

**GRAPHIC
DESIGN**

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

rickybentley@rocketmail.com

07595 158 352

As a Graphic Designer and 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

Edinburgh

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

Visit Scotland™

Think Ahead

ACCA





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

Delivered!

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.

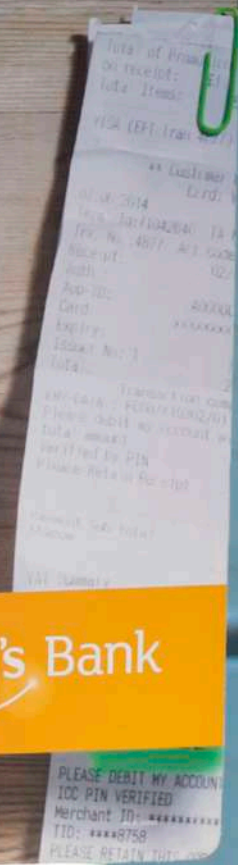
As part of this project we delivered;

- 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.





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.



Life Insurance
Provided by Sainsbury's Bank
Up to £75 worth of coupons to spend in store

Sainsbury's Bank

You'll always want to look after them
 Life's a journey. No one knows exactly what's ahead. Should the worst happen, how would your loved ones cope? All those everyday expenses, children's costs, unexpected bills... they quickly add up.
 Sainsbury's Bank has a range of life insurance plans that could help support your family if you're no longer around.

Things you need to know
Life Insurance
 This is not a savings or investment product and has no cash value unless a valid claim is made. If you stop paying premiums, you will lose your cover and will get nothing back. Where the cash sum is fixed, inflation will reduce its buying power in the future.
Over 50s Life Insurance
 This is not a savings or investment product and has no cash value unless a valid claim is made. Depending on how long you live, you may pay more in premiums than your cash sum. If you stop paying premiums, you will lose your cover and will get nothing back. Where the cash sum is fixed, inflation will reduce its buying power in the future.
 It's your responsibility to make sure the policy meets your needs. If you require advice please contact a financial adviser. Copies of the key features (the summary and policy summary) for 50s are available on request when you call or by visiting sainsburysbank.co.uk.

Term Life Insurance
 £75 worth of coupons to spend in store
Available for 50s and 60s only. See key features for details.
 Premiums from £5 a month.
Level Term Insurance
 For new Mortgage and Mortgage Purposes. Designed to pay out a fixed amount if you die during the length of the policy. The amount of cover and the monthly premium remains the same throughout, unless you alter your policy. This product could be used to:
 1. help provide your family or partner with a financial safety net
 2. help cover the amount borrowed with an interest only mortgage.

Decreasing Term Insurance
 Mortgage Purposes. Helps to cover a repayment mortgage or loan if you die during the length of the policy. The amount of cover reduces roughly in line with the way a repayment mortgage reduces. The monthly premium remains the same throughout, unless you alter your policy.

Over 50s Life Insurance
 £60 worth of coupons to spend in store
Available for 50s and 60s only. See key features for details.
 Premiums from £8 a month.
Over 50s Life Insurance
 Get added peace of mind with an Over 50s Life Insurance plan. The plan provides cover for the whole of your life and pays out a cash sum on your death.
Guaranteed acceptance - If you're aged 50 to 80 and a UK resident for at least 183 days per year.
No medical - or health assessment.
Flexibility - choose the level of cover that suits you.
Cash sum - paid out after one year if you die, regardless of the cause of death.
From your 50th birthday - you will stop paying premiums but enjoy cover for the rest of your life.

sainsburysbank.co.uk/life
 Life Insurance 0800 013 7137
 Over 50s Life Insurance 0800 294 9073
Offers and plans may vary from time to time. See key features for details. Calls may be recorded and monitored.

Home Insurance
Underwritten by LK Insurance Limited
Up to 25% off for Nectar card holders*

Sainsbury's Bank

For when your living room becomes a playground
 Sudden breaks and unexpected damage. It happens, no matter how careful you and your family might be. Thankfully Sainsbury's Bank home insurance has you covered. Our Premier cover includes accidental damage and it comes as an optional extra with standard cover. So we can help you get your home back just the way you like it.

