed to uncover who Anderson Strathern are as a brand and what they stand for, while establishing how they spoke to their external audiences.



AS Anderson Strathern

With over 140 partners (many financially invested in the firm) and each specialising in different sector or service markets, securing buy-in from every partner was seen as critical to success. Anderson Strathern had set their business vision TO BE THE FIRM OF CHOICE (for legal services in Scotland, for referrals from London, for private client portfolios, for employment and accreditations.) It's a bold and ambitious business vision, which needed investment in marketing.

Firstly, we had to undertake a brand consultancy project to identify their brand positioning – what it is that makes them different and better from the pack. We then interrogated this creatively to show how this would come to life across a range of brand touch points.



Audience

As Anderson Strathern is a full service law firm with an asset management arm, their clients are wide and varied. They defend the interests of people during times of crisis such as divorce, unfair dismissal and property disputes. On the other hand they have a corporate

arm representing some of the largest unions, most powerful corporations and wealthiest landowners in Scotland. The target audience for Anderson Strathern's asset management offering is largely their existing private client portfolio or those that match this profile – middle aged and older with a substantial asset holding.



The approach

The process involved over 10 collaborative sessions, 12 client interviews, 24 employee interviews, 250 employee surveys, 10+ partner presentations, one company away-day presentation, launch party presentation to all staff, and weekly status calls with the Anderson Strathern team.

We did this research to better understand our audiences, and ensure that the messages and content that we serve them is relevant, applicable and goal-specific. We wanted the company to talk about themselves in a clear, consistent manner, which prior to this project was not the case.

Less than 20% could communicate the brand vision and mission and there was no consistency across the business for what they stood for as a brand.

As part of this project we delivered;

- Three websites reflecting their three areas of business: Solicitors, Asset Management, Residential Property
- Extensive collateral and new brand material including: internal brand communications, launch material, Microsoft template updates, internal and external building signage, website refresh, client facing collateral (business cards, letterhead, envelopes etc and brand guidelines)
- Full page adverts in industry publications and press titles
- Bank of photography – staff (over 150), office, location, macro and micro shots

The results

We were delighted to launch the new brand on schedule. Post-launch testing is still being completed to show the value of the rebrand and the success of the project.





LS Productions

LS is one of Scotland's brightest creative businesses. From modest beginnings in 2006, it is now established as the country's leading Production Company for Stills and Motion. The LS portfolio includes a wealth of campaigns from big clients, and they needed a website fit to show them off.

The new website was required to push the development of the 'LS' brand after their recent change to 'LS Productions'.

Due to the expanding international client base the company needed a name to enforce that they are a Stills and Motion Production Company.

With that in mind they wanted a clean, contemporary and international market-friendly website that gives their target audience an instant understanding of who they are and what they offer.

It had to be visual and easy to navigate, leaving customers with no doubt that they are a company who can easily collaborate with clients to achieve their creative goals.

Because LS Productions offer a service high in demand for a wide range of clients, the audience on this project was fairly broad.

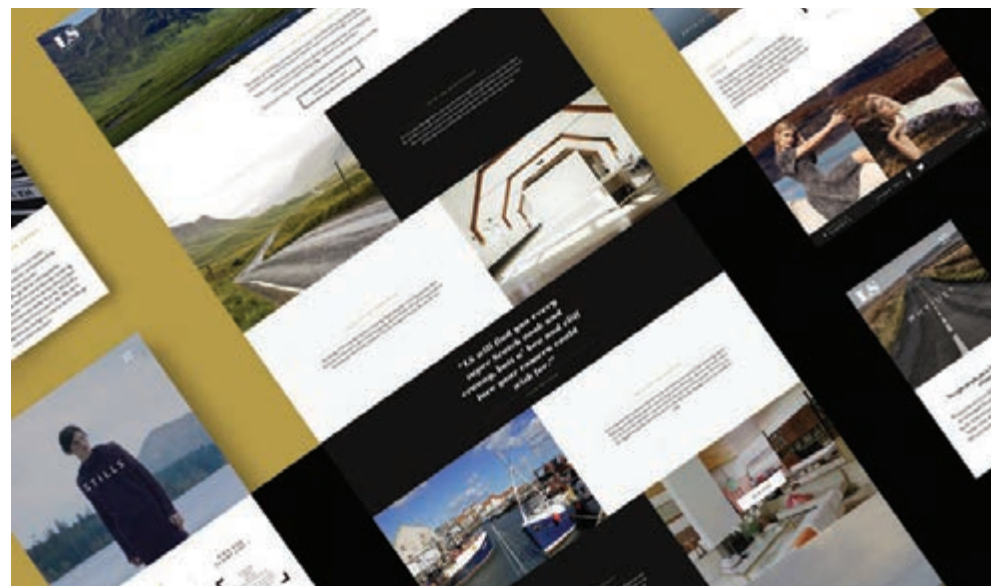
They wanted the website to appeal to other Production Companies - both Stills and Moving Image; advertising, brand and design agencies, photographers, directors, location owners and Brands across a wealth of industries.



We tackled this with a unique approach and together came up with the strapline - **'Every aspect accomplished'**. From there we developed a look and feel for the website that was slick, sophisticated and produced a beautiful, stripped-back, inspiring site packed with easily searchable, high-impact images – still and moving – supported by information that underlines and amplifies the client's expertise in providing production and location support, and much more besides.

It boasts a straightforward method of searching by categories, from swanky New York apartments to remote log cabins, and from urban industrial to retro homes.

While their previous site was more of a shop window, the new one had a greater conversion capability. We created a directory which makes it very easy for clients to scroll through desirable locations, which are identifiable by a number and a country, so they need to



get in touch in order to discover more about the locality. We also made it very easy for property owners to register their own spaces as potential locations.

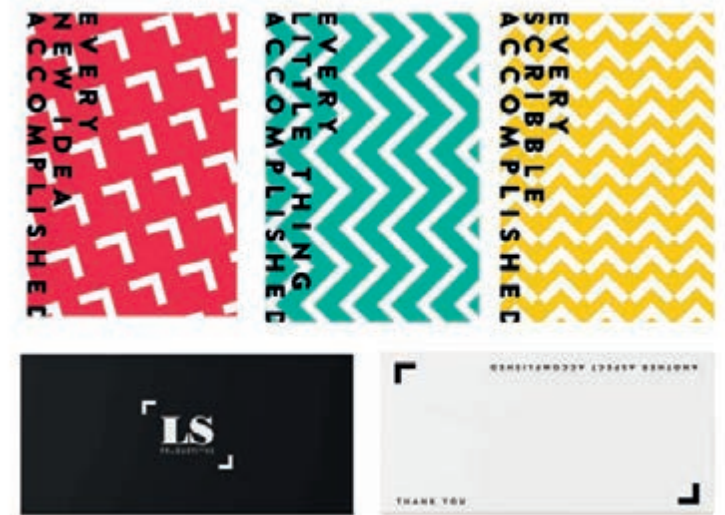
As well as demonstrating the skills and personality of LS Production, the new site features a stylish, design-led blog that demonstrates their wealth of experience and ability to compete globally.

It also showcases some impressive work that LS Productions have facilitated, lists some of their high-level clients and projects, and introduces potential partners to the experienced, personable team. And it's designed in a way that allows the LS Productions' own staff to keep the content fresh and up to date themselves.



Services & Channels

- Website
- Email design
- Client Presentation / Creds document
- Christmas communications
- Branding / Collateral e.g. Business cards, notebooks, comp slips, umbrellas, stickers, tote bags



"The team have done an incredible job re-branding our company from Location Scotland to LS Productions. They listened intently to our brief and made our thoughts and ideas a visual reality.

Our company website is essentially our shop front, it's there to showcase our services, beautiful locations and world-class final campaigns. Just over 60% of our clients are international and we knew in order to entice global production companies and advertising agencies to enquire with us, we required a slick, well designed and image heavy website.

I have never worked with such an innately passionate team, from account management to the design team through to planners, everyone understood us.

Since we launched the website last September the number of job enquires and scale of productions has vastly increased. The rebrand and website have elevated LS Productions in the global market and our future looks very bright!"

Katy Hutcheson,
Marketing and Communications





DON'T BE IN THE DARK ABOUT KNIFE CRIME

An interactive experience that teaches
young people the facts about knife
crime in black and white.

Scottish Government – Safer (No Knives, Better Lives)

No Knives, Better Lives is a Scottish Government national youth engagement initiative that aims to educate young people about the dangers of violent behaviour, in particular carrying a knife.

It was already well served by an excellent website (which we created and have been building on ever since) detailing the risks of being involved in knife crime, and

this had been supported by a poster campaign targeting areas in which young people at risk of knife crime congregated. But we took it further.

We created a series of powerful interactive films for the No Knives, Better Lives website- an ongoing campaign to dramatise the drastic consequences of being caught carrying a knife, even for

people who have not had direct involvement in an act of violence.

Capitalising on the appeal of interactivity to our target audience, we made a series of hard-hitting films that challenged young people's understanding of the law while underlining how easily their future could be destroyed if they got caught.

Our approach

Some of the most common questions submitted to Google relating to knife crime in Scotland – such as ‘Where can I stab someone and not kill them?’ – are disturbing. It was clear that our target audience were thirsty for answers but disinclined to seek answers from information websites.

So we created an online campaign called ‘Don’t be in the Dark About Knife Crime’ to help them to understand that they could face up to four years in prison if caught with a knife.

We created a series of films in which a young man speaks directly to the camera about how his life changed when he was caught carrying a knife, even though he was not directly involved in any violence. He talks about how stupid he feels about his mistake and how his plans for the future fell to pieces after he got caught.





"It was really important that we created something that was as credible as it was engaging. It's a savvy audience watching these videos and it's even more important that they absorb the facts so that, ultimately, it prevents someone getting hurt."

Neil Walker,
Senior Creative

The site then challenges people to "play" a game in which they answer questions about the consequences of carrying a knife, and each answer generates a response from the character in his dark room. The questions get trickier and the answers get increasingly grim, and by the end the character is pessimistic and disgusted, and knows it's "game over".

The results

As well as having a powerful impact on the target audience, the films made a huge difference to the amount of time people spent on the site.

56% increase in sessions year-on-year

65% increase in users year-on-year

The Challenge

Working in partnership with The Lyceum team to deliver effective communications for the theatre and its work, both on and off stage.

Promotional material that will engage and drive ticket sales.

To strengthen The Lyceum brand through understanding and implementing its audience development plans and through consistent, high quality representation of The Lyceum's work.

To create a strong identity for the theatre's work, both on and off stage.

To develop a creative, responsive, cost and time efficient method of working in collaboration.

Scotland's foremost producing theatre producing eight new shows a year. An eclectic mix from classic theatre to world premieres of new plays which are performed in a beautiful Victorian theatre in Edinburgh's Cultural Quarter.

A great night out with fresh, exciting theatre that's worth talking about.





"Our work required sensitivity to the arts and culture marketplace and a genuine interest in The Lyceum's products."

Charlotte Ryder,
Senior Account Manager



The Lyceum

With a strong reputation for excellence in both classical and contemporary work, The Lyceum is committed to developing the country's considerable indigenous talents while presenting the best of international drama to the public. It achieves this through developing a local, UK and international profile; this includes commissioning new work, staging contemporary plays and producing classics of world theatre.



The Lion, the Witch and the Wardrobe

We had the idea to invite clients to the Christmas show at The Lyceum. We produced an engaging invite that played on key themes from this well

known classic. Centred around the idea of 'evacuating' clients and their families to The Lyceum for the evening, mirroring the start of the play where the children are evacuated from London.

We produced a ration pack that was based on second World War documents including an evacuation letter, ration book, notebook with illustrations of magical creatures and importantly, chocolate.



For **Alice's Adventures in Wonderland** we created a miniature book invite, which was housed within a matchbox.

The invitation to Read on the dustsheet extended to a chapterised story of the night's activities.

*Will you, won't you, will you, won't you ...
... join the dance.*



Sainsbury's Bank

As lead agency, we were guardians of the Sainsbury's Bank brand, produced instore POS material through our dedicated studio and supported the ongoing digital marketing campaigns.

At the heart of what we offer

Over the four years, our creative helped position Sainsbury's Bank as a provider of great value financial products and quality service to customers in a fast-moving retail environment.

Working with the new J. Sainsbury's through-the-line campaign strategy, we translated this into a complete brand refresh for Sainsbury's Bank, implementing across the most important marketing channels to its core customers – point-of-sale literature, digital assets and display advertising. Beyond this, we also delivered internal communications, interior office design and creation of content for AGMs.

It's all about the customer

In the jargon heavy financial industry, it's vital to remember the customer and make content simple and transparent across every single communication. We provide concepts, copywriting, design and artwork for 11 products – spanning Insurance, Loans, Savings, Credit Cards and Travel Money which includes multiple product launches.



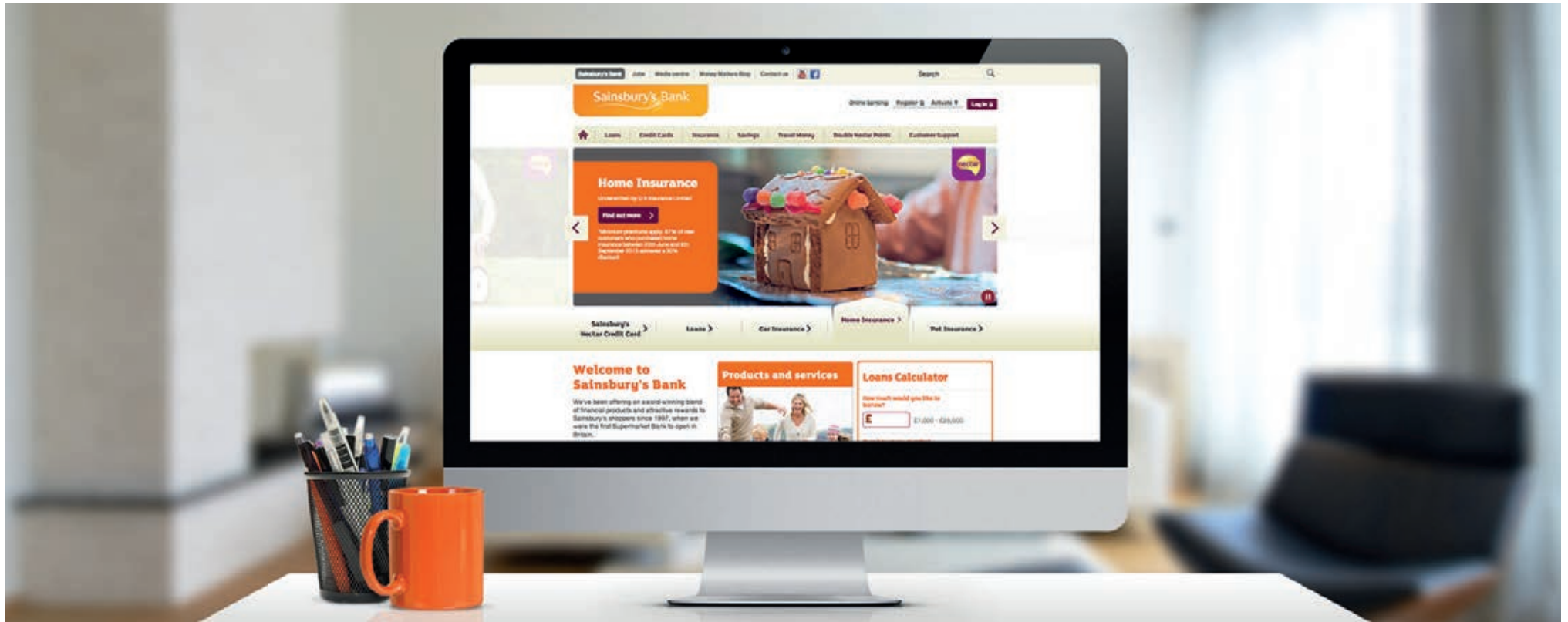


100% Compliance

The print portfolio included around 100 pieces of literature every six weeks, with print-runs of around 1 million and there had to be multiple cycles of approval including different client departments, legal regulators and third party providers to ensure 100% compliance.

Building a conversion machine

After brand and product awareness had been raised by the point of sale materials, it's important that we created a smooth, consistent user-journey when a customer takes the next step online.



We worked closely with the Sainsbury's Bank e-commerce team to maximise conversions across all digital channels, including optimisation of product landing pages. We also designed and built a large inventory of ever-changing display advertising, and provided support for social media channels.

Ensuring a consistent brand look and feel across all print and online was key to maximising usability to convert new customers. This look and feel was also carried into the Sainsbury's Bank office environment and through collateral produced in support of conferences and events.

The results

Our work was praised by independent research which showed that the team's consumer communications delivered a 'clear, concise and simple approach to financial products', demonstrating distinctive product messages in a friendly and accessible way.

Thus resulting in a real customer focus which positioned Sainsbury's Bank as a brand that truly 'empathises with the customer'.

You can't get much more rewarding than that!

