



**Brand
Works**

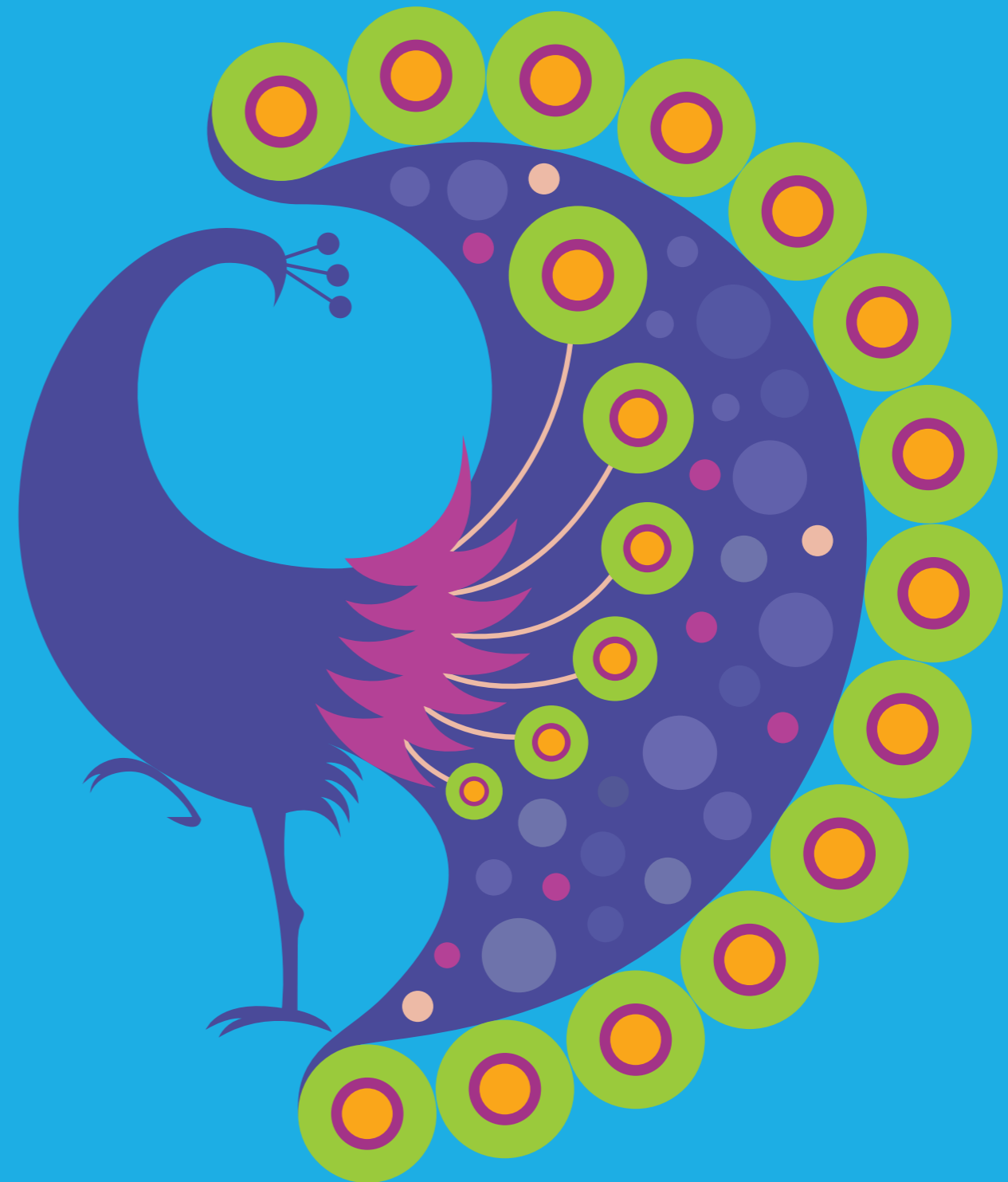
designinc

Introduction

Design Incorporated is pleased to provide a credentials presentation for **your** consideration.

This document covers our company background and approach to branding projects, selected case studies and team profiles.

We believe that Design Inc is ideally suited to partner **with you** for this vital next stage in the company's brand development and look forward to discussing this exciting project further.



Incorporated brand communications

We give them life.

We make brands ourselves and we use assets made by others to construct robust, meaningful international brand platforms that combine the best of global and local thought.

Design Incorporated is a full service branding, design and marketing agency, so when it comes to briefing and sharing market knowledge you need only partner one company for all your marketing needs. We will get under the skin of your brand and work with you both reactively and proactively.

Our core business is providing full-service solutions to our clients. The best bit about incorporating all

disciplines is that it makes life much more interesting. At Design Incorporated our hardworking specialists are busy creating campaigns for all kinds of media through all sorts of channels.

All of these are bound together by one thing. We think incorporated. Whether we do all your communications or only some of them, we guarantee to add value to how people see your brand.

What we do for our clients

Marketing

Strategy, planning, management

Branding

Naming, identity, values

Advertising

Print, online, outdoor, broadcast

Design

Corporate, marketing, publishing

Digital

Web, mobile, apps

Direct mail

Print DM, emarketing

Search

Strategy, positioning, SEO

Experiential

Events, exhibitions, environments

Public relations

Press relations, partner sponsorship, employee engagement

Social media marketing

Strategy, blog writing, affiliate

programmes

Data

Planning, research, cleansing, list supply

Media

Strategy, planning, buying

Getting started on your work

Share and review business plan and marketing plan

Gain full understanding of where the business is going in the next 5 years

Share any existing market intelligence and insights

Review findings from any other market or client research including internal interviews and reviews from other group companies

Gain understanding of any mandates or marketing limitations in place through company internal politics, e.g. levels of self administration or historical identity that must remain in place

Match objectives with strategic branding recommendations and write creative brief

