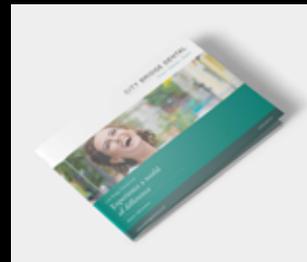




FROST CREATIVE

# We make brands **show-stoppers.**

Every brand has a story to tell. Frost Creative can help define yours.



[info@frostcreative.co.uk](mailto:info@frostcreative.co.uk)

+44 (0)1489 892 602

[frostcreative.co.uk](http://frostcreative.co.uk)

We are Frost Creative.



# We build brands that stand out, demand attention, and make people take action.

At Frost Creative, we help businesses become attractive, engaging and high-performing brands. We bring the strategy, creative and experience you need to create a brand that genuinely drives your success.

As proactive partners and trusted consultants, we'll help you create or refresh your brand from positioning to execution. And then we'll safeguard that brand as it reaches every corner of your collateral, your physical space and your business. All with a distinctly practical sensibility and the adaptable, personal level of service that only a close-knit team of experts can offer.

Our approach is simple; we think, we create, and then we deliver.

**Think.** Whether you're defining or redefining your brand, every decision we make is carefully considered. We don't believe in hurried free pitches or pushing the idea that makes us look smart. We let your business, your goals and your audience define everything – resulting in a brand that feels authentic, honest and true.

**Create.** Creativity runs through everything we do – not just design and copy, but also the way we digest a brief, examine your audience, or uncover opportunities to maximise

your exposure. We're proud to think differently, to think big, and to create work that's sometimes surprising, but always effective.

**Deliver.** For us, handing over some files isn't really delivering. We take a more active role, making informed recommendations that turn your brand into a living, always-evolving entity. It's this organic, lasting approach that helps us deliver what really counts – a competitive advantage, customer demand and growth.



# We'll guide your brand wherever it needs to be.

## Strategy

From profiling your business and customers to understanding the competitive landscape. Our strategic experts ensure the work we do makes a commercial difference to our client's brands and businesses. We solve problems and transform organisations from the inside out.

Brand positioning | Brand strategy  
| Brand architecture | Research |  
Innovation | Stakeholder engagement.

## Design

Brands need to be built with real purpose. So once we understand your business and your strategy, we'll help you bring it to life in a way people engage with and remember.

Brand identity | Brand implementation  
| Content | Destination Branding  
| Environments | Exhibitions |  
Guidelines | Film & Motion | Marketing  
Communications | Websites &  
Applications | Workspace & Interiors.

## Brand Language

What you say and how you sound is equally important as what you look like and how you perform.

Our brand language experts will help you get your message out there more creatively, bringing culture and language together to create more emotional bonds with your customers.

Audience specific messaging | Tone  
of voice | Brand messaging | Naming |  
Straplines.

Our awards.



# Just in case you had any doubts.

## No egos, just effective brands

We've been winners and finalists in numerous awards programs. Our work has been widely featured in print publications and online. But, for us, it's not about trophies on a shelf. And it's certainly not about showing off. It's all about measuring our effectiveness – and nobody knows that better than brands we've helped out.

That's why our proudest moment comes from our clients – the people that voted us in the Top 10 of 300 agencies in the South East for value for money. It's testament to the impact of our work. And that's what really counts.

## We've entered, won and been finalists in:

AVA Digital Awards, DBA Effectiveness, D&AD, RAR, HERMES Creative Awards, German Designs Awards, A Design Awards, Muse Digital Awards, Roses Design Awards, Wirehive Digital Awards, Pixel Design Awards, Vega Digital Awards, Awwwards.

## Our work has been featured in:

Creative Arts Projects, Design & Design Book of the Year Vol 8 / 9 / 10, The 'A' Design Book of the Year 2018, DieLine Packaging 2018.

DBA Design  
Effectiveness Awards



DIELINE



The Drum

awwwards.



## What our clients have to say.

We take our clients on a journey with us and engage them throughout the creative process as much as possible.

**“Frost go beyond what other agencies do. They take the lead, challenge where necessary, and above all, get your business to where you want it to be”**

Pete Hoskins, WashCo



“We have seen a 25% YOY growth since our re-brand”

Paul Spencer, Corrigenda

“The guidance, support and designs we received from Frost Creative was instrumental in the creation and implementation of our latest and most successful branding project.”

Lee Cain, HFE

“The rebrand and campaign was a success. 90% of all the properties were let off plan within 3 months and the ROI on our design investment was delivered within 6 weeks ”

Matt Ball, Radian

“The feedback about the packaging, logo and marketing materials has been quite astonishing - Frost Creatives name should be the first on everyone’s lips looking for excellent design from concept to output.”

Paul Johnson, Menrock

“Frost's brand and packaging work helped us increase retail orders by around 20%”

Hoj Parmar, Bitmore

A tight knit group of doers and achievers

## Your primary project team and points of contact.



**Gary Frost**  
**Managing & Creative Director**

A multi-award winning Creative Director, who's enabled the growth and successful evolution of some well known businesses, through his insight in strategic brand development and implementation of creativity. Working closely with cross functional departments and key stakeholders from senior management to frontline employees developing digital strategic projects and understanding how to translate digital concepts and language to a non-expert audience with a confidence to challenge and an openness to be challenged. Gary will be overseeing the creative and managing the wider design team.



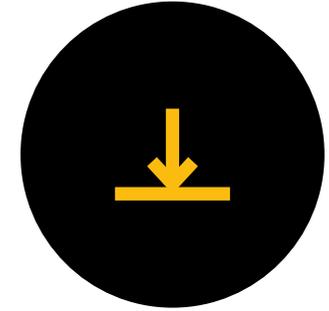
**Mike Gowar**  
**Brand & Communications Strategy**

An expert in brand strategy, marketing and communications working with organisations on a local and international level. Stakeholder management is his key strength with a real focus on delivering commercial success whilst building lasting relationships. Mike is energetic, impactful and a natural leader with the ability to think strategically and creatively, collaborate and coach effectively and deliver commercially. Mike will deliver the strategic aspects of the project and client liaison.