Mary's Meals

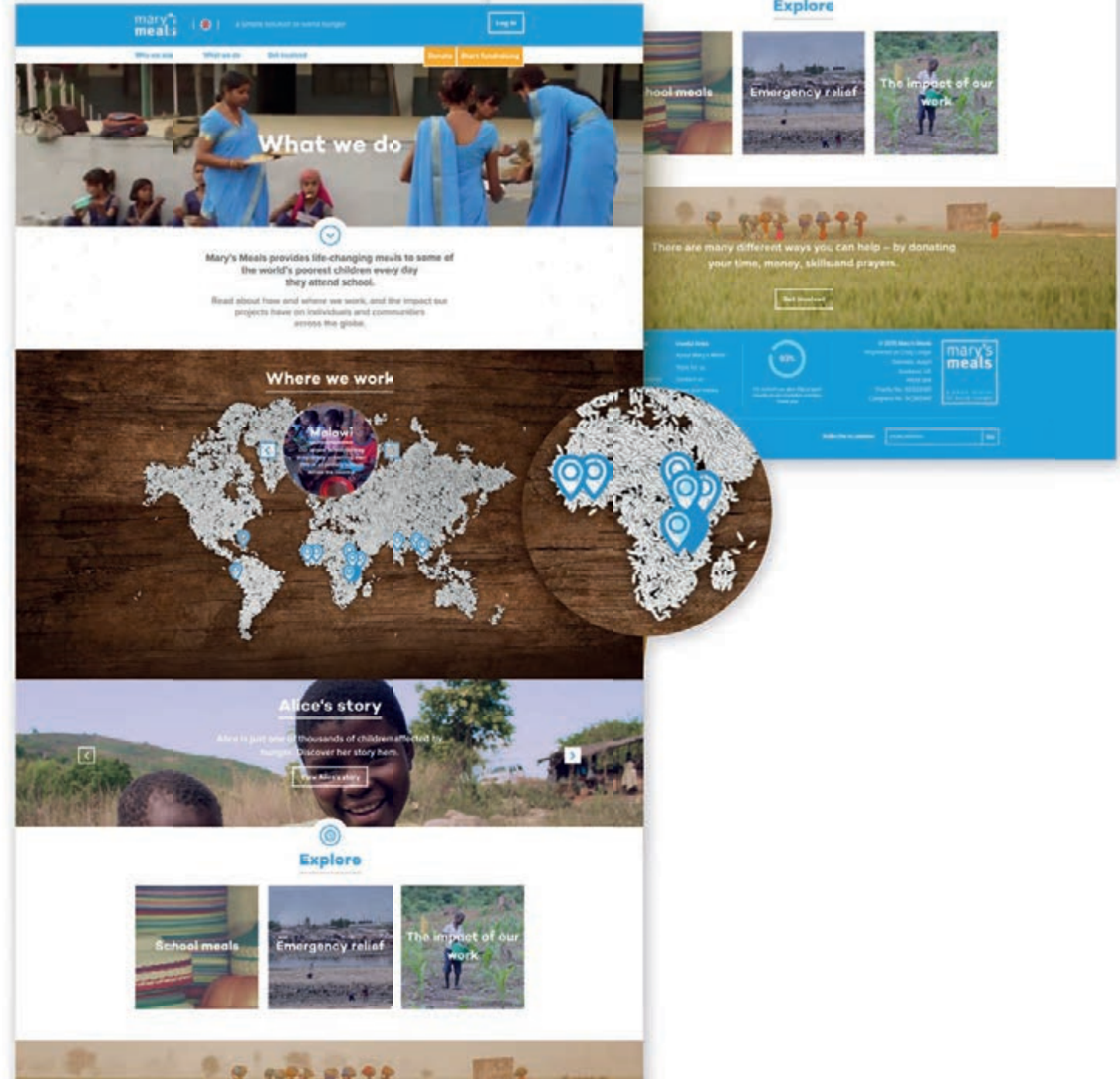
A simple solution to increasing online donations

- New website, CMS and fundraising platform
- Priority to increase donations, including through online
- Very large and diverse target audience
- Key requirement for easy CMS updates
- Fully responsive design for mobile, tablet and desktop

Background

Founded in 2002, Mary's Meals is a Scottish-based charity which has become a global movement, reaching children in some of the world's poorest communities.

Their idea is a simple one that works. They provide a meal in a place of learning every school day, to attract children into the classroom, where they receive an education that can, in the future, be their ladder out of poverty.





The challenge

By 2014, feeding nearly 1,000,000 children every day, Mary's Meals had seen tremendous growth, and been supported by celebrities and personalities such as Gerard Butler and Martha Payne.

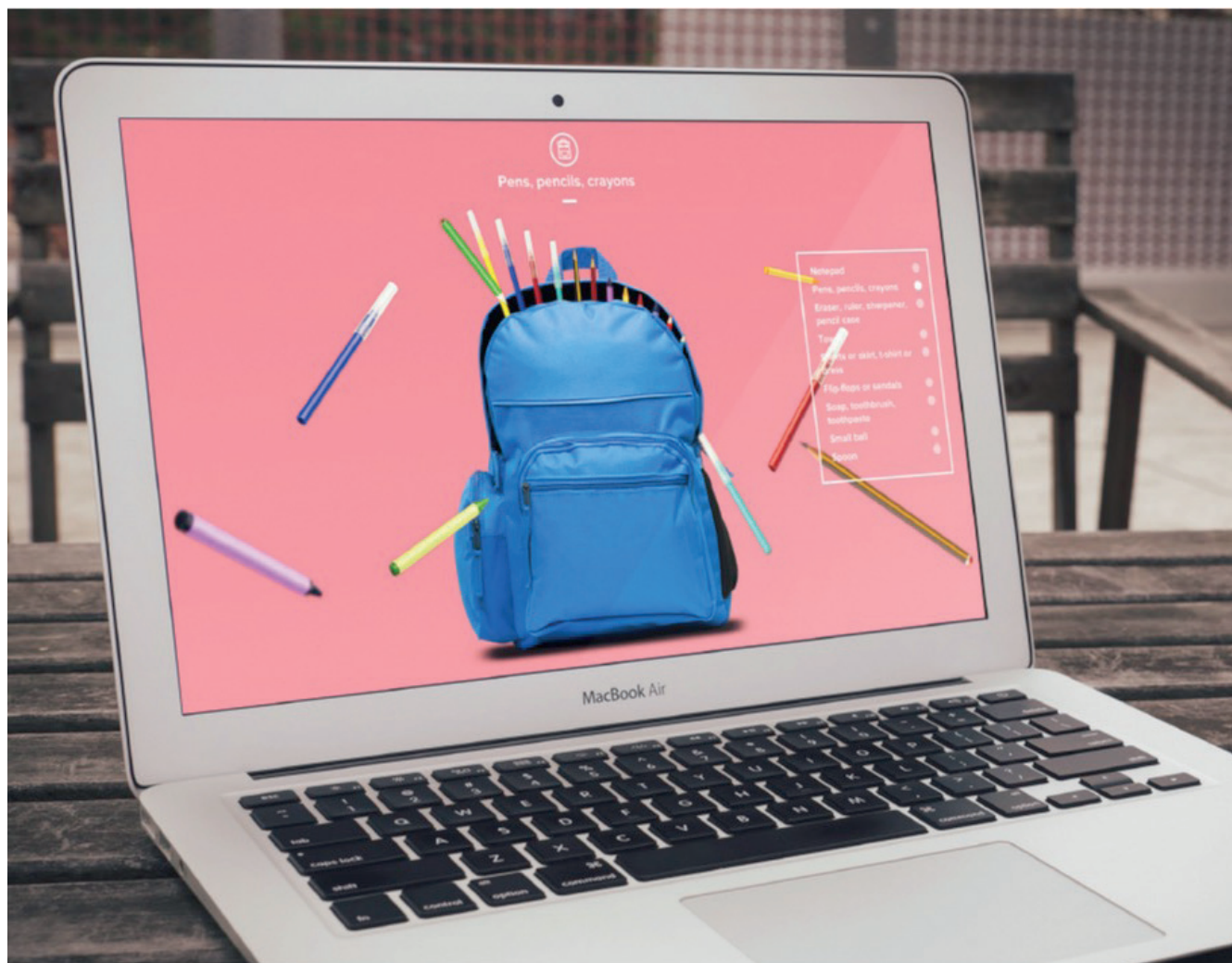
However their digital presence had not kept pace with this growth and a very small proportion of donations were made online. We were tasked with developing cost-effective and engaging fundraising websites for 12 countries, in seven languages, to help them meet their target of increasing the number of children benefitting by 50% in the next three years.

Our approach

Our guiding principle was to echo the simplicity of the charity idea itself, and make everything about the website simple – from the navigation, to the messaging, to the calls to action.

Using interactive and rich media elements, we clearly explained the Mary's Meals story and vision.

We balanced this with easy-to-use design assets that drove visitors along clear journeys to complete key goals for the site. The key was to compel visitors to take action, to illustrate how easily they can bring about the transformation of children's situations and demonstrate how even the smallest of donations can make a significant impact.



We also considered how to reduce staff time needed for administration to ensure that the charity could make changes in one place that would be automatically updated across the site. We also improved the data that charity staff and volunteers could access to develop new insights on fundraising and inform future eCRM programmes.

The results

- Online donations grew by £573,727.06 in one year!
- Proportion of online donations against other donations doubled from 4.2% to 8.4%
- An extra 47,027 children fed for a whole school year



Visit Scotland

Our aim with VisitScotland is to capture the essence of the spirit of Scotland with a rich and engaging suite of content. The goal is to produce content that makes people from all over the world want to visit Scotland. We want to show them a little taste of the real, and quite frankly amazing, Scotland.



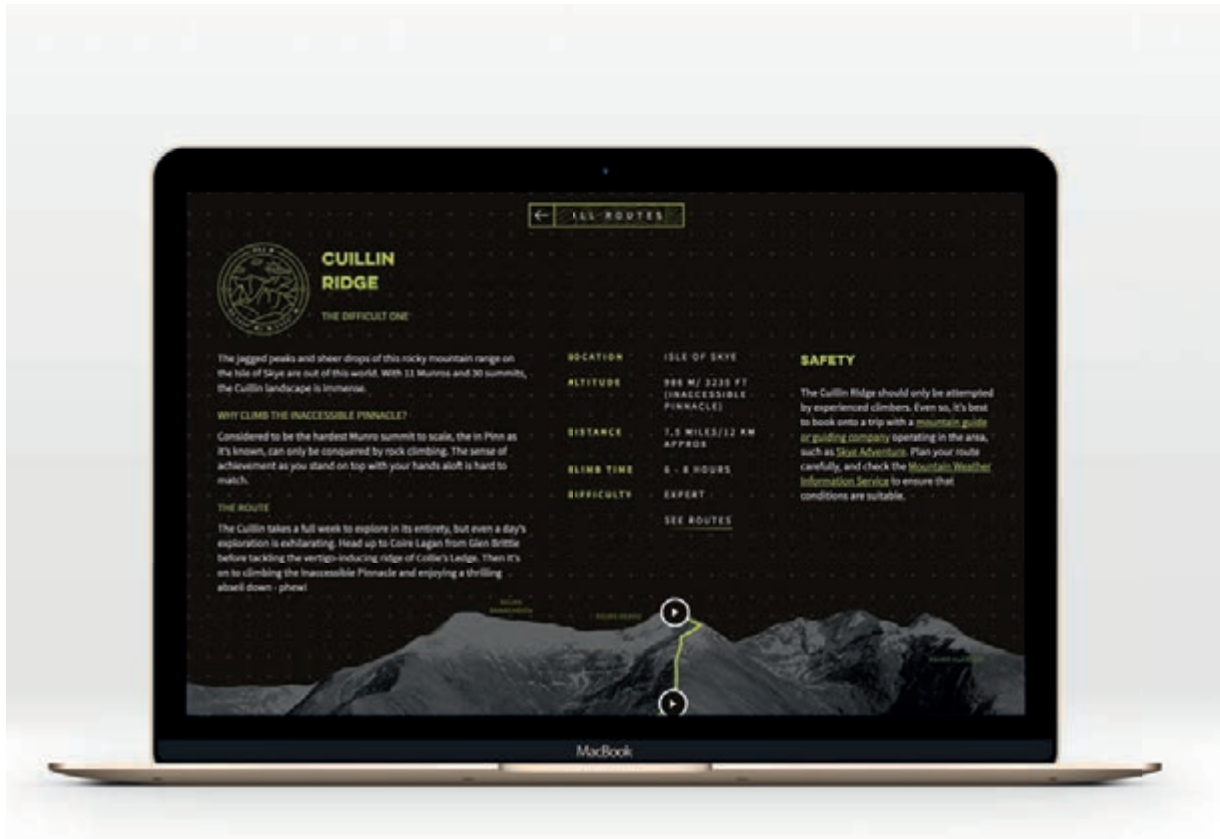


Bringing Scotland to life

Scotland is a place that has much to offer the target audience. As such, we create content to cater for both domestic and international audiences and have defined segments that are identified at the start of each individual piece of content. From adventure seekers to nature lover, curious travelers to foodies.

So we work closely and fluidly with the content marketing team at VisitScotland. They work tirelessly to identify potential areas of content and create open briefs that allow our own content team to come up with creative solutions. We are constantly looking at latest technology trends to help bring the real experience of Scotland to life.





Some of the examples of content we have created:

Interactive Ceilidh Experience

Scottish ceilidh dancing is fun and exciting and a brilliant way to get everyone up on the dance floor. From young kids to the older generations. But not many people around the world (and indeed even in Scotland) are sure what actually happens in a ceilidh dance. We created an interactive ceilidh that puts the viewer in the place of one of the dancers

Scotland's 360 Outdoor Adventures

Utilising the latest in 360 interactive video we take the viewer on a tour of some of Scotland's most amazing hills and mountains. See the full 360 views from the top of Ben Nevis, walk up Arthur's Seat in the centre of Edinburgh or abseil down the Cuillin Ridge on Skye.

Edinburgh Festivals Survival Guide

Edinburgh transforms into the largest arts festival in the world for the month of August. It's a quite amazing place to be but can also be a bit daunting for newbies. We created an online guide that give top tips to survive (and enjoy) the various festivals from getting to know the local slang, finding accommodation, swotting up on the best shows, making the most of your budget and what to do outwith the festival.

A Touch of Creativity animation

2016 is Scotland's Year of Innovation, Architecture and Design and to commemorate it we created an animation showing off Scotland's impressive history of innovations. The animation invited the viewer to interact with the innovation by placing their finger on the screen with the animation apparently interacting with your digit. True innovation.



The Land of Whisky

An interactive map for whisky enthusiasts to pour over. The map contains all the distilleries in Scotland in the 5 regions. So far has racked up over 100,000 views and is now being translated into 5 other languages.

Scottish City Snapshots

Scotland's seven cities have much to offer. We created a series of both winter and summer films to show the best side of each of the cities. The films were short and action packed and proved a hit on YouTube with over 180,000 views.

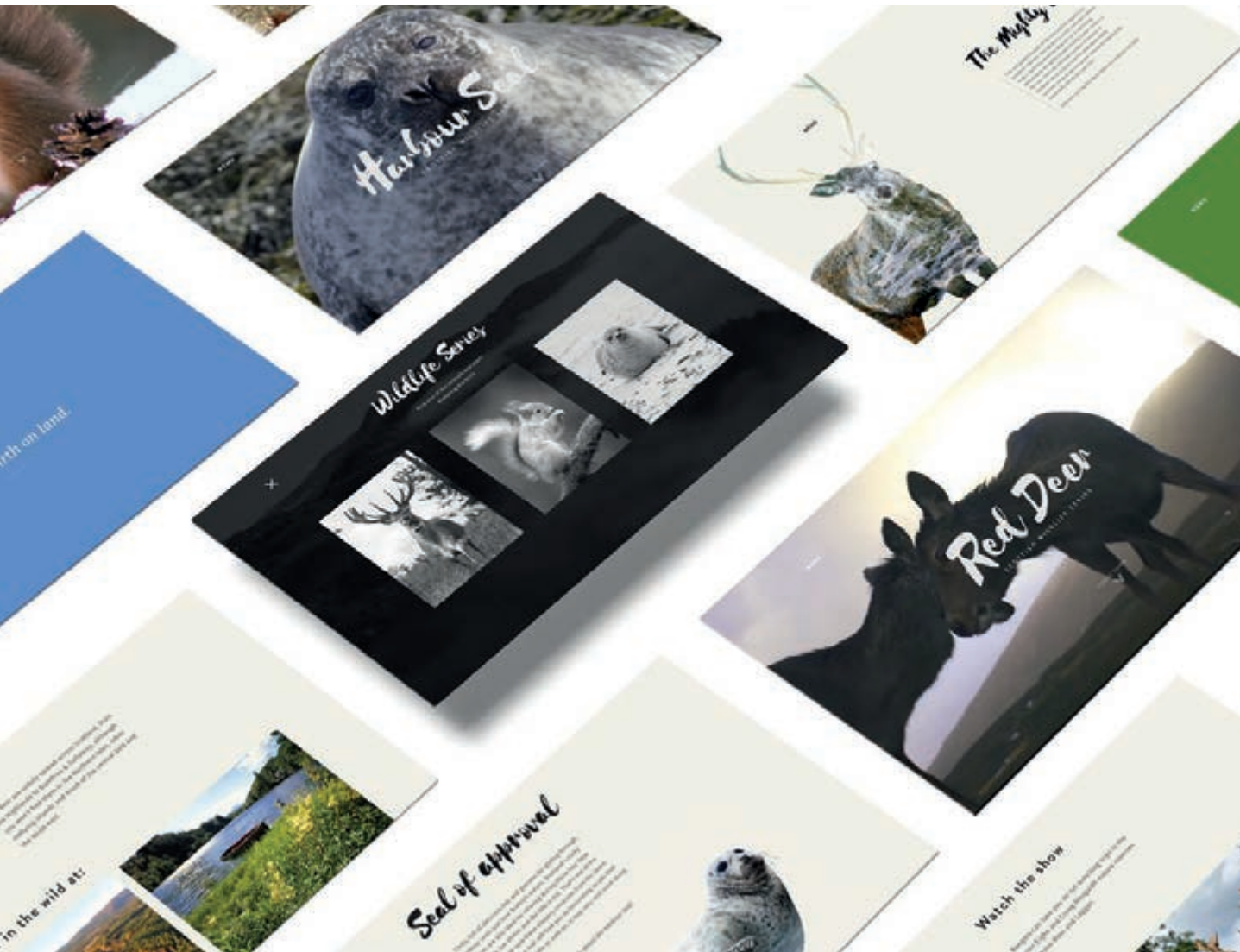


The Scottish Wildlife Series

Did you know red squirrels can jump 2 meters or harbour seals can stay submerged for 15 minutes? Aimed at nature lovers and outdoor enthusiasts we created a series of nature online magazines featuring five facts on some of Scotland's most awe-inspiring creatures - from red squirrels to mighty stags.

Services & Channels

We work across several channels for VisitScotland including interactives, online video, social media and e-books.



"The team helps VisitScotland offer a range of engaging content to a huge and diverse audience. To make sure the right information reaches the right people, we reviewed and built on in-depth insight into VisitScotland's customer base and channels, creating a robust Content Strategy."

Working with a range of Brand partners and Scottish artists, videographers and photographers, and Scottish and International influencers and bloggers, we produce enticing content to promote all Scotland has to offer, around the globe."

Fiona Lindsay
Account Director



Scotland VR

The challenge

Showing Scotland to the world

How can we excite and inspire people to come to Scotland before they have actually been here? There is a huge and wide range of potential visitors looking for new places to visit, from couples and families, to groups of friends or the lone traveler. Visit Scotland challenged us to inspire these people with new ways to experience, consume and learn about the wonders of Scotland.

They asked us to develop a solution that would give anyone thinking about making a trip to Scotland, the chance to explore it for themselves, showcasing its most iconic attractions, giving tourists that final nudge to hop on a plane and experience it firsthand.



"Delivering that level of installs in week one is unprecedented for a tourism destination VR app. We're capturing imaginations with our virtual Scotland and we hope it will inspire users to come experience our great country for real. Thank you to everyone involved, I am really delighted and proud of the product we've all created here."