Agree the brand platform

- Develop corporate and marketing messages
- Develop advertising proposition
- Define and optimise integrated channels
- Identify any 'quick wins'
- Write schedule
- Commence work

Making incorporated brands

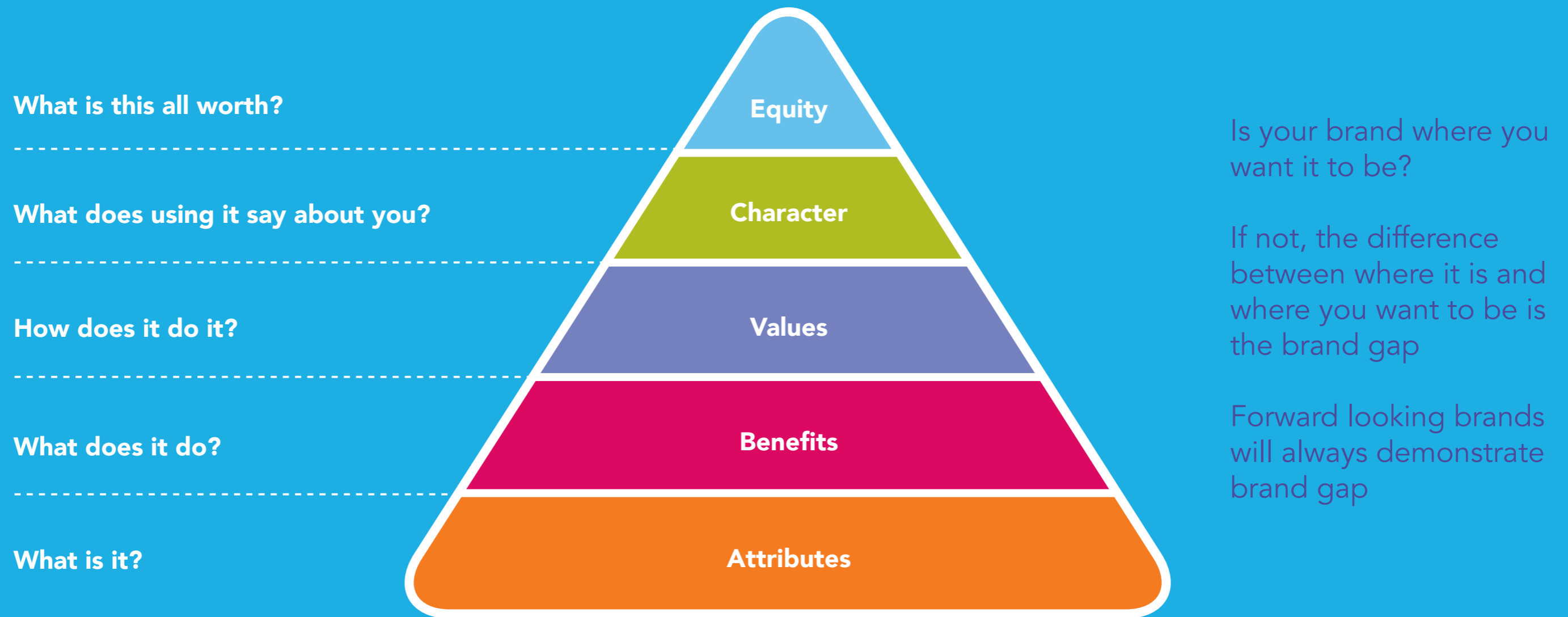
The incorporated brand is increasingly seen as a critical aspect of any organisation's success. Yet remaining relevant and interesting both internally and externally is a perpetual challenge.

In the digital age, companies have lost the exclusive power to control their customer relationships. Customers now define how an organisation is perceived. So companies have to understand, open up and engage with customers like never before. This is no longer simply the preserve of the marketing department. Living the brand purposefully is more important than ever.

DEFINING THE BRAND

- Making the brand a critical business tool to build more meaningful relationships internally and externally.
- Building the brand
- Turning the brand into an action plan that ensures it is central to everything.
- Living the brand
- Helping every employee to become an ambassador for the brand.

Shaping the incorporated brand



Bridging the gap between business strategy and design

All the different bits of branding

The need for brand creation or rebrand can come about for a variety of reasons, the existing design may have simply become tired or outdated, the company may have merged or restructured and the business may have changed in its nature to such an extent that the existing logo and branding design simply do not reflect the current or future commercial proposition.

Working from an outline brief and your guidance for the ownership of the new brand by internal and stakeholder groups, we will provide creative concepts that will connect you with your customers and employees. We will develop a unique and distinctive creative solution that keeps you ahead of your competitors. Once defined, we will produce brand guidelines to ensure consistency across all elements: starting with stationery, signage, as well as both online and offline brand communications.



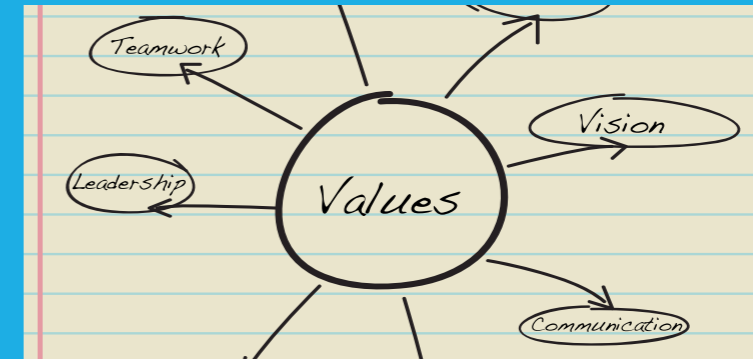
Naming

Branding goes beyond the surface graphics. A brand is the personality of a product, company or institution. Everything from the name, the identity, the colours and the tone of voice all form part of a brand identity. How a brand behaves, its employees and its mythology are all assets with commercial value.