**Rachel Bartlett**  
**Studio Manager**

Working collaboratively with both clients and internal teams. Accustomed to working in a fast paced studio environment, managing the day to day tasks of the studio and its team members alongside client liaison. Managing the business accounts and coordinating invoicing and tracking. Rachel will support with project management, client liaison and studio workflow.



**Frost Creative**  
**Policy Documents**

Frost Creative has been approved as 'procurement ready' by the Design Business Association. All our policy documents, including our Equality & Diversity policy can be found here:

[View Policy Documents >](#)



# Why work with Frost?

- We combine our client's experience and knowledge of your sector with our experience in brand development to develop successful results in every project - a collaborative approach
- From strategy, creative development and project management, we have all the skills in-house and work as a combined team throughout all stages of the project
- We combine intelligence and creativity to ensure effective results
- We have considerable experience in working with key stakeholders and the broader participants - internal and external
- We have a proven delivery in delivering successful brand projects of this nature, across many sectors
- We believe projects of this nature should be a rewarding and enjoyable experience and our relationship-driven approach ensures this is always the case.

# Humanising groundbreaking technology.



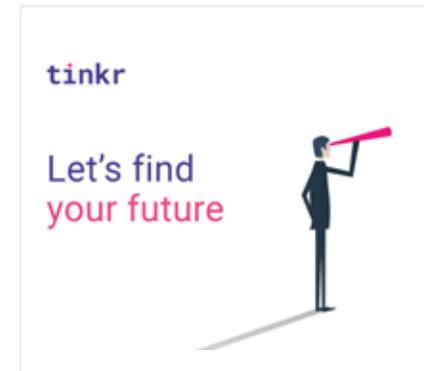
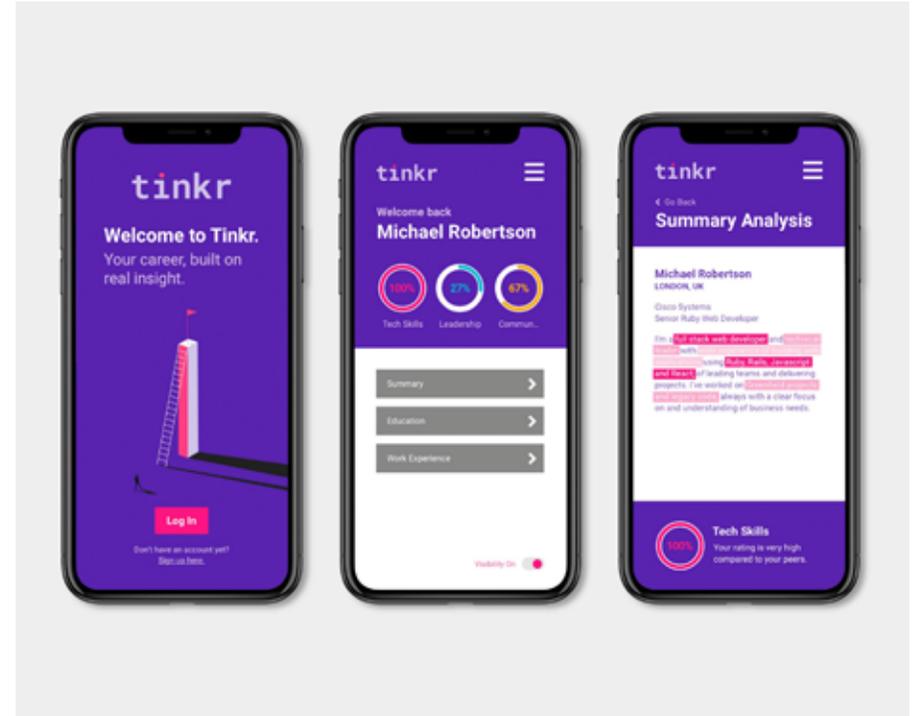
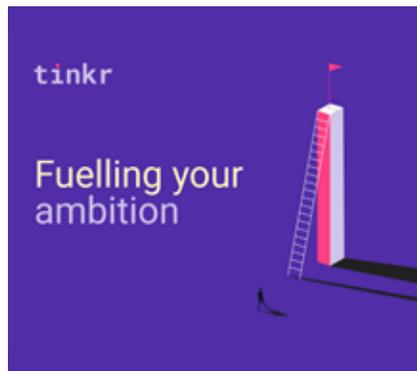
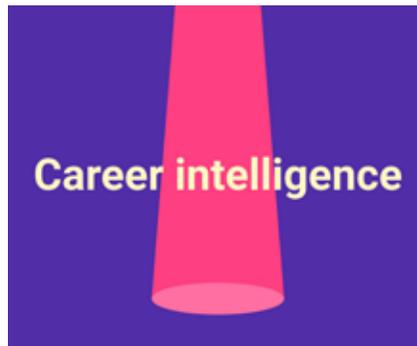
Brand Strategy, Naming, Brand Identity, Brand Positioning, Digital, UI/UX

Frost Creative were appointed lead branding and design agency for JamieAi, a UK-based startup that is disrupting recruitment. They have built the industry's smartest platform for sourcing & filtering data professionals where employers can enjoy a hassle free and time saving process sourcing talent.

Our role was to develop the overarching brand strategy, naming, brand identity and tone of voice to not only attract users but also financial investment by way of seed funding. The idea for the brand name and visual theme derived from the story of Sexton Blake, a fictional character and detective who has featured in many British comic strips, novels and dramatic productions since 1893. The story of his sidekick Tinker aligned perfectly to the technology and usage of the app.

Tinkr is essentially a bespoke career scoring platform, where users can use data and machine learning to their advantage at every stage of their career journey. For users that means fulfilling ambitions, getting the right roles and nurturing a career where every day at work is a good one and it's easy to 'tinker' and adjust their professional development. And for recruiters it means a faster, more accurate way to find talent – and the kind of close fit that helps them retain that talent long-term.