Mark Irwin
VisitScotland



The approach

Creating a new world

Together with Napier University and XDesign, we created a first of its kind Virtual Reality app that would allow smartphone users to explore Scotland's most iconic attractions, without even having to leave their house. Working with popular gaming engine, Unity, we created a complete 360° environment called 'The Glen', in which people could move around and explore at their leisure.

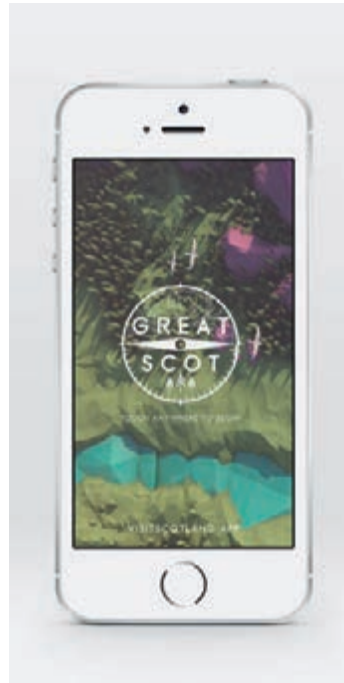


Not only did the app need to feature key attractions that would showcase the whole of Scotland, it also needed to reflect the two Scottish theme years it would play a big role in: Year of Innovation, Architecture and Design; as well as Year of History, Heritage and Archaeology.

The results

Hot this week

The team worked hard to bring the experience to life and received great praise from MSPs at the Scottish Parliament on launch. The app's been featured on the App Store's 'Hot this week' list, as well as in a range of publications all over the world. It was downloaded 13.5 thousand times in the first week alone and received rave reviews in publications like Forbes, The Scotsman and Gizmodo.





"ScotlandVR has been a fantastic project for us to bring to life with the teams from VisitScotland, Napier and XDesign. Combining inspiring 360°s of fantastic sites across Scotland, beautifully creative 3D models and the latest in immersive mobile technology. We're really excited to be able to share Scotland in a new stand out way with people all over the world."

Phillip Lockwood-Holmes
Managing Partner



Even It Up: Time to end extreme inequality

Oxfam were seeking to develop a consumer facing tool designed to canvass support to even up inequality. The objective of this tool was to educate the general public about 'inequality' and the wider implications that this has on the economy and the country.

It is then hoped that by raising awareness and the profile of the issue, people are compelled to discuss the issue and effectively encourage sign ups to support change. Many people in Britain are not be aware of all that contributes to this widening gap, including how political policy is heavily influenced by corporate power.





The gap between the rich and poor is spiralling out of control

We came up with a light hearted and entertaining way to explore the issues around extreme inequality. However, the issue of extreme inequality is not fun for many people in our world. From our extensive research and from Oxfam's experience of working with

poor communities around the world, we knew that extreme inequality is hampering the fight against poverty. We therefore wanted to raise awareness and drive action to sign up and support their campaign.



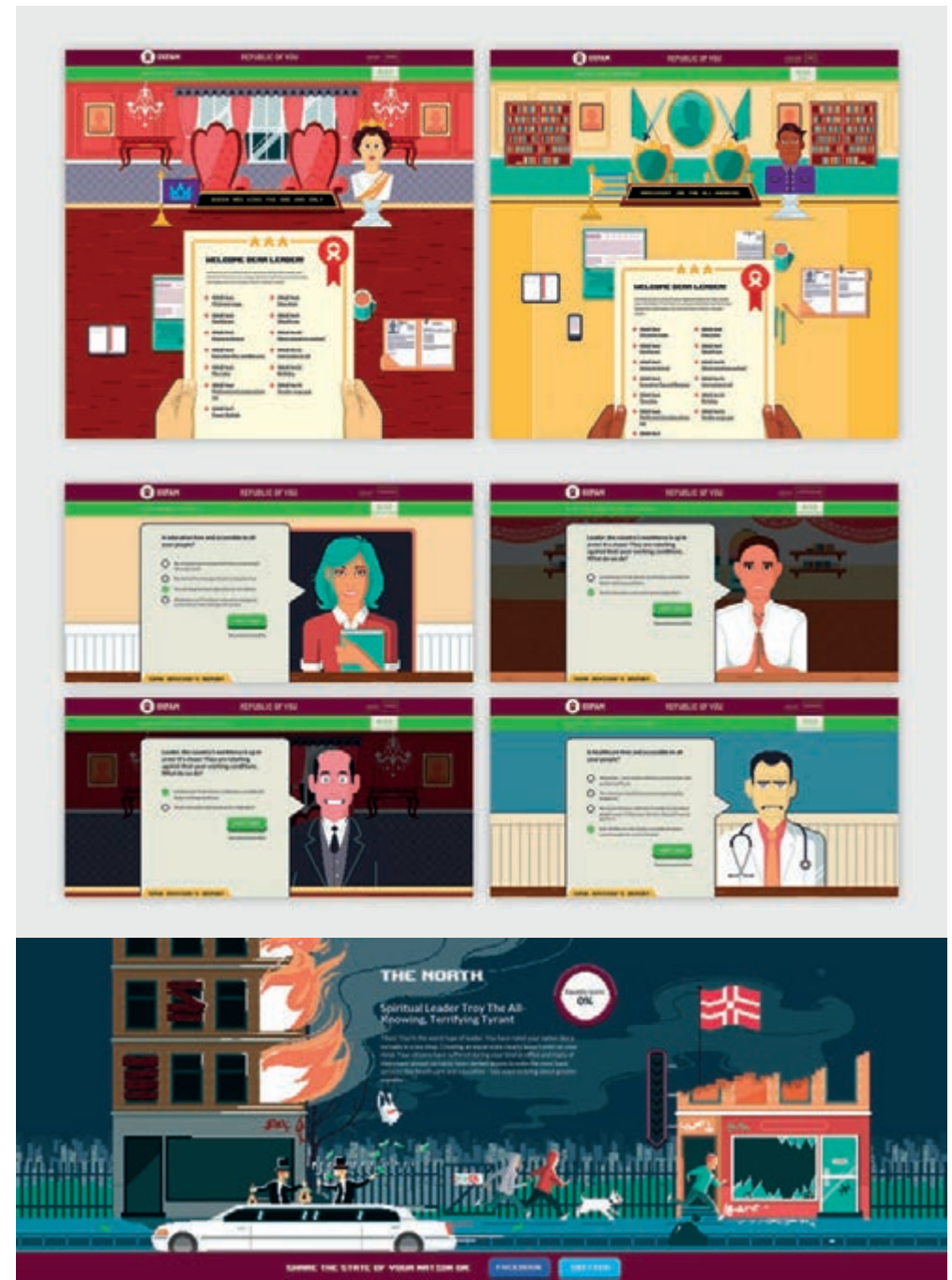
Who we are speaking to?

Three audiences were identified for the campaign:

- Key decision and Policy makers
- Existing campaigning supporters of NGOs
- The wider UK population who are not as warm as the NGO supporters however they are just as impacted and just as powerful for convincing MPs.

What we did

We created a 'sharable quiz/game' for Oxfam that allows users to create their own 'Youtopia'. Users would play a sims-like virtual reality game and depending on the decisions they made to certain problems / questions, their youtopia would reflect a fair or unfair society. This was to underline how many western governments create policy and laws that help the rich get richer, while the gap between those who have and don't have continues to grow. This is then compared with real countries around the world, and with other users to highlight how this thinking is in comparison with others.





"The gap between the rich and poor is out of control. Eight billionaires own the same wealth as half the world's population! That's right - 8 individuals own as much as the poorest 3.6 billion people! So, when Oxfam came to us to raise awareness of the issue of inequality, we were really passionate to get involved. Creating Republic of You has been a fantastic project for us and we're excited to see this stand out and make a difference worldwide."

Fiona Stirling,
Account Director

The results

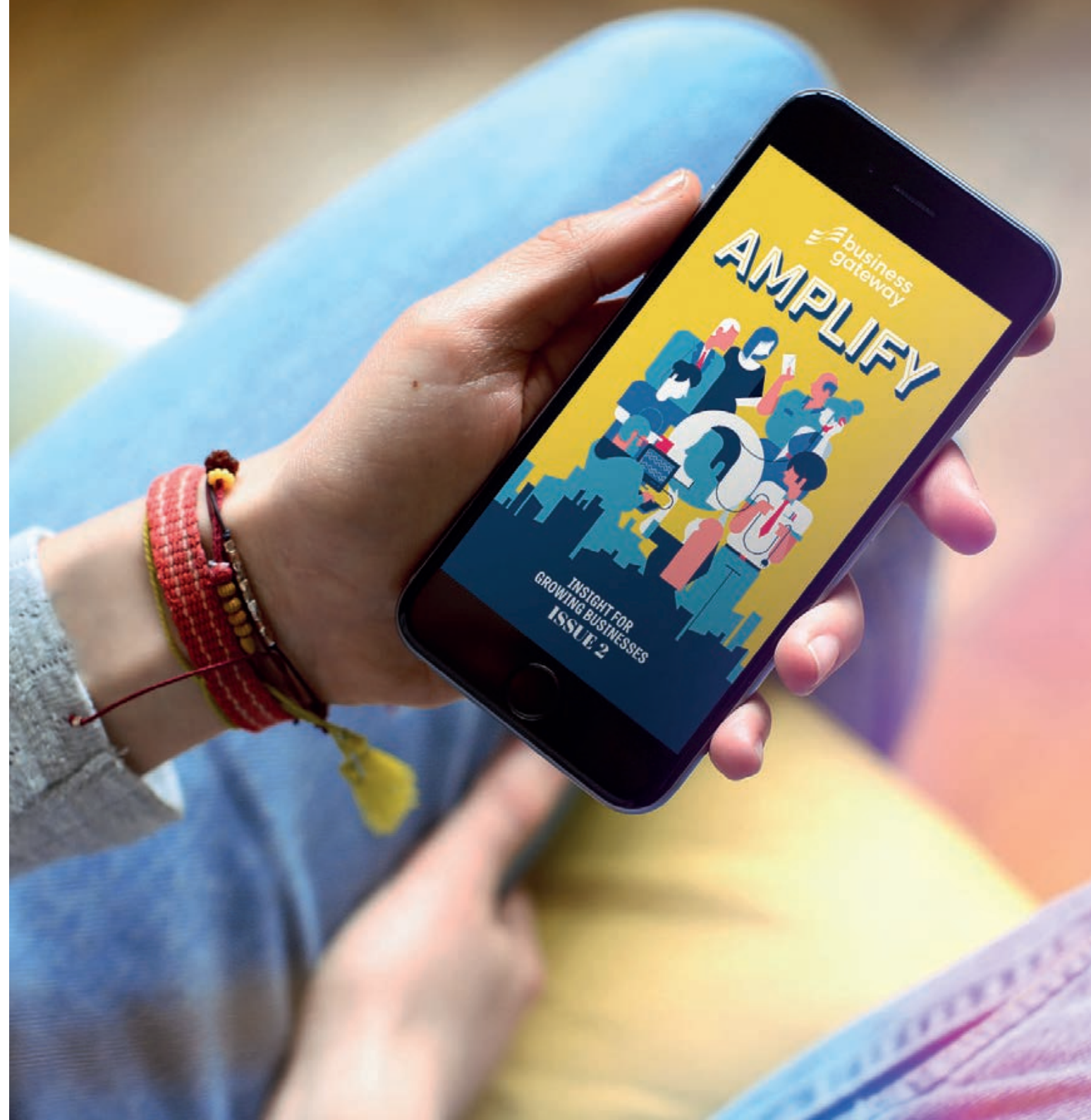
Since its launch, the Republic of You game has been a roaring success:

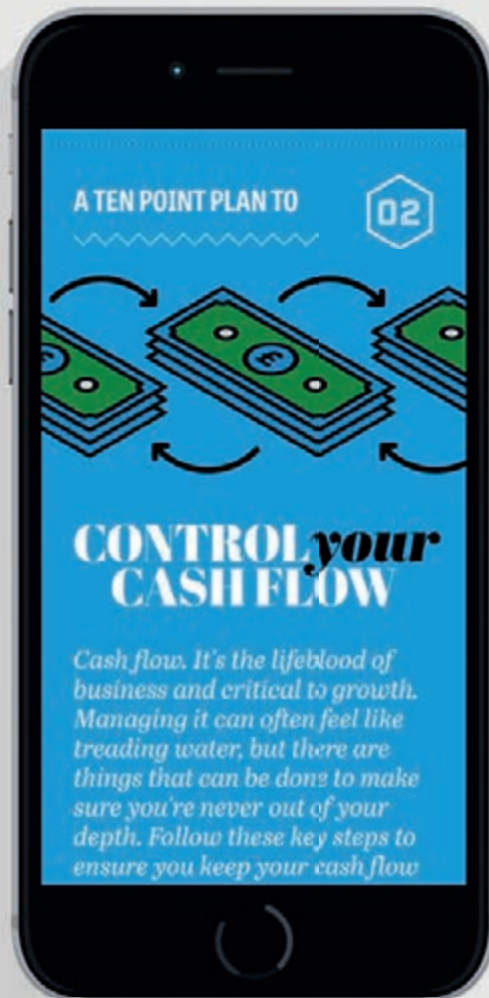
- Started creating a nation:
31,752 (19,511 unique)
- Sign-up conversion rate = 74.7%
- Completed all issues and reached results: 15,012 (10,739 unique)
- Game completion rate = 80.4%
- Facebook Shares = 512
- Twitter Shares = 227
- Avg. Session Duration = 07:10
- Bounce Rate = 23.2%

Business Gateway – Amplify

Business Gateway is widely recognised as a resource offering advice and routes to finance for start-up businesses, but its expertise in assisting established and growing businesses is often overlooked. So they tasked us with developing some fresh content for its website that would appeal to growing businesses, but it soon became apparent that we would need to approach that target group in a different way, due to those perception challenges.

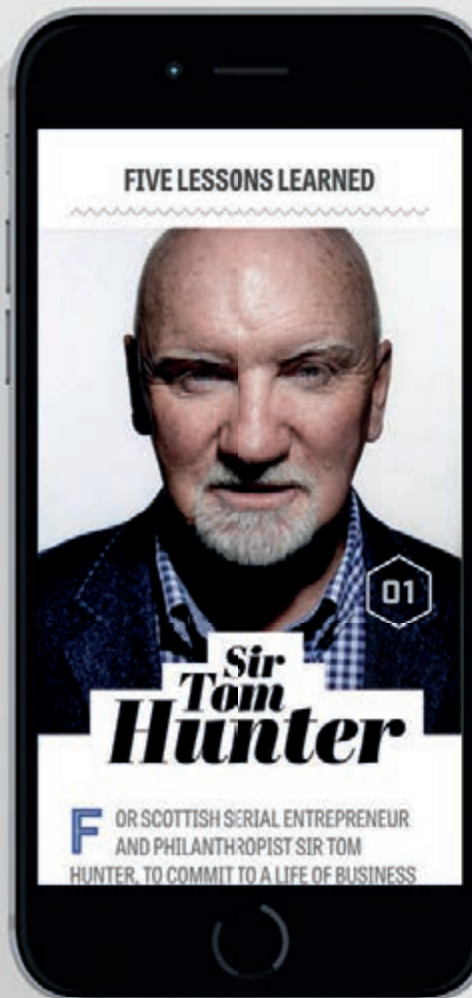
So we came up with the idea of Amplify, a quarterly digital magazine that would be produced on Readymag and would almost serve as a sub-brand for Business Gateway.





The first stage was conducting in-depth research with Business Gateway advisors to identify the key areas that growing firms are particularly interested in, in order to tailor our content.

The feedback was marketing, HR, recruitment and finance. So next we partnered with



Whitelight Media, who carried out interviews with high-profile business leaders to fill the pages, and we created an attractive, high-quality online magazine designed specifically for time-poor businesses to get the information they needed, quickly, concisely and in an engaging manner.



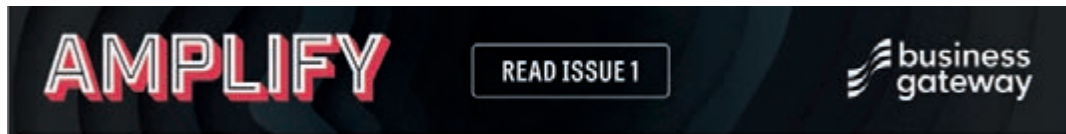
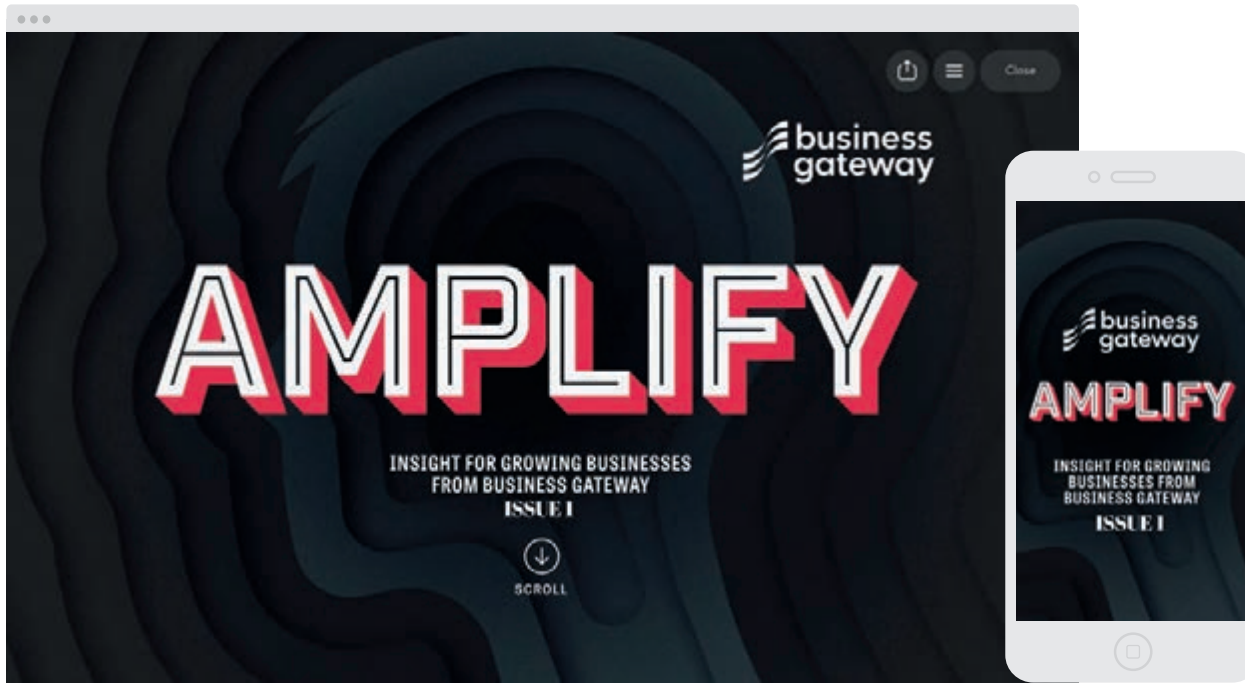
The finished product is easy to flick through and packed with genuinely useful advice and inspiration for those looking to grow their companies.