Identity

Users connect with brands with head and heart and the most memorable brands usually combine a strong appeal to both. Successful brands are usually well differentiated. Others may follow these are 'me too' brands. You may not like a brand - if you do, that's great! - But if you remember it - for whatever reason - then it has worked.



Values

We can help you define or redefine your company values, perception and personality. This may include researched and tested subtle and evolutionary development of existing brands for new audiences and new media. The conceptual birth of new brands as well as and the extension and articulation of brands into new markets and territories.

Getting your brand remembered for the right reasons

Brand identity

Experience

Procedures

Results

Service

Quality standards

Awards

Team (Qualifications, leadership, knowledge, attitude)

Clients

Testimonials

Social media/Events

Optimised portfolio of the right specialist products and services

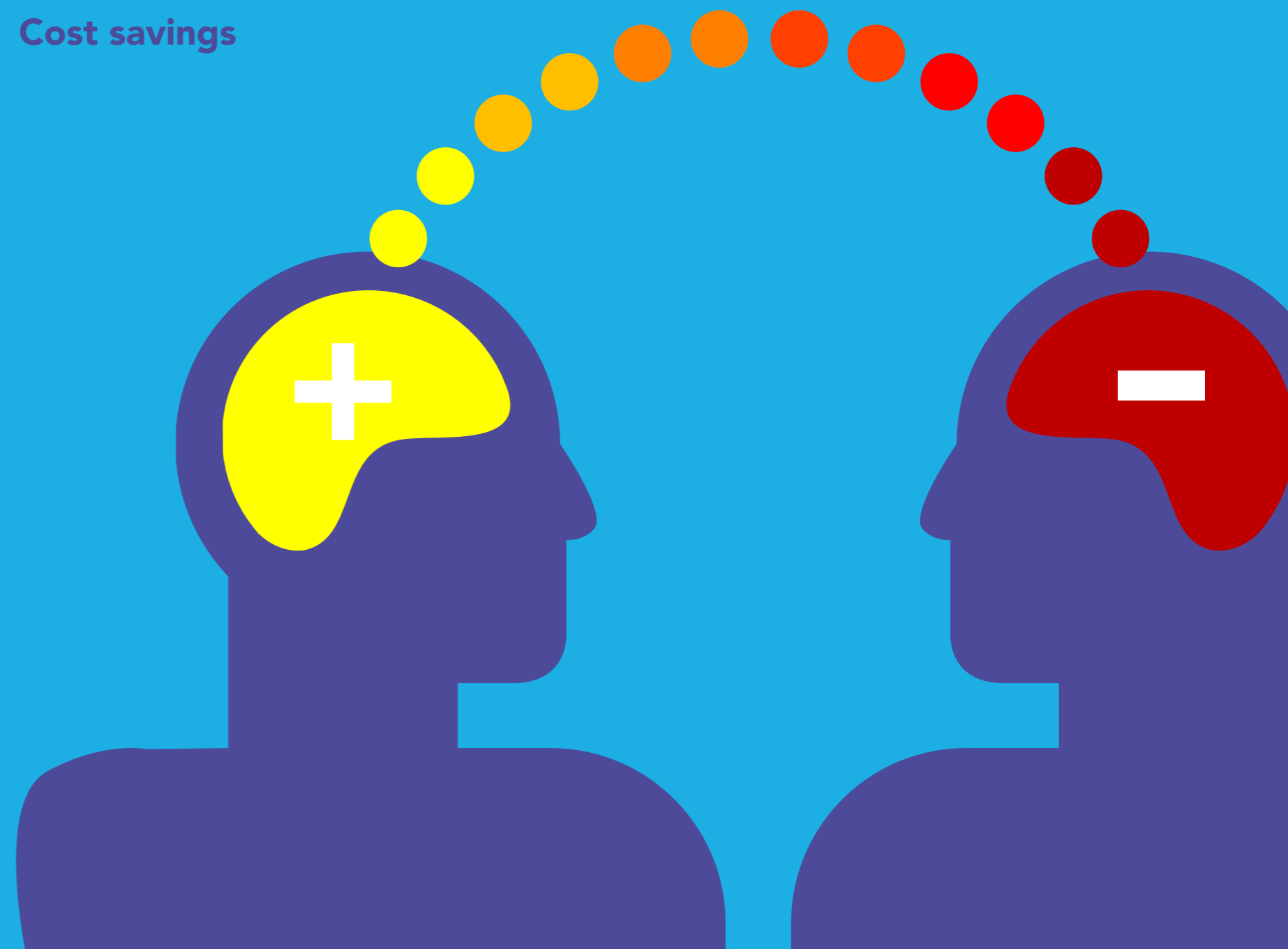
Brand values and personality

Nature of client relationships

Quality of outputs/products/services

Results

Cost savings



What is being said about your brand

What is being said about the brand in the media?

How is the brand performing?

What is being said about the brand by customers?

What is being said about the brand by employees?

What is being said about the competition?

How are competitors performing?

What is being said about the brand by competitors customers?

What is being said about the brand by employees of competitors?