Tinkr is disrupting the recruitment space by giving candidates and recruiters a new level of insight, accuracy and efficiency. Frost Creative is proud to be introducing the world to Tinkr: a warm, friendly and capable partner for the next stage of your career.



# Redefining an ultra-luxury Swiss watch brand.



Brand Identity, Brand Strategy, Brand Positioning, Digital, Tone of Voice

Alf Lie have been making exceptional, desirable watches since 1836. Over the centuries, they've become a trusted partner to iconic Swiss brands like Patek Philippe, Ulysses Nardin, Jaeger-LeCoultre, Vacheron Constantin and Movado. They've even made watches for royalty, business magnates and celebrities.

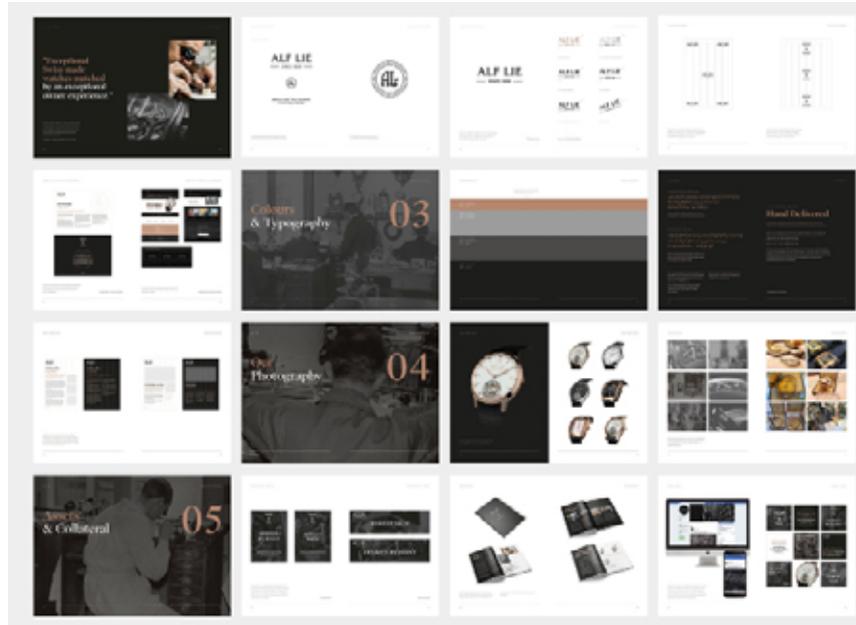
When someone chooses an Alf Lie timepiece, they become part of an exclusive brand that only a few discerning people truly understand. And when Alf Lie wanted to capture that powerful brand story, they turned to us.

## Reinvigorating a timeless brand

Frost Creative was briefed to help reinvigorate the brand, enhance the brand story and help raise awareness among the global elite. We took a considered and comprehensive approach that examined every part of the brand, from its rich heritage to changing consumer preferences.

Following a series of creative workshops, we produced the new brand strategy, proposition, tone of voice and a visual refresh. As part of this, we introduced a conversational yet eloquent tone of voice, giving the brand more gravitas while making comms more immediate, confident and compelling.

Meanwhile, our design approach thoughtfully combined the old with the new. We brought the brand's rich heritage to the fore, but also retained an air of exclusivity by omitting pictures of watches from advertising. As a result, we captured the opulence and exclusivity of the brand, firmly positioning Alf Lie as something for the few, not the mass market.



# Helping Greystone define a new category within the recruitment sector



Brand Strategy, Brand Identity, Tone of Voice, Branded Workspace, Digital

## This is role-finding reimagined

Frost was briefed to help define a new category for their business and, in turn, rebrand the organisation to reflect their unique place in the marketplace. Greystone focus on the individual, they understand the direction they want their career to go in and carry out a bespoke search to identify an opportunity that fulfils their aims. They engage with people as members, not candidates. This is an important distinction that differentiates them.

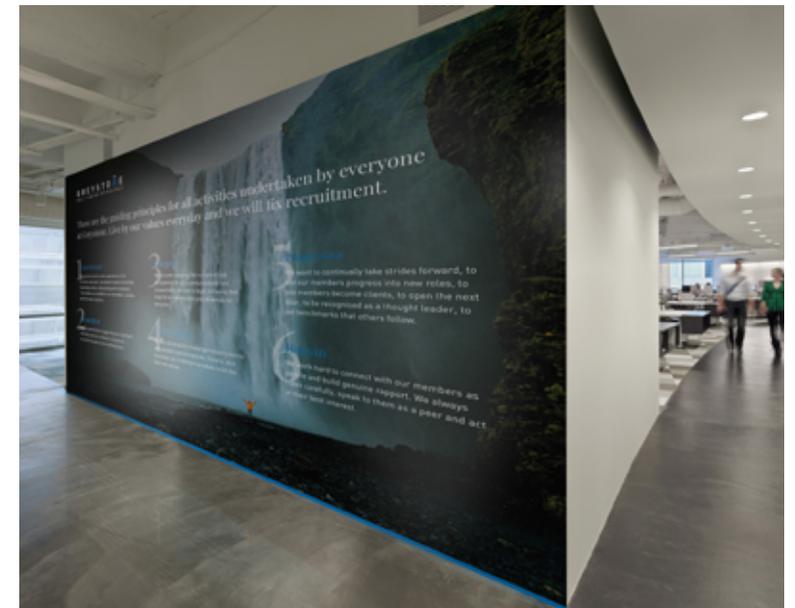
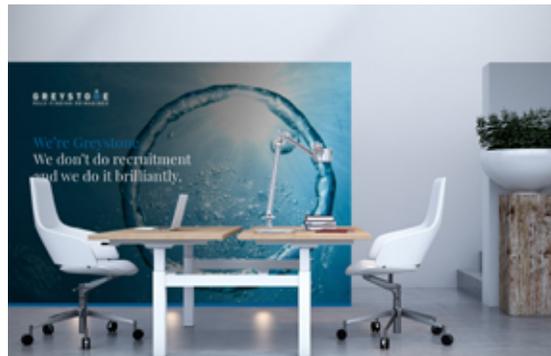
Membership means personal attention, exclusivity, perks, doors opened and valuable peer-to-peer relationships. It reinforces their position of only working with the best professionals, the top 10%. Greystone aim to place people into roles where they will succeed personally and bring value to their clients business.