Our research showed us that our target group respond particularly well to respected peer-to-peer communication, so we contacted business influencers with this fresh new product to help spread the message.

The launch marketing campaign also included advertising on social media and email ads.

Engagement is high and growing, and our client is delighted with the way it's helping to change perceptions about Business Gateway's offering-



"We are beyond happy with the team's work on Amplify. The magazine is our new method of reaching growing businesses that might not realise that Business Gateway is as much for them as it is for start-ups. Thanks to the team's combination of technical, design and content expertise, we have another communication channel to try and reach this busy audience."

Jacqueline MacDougall,
Marketing Manager of Business
Gateway www.amplify.com

The results

The initial results were really impressive.

8,500
number of minutes spent reading Amplify
in its first 24 hours online.

7,500
readers engaged in first issue

3.37 minutes
average session duration

2,351
number of sessions in first 24 hours.

7,500
readers engaged in first issue

Persie Gin

The challenge

A gin that nose what it wants

Simon is a gin expert. Having spent years working as the man behind the world's first touring gin club, he has the perfect insight into what makes the gin audience tick, and turns out it was the balance of smell and taste. So, Simon imported a copper pot still from Germany and created Persie Gin, with the unique selling point that it was a gin to nose. Hand-made in small batches in a bespoke, 230-litre copper pot still, the gin is distilled with pure glen water from the local hills. Each gin uses carefully chosen botanicals to evoke an emotive and comforting scent: sharp citrus for the fruity gin; fresh herbs for the savoury gin; and almonds and vanilla pods for the sweet gin.

He had the gin, he had the name. Now all he needed was an identity.



The image features the Persie brand logo, which consists of the word 'Persie' in a black, handwritten-style script. Below the text is a vibrant, abstract watercolor splash in shades of green and blue. The background of the entire page is a soft-focus photograph of Persie gin bottles. One bottle in the foreground is clearly visible, showing its white label with the 'Persie' logo and a purple band at the bottom. Another bottle is visible in the background, showing its clear glass and a small circular label with a stylized 'P' on the stopper.

Persie

The approach

Nuzzling in on the competition

As we all know, the gin market is saturated with craft gins. The ability to break into the market with a 'different' take on gin is tricky, with so many manufactured stories positioning themselves in the way. However, Persie was a gift in that respect. The real tale of the gin boffin who wanted to change gin drinking through the power of smell was story enough. We worked closely with Simon to develop those brand truths into strong brand personality and brand story that would make this gin stand head and noses above the crowd.

From the off it was clear that aside from the unique smell, that one of the main selling points was Simon himself. An eccentric, tweed wearing, gin expert who wanted to revolutionise the way we enjoy the drink. It was the man himself that inspired our mark. Persie became a character, a little person with a big nose for gin. And the client loved it, so we went on to develop an equally unique look and feel for the rest of the assets.

We selected a squared off glass bottle with a stopper which would allow us to print the Persie mark, offset the labels giving shelf stand out and developed an ink drop style asset that nodded to the botanicals permeating the separate types of Persie gin.



"I love my gin so I was delighted to land this job. Being handed a brand with a story like Persie's was a real joy to work with. I still get a sense of pride when I see the bottle in shops or bars with my line written on the front. The brand has done so well since we launched it."

Lisa Goldie,
Creative

The results

Sniff some out for yourself

Since we played our part in bringing this brand to life, Persie has gone from strength to strength. What once was a small batch brand found in fairly obscure bars, it's now a regular on the shelves of bars and shops.

#SCOTLANDISNOW

Global campaign takes Scotland to the world

For the first time ever, VisitScotland, the Scottish Government, Scottish Development International and Universities of Scotland were combining forces to deliver a £6million global marketing campaign. One powerful national narrative would see Scotland 'punch above its weight', inspiring audiences across the globe to visit, invest, live, work and study in our beautiful country. The result – Scotland is Now.

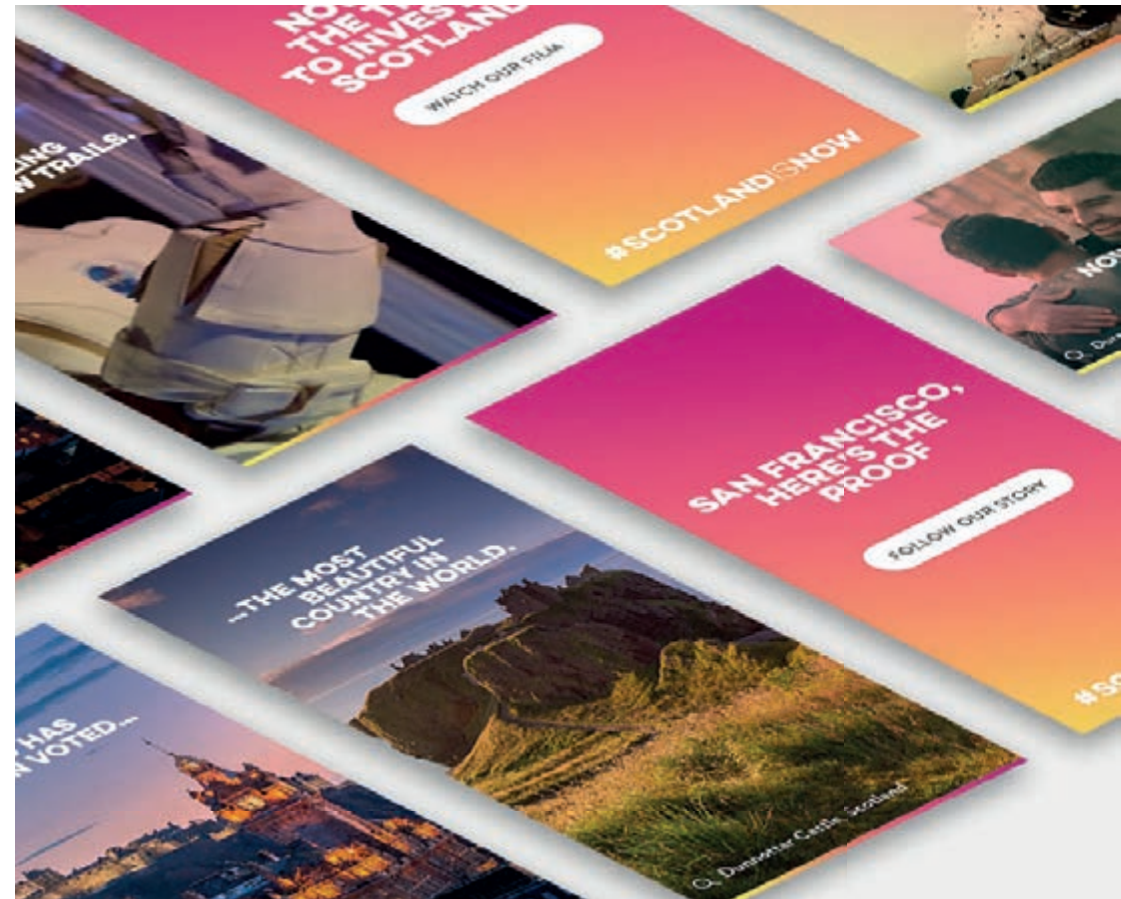
The approach

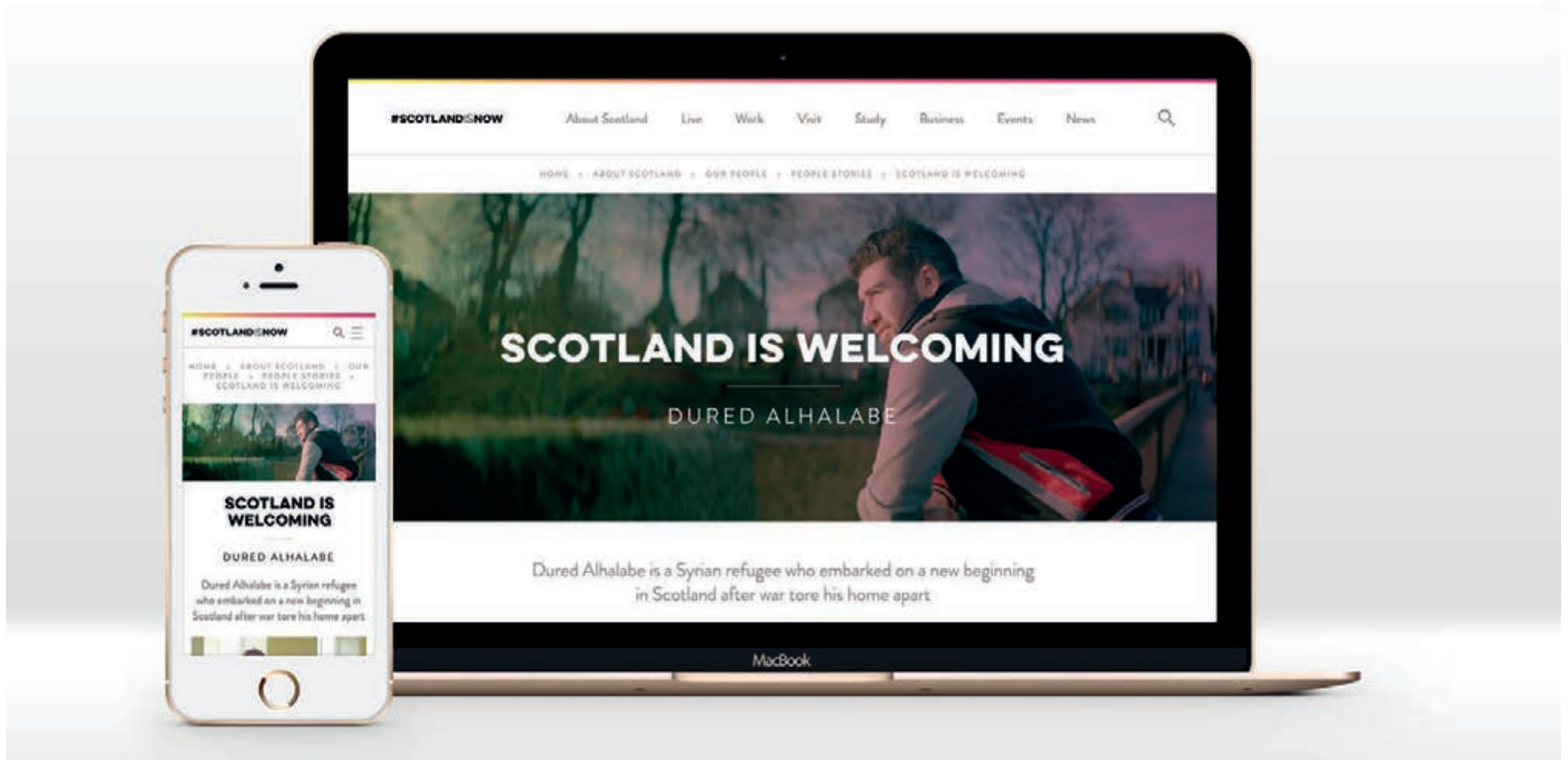
A mammoth task – where to start?

Although Scotland's a small country, it has tons to offer – so much creative fodder, but a huge job to do in distilling everything to one global creative platform.

We looked to our strengths – a land of unrivalled history, breathtaking scenery and warm welcomes. But, also wanted to shine a light on our lesser known qualities and make people across the world stand up and take notice; Scotland – a pioneering, progressive nation taking the lead on global challenges. From fighting for equal rights for LGBT communities to giving every baby born here an equal start in life, there were some incredible stories to tell about why Scotland is the place to be. Now!

These traits and stories became the proof points on which we based our campaign, and also informed forensic media targeting strategy, which would be implemented digitally in the UK, North America and China.





The brand

We created a brand and campaign that is both modern and unexpected. The campaign asks people to reappraise Scotland, to let go of their preconceptions. In order for them to do that we had to present Scotland in a fresh and new way.

Our use of light, vibrant colours and clean typography helps to compliment this new positioning. It runs through every element of the brand and provides a consistent look and feel no matter the channel or format.

A true fusion of the new and the traditional.

Scotland's stories

Our strategy was rooted in storytelling – driving advocacy and conversation by sharing stories and creating powerful content to demonstrate what sets us apart.

The hero piece of content, a core Scotland film, was unveiled after months work with a YouTube takeover receiving upward of 250k views in the first 24 hours.

This was supported with a further 17 'people' films, which offer a personal perspective from those who call Scotland home;

The films ran across all owned digital channels with forensic targeting to serve the content to relevant audiences across the globe.



Digital advertising

Via a series of design sprints with partners, a large suite of creative assets were produced for implementation across digital platforms and outdoor.

Portal AR

To inspire people across the globe and give them a taste of what to expect, we built an augmented reality app, available via the app store and Google play, allowing people to quite literally step into Scotland and see some of the things happening in Scotland right now via an array of 360 videos and imagery.



Event support

With a global campaign of this scale came a lot of political interest – cue launch events with Ministerial involvement in Beijing, Shanghai, New York, London and Berlin. We created impactful assets ensuring the modern new brand crossed geographical and language barriers too.

After months (and months) of work, U-turns, 360-turns, ups, downs and shake it all abouts. #ScotlandIsNow came to fruition. The challenge of this brief was one of huge magnitude. And, the number of stakeholders and politics involved from all organisations, and agencies was unprecedented. The creative took months of consideration and refinement. When you step back and look at the work, you would have to step back quite far to take it all in. As a whole, it stands up and tells a powerful story we are all very proud of.

Neil Walker,
Deputy Creative Director

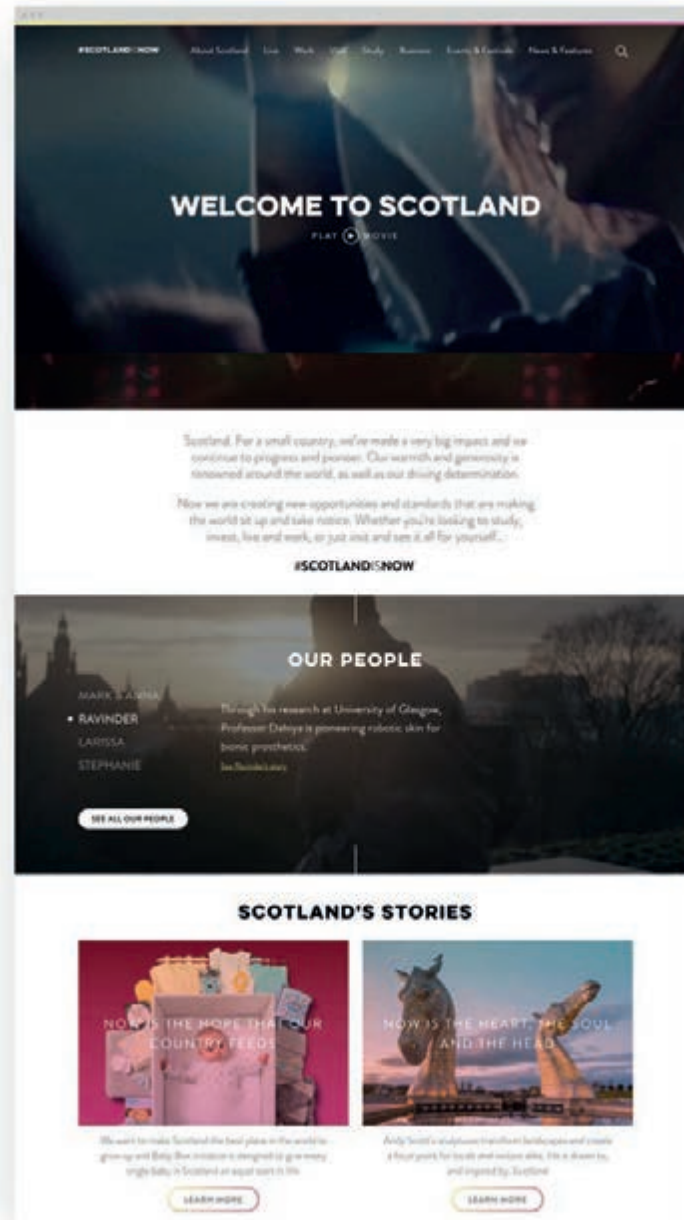
Website

As the gateway for the campaign, housing all content – films, stories, AR app – we were responsible for ensuring Scotlandisnow.com was as dynamic, engaging and impactful as possible. Considerable planning, updates to functionality and content in line with new brand guidelines were rolled out across the global site, Scotland.cn and a brand kit portal where stakeholders can download assets and guidelines.

The results

On launch day only:

- 500k brand film video views on YouTube
- 11k views people films
- Channel subscribers increased to 3.5k from 900
- Widespread press coverage in UK, US & China
- Excellent cost per view achieved on Twitter and Instagram



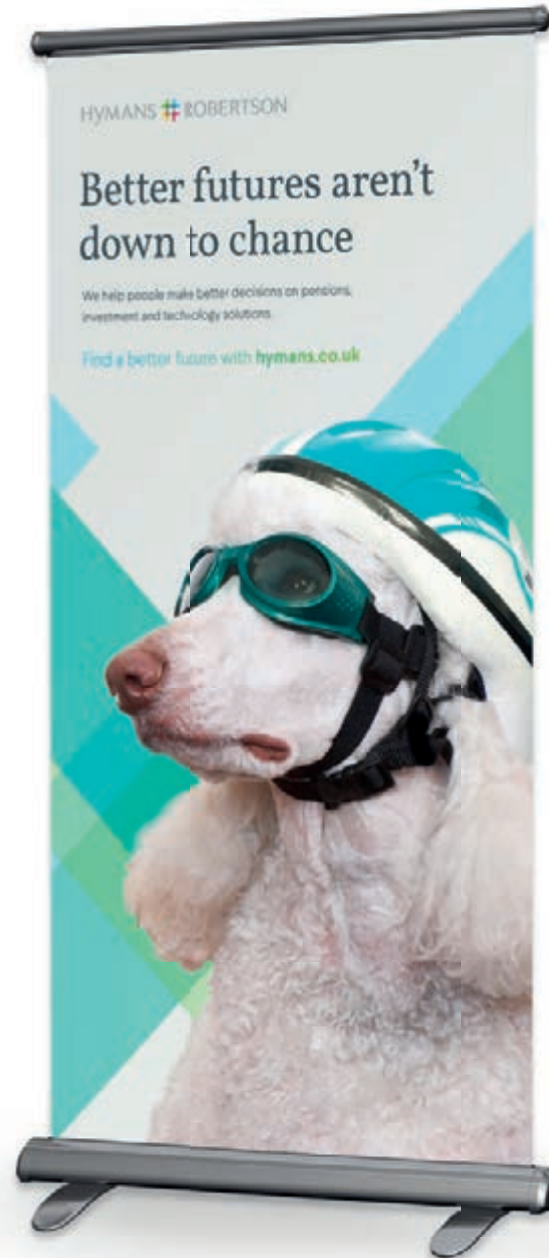
Better futures shouldn't be confused

Hymans Robertson provides independent pensions, investments, benefits and risk consulting services, as well as data and technology solutions, to employers, trustees and financial services institutions. A list that already took up quite a lot of the brief.