Up to 25% off with a Nectar card
 when purchased direct with Sainsbury's Bank. Introducing discount, minimum premium apply. At least 25% of Nectar card holders who are Sainsbury's shoppers and purchased direct online or over the phone will receive the maximum phone, web and Nectar discount, between April and October 2015.

£25 coupon to spend in Sainsbury's stores
 when you take out a new combined buildings and contents policy direct with Sainsbury's Bank by 23rd March 2016.

Double Points
 at Sainsbury's for 2 years with a combined buildings and contents Premier Cover policy.

defaqto
 5 stars
 Best don't take your word for it. Our Premier Cover has been awarded 5 Star Rating by Defaqto, the independent financial research company, giving you peace of mind about the cover we provide.

Choose the right cover for you

Features	Sainsbury's Home Insurance	Sainsbury's Premier Cover Home Insurance
Contents Cover		
Sum insured (single valuable items)	£100,000 (up to £2,000)	£100,000 (up to £5,000)
Contents in the garden	Up to £1,000	Up to £2,000
Student belongings	Up to £1,000	Up to £2,000
Special events increased cover ¹	10% of contents sum insured	10% of contents sum insured
Buildings Cover		
Sum insured	Up to £1 million	Unlimited
Alternative accommodation	Up to £25,000	Up to £50,000
Loss of rent	Reimbursable cost plus interest	Reimbursable cost plus interest
Theft and access	Up to £1,000	Up to £10,000
Additional Cover		
Home Emergency Cover ²	Optional extra	✓
Family Legal Protection	Optional extra	✓
Personal Possessions (contents)	Optional extra	✓
Buildings Accidental Damage	Optional extra	✓
Contents Accidental Damage	Optional extra	✓

London & Berlin, Glasgow, London and international territories. The address is shown in the table. See key features for details.

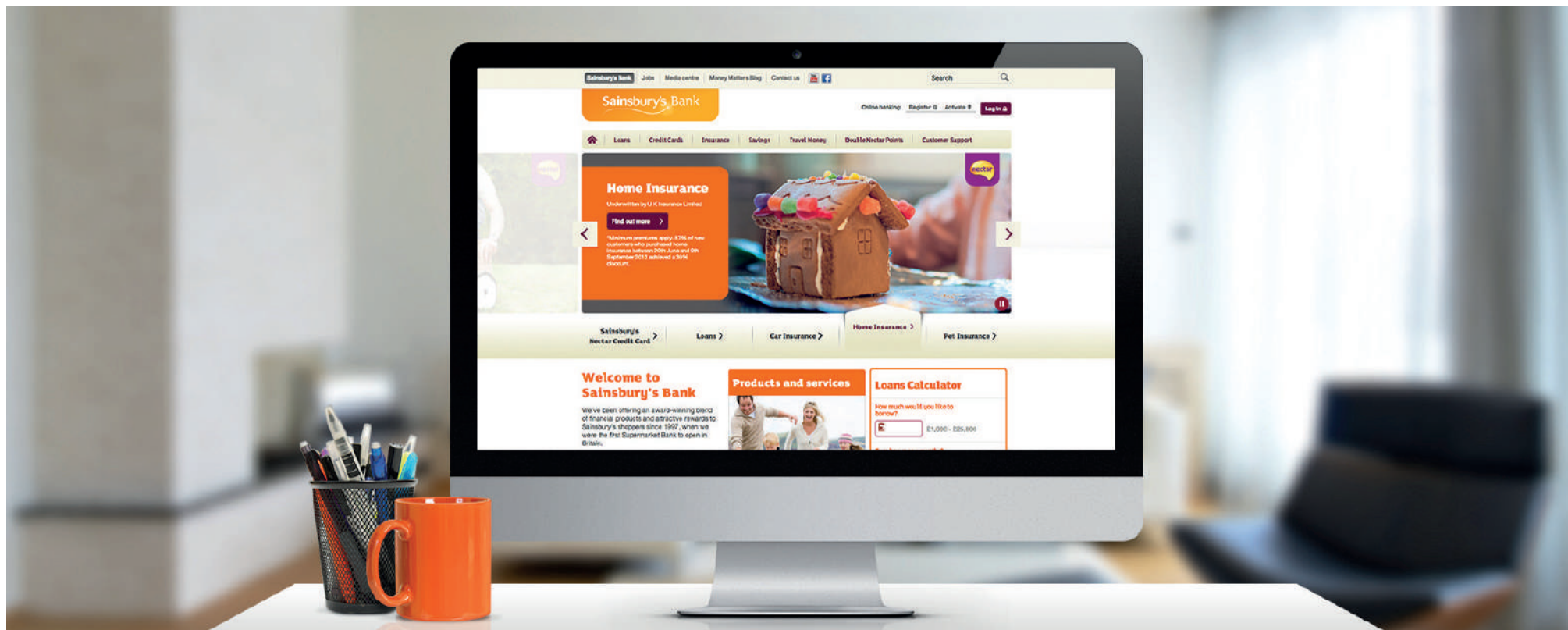
sainsburysbank.co.uk/home
 or call 0800 260 0727
Offers are specific to Sainsbury's Bank Ltd. Sainsbury's Bank Ltd. and Sainsbury's Bank Ltd. are not responsible for the content of this advertisement. Calls may be recorded and monitored.