Who needs to know your brand



Prospects

Clients

**Employees /
Contractors**

Influencers

Suppliers

**Potential
buyers
of the
business**

**Other
stakeholders**

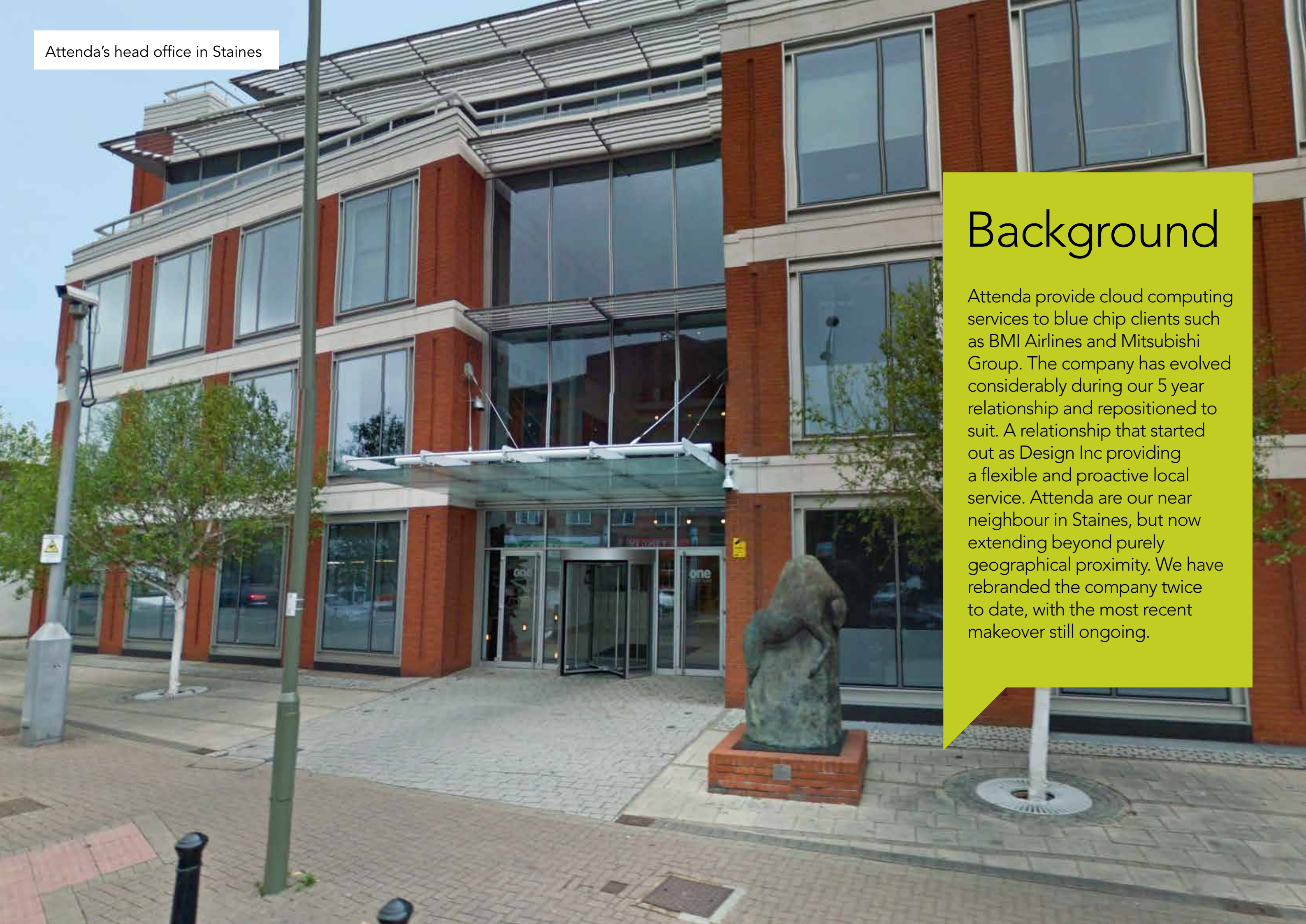
What do each of these audiences want or need to hear?

Case Studies

- **Affinity Aviation Group**
- **Attenda**
- **Maudsley Simulation**
- **Motive Offshore**
- **Vantage**
- **Virtrium**



Attenda
Business Critical 



Attenda's head office in Staines

Background

Attenda provide cloud computing services to blue chip clients such as BMI Airlines and Mitsubishi Group. The company has evolved considerably during our 5 year relationship and repositioned to suit. A relationship that started out as Design Inc providing a flexible and proactive local service. Attenda are our near neighbour in Staines, but now extending beyond purely geographical proximity. We have rebranded the company twice to date, with the most recent makeover still ongoing.

Approach

A key part of our relationship as brand creators and managers being maintaining the integrity of the **Attenda** digital assets as used across a range of platforms, information feeds and web-based use. Security and corruption during 3rd party access to digital assets is also of paramount importance as these issues are very close to **Attenda's** own core services. All the while keeping **Attenda** right sized in brand terms - big enough to cope yet small enough to compete.

Indroducing

Vibrants

Definition of vibrant

vi·brant (vbrnt)

adj.

1. a. Pulsing or throbbing with energy or activity: the vibrant streets of a big city.

b. Vigorous, lively, and vital: "a vibrant group that challenged the . . . system" (Philip Taubman).
2. Exhibiting or characterized by rapid, rhythmic movement back and forth or to and fro; vibrating.
3. Produced as a result of vibration; resonant or resounding: vibrant voices.
4. Relatively high on the scale of brightness: a vibrant hue.

The vibrants concept is based on the metaphor of Attenda providing Business critical IT that is alive, a spectrum of solutions and more colourful than the competition.

An imagery hierarchy has been created to represent a vibrant world. An Attenda colourscape.



Image style



Level 1 imagery must have eye contact and be natural in the composition. These images should reflect real people.

The backgrounds should represent a colour from the palette.

Level 1 - People Portraits



Level 2 imagery must feature one dominant colour from the Attenda colour palette.

The imagery style must be of candid scenarios with a strong metaphor.

Level 2 - People lifestyle



Level 3 detail shots to complement the body copy. These images must contain a human element.

Level 3 - Supporting imagery



Level 4 images can be used on any level but must use the full spectrum of colour.

Level 4 - Addition imagery

Scope

The range of campaign support we provide for Attenda includes the full marketing mix, online and offline, experiential as well as internal communications sales support, conference and event support.