What Hymans Robertson do is complex and a lack of consistency in their communications, meant a lack of clarity for clients and the industry.

Before we started working together, Hymans took the opportunity to start a rebrand and developed a new logo. Alongside this they'd developed a plethora of visual languages; washes of colour, imagery and illustration styles meant a lack of brand recognition.

Finally, with so many different audiences, the website became dense with information and difficult to navigate.





Better futures start with the customer

We started by capturing as many insight into Hymans Robertson's existing customers as we could. We'd usually want to run groups with potential customers also, but to move quickly we felt existing customers gave us a good proxy for potential customers. We met with the heads of all major departments and service lines, resulting in the creation of 6 personas. We scoured all other sources of research including recent staff surveys, the business strategy and

competitor materials. From this we got a brilliant sense of what makes the organisation tick and ultimately how that benefits customers and customers' employees. We distilled what Hyman Robertson is about into a proposition, a core component to the structure, atmosphere and ethos of the business. After exploring multiple routes, we managed to articulate this with warmth and aspiration: **"Because prosperous futures aren't down to chance."**

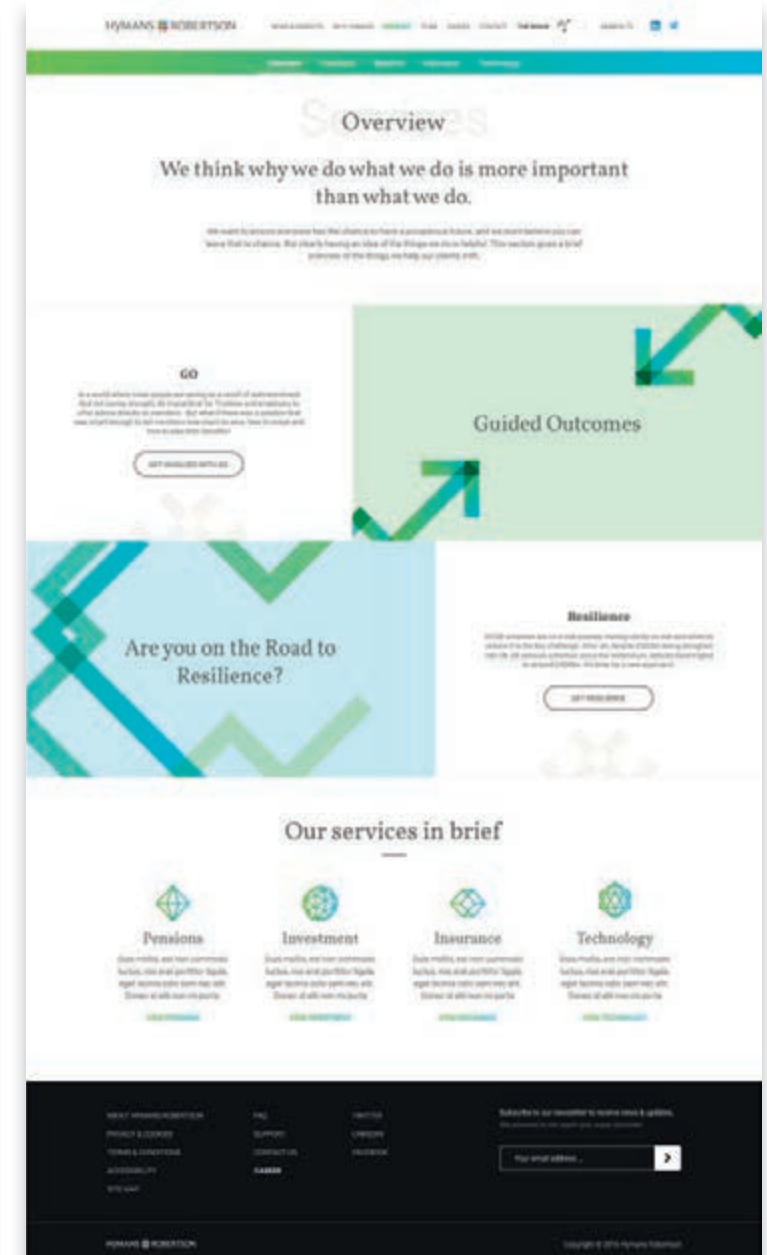
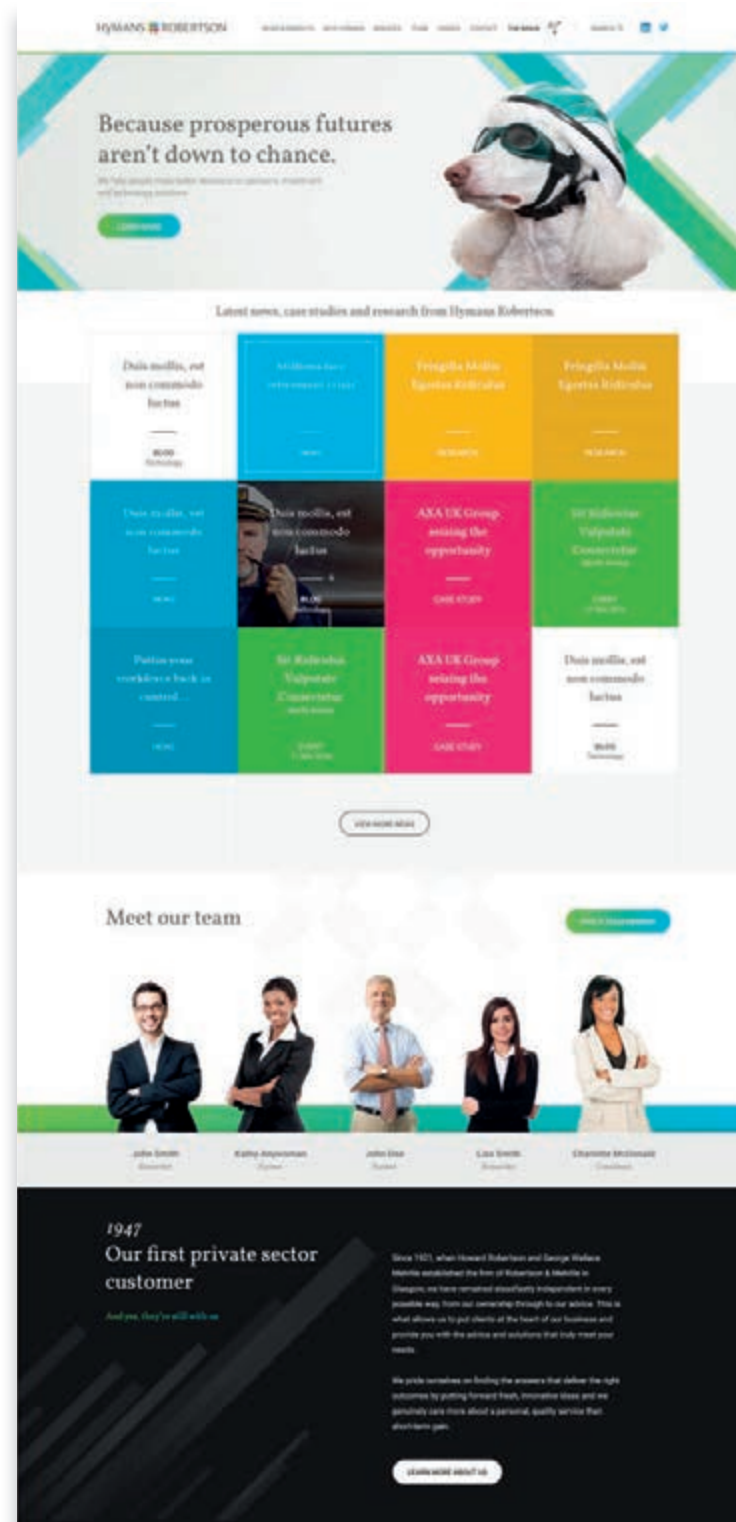
"We're really proud of the new positioning, dynamic website, and brand refresh delivered at ambitious pace. Fantastic evidence that pressure does make diamonds!"

Phillip Lockwood-Holmes
Managing Partner

HYMANS ROBERTSON

We explored how to support this proposition visually, retaining the existing brand marque, but creating a new vibrant visual identity and language that could be applied to all existing collateral to bring much needed consistency. We developed brand guidelines, assets and a toolkit for the Hymans Robertson team to roll out across the business.

We also fully redeveloped www.hymans.co.uk using the new strapline and visual language, alongside the personas we had created. Working quickly with wireframes and prototypes, we explored how we could build a highly usable structure for the firm's services and products, drive lead generation and make the most of excellent thought leadership content. Through a series of user sessions we evolved the site design before developing the sophisticated content publishing platform integrated with ClickDimensions for Microsoft Dynamics to capture and nurture leads.





Over the first three months:

Bounce rate

-30%

Session duration

+62%

**FTSE 100
FMCG
client lead
generated and
converted**

"The new positioning brilliantly articulates our promise to the industry and to our clients. The look and feel is fresh, unique, and easy to apply to grow brand awareness and recognition. The new site is confident, allowing existing and prospective clients to more easily understand how we can help their businesses."

Dave McGovern,
Head of Marketing

V/HITESPACE

ACCA
Millions of opportunities

Think Ahead **ACCA**



Donec eu
**ULTRICIES
PULVINAR NISI**

Morbi vel luctus lectus. Suspendisse potenti. Fusce molestie aliquam volutpat. Suspendisse mollis, nunc non molestie ultrices, massa sem faucibus nisi, rutrum fermentum magna, mi sit amet orci. Integer rutrum, velit eget aliquam euismod, elit enim cursus nulla purus, ac eleifend libero vestibulum. Nullam ornare nulla purus, ac eleifend libero vestibulum. ut. Phasellus dapibus euismod eros iaculis porttitor. Cras pulvinar orci in accumsan cursus. Sed dignissim neque justo, sed consequat velit varius non. Sed ac cursus est, eu accumsan nisi. Fusce tortor enim, convallis vel odio et, ultricies pulvinar nisi. Maecenas eget accumsan ante. Integer feugiat libero at sapien porttitor, sed consequat augue molestie.

Accountancy career opportunity

**SPACE
EXPLORATION**

Millions of opportunities. One global qualification.
Become a finance professional in any industry,
in over 181 countries with the ACCA Qualification.
accaglobal.com/opportunities

The challenge

The qualification of choice

ACCA is the world's most forward-thinking professional accountancy body.

ACCA believe that accountancy is vital for economies to grow and prosper, which is they work all over the world to build the profession.

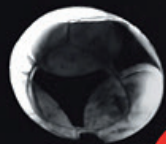
ACCA have more than 200,000 fully qualified members and 480,000 students worldwide. They're among the world's best-qualified and most highly sought-after accountants - and they work in every sector you can imagine. Objective - Lead generation to encourage prospective students to sign up to complete ACCA qualification.

Set specifically to target the Prospects audience and build awareness of the ACCA brand amongst this younger group, to engage them with the organisation and its offering/products.

Campaign to drive data capture across 18+ key international markets. Approach had to:

- Promote recognition of ACCA
- Demonstrate value of qualification to Prospects
- Position ACCA as 'qualification of choice'
- Ensure digital media as priority/focus





Accountancy career opportunity:

SPORT

Millions of opportunities. One global qualification.
accaglobal.com/opportunities

Think Ahead





Think Ahead **ACCA**

Accountancy career opportunity:
GLOBAL AID

Millions of opportunities.
One global qualification.

Become a finance professional in any industry, in over 181 countries with the ACCA Qualification.
accaglobal.com/opportunities

Think Ahead **ACCA**

Accountancy career opportunity:
MEDIA

Millions of opportunities.
One global qualification.

Become a finance professional in any industry, in over 181 countries with the ACCA Qualification.
accaglobal.com/opportunities

The approach

One global qualification

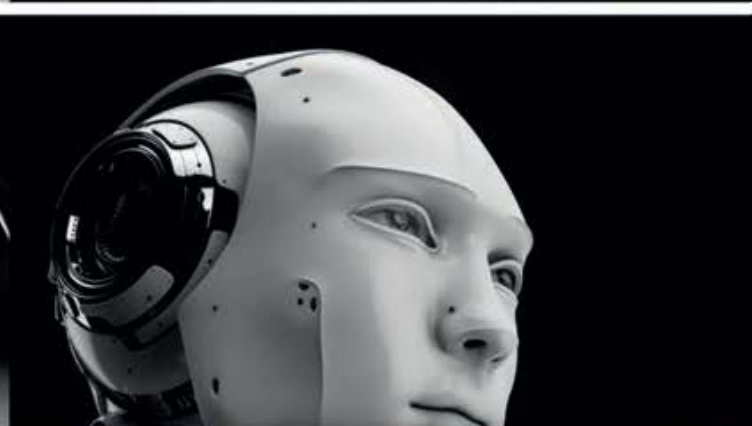
Our campaign proposition was: Taking you places which turned into the strapline Millions of opportunities. One global qualification.

Premise:

- Accountancy and the global nature of ACCA means that you can live and work anywhere
- An accountancy career can get you to the top in business
- An accountancy qualification lets you work in any industry you want

Rationale:

1. A universal ambition shared amongst global audience - achieving success
 2. Can be tailored to incorporate cultural references / insights
 3. Can be tailored to range of ambitions - success, working abroad, dream industries
 4. Leverages Think Ahead brand proposition - thinking about what you want to achieve and providing future scope
- Simple, ownable, and versatile Positions ACCA as unique and standalone
 - Balances freedom with career security positions ACCA as a dream enabler
 - Door opener into any industry





Accountancy career opportunity:
FASHION

Become a finance professional in any industry, in over 181 countries with the ACCA Qualification.

ACCA Think Ahead [Find out more](#) →



Accountancy career opportunity:
TECHNOLOGY

[Find out more](#) → **ACCA** Think Ahead



Accountancy career opportunity:
OIL & GAS

[Find out more](#) → **ACCA** Think Ahead

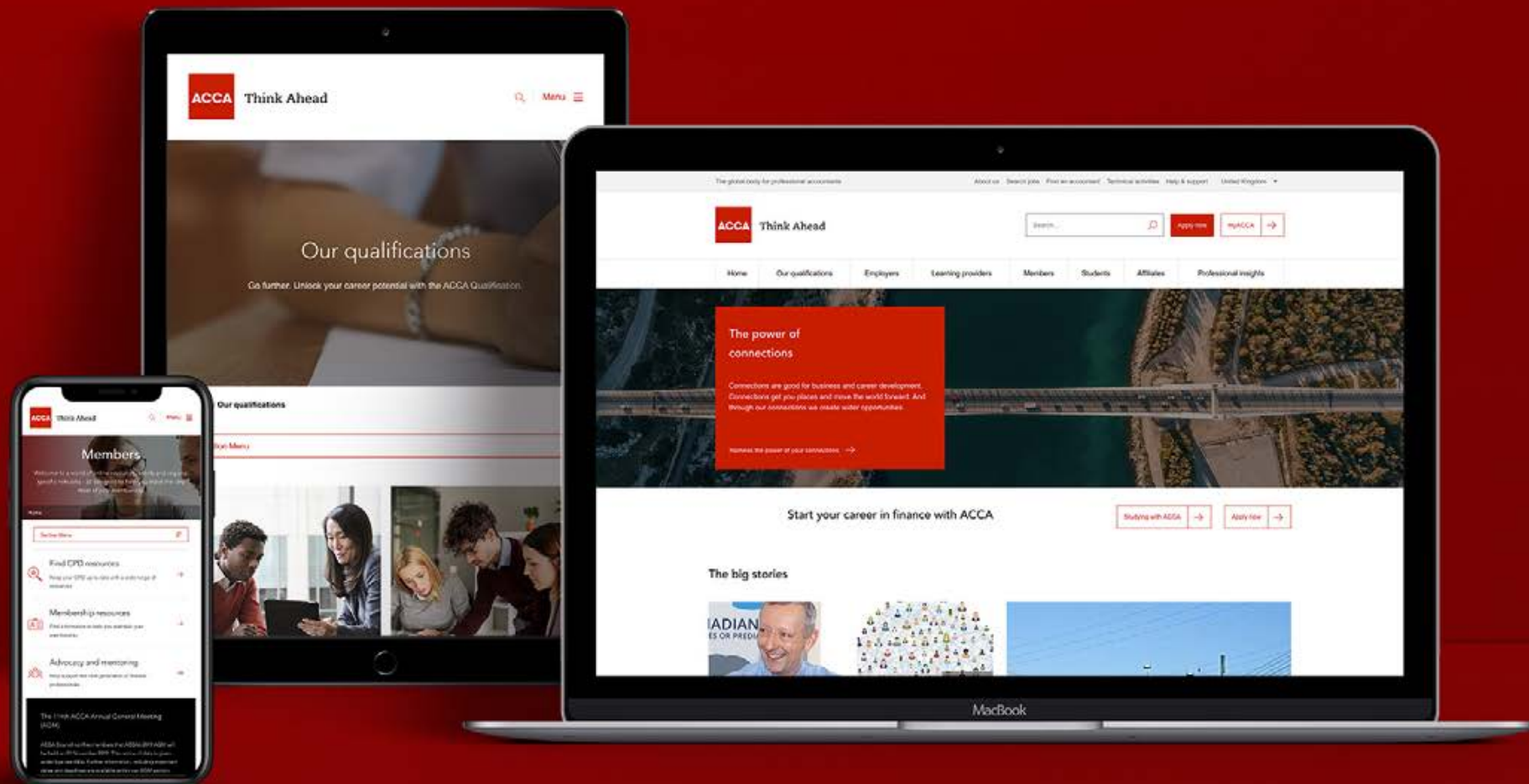
We were set a budget of £60k to develop all online/offline collateral – but this quickly grew to over £150k across 12 months, as we were able to support all markets with adaptation/execution of their own, localised creative.