## A new category is born

Frost delivered a comprehensive strategic branding program, interviewing clients, members, staff and the key stakeholders to gain a deep and thorough understanding of what Greystone stands for and how they want to be perceived. This process also helped educate staff on the values and different way of doing things. We delivered creative workshops involving the team and board of directors to collectively deliver a renewed set of values and redefined brand positioning. The new brand positioning 'Role-finding reimagined' was born and this underpins the Greystone difference. They are not recruiters in the traditional sense, they find roles for their members.

To set your own category, you need to step outside the one you are in, so we created the following brand statement that sets them apart; "We're Greystone. We don't do recruitment and we do it brilliantly." This articulates the Greystone difference perfectly.

By stepping away from the term 'Recruitment' and eliminating it from the brand language instantly redefines who they are and what they stand for.



# Communicating Unilever's sustainable living mission.

Brand Identity, Tone of Voice, Branded Workspace, Digital

With a new identity, a core strategy around sustainable living, and a bold ambition to double the size of the business whilst halving environmental impact, Unilever approached us with the task of bringing their brand to life through an extensive range of corporate and brand communications. Understanding Unilever's strategic Sustainable Living Plan was fundamental to delivering communications that resonated with both internal and external audiences.

We developed an all-encompassing creative platform for both internal and external communications that formed the basis of a set of brand guidelines, delivered through a dedicated Brand Centre. These guidelines incorporate all aspects of print and digital media and include sections on packaging, branded environments and employee communications, amongst others.

The new brand epitomises a more connected world, where individuals come together to form communities that create positive change everywhere and where the small actions of everyone can combine to make a big difference. Playful characters, a bold use of colour and shape and genuine storytelling combine to give a more human face to the Unilever brand.

Our team have worked with Unilever for a number of years, completing many brand and communications projects covering; brand identity, internal comms, communication toolkits, print, moving image, digital and workplace branding. Recently we've created an infographics toolkit aimed at delivering a consistent approach to how Unilever express their progress against their sustainable living goals.



# Building the nation's leading commercial laundry brand



Brand Identity, Brand Strategy, Brand Positioning, Digital, Tone of Voice, Print & Communications

## Merging three businesses

Following a three-way merger, an as-yet-unnamed commercial laundry brand turned to us to create a unified, impactful brand identity.

The challenge was threefold: to capture the unique scale and breadth of the organisation's services, to recognise and integrate the strengths of the three individual businesses, and to set a path for future growth as one cohesive brand.

The coming together of SLS, Armstrong and Hughes Pro was an opportunity to take a position at the forefront of commercial. It was our job to create an identity fit for an industry-leading brand – and we started with a name: WashCo.

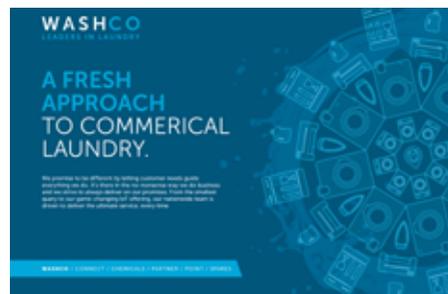
## Creating a fresh new identity for a market leader

Based on our previous experience with one of the three individual businesses, we were trusted to guide this important project from start to finish. We took a deep, comprehensive approach that considered everything from board-level strategy to engineer workwear. After all, internal buy-in and engaged employees would be an important way of measuring our success.

Following a creative and strategic workshop, we produced a new brand strategy, proposition, tone of voice and brand identity. We uncovered the fundamental truths of WashCo's business – and found the most effective, impactful ways to take that message out into the world at every touchpoint.

Crucially, we developed a tone of voice that struck the careful balance between confidence and arrogance. By focusing on WashCo's new reach and unparalleled expertise, we were able to underpin all messaging with measurable facts about service levels and delivery.

Visually, we developed a distinct identity unlike anything else in the marketplace. With a modular, icon-led approach, we enabled WashCo to continuously build its product portfolio and reflect multiple service areas and vendors at once.



# Advancement through Deep Tech



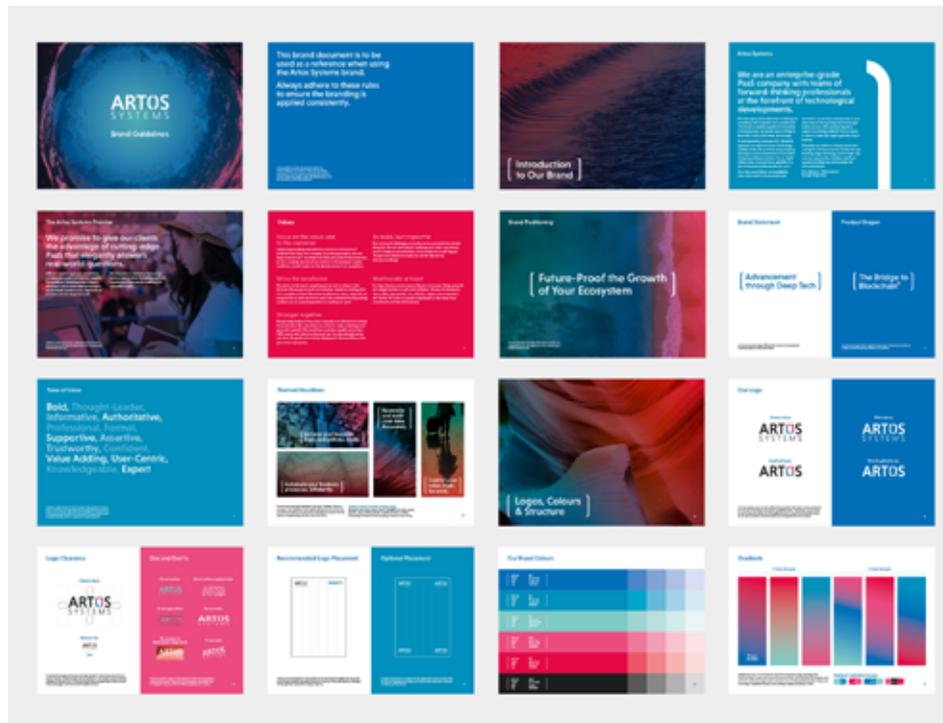
Brand Identity, Brand Strategy, Brand Positioning, Digital, Print & Communication, Tone of Voice, Workspace