- Message development
- Identity
- Colour
- Imagery
- Tone of voice
- Copy
- Stationery
- Reports/White Papers/Forms
- Marketing materials
- Printed collateral
- Promotional /gift items
- Experiential
- Website and other digital assets
- Video

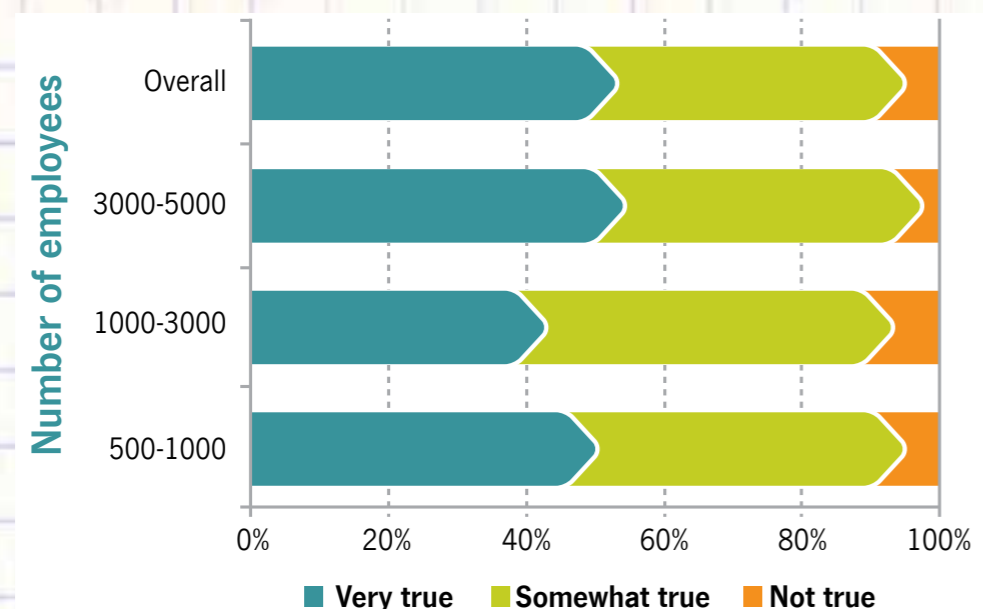


Figure 20: what are the top three issues for your organisation when selecting partners to work with on IT service delivery?