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!



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

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.

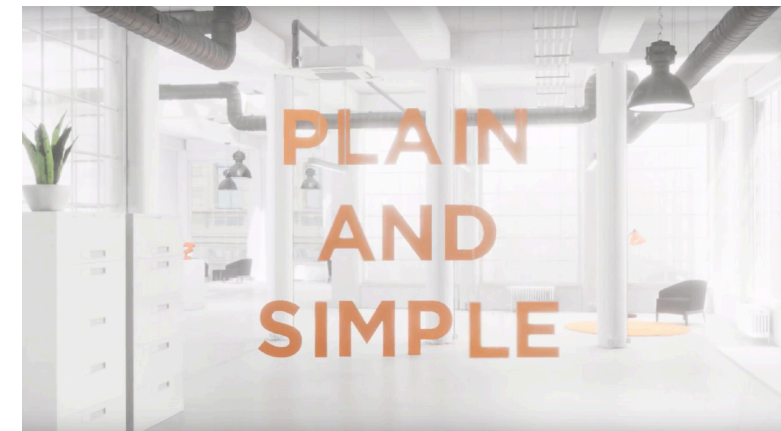
Specifically, we wanted to increase brand awareness and saliency (engagement), and deliver more enquiries for legal support.

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.



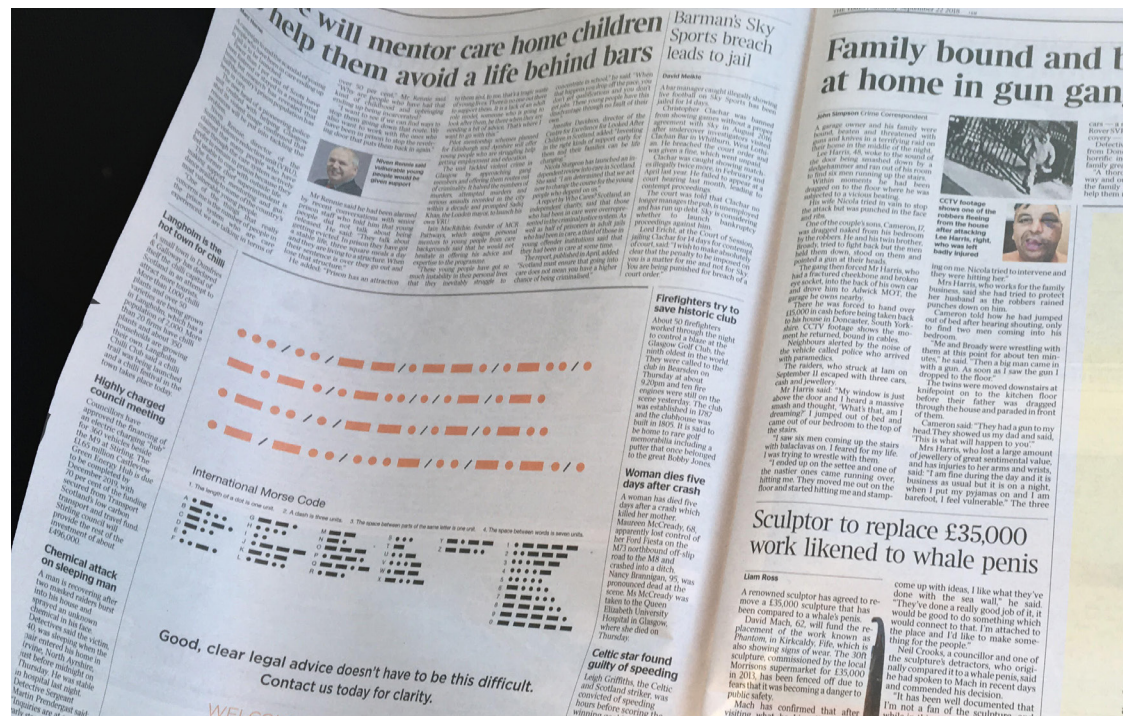
Morton Fraser

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



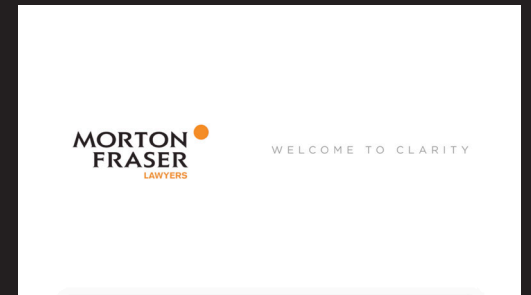
The Activity

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>

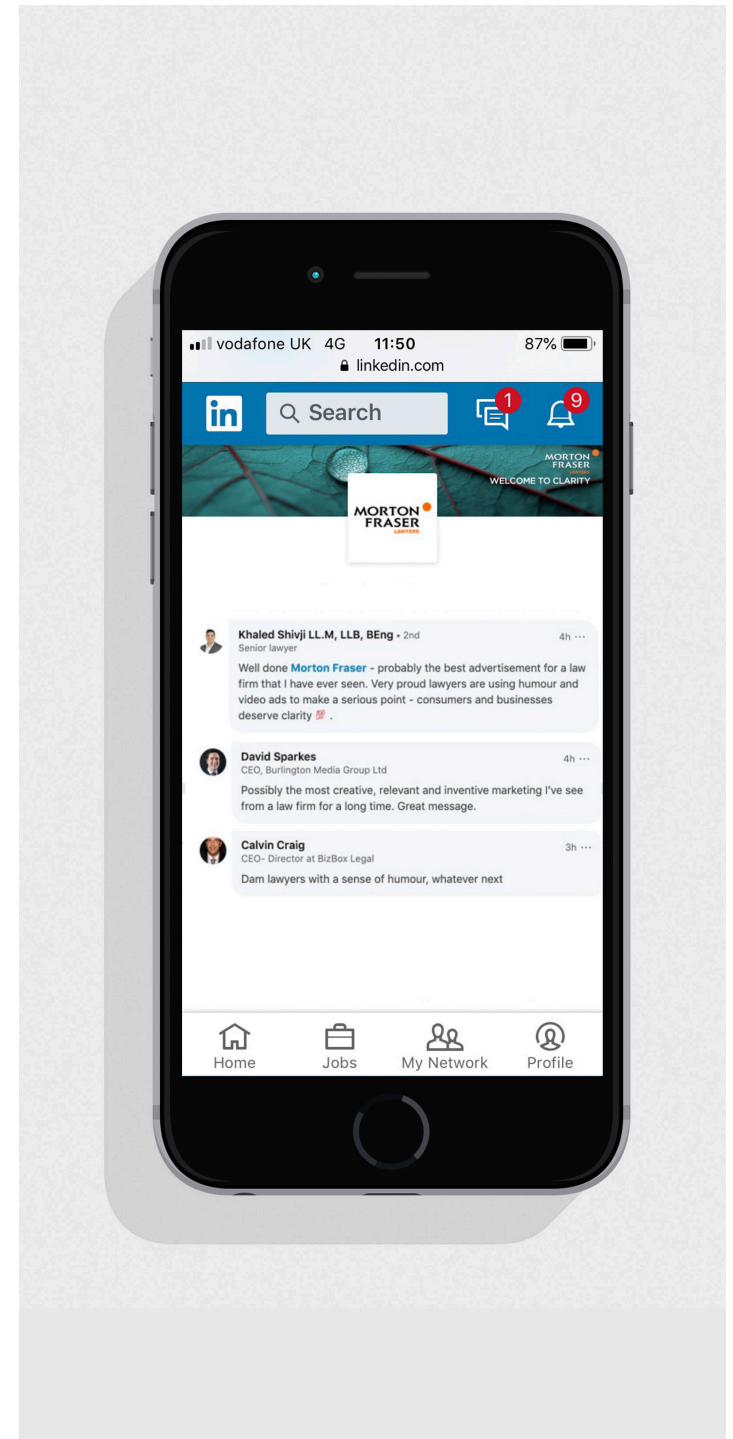
Morton Fraser

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.



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.