Frost Creative was briefed to deliver a brand strategy and visual identity for tech start-up Artos Systems, an innovative business that solves real-world problems by translating cross-organisational operational processes into the blockchain realm through a proprietary Technology Ecosystem that acts as the Bridge to Blockchain®. Artos Systems' vision is to become the trusted enterprise technology-stack partner – and, ultimately, the future of interconnected business globally.

We delivered multiple stakeholder and employee workshops, created the overall brand proposition and strategy, created the tone of voice / brand language and visual identity system. Our initial ideas were shortlisted and the favoured approaches put forward for in-depth consumer testing. Testing the creative ideas on the target audience gave Artos Systems the confidence and assurances that the brand would be effective. At every stage of our process we were able to sense-check the consumers feelings and perceptions of what we were proposing and quantify its impact, then action necessary feedback. With large capital being invested in the company for its next phase of growth it was important the brand ticked all the boxes with the target audience from the off, so testing our solutions on the target audience was pivotal to the project and overall success.

## At the forefront of innovation

The final result is a brand which is bold and approachable but still has enough of a technical edge to hold its own against the other global tech giants. Using a simple chain graphic device alongside dynamic nature images that represent the deep technological ecosystem, combined with a simple human brand language ensures Artos Systems sits proudly as the only global tech company operating as the 'Bridge to Blockchain'. We have rolled the brand out across every touch-point, from traditional marketing communications, through digital and interiors. Artos Systems formally launched in February 2020 with a consistent, innovative outlook from start to finish.



# Going beyond bricks and mortar.



Branding, Communications, Print, Campaigns

Radian Housing Group is one of the South's largest housing associations with over 800 staff. The company provides nearly 21,000 affordable homes across the Southern region. While the majority of the property portfolio is general needs housing, it also includes a significant number of sheltered and supported developments. This is in addition to key worker accommodation, shared ownership, market rent and private sale properties. The breadth of Radian's developments is covered by multiple brands and sub brands that all fall under the Radian Group umbrella. In-house marketing and communications teams work across these brands, mediums and developments – a large-scale effort. Frost Creative plays a key role in supporting this work, maintaining clear and concise communications – both internally and externally – across all brands.



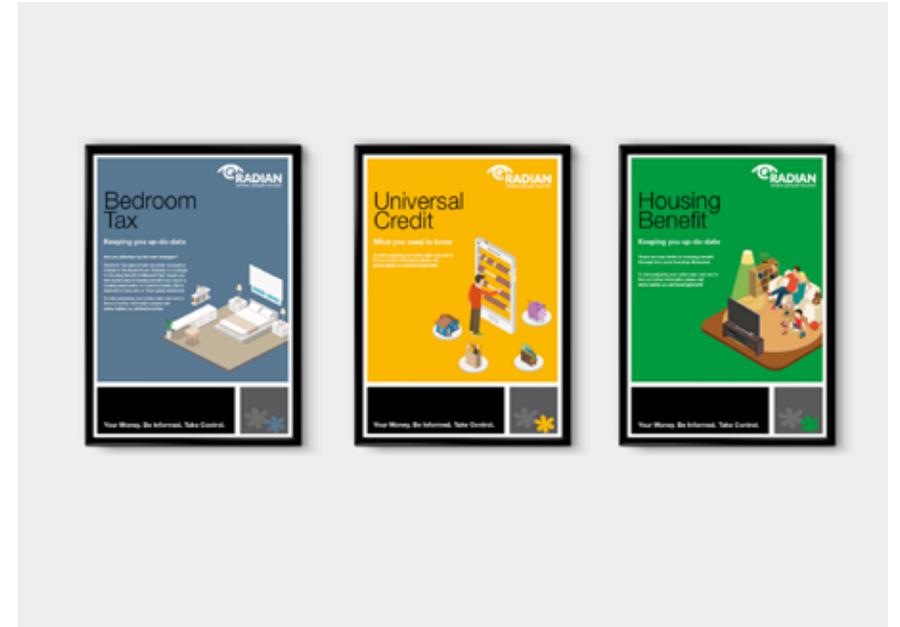
## Establishing consistency in marketing and communications

Frost Creative was briefed to bring continuity to all touchpoints and brands in a short timeframe. As is typical in large organisations, multiple departments and team leaders had led to confused and inconsistent marketing. Brand continuity had been lost, outdated communications were sent to customers, and departments were uncertain about the direction collateral should take. In just two weeks, we needed to develop brand guidelines for internal use, defining and articulating sub-brands and giving departments the resource they needed to create effective communications in-house.



## From brand guidelines to day-to-day support

As well as creating initial brand guidelines for internal use, Frost Creative worked closely with departments and team leaders to help people understand why branding and marketing was relevant and, in turn, why the guidelines should be observed. In fact, our guidelines were able to make life easier for marketing teams day-to-day. Beyond the guidelines themselves, we created a suite of templates covering everything from social posts to leaflets. These could be used without specialist software, enabling teams to create their own marketing faster, more efficiently, and without external agency fees. Streamlining this day-to-day internal activity had a significant impact on large-scale creative.