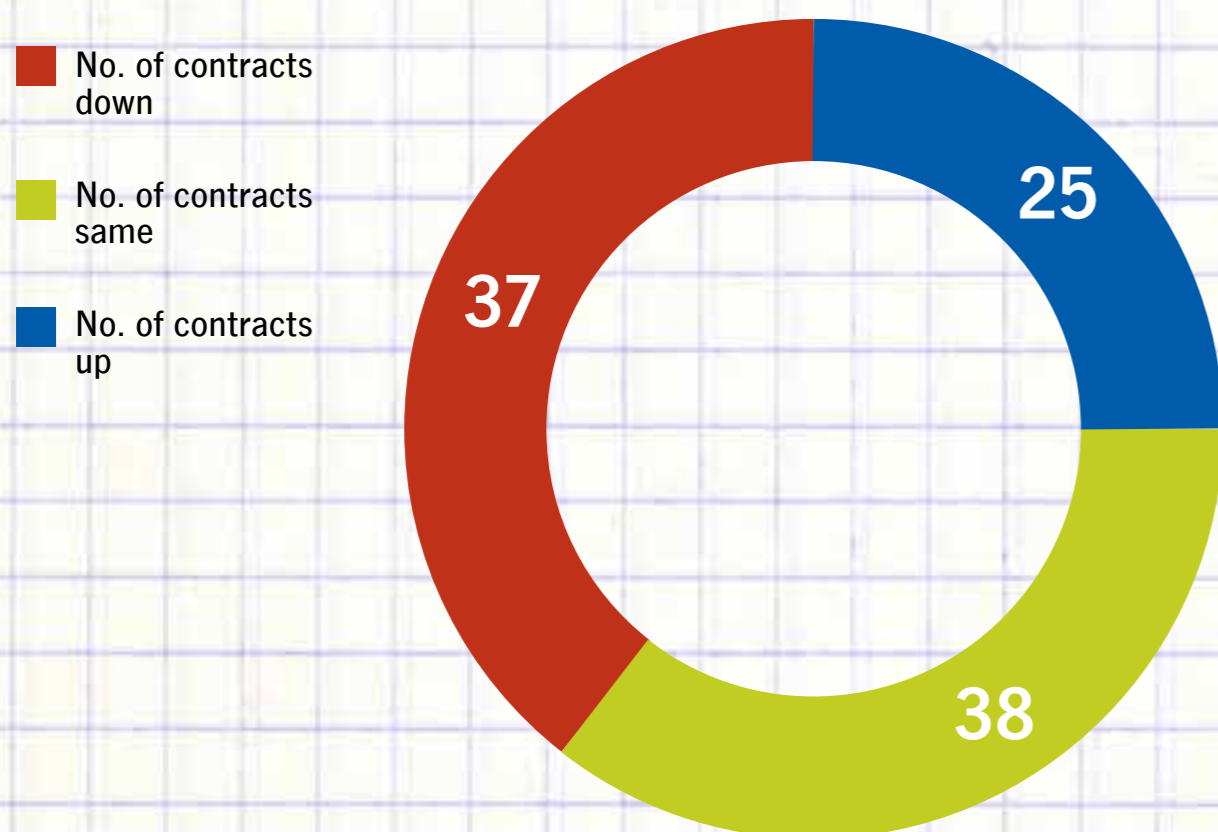
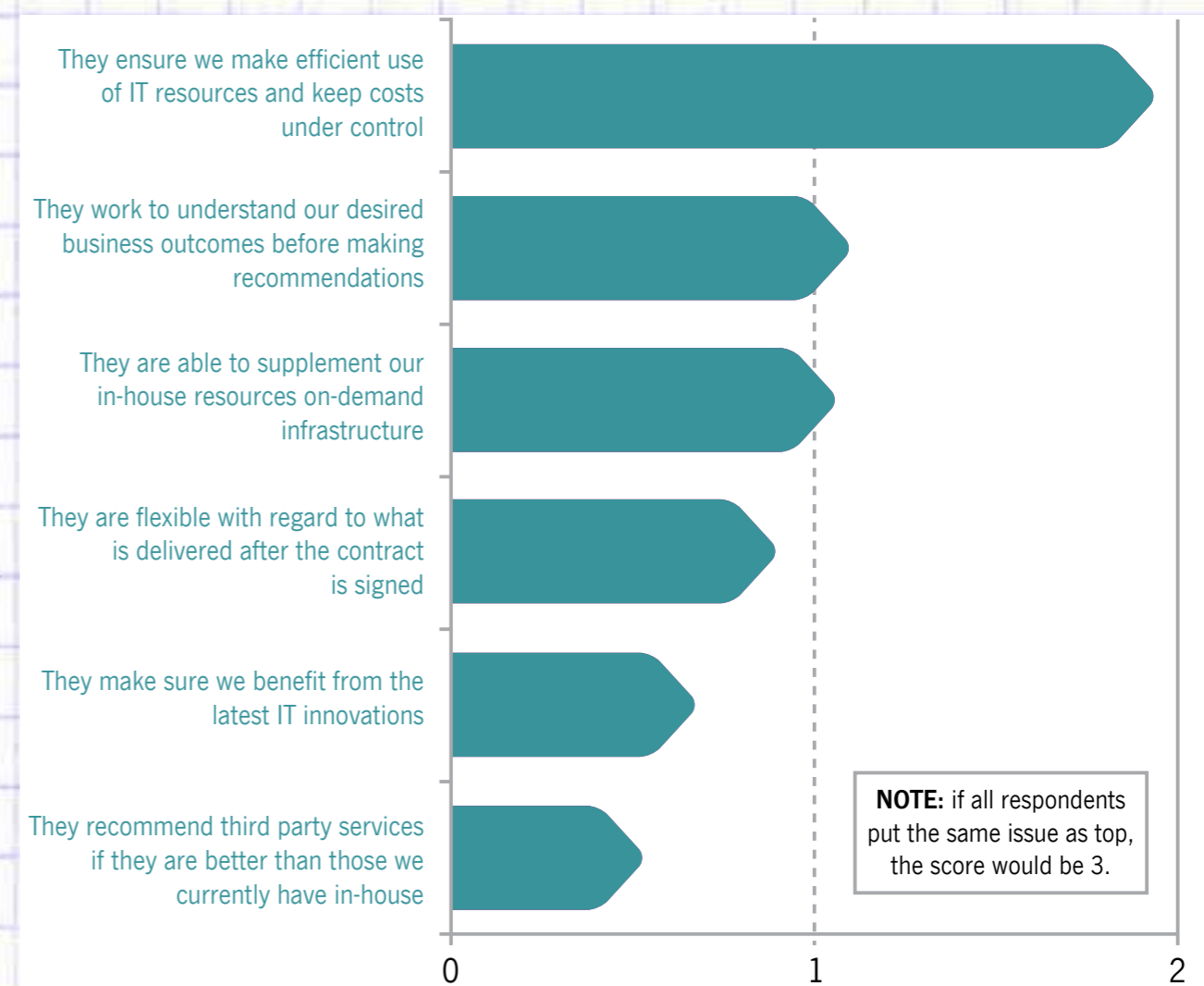
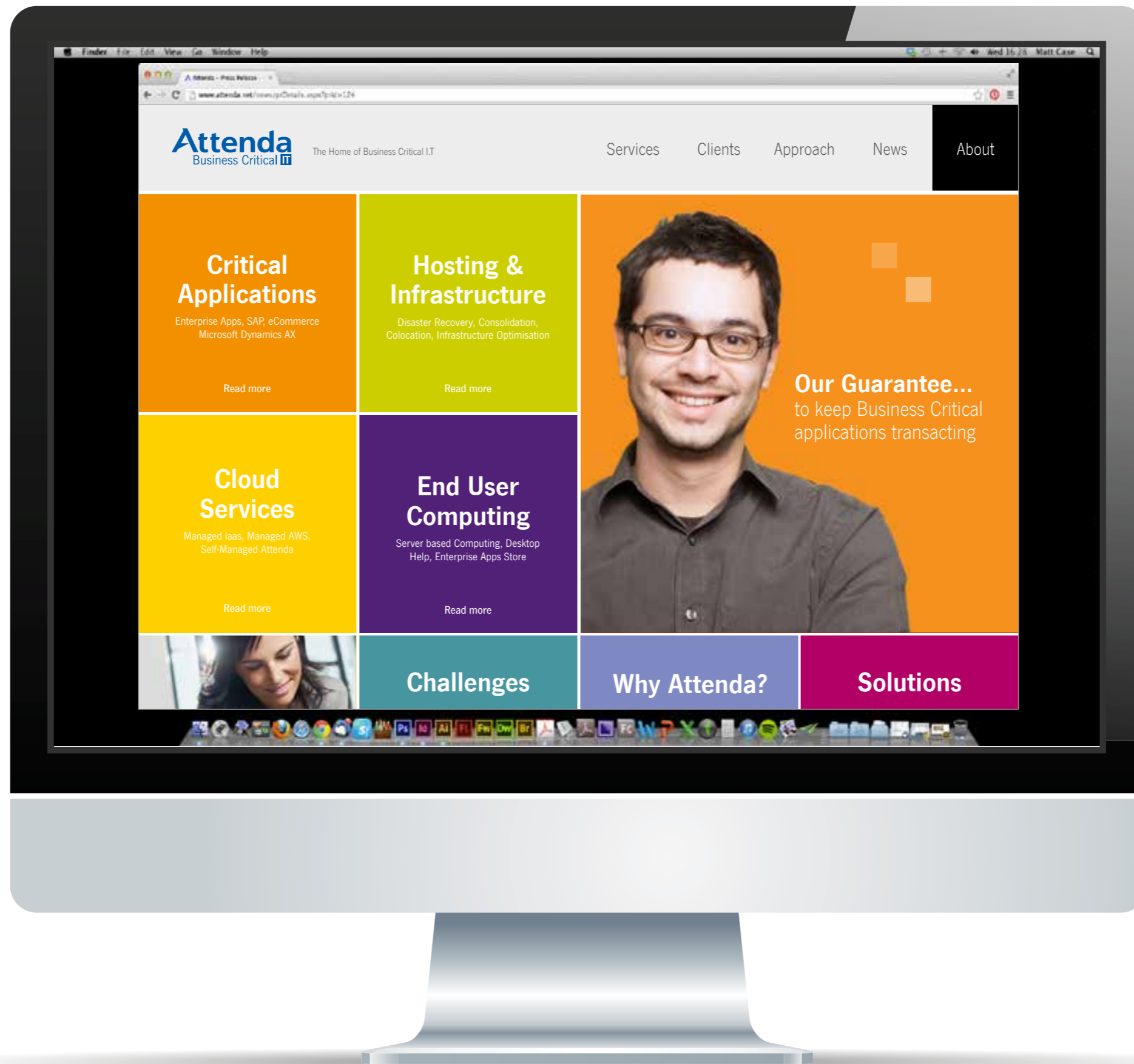