This included:

- Social ads (all markets)
- Display ads (all markets)
- Magazine/newspaper (all markets)
- Radio (UK)
- TV (UK)
- Building wrap (Pakistan)
- Billboards (Caribbean and Nigeria)

The results

Creative approach was very new/fresh for ACCA, and bold. Deemed by Pakistan to be the 'sexiest thing ACCA has ever done'. And the main campaign video was cited as of the most popular ACCA (and WS) video productions on YouTube (having had over 300k views): <https://www.youtube.com/watch?v=H416BlfN9HY>



We started working with ACCA on the development of their digital strategy and new global responsive website.

Personas

Our first step was to develop a thorough understanding of all of ACCA's customers around the globe. These customers include prospects, students, members, education providers, employers and stakeholders. It wasn't just important for the team, but also incredibly useful for ACCA to have a definitive guide to their audiences' personas. Through a mix of research techniques we developed pen portraits for over 25 different personas. Each persona includes a summary section including: photograph, name, brief description and three keywords that sum up that persona. A standard A4 template was developed so that each persona can be easily skimmed and compared with other personas.

Full contents include:

- demographics
- key characteristics and motivations
- narrative
- technology/channel
- computer literacy
- attitude to change
- study motivations
- ACCA support required
- content needs
- experience goals
- end goals and needs
- and pain points.

Simon Lena
Self-made rising star

EMPLOYER

"Mining is a major industry in Southern Africa and we want to be major players. We're a small company but we provide a first class service. The only way is up."

Aspiring Resourceful Energetic

Demographics
Age: 37 years old
Location: Ndola, Zambia
Role: Manager, MineAid
Education: Zambia Diploma
Category: Employer

Key characteristics and motivations
• Driven and ambitious
• Determined to succeed
• Confident and believes in himself
• Good problem solver

Attributes and behaviours
Computer Literacy
Basic
Attitude to Change
Resistant
Study Motivations
Family Connected
ACCA Support Required
Basic Guidance
Content needs
• Information about exams
• Information about ACCA qualifications
• Information about membership
• Information on Approved Employer Scheme
• Information on CPD
• Research and insights / Technical advice
• Information on PESB
• ACCA support for trainees
Experience goal
• Simon wants a steady reliable service and would prefer not to rely on online services. He hired a qualified accountant and has now taken on a new employee who he will put through ACCA. The business is expanding so good service experienced here could result in more accounting trainees and more business for ACCA.

Technology/channel details
There are still big problems with power shortages, especially in some of the smaller towns we operate in. Things are improving and the telecoms companies are investing big, but we can't rely on internet, so we use our mobile a lot.

Audience goal matrix

Based on the personas we then outlined the key user needs and ACCA goals for each persona. A series of 1:1 interviews were conducted by the team with key directors across ACCA to ensure ACCA goals for digital and the website aligned with ACCA business goals. Content and functionality was defined that would meet customer needs and achieve ACCA's goals.

Digital Estate Report

ACCA have over 125 digital properties. We evaluated all of these for a number of key factors including:

- look and feel
- usability
- SEO
- technical platform
- content
- responsiveness
- current role
- audience and goals.

This was completed using desk research plus accessing digital metrics and past customer surveys. This was an important step to building the 'Where are we now?' section of the digital strategy.

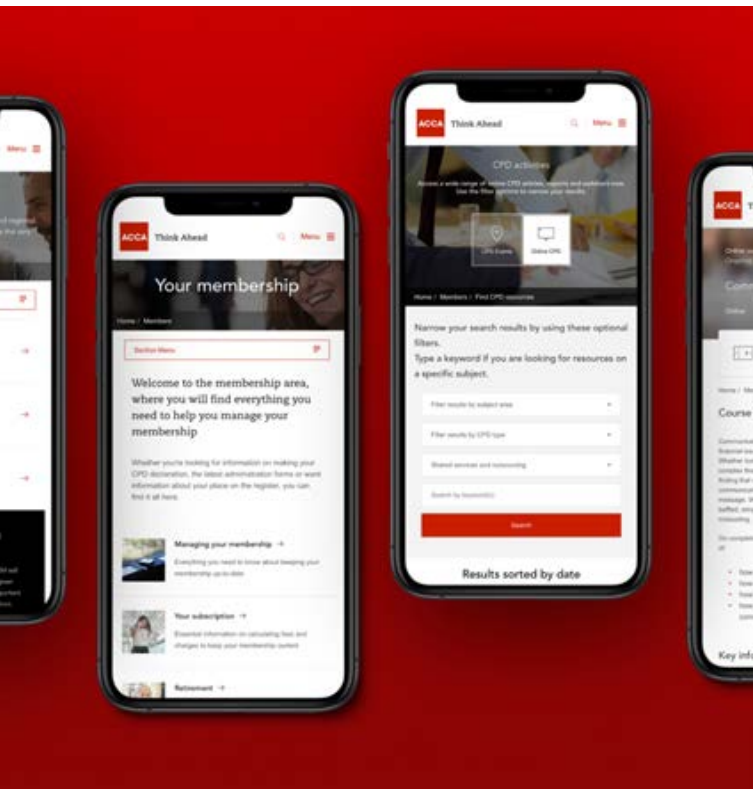
Competitor report

Using a similar approach to the Digital Estate Review, we reviewed the digital properties of all of ACCA's global and local competitors. This allowed us not only to benchmark ACCA against their competitors, but also to discover any innovative ideas from around the world that we could bring to ACCA.

User journeys and channel mix report

Based on the digital properties identified in the digital estate report and the user needs from the audience goal matrix, we mapped out a number of user journeys for each persona. The user journeys covered the role of each digital channel for each journey, including the role of search, social, email, responsive website and mobile apps.

The user journeys allowed us to create a channel mix report, defining the role for each channel.

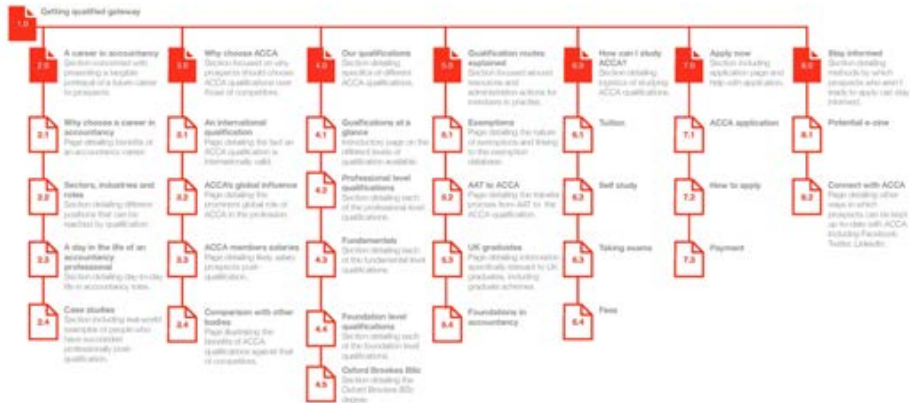


Wireframe and architecture

The user journeys helped us confirm the role for the responsive website, both for mobile and desktop sessions. By having a clear set of user journeys we were able to develop wireframes and a site architecture that would keep the site focussed and improve usability.

Getting qualified

The 'Getting qualified' section's primary purpose is to offer expansion of ACCA qualifications and routes to those qualifications for prospects. It also serves to explain additional qualification information to those already in the process of becoming qualified.



Technical activities and advice

35.1 Technical activity filter

Search functionality allows for the use of dropdown filters. These filters allow users to filter the content in place. No page reload will be required.

These filters are based around type, topic (in reference to the tags used for content), country and year.

35.2 Order by

Most recent is sorted by date. Popular is supported by Google Data APIs.

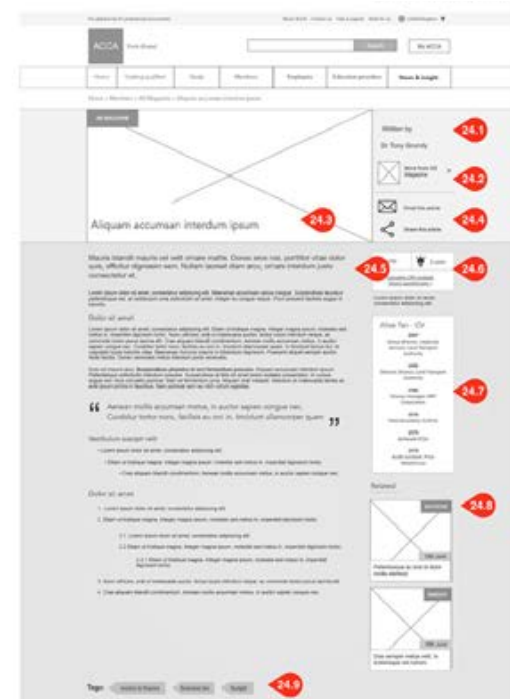
35.3 Technical activity listings

A grid based layout is used to display technical listings. This layout includes the activity type (i.e. report, guide to, video, newsletter, policy submission, etc.), it's date of publication, it's title and a short description.

At the foot of each result the list of tags associated with that piece of content are shown. If these extend to be over one line then an expand icon is offered, which extends this area to cover the short description of that activity. Clicking on these tags runs a new search in the technical activity finder where the tag is populated into the 'topic' dropdown.

35.4 Activities per page and pagination

12, 24 or 48 activities can be shown per page.
 Pagination is included at the bottom right of the results.



Article

24.1 Author information

The author of the article is shown within the header area of the article. Note that this does not link to an author page.

24.2 More from AS Magazine

This line goes to the All-megaregion page.

24.3 Header image and title

Articles have a header image with an optional title.

24.4 Email and share links

Articles have an email and share link. The email the article link opens the user's mail client with an email containing the article title in the subject line and the link to the article in the body.

The share button opens sharing controls shown on the following page.

24.5 Body content area

The body content area contains the following text styles:

inserted area, H2, H3, H4 paragraph, strong, emphasis, bolded list (3 items), numbered list(3 items), underline(3 items), superscript, subscript, hyperlink (all states).

Full papers are also included online with the article.

24.6 CPD questionnaire

The CPO value of an article (if relevant) is displayed along with a link to complete multiple choice CPO questionnaire. Additional explanatory information shown below the panel.

24.7 CMSable right hand side panels

Right hand side panels are included that are OMI data. These contain the following text:

Paragraph, strong, emphasis, bulleted list, numbered list, evaluation (I think, opinion), abstract, hyperlink (at stated, left, right, come joined)

24.8 Related articles

Article content contains links to related articles at the right hand side of the page.

24.9 CPD resource tags

Design patterns

Using ACCA's new visual identity we developed a number of mood boards in order to explore the best digital design approach. A combination of elements were developed into a design concept, navigation design and icon set that has been applied to the wireframes. We are now creating design patterns from this work that will be applied to all of ACCA's digital estate.

Focus groups

Each month we have met with a group of individuals in the UK from each of our target audiences. They have validated and fed into each stage including user journeys, navigation/architecture, wireframes, design concepts and design prototype. The wireframe and design prototype were both built in InVision allowing for a set of scenarios to be tested to ensure our user journeys were easy to use. Small changes have been implemented after each stage. Using a standardised usability scale (where 50% is the average for websites) our work is now scoring 81.5%.

Usability testing

The final round of testing is being conducted in Malaysia, Singapore, Pakistan, Kenya and the UK. A thorough formal test is being conducted, including benchmarking of the current site to show the improvements delivered through our new approach. In this round of testing we are aiming for an 85%+ standardised usability score.

Vision

Whilst following a robust user-centred design process for this project, we also wanted to ensure we didn't limit the opportunity for innovation or limit ACCA's ambition based on their existing technical platforms. To answer these concerns and visualise the 'Where are we going?' section of the digital strategy, we developed a four minute vision video and associated design concepts. Through live action video with a voice over, the vision brings to life the ideal customer experience for prospects, students, members, education providers and employers.

Where from here?

A beta site based on our work for one of the target audiences is set for launch at the end of May. We have developed the HTML templates and all of the content, project managed the delivery of the project using internal ACCA development resource and content populated the site. A number of betas are then due to follow with the global website replaced over the next 12-18 months. The digital strategy is with the Digital Steering Group for approval and project prioritisation. Our design patterns will be rolled out over the entire ACCA digital estate based on the agreed priorities.

ACCA
Millions of
opportunities



The challenge

The qualification of choice

ACCA is the world's most forward-thinking professional accountancy body. ACCA believe that accountancy is vital for economies to grow and prosper, which is they work all over the world to build the profession.

ACCA have more than 200,000 fully qualified members and 480,000 students worldwide. They're among the world's best-qualified and most highly sought-after accountants - and they work in every sector you can imagine. Objective - Lead generation to encourage prospective students to sign up to complete ACCA qualification.

Set specifically to target the Prospects audience and build awareness of the ACCA brand amongst this younger group, to engage them with the organisation and its offering/products.

Campaign to drive data capture across 18+ key international markets. Approach had to:

- Promote recognition of ACCA
- Demonstrate value of qualification to Prospects
- Position ACCA as 'qualification of choice'
- Ensure digital media as priority/focus





The approach

One global qualification

Our campaign proposition was:

Taking you places which turned into the strapline Millions of opportunities. One global qualification.

Premise:

- Accountancy and the global nature of ACCA means that you can live and work anywhere
- An accountancy career can get you to the top in business
- An accountancy qualification lets you work in any industry you want

Rationale:

1. A universal ambition shared amongst global audience - achieving success
2. Can be tailored to incorporate cultural references / insights
3. Can be tailored to range of ambitions - success, working abroad, dream industries
4. Leverages Think Ahead brand proposition - thinking about what you want to achieve and providing future scope
5. Simple, ownable, and versatile Positions ACCA as unique and standalone
6. Balances freedom with career security positions ACCA as a dream enabler
7. Door opener into any industry



Accountancy career opportunity:

FASHION

Become a finance professional in any industry, in over 181 countries with the ACCA Qualification.

ACCA Think Ahead

Find out more →



Accountancy career opportunity:

TECHNOLOGY

ACCA

Find out more → Think Ahead



Accountancy career opportunity:

OIL & GAS

ACCA

Find out more → Think Ahead

We were set a budget of £60k to develop all online/offline collateral – but this quickly grew to over £150k across 12 months, as we were able to support all markets with adaptation/execution of their own, localised creative.

This included:

- Social ads (all markets)
- Display ads (all markets)
- Magazine/newspaper (all markets)
- Radio (UK)
- TV (UK)
- Building wrap (Pakistan)
- Billboards (Caribbean and Nigeria)

The results

Creative approach was very new/fresh for ACCA, and bold. Deemed by Pakistan to be the 'sexiest thing ACCA has ever done'. And the main campaign video was cited as of the most popular ACCA (and WS) video productions on YouTube (having had over 300k views): <https://www.youtube.com/watch?v=H416BlfN9HY>



National Trust for Scotland

The challenge Putting their trust in us.

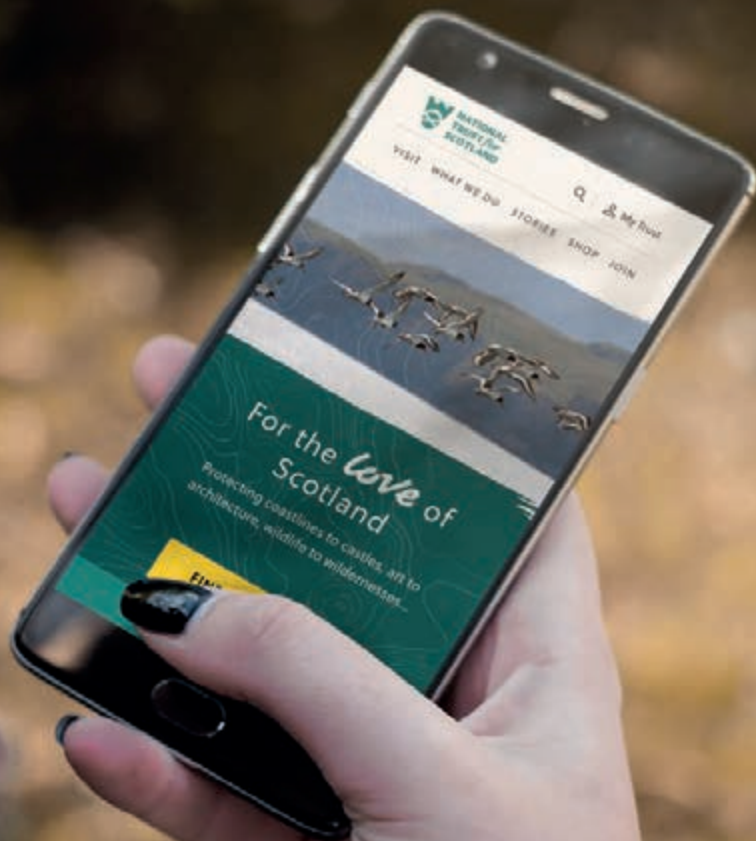
The National Trust for Scotland, NTS, had a couple of challenges it needed our help with. Firstly, it needed a fast, responsive site, that targeted its increasingly younger, more digitally focused audience. Secondly, these people are often roaming the countryside in search

of NTS spots, so they don't always have high-speed internet access.

And of course, they were looking for something that really stood out, to beautifully showcase all of the important work that the trust does.

Another challenge was that NTS is still in the middle of refining their brand. So as part of the website build, we

wanted to highlight that they're more than simply castles and ruins. They protect wildlife, mountains, countryside and coastline and are the keepers of Scotland's heritage. And they are a charity who rely a lot on volunteers. So, the website needed to tell their story and inspire more people to become members or donors and rally support.



The approach

Joining forces

The magic word in this project was 'agile', kicking off with UX and design sprints before moving into build. So, to heighten efficiency, we invited NTS to come and work alongside us in the agency for one day every week to review progress in designs and user journeys. Crucially, this allowed them to see the site come together as it was being built. The approach fostered a really tight knit team, allowing open and honest feedback and greater productivity throughout the process.

We have currently launched Phase One of the project, as seen here, but our approach has set out a three-year programme of work, including:

- User-friendly CMS that will empower the digital team to own and run content on website
- User-friendly eCommerce CMS to run the shop

- Integration with the Trust's large-scale CRM project –Microsoft Dynamics – marrying up the website and CRM
- A rock-solid testing approach and technical and accessibility standards
- Running the project in partnership with NTS as a team

The site was built with the knowledge that we would be challenged on the highest of web accessibility standards. Our sprint process taught us that beautiful design and accessibility are not mutually exclusive. But by working closely with the team, we have produced a site that is both accessible and beautiful. It also functions easily to allow NTS to present the huge amount of ever-growing rich content.