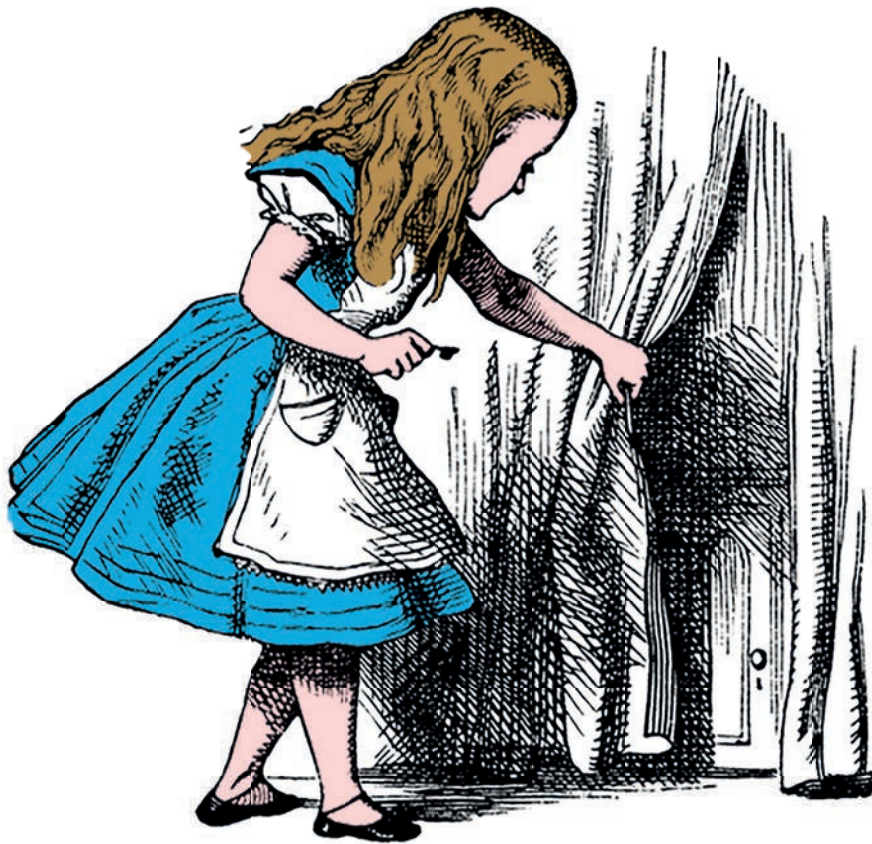


The Lion, the Witch and the Wardrobe

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.*



Ogilvy Spirits

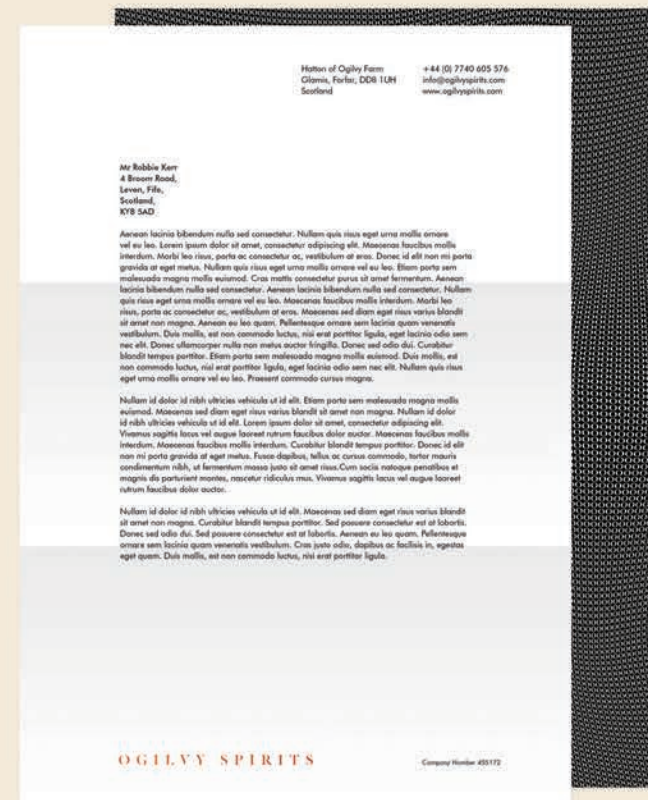
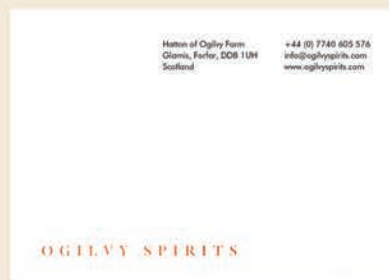
We developed a full brand, identity and digital presence for Scotland's first potato vodka, winning a Double Gold Medal for packaging design out of 1,500 entrants at the San Francisco World Spirits Competition.

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.

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 cursus. Sed dignissim neque pulvinar orci in accumsan cursus. Sed ac cursus est, 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