# Transforming a facilities services brand.



Identity, Brand Strategy, Brand Positioning, Digital, Print & Communication

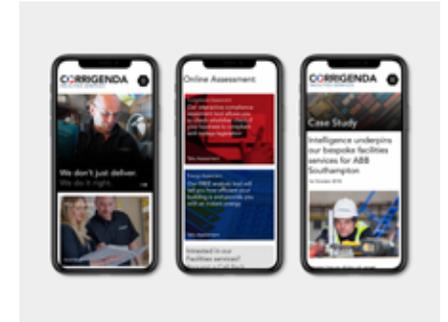
Facilities services specialist Corrigenda Group is made up of two subsidiaries: Corrigenda Facilities Management and Churches Maintenance. To reach large, high-profile projects, the group needed to bring consistency to its disjointed, fragmented branding.

We led the Corrigenda board on a journey. An exploration to uncover the brand's underlying purpose – then reflect it in both guidelines and assets.

### Exploring Corrigenda Group's purpose.

Following a series of collaborative workshops, we developed a new proposition for the group – 'Delivering the Less Ordinary'. This would go on to define what the brand stands for. And, ultimately, why people should do business with Corrigenda. As well as design talent, we were able to give Corrigenda that advantage of a team that understood branding. We could lead discussions from the outset, helping the business navigate a tricky, often uncertain process.

Since our rebrand was rolled out in 2014 Corrigenda have increased turnover 25% year on year.



# Creative design from planning through to final sale



Branding, Communications, Design, Illustration, Copywriting

From photography to branding, design and copywriting, Frost Creative has done it all. PegasusLife chose to use Frost Creative because of our agile approach to working. We support them from one-off campaigns to ongoing collateral and our team took a lead role in the creation and implementation of a variety of creative assets that gave PegasusLife's in-house design team the tools they needed to create on-brand marketing communications, saving PegasusLife money on ongoing agency fees.

## Addressing a need for continuity

PegasusLife adopt different brands and stories for each development and as such marketing communications became muddled and PegasusLife, 'the umbrella brand' had not established the right level of brand awareness. Frost Creative facilitated a nationwide redesign of all their marketing collateral for each development. This included site plans, floor plates, brochures, hoardings and signage in addition to the creation of sales marketing assets that promoted PegasusLife's services and philosophy to its customers, helping to increase brand awareness nationally for PegasusLife.

## The Results

We helped create a full scale suite of templates and collateral for PegasusLife corporate communications, in addition to the creation of all marketing collateral for 19 developments nationwide. We worked closely with a newly formed design studio to provide brand and campaign assets that enabled PegasusLife's teams to re-purpose for future communications.

We saved PegasusLife agency fees in excess of £40,000 through our effective template systems.



# Building a brand that people wanted to live in.

Brand Strategy, Brand Refresh, Campaign, Print & Communications

In the hyper-competitive housing space, standing out isn't easy. And it's not enough. A brand needs to inspire, appeal, and engage. But above all else it needs to deliver real results.

When Radian came to us, its SMART private rent brand wasn't performing. Now, in the run-up to the launch of a new site in Berry Court, Bournemouth, the company needed to rethink its approach – and start seeing results – on a tight schedule.

**The targets were wide-reaching, including:**

- Increase Berry Court leads from 200 to 1400+
- Grow traffic to the SMART website
- Generate more viewings and expressions of interest
- Raise the profile of the SMART brand and its offering

**A comprehensive brand refresh and through the line campaign**

While SMART had a lot to offer its tenants, that was difficult to see in all the clutter of confused messaging and inconsistent tone of voice. Our first step was to rethink the brand proposition, simplifying core messages and creating a more engaging, inspiring way to tell SMART's story. But this was just the start.

Delivering the results SMART needed would mean a sprawling through the line campaign that put Berry Court – and the new SMART brand – in the spotlight. Working closely with our media planning agency, we devised a strategy that would maximise exposure while keeping costs controlled. From site hoardings and sales collateral to press ads, social media campaigns, SMS messaging, and a website redesign, we looked at everything.

As a result, we turned a confusing proposition into something simple, consistent and irresistible: Berry Court is the perfect property, in the perfect location, from the perfect landlord. Why wouldn't you want to live here?

The impact of it all? All properties let in just five months – and a brand that's ready to continue in the next stage of its growth.

ROI on design investment within 6 weeks, 81% of units pre-let, +39% phone leads & +25% website leads.