We also had to take into account the huge amount of content that already existed on the old NTS site as well as other microsites that had to be brought into the new site. This meant a rather large content migration plan and the introduction of the ecommerce platform.

"To achieve the digital ambitions of the National Trust for Scotland we were looking for so much more than a standard digital agency. In the team we found a committed partner who whole-heartedly shared our belief that genuine focus on user needs would develop successful digital products. The team embraced user-testing with every sprint, designed and re-designed using those findings and have produced a website that exceeded all our expectations as well as those of our visitors, members and donors."

Tessa Quinn
National Trust for Scotland

"We started this project with the bold ambition of using the technology of today to inspire the heritage lovers of tomorrow. Through a brilliant collaboration with the fantastic team at The Trust, we used design sprints and regular user testing and workshops to create a highly usable and visually inspiring new digital platform.

Our designers helped evolve the Trust's brand language to maximise the new look and feel across different device sizes and orientations. Our development team excelled themselves, building a highly-robust, lightning-fast, phenomenally-accessible new site that is already delivering more visits, memberships and donations."

Phillip Lockwood-Holmes
Managing Partner

The results

We're really pleased by the initial results. There's been a large increase in engagement and those that are landing on the site are engaging with it much more, and in better ways.

Increase in
Users

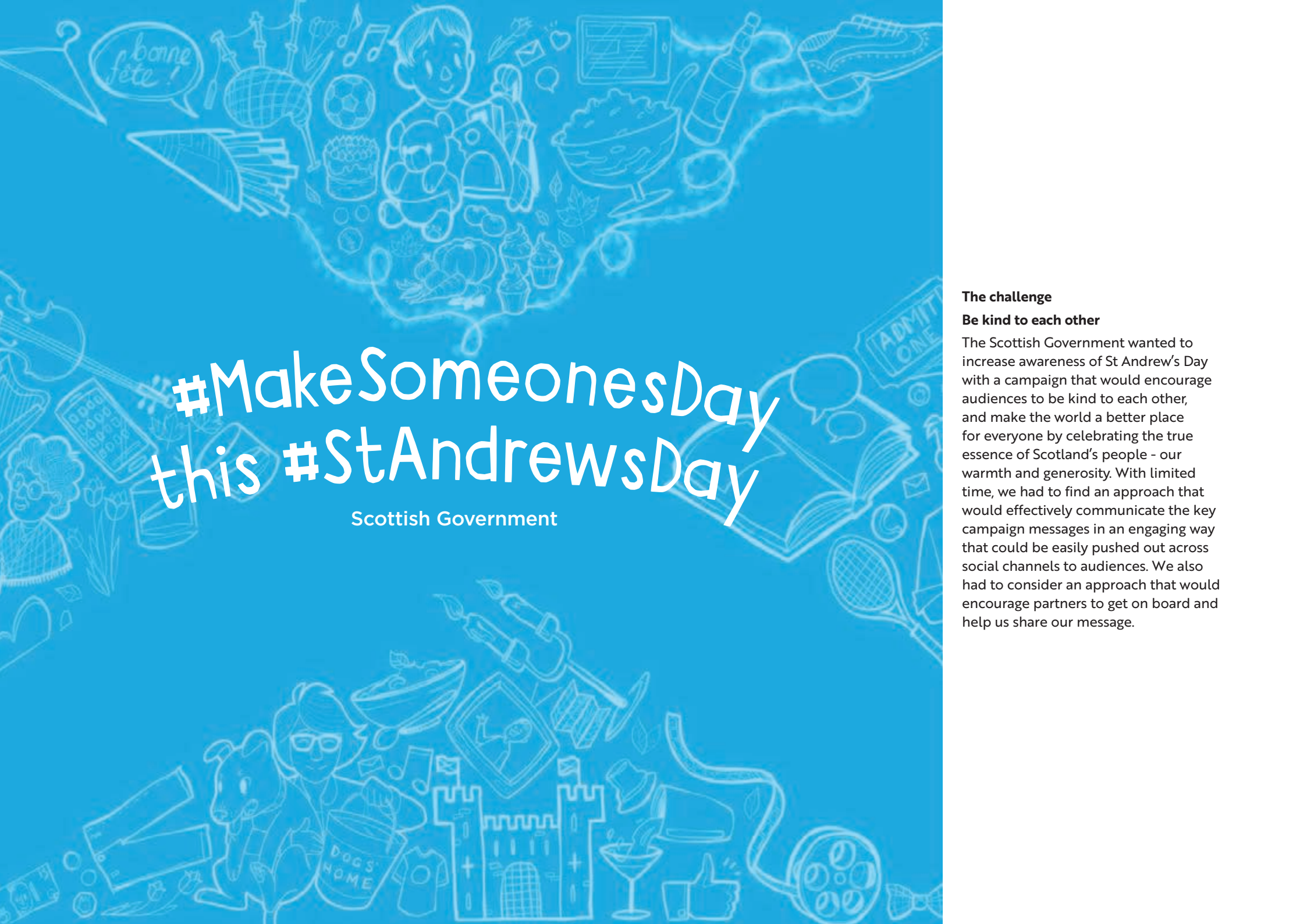
+31.7%

Increase in
Sessions

+33.3%

Reduction in
bounce rate

-10.7%



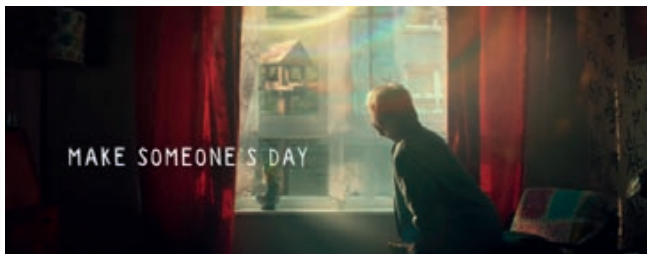
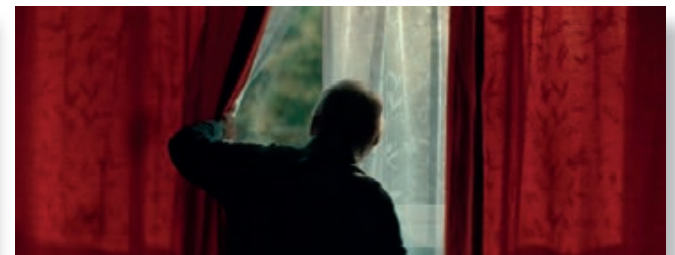
#MakeSomeonesDay this #StAndrewsDay

Scottish Government

The challenge

Be kind to each other

The Scottish Government wanted to increase awareness of St Andrew's Day with a campaign that would encourage audiences to be kind to each other, and make the world a better place for everyone by celebrating the true essence of Scotland's people - our warmth and generosity. With limited time, we had to find an approach that would effectively communicate the key campaign messages in an engaging way that could be easily pushed out across social channels to audiences. We also had to consider an approach that would encourage partners to get on board and help us share our message.



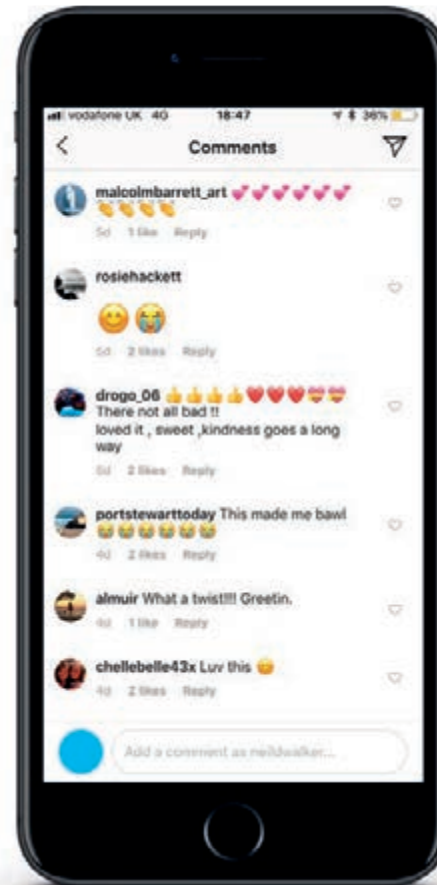
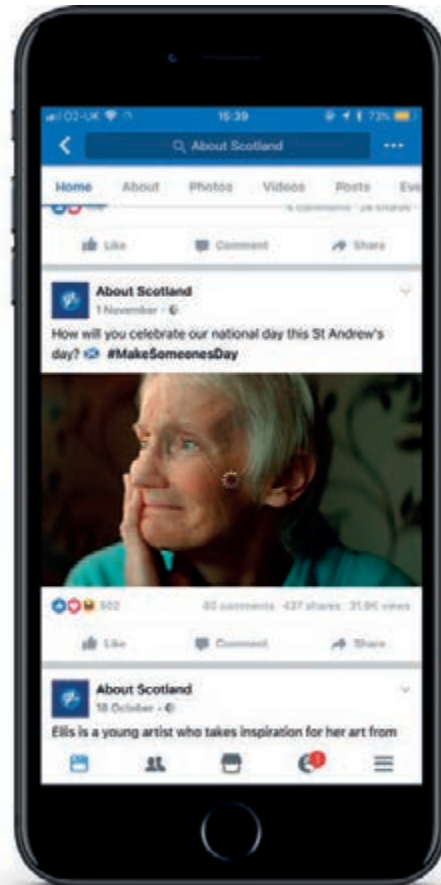
To watch the full video
<https://youtu.be/CvcwpbBZ-qc>

The approach

Make someone's day

We used a highly emotive campaign on the lead-up, to inspire people of the power of good. We created a suite of assets including a hero campaign video for use online, as well as supporting social assets and a partner toolkit. Our hero film communicates that small acts of kindness can make the world of difference to someone. On St Andrew's Day itself, a multi-location light projection will take place across the country, showcasing the message. The strand running through all of the activity was 'Make Someone's Day this St Andrew's Day'.

We used social channels to share this film and also supported it with some small, easy suggestions of how the audience can get involved with their own acts of kindness.



"As an agency, we loved producing work that set out to create a positive impact. What we ended up with not only made us proud but was received with so much love from the public. THAT, made our day!"

Neil Walker
Deputy Creative Director



Views to date on YouTube,
making it #ScotlandIsNow's
second most viewed
film of all time.

534,628

Views through Twitter
and Facebook.

255,714

Views on
scotland.org

12,229

Impressions made
with hashtag
#MakeSomeonesDay

5,670,668

VisitScotland

The challenge

Step into Scotland through AR

Millions of people around the world know that Scotland is jam-packed with stunning sights, rich history, and vibrant culture. Yes – we've got kilts, whisky and haggis – but what about everything else?!

#ScotlandIsNow sets out to tell the new story of Scotland: as a bold and positive country rich in history and heritage, but leading the world in a way that is progressive, pioneering, innovative and inclusive. We wanted to transport potential visitors, students, workers and investors from anywhere in the world into the Scotland of Now.





The approach

Now what?

Using a world-first, we harnessed the latest AR technology to enable users to create a 'portal' within their environment via their smartphone.

With a tap of the screen, a virtual doorway to Scotland would appear in almost any space which the user could literally step into and instantly arrive in Scotland where, using a simple interface, they could explore amazing experiences.

From travelling the North Coast 500 on the back of a motorcycle, to paragliding over Ben Nevis or having a look around some of Scotland's top campuses and even the testing laboratory of Scotland's leading satellite producer - users could sample and experience a little of what Scotland offers for themselves without setting foot on a plane.



"It is incredibly exciting to launch our first venture into the world of augmented reality and to be the first country to create an app of this kind. AR is an innovative way to let people from anywhere in the world experience Scotland from the palm of their hands and learn more about the country in a unique and interactive way"

Eva Kwiecinska, Senior Marketing Manager, VisitScotland



The results

Now that's what we call a success!

The portal has gone onto international acclaim, making headlines around the world. It has already acquired a coveted Favourite Website Awards of the day award which recognises the best in digital creativity. In the first three months alone users have explored Scotland using over 46,000 portals, across Android and iOS platforms.

Over
58,000
portals

over 10k downloads
across Android and iOS

Winner of
the FWA
Site of the Day
March 2018

Noggin[®]

The brain people



The challenge

Brainy goodness made simple

The idea behind Noggin came from clever people with a lovely aim. They want to make looking after your brain simple. So they took all the technical science-y stuff and poured it straight into a product line of brainy goodness probiotics to look after your loaf, stimulate your skull and nourish your nut.

"We created a brand that is approachable, warm and communicates the benefits of looking after your brain simply. An approach which helps Noggin to stand out and is radically different from rival brain supplement products."

Matt Weaver
Creative Director

The approach

Clever, Lovely and Simple

So, after a quick scratch, we turned our brains towards coming up with work as clever, lovely and simple as their thinking. We worked with them to develop the brand name, logo, tone of voice, illustration style, website, packaging, film and social content to help them get the word of Noggin into peoples' noggins.

Vitamins have been around for a while and the style of packaging in your average supermarket aisle is the usual dull verging on medicinal. So where similar-ish products sit lifelessly in a shop corner, Noggin gets right inside your head by standing out on the shelf, helping you understand what's going on upstairs through an informative brand film.

We even encouraged some brain function by using augmented reality games, promoted on social media.





"We found working with the team extremely rewarding. We believe their collaborative approach, attention to detail and creativity are second to none. They do all the things you'd expect from a great agency, (including nice biscuits during meetings) but their willingness to take your brief and deliver creative work beyond your expectations is special. Thank you."

Dr. Clara Russell





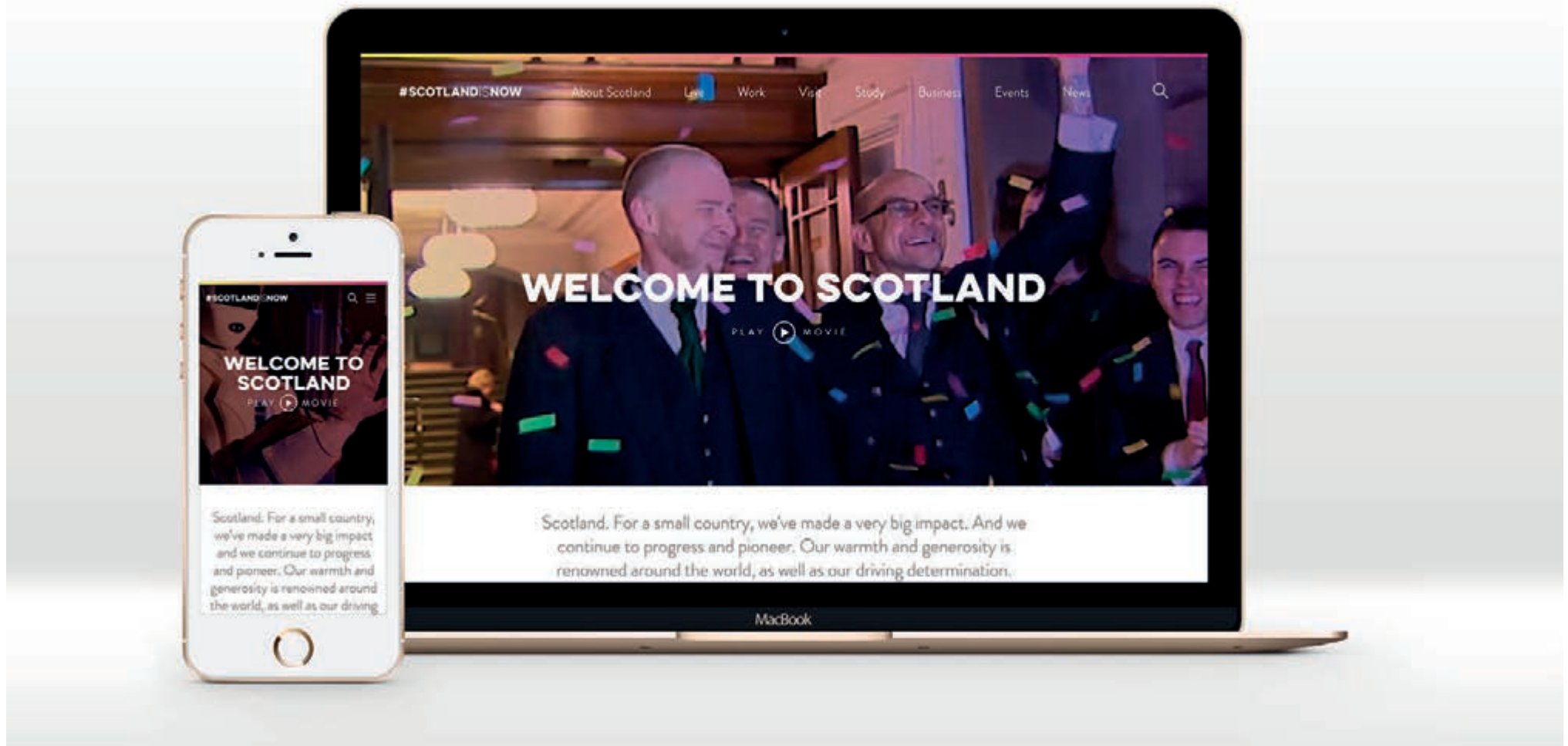
Scotland is Now

The challenge

Making Scotland Stand Out

As the likes of New Zealand, Northern Ireland and California stepped up their game and invested heavily in global marketing campaigns to broaden their international appeal, VisitScotland, the Scottish Government, Scottish Development International and Universities Scotland joined forces to create one overarching brand campaign and media strategy for Scotland.

But how do you create a brand campaign and supporting strategy that simultaneously defines a nation and stands out from established competitors, while conveying reasons to visit, study, live, work and invest in Scotland?



The approach

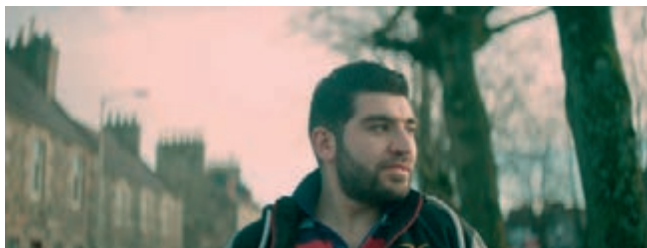
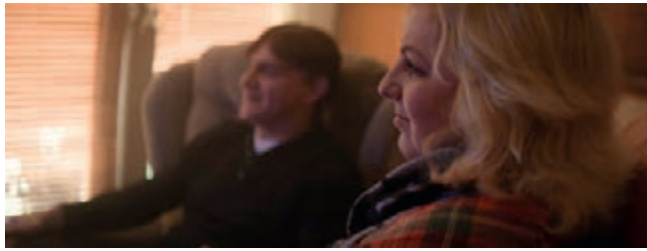
Forensic Insight

After some soul-searching and research to find out who Scotland really is we set out to reinvent the perception that some may have of a country that is lacking in ambition and modernity. Indeed, we rightly defined Scotland as pioneering, progressive, rich in history, determined and of course, home to an acclaimed

natural beauty. Then, working with our Dentsu Aegis Network partners Carat and iProspect, as well as the incumbent agency team, we looked to the people we wanted to attract to Scotland; those who would appreciate and share Scotland's attributes across New York Tristate, San Francisco Bay and London / South East England – the metropolitan liberal elite.