Diagram style

Result

A consistent and consolidated brand communications platform that supports all **Attenda** marketing and keeps **Attenda** connected, fresh and meaningful in a dynamic market.



WHITE PAPER

THE MID-MARKET CONUNDRUM

How to achieve 'best-in-class' IT application delivery with limited resources

quocirca

Attenda
Business Critical



Ray Blackman
Director of Consulting
& Professional

Getting your house in order

The prerequisite of service

Lack of insight and control of their IT estate is the common cause of inadequate service, excessive costs and unnecessary risks, in as many as 75% of mid to large enterprises. In practice, it has been estimated that service levels can be as much as 50% lower than expectation, costs can be 30% higher than they should be, and risks, in terms of both security and regulatory compliance, can be three or four times greater than necessary, without a 'holistic' view of the IT estate.

Here we will discuss why, and how, organisations need to better understand and manage their IT estate (assets) as a basis for improving service, reducing costs and mitigating

Attenda
Business Critical

Opinion Piece

Attenda
Self-Managed
IaaS

IT Agility in a constantly changing world

In today's constantly changing world, your I.T. must adapt to align with changing business needs. You need to develop new applications and services quickly and easily, whilst maintaining and enhancing existing services.

Attenda Self-Managed IaaS provides on demand computing resources, using a flexible platform that can be fully self-managed. The solution delivers cost savings, capacity flexibility and rapid provisioning.

coupled with simplified self-service configuration and management. With our Self-Managed IaaS you can mix and match resources to fit your precise needs to accommodate traffic spikes, test and development needs and other variable load applications. The ability



Attenda
Business Critical

Fact Sheet

White Papers

Testimonial

We originally called in Design Inc to help us out of a fix when an existing supplier let us down. That was 5 years ago and we have had work going through with them every week since. Whether high level branding or corporate materials or tactical support for our sales and marketing programmes across all our vertical markets.

Design Inc has spent the time getting under the skin of our business trying to understand each of our requirements and translating them internally into projects for the designers. This approach has resulted in many right first time deliverables and has created an environment for injecting ideas, bringing other client examples to play and maintaining a close grip on the overall scope of our collateral requirement. Design Inc foster the principle to always try to fit clients' urgent requirements into the work schedule and have certainly fulfilled this promise.

Gill Constable Marketing Manager Attenda.

Maudsley Simulation





Background

The **Maudsley Hospital**, part of SE London NHS Trust has a long established and international reputation for innovation and excellence in the treatment of mental health. One of the areas where Maudsley leads the world is in their approach and training offerings is their **provision of simulation**. That is live scenario-based courses for health professionals and other public/private sector employees who may come into contact with challenging individuals during the course of their work. These can combine the use of actors and h-fidelity mannequins and use realtime workshops for facilitator led discussions and peer learning. The interface between physical and mental health is a key area of course content. The course content and participant experience being fine-tuned to promote more positive outcomes in practice.

To further enable the marketing of the Maudsley Simulation brand both within and outside of the NHS a need had arisen for the development of a separate brand identity. Design Incorporated were invited to tender a credentials pitch and based on our boutique team approach and combination of healthcare branding and broader branding experience we were successful and appointed. The project has been going on over the last three months and the first stage is now complete.





Scope

- Brand identity
- Imagery
- Colour palette
- Tone of voice
- Stationery
- Literature
- Environmental graphics

Community psychiatry assessment skills simulation (ComPASS)

Course Outline

This one-day inter-professional course is aimed at community psychiatric nurses, social workers, occupational therapists, support workers, psychologists and doctors working in community mental health teams. The course addresses issues arising in community mental health teams with a focus on assessment.

Participants will be involved in a series of simulated scenarios using actors. Debriefing models are employed to assist participants to learn positively and constructively from the experience.

Aims

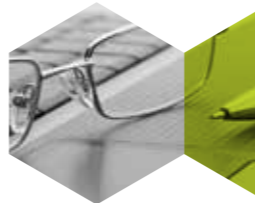
For participants to:

- Improve their assessment and management of new patients.
- Improve their assessment and management of risk in a community setting.
- Gain more skills in multi-disciplinary working and communication within teams.
- Work more effectively with other agencies.