# Rebranding the College of Policing.

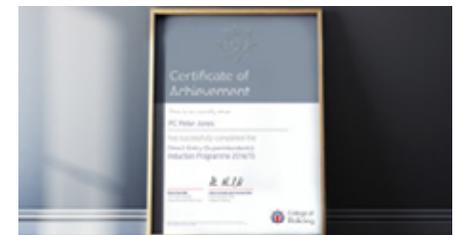
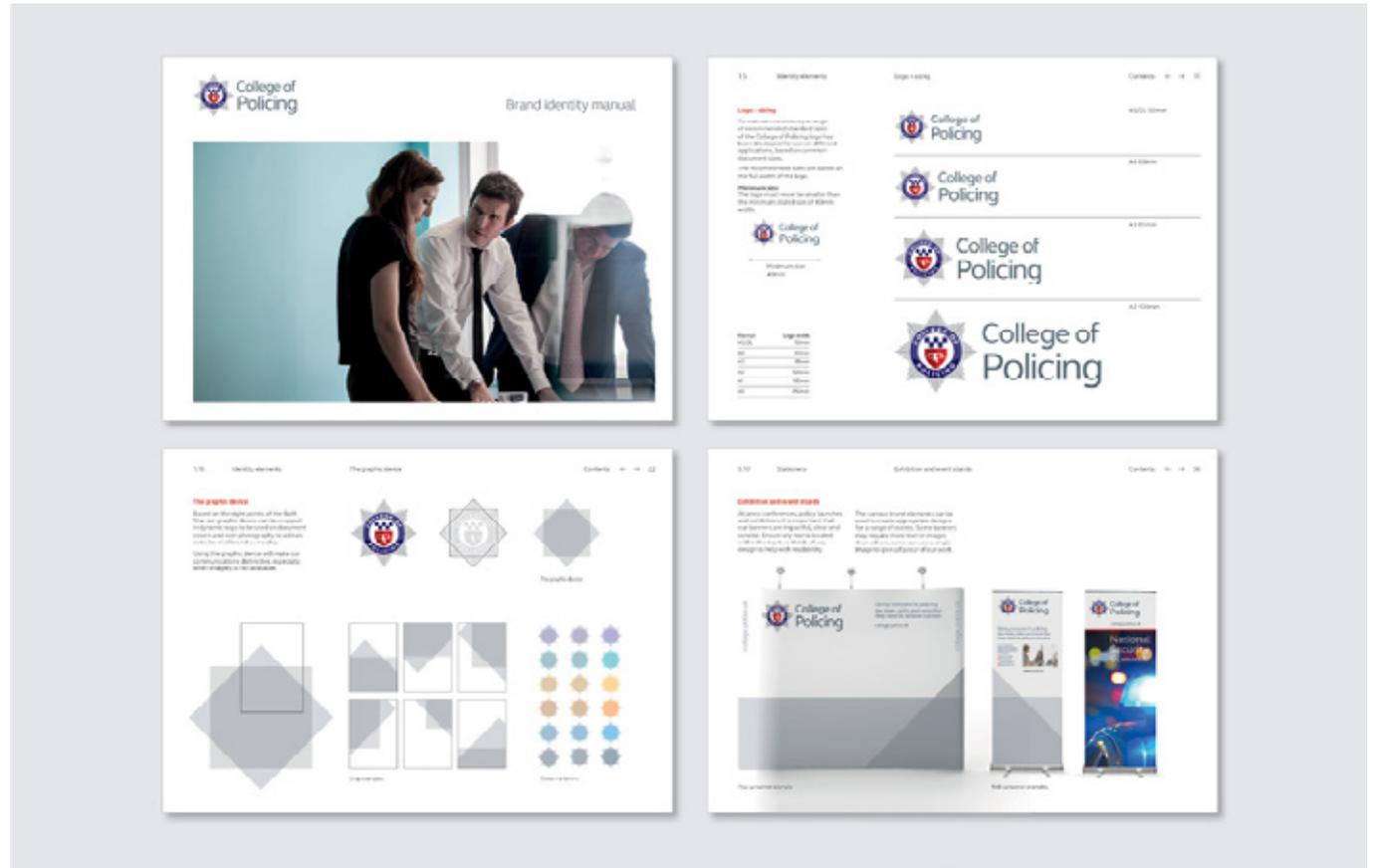


Brand Strategy, Brand Identity, Digital

We were appointed by The College of Policing to manage a complete review of its corporate identity. The College is undergoing substantial change, moving from a completely public-funded organisation to a commercially self-sufficient one. To support this significant change, the College recognised the need to ensure its communications appropriately reflected this proposition, both to existing and new audiences in the UK and overseas.

Our creative proposals for the new brand identity and visual environment covered the full range of printed and online materials, including a new website and social media. The redrawn logo and visual environment captures the heritage of British policing whilst portraying an organisation that is fit for the future.

We developed a comprehensive set of brand guidelines which set out proposals for how the brand should be expressed through all media. The focus is very much on giving inspiration, rather than explicit instruction. Training sessions with the in-house design team ensured that the new identity was fully understood and implemented creatively and enthusiastically.



# Transforming the N/DOE brand.

Brand Identity, Brand Strategy, Brand Positioning, Digital, Print & Communication, Tone of Voice



N/DOE Design is a design & project management company that covers all aspects of commercial and retail refurbishment and fit-out projects. Their team have vast experience engaging with clients to listen, develop and deliver a project that meets and exceeds the expectations – both practically and aesthetically.

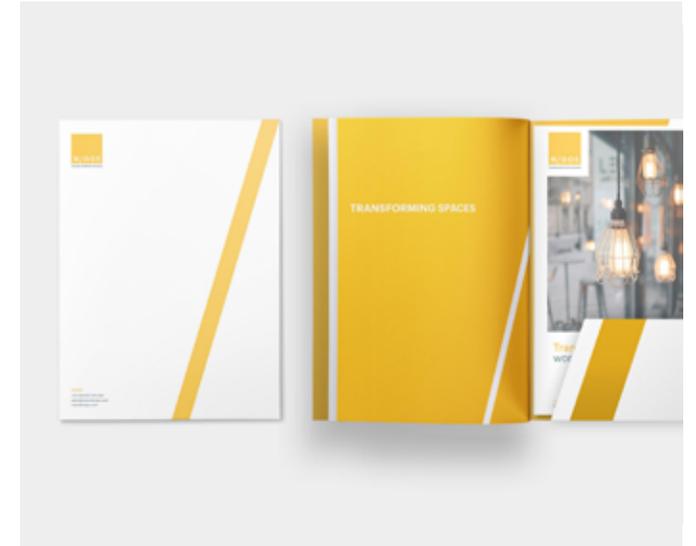
## A comprehensive and strategic brand refresh and roll out

While N/DOE had a lot to offer its client, it was difficult to fully understand due to confused messaging and inconsistent tone of voice. Working collaboratively with the N/DOE team, we delivered our 5 stage branding program. We needed to rethink the brand proposition, simplify the core messaging and create a more engaging, refreshing way to brand the company.

We devised an effective brand strategy and created everything from the sales collateral to exhibition materials, photography, social media templates and a full website redesign, delivering all the core marketing assets.

## A clearer direction and clarity of message

We came up with the line 'Transforming Spaces' which optimises everything N/DOE do. Then applied it across simple, consistent and engaging marketing assets.



# Creating one seamless brand for Southampton Hospital Charity.

Brand Identity, Brand Strategy, Brand Positioning, Digital, Print & Communication, Tone of Voice

Southampton Hospital Charity is a well-respected local organisation, bringing together 300+ individual funds and a Southampton Children's Hospital sub-brand. But a wide-reaching scope of work was leaving the charity's supporters, staff and other stakeholders confused about what the brand did and stood for.