Using forensic insight, each creative execution was tailored to small groups of individuals to demonstrate how Scotland could offer them exactly what they yearned for.

Our aim for this project was to inspire campaigning through advocacy and pride, not just deliver a campaign. The best way to substantiate a country's best traits is through the voices and stories of its people. An overarching brand film was bolstered by 15 individual people films – each communicating Scotland's core values and showcasing its offering for potential visitors, students, investors, residents and workers alike – as well as a raft of social and digital assets. We wanted to ensure messaging was not only engaging, but credible, believable and, most importantly, shareable.



Scotland.org

To support the launch of Scotland Is Now, we re-developed the website scotland.org (ScotlandIsNow.com), to provide a more engaging and optimal customer experience. Scotland.org is the first point of engagement for users to learn more about Scotland as a place to live, work, study, visit and invest. It is part of a family of international facing websites that work with, and for, each other to raise Scotland's profile internationally and help to drive new leads and enquiries to partner sites.

#SCOTLANDISNOW



SCOTLAND IS PIONEERING YOUTH

REBECCA WEIR

18 year old Rebecca Weir is believed to be Scotland's first ever female coppersmith.



"I wasn't put off by gender stereotypes
— I don't think that should stop anyone"

#SCOTLANDISNOW

HOME > ABOUT SCOTLAND > OUR PEOPLE > PEOPLE STORIES > SCOTLAND IS TECHNOLOGICAL ADVANCES



SCOTLAND IS TECHNOLOGICAL ADVANCES

PROF. RAVINDER DAHIYA

After studying all over the world, from India to Italy, Prof. Ravinder Dahiya chose Scotland's Glasgow University to develop his pioneering work on prosthetics



#SCOTLANDISNOW

HOME > ABOUT SCOTLAND > OUR PEOPLE > PEOPLE STORIES > SCOTLAND IS WELCOMING



SCOTLAND IS WELCOMING

DURED ALHALABE

Dured Alhalabe is a Syrian refugee who embarked on a new beginning in Scotland after war tore his home apart



The results

Scotland.org

Increased site
visits YOY

+408%

Increased engagement
with key site sections

+83

Increase partner
referrals

+1035%

Phase 1

People reached

21+
million

Videos watched

105
million

Videos watched
to 30"+

15
million

Morton Fraser



Background

Morton Fraser, one of Scotland's oldest law firms (origins circa 1614) had built a reputation for dependability and delivering outstanding results. But market consolidation had increased competition and growth depended on awareness of what made Morton Fraser stand out.

The challenge

Our task was to develop an integrated campaign that made Morton Fraser stand out from the crowd in Scotland.

Specifically, we wanted to increase brand awareness and saliency (engagement), and deliver more enquiries for legal support.

The approach

We utilised a single unifying point of difference – Welcome to Clarity – that we brought to life in three ways:

- An experiential campaign at Edinburgh Haymarket railway station and at Morton Fraser's offices in Glasgow and Edinburgh.
- A press ad campaign including a media first for Scotland: a Barn Door ad in The Times.
- A video series – Let's Be Clear – providing 'clarity' on topical issues using really simple language combined with clear, engaging animations.

All of this was supported by a new firm creds film; programmatic display; paid social activity on LinkedIn; and a drumbeat of thought leadership articles to build advocacy.



Morton Fraser

The results

The brand saw excellent results in increased awareness and has been shortlisted for The Drum Marketing Awards, The Star Awards and The NODS.

“When we built the campaign, we were really excited with what had been developed but we weren’t quite sure what the reaction would be. Both The Times advertising and Haymarket experiential stunt exceeded our expectations and the feedback and engagement has been immense. Myself, the team and everyone across the Firm are really proud to have seen our brand communicated in such an innovative and creative way. So a big thank you goes to the whole team and for continually pushing the creative boundaries – a great result and a really great job.”

Tania Hemming
Marketing and Business Development Director



HAZY COFFEE.



Morton Fraser

The Next Phase

Building on the success of the delivered campaign, we were asked to develop the next iteration. No mean feat given the cut-through and success of the first activation. Taking learnings from phase one, we knew the power that physical experiential activations could deliver, heightened by the surprise that it is being delivered by a law firm. We wanted to evolve this and build in a broadcast element since physical experiential can have limited awareness and relies somewhat on word of mouth or social advocacy.

The strategic approach therefore became to create an experiential activation that clearly and simply brought the Morton Fraser proposition to life whilst creating content that could be shared via traditional broadcast channels to ensure audience reach and return on investment.



Morton Fraser



The Activity

We wanted to demonstrate the benefit of 'clarity' in everyday life to highlight the value when related to legal advice. In the first phase we demonstrated Morton Fraser providing clarity, in this next phase we opted to demonstrate the opposite and take something simple and make it deliberately complicated and un-clear to maximise our point. We created Hazy Coffee, a pop-up coffee stand selling a range of complicated coffee products that served to demonstrate the infuriations that develop when straightforward things are made complicated.

We filmed people's reactions live and geo-demographic audience. This was supported by DM coffee drops, social promotion and PR activations to ensure widest reach possible. Campaign success is due to be monitored through following waves of the brand tracking survey.

For 'Hazy Coffee' we hired a coffee van and pitched up in the busy streets of Glasgow. We placed hidden cameras within the van and surrounding areas to capture reactions. With a rather inaccurate price list, a barista (comedian) who didn't make much sense and added some extras to the unsuspecting customers. We brought to life how important clarity is, not just for your daily coffee... but more importantly when getting legal advice.

Morton Fraser



The final film then formed part of an integrated campaign, circulated through Sky AdSmart and Teads to a highly targeted audience. Alongside the film, the campaign was supported through digital OOH, social and direct marketing to key Morton Fraser clients.

<https://vimeo.com/355275939>

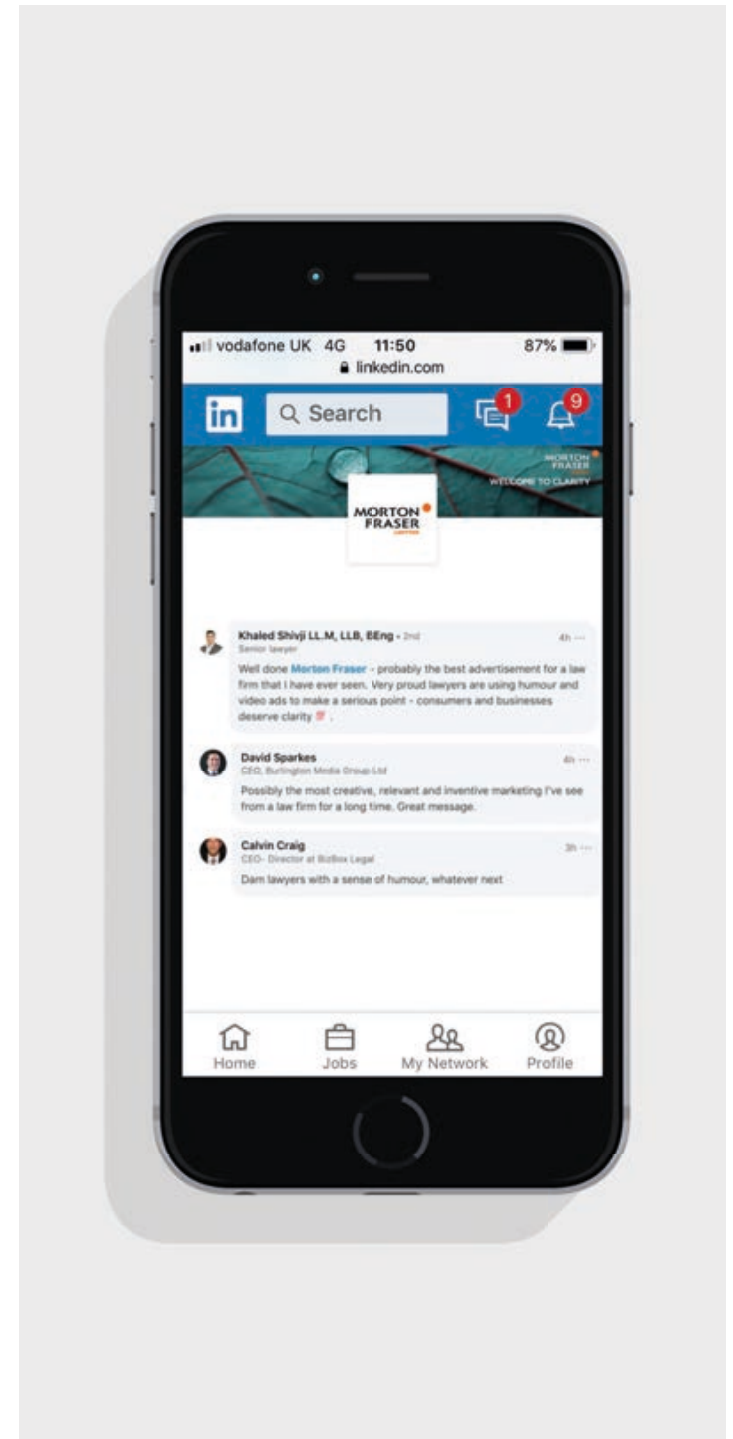
Morton Fraser

The Results

This second phase has literally just been initiated and the final film can be viewed here <https://vimeo.com/355275939>, however initial indications and anecdotal feedback suggests that the campaign has been well received both by the business audience, the consumer audience and the wider legal industry.

Summary

Morton Fraser's legal advice isn't hard to understand, and neither was its advertising. Adopting a clear and concise perspective across internal and external communications, not only gave Morton Fraser fighting chance to stand out in a competitive legal sector and as a result increased consideration to use their services within the next year.



Sainsbury's Bank

Credit Cards

When life
needs a little
more balance



Sainsbury's Bank

PLEASE DEBIT MY ACCOUNT
ICC PIN VERIFIED
Merchant ID: 0000000000
TID: 0000000000
PLEASE RETAIN THIS RECEIPT

Sainsbury's Bank

Our creative has helped position Sainsbury's Bank as a provider of great value financial products and quality service to customers in a fast-moving retail environment.

Working with a new J. Sainsbury's through-the-line campaign strategy, we translated this into a complete brand refresh for Sainsbury's Bank, implementing across the most important marketing channels to its core customers – point-of-sale literature, digital assets and display advertising. Beyond this, we also deliver internal communications, interior office design and creation of content for AGMs.

In the jargon heavy financial industry, it's vital to remember the customer and make content simple and transparent across every single communication. We provide concepts, copywriting, design and artwork for 11 products – spanning Insurance, Loans, Savings, Credit Cards and Travel Money which includes multiple product launches.

The print portfolio includes around 100 pieces of literature every six weeks, with print-runs of around 1 million and there have to be multiple cycles of approval including different client departments, legal regulators and third party providers to ensure 100% compliance.

After brand and product awareness has been raised by the point of sale materials, it's important that we create a smooth, consistent user-journey when a customer takes the next step online.

We work closely with the Sainsbury's Bank e-commerce team to maximise conversions across all digital channels, including optimisation of product landing pages. We also design and build a large inventory of ever-changing display advertising, and provide support for social media channels.

Ensuring a consistent brand look and feel across all print and online is key to maximising usability to convert new customers. This look and feel is also carried into the Sainsbury's Bank office environment and through collateral produced in support of conferences and events.

"One of my priorities is ensuring that there is absolute consistency across every file so literature can be displayed together in dispensers."

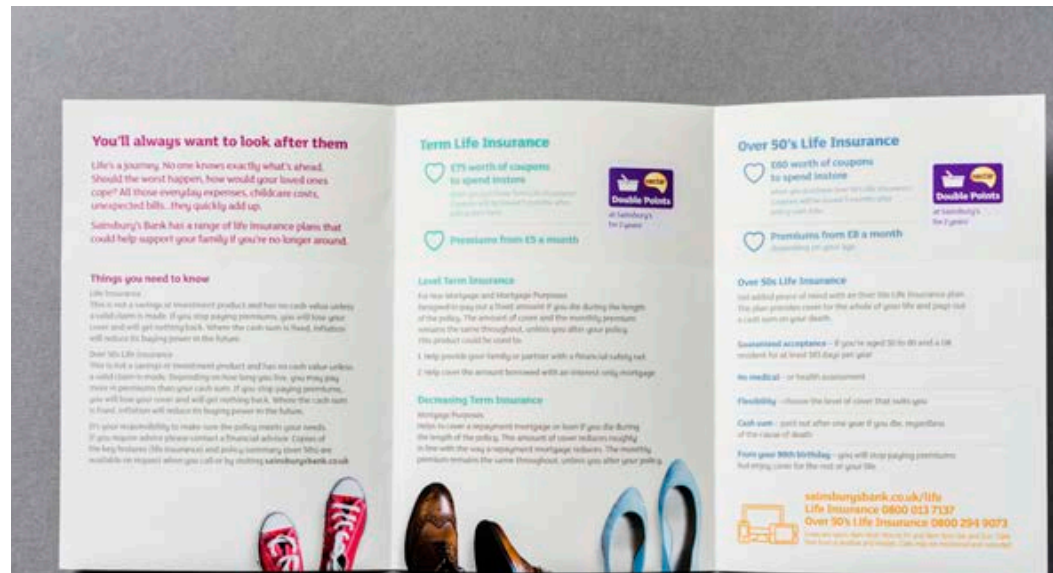
Ricky Bentley
Studio Manager





The results

Our work was recently praised by independent research which showed that the team's consumer communications deliver a 'clear, concise and simple approach to financial products', demonstrating distinctive product messages in a friendly and accessible way. Thus resulting in a real customer focus which positions Sainsbury's Bank as a brand that truly 'empathises with the customer'. You can't get much more rewarding than that!





Credit Cards

It's nice when your points pick up the bill

18.9% APR
representative variable



Home Improvement **Loans**

For big ideas
that don't come
flat-packed



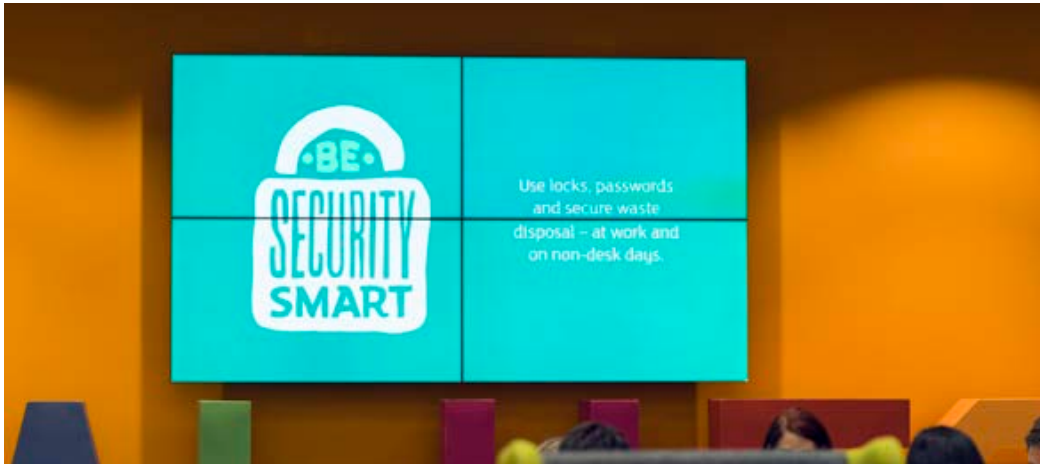
Home Insurance

For when it starts
raining inside



Travel Money

Great rates on over
50 currencies



University of Stirling

BE THE
DIFFERENCE

UNIVERSITY of
STIRLING



University of Stirling

The challenge

The team were tasked with redeveloping the University of Stirling's brand identity. The project aimed to re-establish who the university is, what they stand for and what makes them stand apart from other universities. They needed us to help articulate what their brand vision was, and then bring it to life. This would allow them to solidify their offering to their various audiences and stakeholders.

The approach

The process began with a number of collaborative sessions with various stakeholders within the university to establish the university's ambitions and visions. From there, extensive research was conducted with students, staff, lecturers and external partners to gain an understanding of the perception of the brand as it stood and get an idea of the where we could take them.

Once the brand strategy was in place, we were challenged with writing an all-encompassing brand strapline that was flexible enough to work over the brand's multiple facets and departments. We hit on a line that stemmed from a brand truth that united each of these elements through a single trait, the drive to make a positive change, be it in their own life by studying, or conducting research or providing opportunities. They all want to Be The Difference. It was then crucial that we let the vision permeate through everything the University did, from around the campus, in internal and external comms and securing buy in from the many departments of the University. We did this by providing messaging guidelines, detailing how each department could harness the vision for their own activities and promotions.

Alongside this, we were developing the visual assets of the brand, modernising their logo and typeface, as well as enhancing their colour palette and iconography, to create Brand Guidelines that would work for their cause, rather than against.







ARE YOU STIRLING?

Undergraduate

In a competitive market, the University was receiving high praise for their graduate employment levels and quality of lifestyle as well as merit for their groundbreaking research. However, this didn't seem to be computing with prospective students. The research we conducted uncovered that both the University and their Undergraduate audience shared a number of similar traits and that we could leverage the university's offering by presenting them as like-minded, unlike the older established Universities. So, to achieve that, we created a campaign called Are You Stirling? aiming to challenge students into considering the Stirling and recognising it's appeal to their generation. This used Be The Difference as way to show the University as a bit of a game-changer in the University pool, as well as a call to action to come and make a difference in both the world, and your own.

"I wanted to thank you all very much for the excellent work on the delivery of our Undergraduate prospectus. Our strategic plan aims for innovation and transformation and you have truly delivered on this goal, resulting in a new publication that is fresh, innovative and relevant. We are delighted with the end result! Thank you and well done to everyone involved."

Lisa Wilkisky-Dick

Director of Marketing/Deputy Director of Communications, Marketing and Recruitment

University of Stirling

Research

We created an internal campaign to encourage an increase in the amount of research being carried out in different departments. This used Be The Difference to reignite their desire to create both global and local change.



Contact details

Thank you

If you would like to discuss any of the artwork examples referenced in this case studies portfolio further, please contact:

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