Think Ahead **ACCA**

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 why they work all over the world to build the profession.

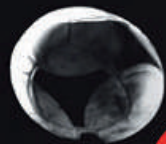
ACCA have more than 200,000 fully qualified members and 480,000 students worldwide. They're among the world's best-qualified and most highly sought-after accountants - and they work in every sector you can imagine. Objective - Lead generation to encourage prospective students to sign up to complete ACCA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

ACCA



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.

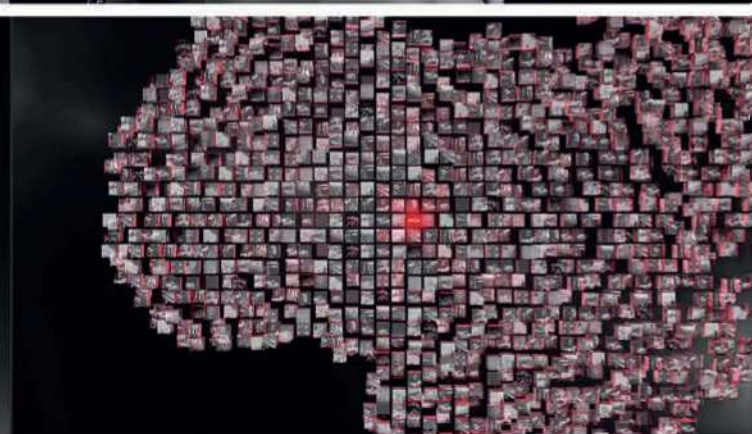
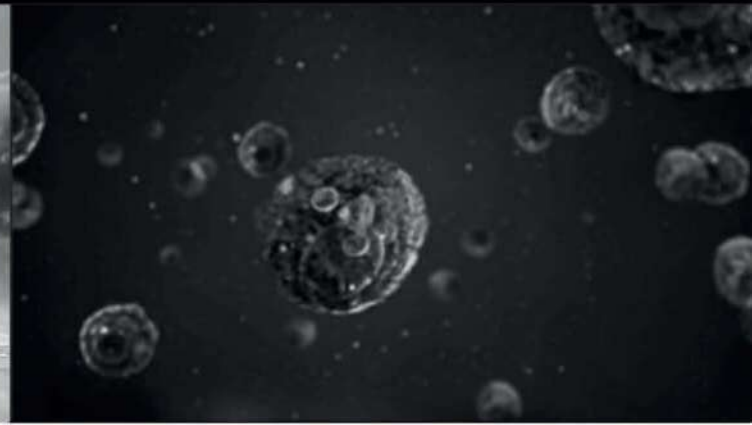
Premise:

- 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

Pre and Post Roll advert





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>

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.

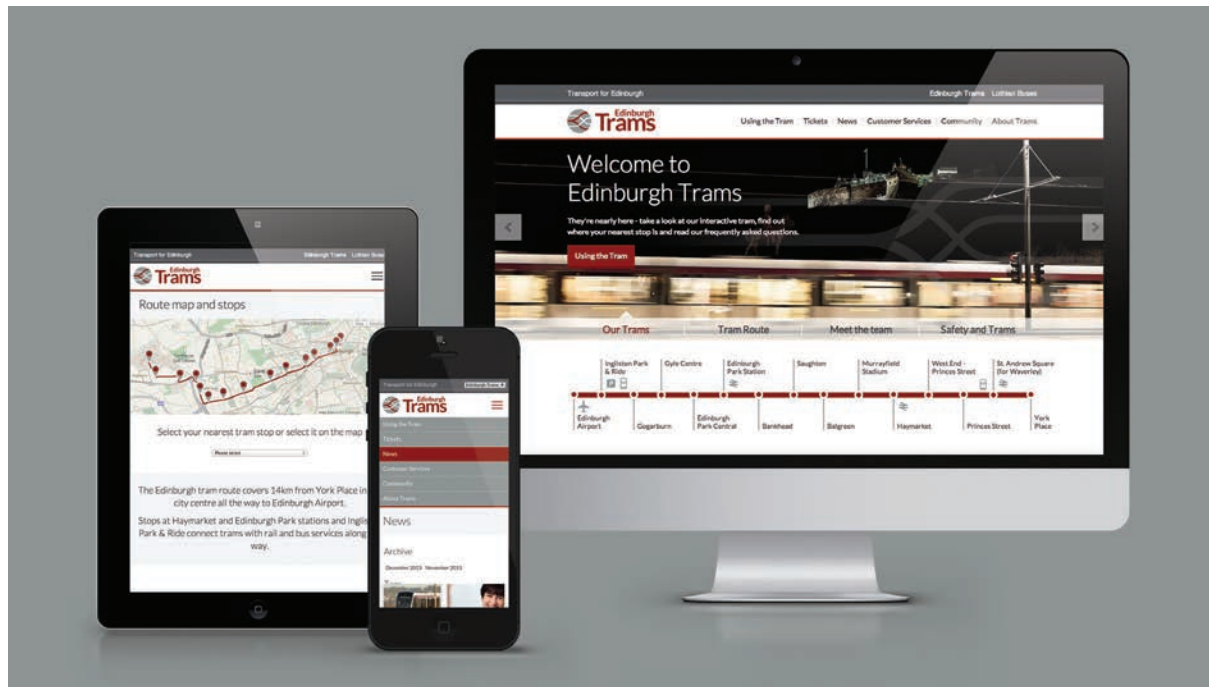
And we had to consider cost-effective implementation. The new repair vehicles allowed us to create full livery from scratch, but we used a simpler option so the brand could be applied to existing bus and tram livery at minimal cost.

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



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 brands 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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