Southampton Hospital Charity approached Frost Creative with a complex, sprawling challenge: to create a reinvented brand architecture, tone of voice and messaging that would drive consistency, streamline communications and make it easier for every stakeholder to stay engaged.

## Building a cohesive brand to:

- Attract new donors and increase revenue
- Strengthen long-term relationships and in turn, increase revenue
- Increase asset value and brand equity
- Drive visibility of marketing and fundraising communications
- Ensure lasting consistency with extensive brand guidelines

## Uncovering and evolving the SHC brand

At Frost Creative, our process always begins with analysis. We conducted in-depth interviews with staff, key stakeholders and corporate donors, as well as reviewing past customer and market surveys across all audience groups. By building a complete and comprehensive understanding of the charity and its work, we were able to develop a brand proposition based on the facts – not subjective judgements or unfocused creativity.

From there, we began repositioning the brand around what makes the charity so unique and the value it was already delivering to audiences. This approach meant we remained faithful to the organisation and its work, as opposed to creating a poorly-fitted brand that would feel disingenuous or irrelevant.



# Mercedes-Benz driving ambition for teenagers.

Brand Identity, Print & Communication, Digital

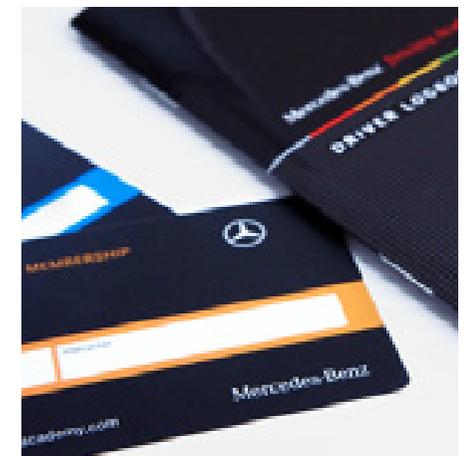
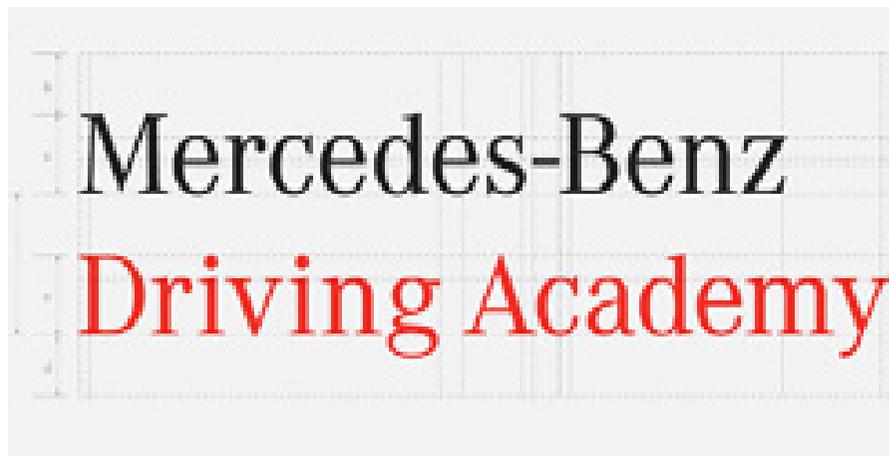
The Mercedes-Benz Driving Academy (MBDA) is a new kind of driving school where young drivers start earlier and continue their education beyond the driving test. Working alongside our partners at Wolff Olins (who developed a brand-led innovation framework) and the Mercedes-Benz team and applying extensive consumer research, we were able to define the brand; creating a visual expression and messaging that would appeal to both youngsters and safety-conscious parents alike.

The Academy was launched to huge acclaim with a spectacular event at Mercedes-Benz World hosted by brand ambassador Lewis Hamilton. We helped develop a cross-media campaign with a strong social media bias that included email marketing, exhibitions, and print material. The campaign was digital first but flexible enough to translate to outdoor opportunities. It had people and visitors at its heart and created reasons to, firstly, come and visit the academy in Surrey and then to share great experiences with others online. The MBDA campaign was imbedded across their large scale site, including signage and ambient opportunities. Over 10,000 people attended launch event over two action-packed days.

An innovative website allowed students to access their lesson progress via a graphic visualiser linked to in-car cameras and instructor PDAs.

The pilot launch exceeded targets and Mercedes-Benz went on to open academies in Germany, Holland and the US. To date the Mercedes-Benz Driving Academy has well over 5,000 members in the UK with a 78% first time pass rate.

ROI was achieved 12 months ahead of schedule.



# A warm welcome for everyone at King's Cross.

Brand Identity, Print & Communication, Signage & Wayfinding

The regeneration of King's Cross is arguably the most significant in central London since John Nash was plying his trade in the early 19th century.

The development will deliver over 8 million sq ft of new and refurbished buildings over the coming decade. With its extraordinary transport links, public spaces and mix of uses, it will be one of the best places to live, work and shop in the capital. At its heart, in the Granary Square is the new University of the Arts, London that houses the renowned Central Saint Martins School of Art and Design.

With the opening of the public spaces came the need for high quality estate management, public services and signage. Working alongside the Argent delivery team, we were tasked with bringing to life the estate management function at King's Cross to deliver an exciting, urban environment with a friendly welcome to everyone who comes to N1C. This included articulating the brand across all online and offline communications as well as in the physical environment. As with the architecture, the design is bold and contemporary, whilst simultaneously respecting and reflecting the rich heritage of the site.

Having successfully delivered the branding of King's Cross Estate Services we worked with Argent to create brand identities for specific buildings at King's Cross, as well as the new KX Recruit employment initiative. We have also worked with the King's Cross Business Partnership, a collective of local employers with a common interest in promoting, social, retail and cultural experiences to their staff.



# Thank You