Learning Outcomes

After completing this course those attending will:

- Demonstrate improved skills in new patient assessment.
- Describe the features of a short and long-term management plan for a new patient.
- Demonstrate improved skills in working within the multi-disciplinary team.
- Demonstrate improved confidence and skills in working and communicating effectively with other agencies.



Perinatal mental health

Course Outline

This one-day inter-professional course is suitable for a range of professionals in health and social care who are involved in the care of women with mental health problems, both during pregnancy or following delivery. This includes all grades of psychiatrists, obstetricians and GPs, mental health nurses, midwives, health visitors and social workers.

Participants will be involved in a series of simulated scenarios focusing on the assessment and management of a variety of perinatal mental health presentations including antenatal and postnatal depression, postpartum psychosis, obsessive-compulsive disorder, personality disorder and substance misuse. Specific debrief models will be used to allow participants to learn positively and constructively from the experience.

The course addresses the challenges faced when seeing such patients in different environments including the emergency department, the obstetric ward, the GP surgery or community mental health team, and at home. It aims to get different professionals working together to further their understanding of the challenges faced in these situations and build confidence in dealing with them.

Aims

For participants to:

- Improve skills and confidence in the assessment and recognition of mental health disorders in the perinatal period and their management.
- Consider risk in perinatal ill-health and develop skills in risk assessment and risk management.
- Have a better understanding of the pathways for the management of women with perinatal mental health problems.
- Work more effectively with colleagues from across the multi-disciplinary team and between primary and secondary health care and social care when managing women with perinatal mental illness.

Learning Outcomes

After completing this course those attending will:

- Demonstrate improved confidence, knowledge and skills in the assessment and management of perinatal mental illness.
- Undertake a comprehensive risk assessment for women with perinatal mental illness with greater confidence.
- Demonstrate better understanding of the perspectives of other agencies involved in the care of women with mental health problems in the perinatal period.



Working with families and networks

Course Outline

This one-day inter-professional course is suitable for any professional working in adult mental health services. Staff of all levels and disciplines can be accommodated.

The course will allow participants to be involved in a series of simulated scenarios using actors and will use established debrief models to assist participants to learn positively and constructively from the experience.

It will explore some of the benefits and challenges of working with individuals' support systems and help professionals reflect on how best to work with networks and families to enhance clinical care and promote well-being and recovery. It aims to skill participants to work in ways that include family and social networks in all aspects of their work - in line with the "Triangle of Care".

Aims

For participants to:

- Develop ways of working more effectively with service users' families and support networks.
- Feel more confident in managing interactions with families and carers.
- Reflect on the challenges and benefits of working with service users' families and networks.

Learning Outcomes

After completing this course those attending will:

- Demonstrate improved confidence, knowledge and skills in working with families and networks.
- Demonstrate more awareness of the challenges and benefits that can arise when working with families and networks.
- Better reflect on their use of service users' support networks in their own clinical practice.



Simulation workshop at the mental-physical interface

Course Outline

This one-day inter-professional course is suitable for a range of clinicians involved in the management of patients with mental and physical healthcare co-morbidity in the general hospital and community setting; and the management of medical problems and emergencies in the mental health setting.

This course is aimed at all hospital and community doctors and nurses. These include trainees (foundation year, core medical, emergency medicine, core psychiatry, GP), hospital nurses (community and mental health) and health care assistants (HCAs). Any health care professionals working with the elderly, undertaking a mental health placement or with an interest in psychiatry would also benefit from this course. Participants will be involved in a series of simulated scenarios using actors and mannequins. Debriefing models are employed to assist participants to learn positively and constructively from the experience.

Aims

For participants to:

- Have a better understanding of what to do during the assessment and management of acute and community presentations of people with both physical and mental healthcare needs.
- Work more effectively with colleagues, including those from other specialities, when managing people with physical and mental health co-morbidity.

Learning Outcomes

After completing this course those attending will:

- Demonstrate improved confidence, knowledge and skills in the management of people with physical and mental health co-morbidity.
- Understand the role non-technical skills (such as team working and leadership) play in the management of people with physical and mental healthcare co-morbidity.
- Demonstrate improved communication and collaboration skills within the multi-disciplinary team.
- Have increased awareness of the challenges that can arise when managing people with mental health needs in general healthcare and community settings, and medical needs in mental health settings, and to discuss and practice strategies to overcome these.
- Have increased knowledge of and confidence in managing practical issues relating to the use of mental health legislation and capacity legislation applicable to a number of different settings.



Approach

The creative solution for Maudsley Simulation required a number of considerations. The new brand needed to appeal both to the existing (mainly NHS) healthcare market currently served by Maudsley Simulation and at the same time reach out to other potential markets for Maudsley Simulation including other civic agencies and the private sector where many potential clients reside. The creative brief was developed and shared – with a focus on the delivery of industry leading simulation from a world renowned team. Core message touch points were:

- Innovation and thought leadership
- Integration of technology and actors
- Collaboration and active Learning







Result

The identity project was completed on time and on budget and has resulted in positive feedback from all stakeholders. The NHS team included the Director and marketing team as well as input from the NHS business consultants, fundraising and corporate communications teams. The preferred solution is based on a tessellation of hexagons – giving a structured and organic feel. Interestingly a month or so after the launch of the new Maudsley Simulation brand the BBC unveiled their graphics and studio set for their coverage of the general election. A tessellation of multi-coloured hexagons!

Maudsley
Simulation
Course guide
Spring 2015



Testimonial

Design Inc were selected after their credentials pitch due to the apparent efficiency of their tight-knit team and combination of strategic, creative and project management capabilities. The project processes progressed as planned and included attendance by Design Inc at Maudsley Hospital to interview our core team members and to witness first hand our unique simulation training. The sharing of the creative brief was key to the creative process staying in focus through the long listing of scamps and short listing of developed design stages. Looking back, considering the challenging aims of the brief, the diversity and strength of all the clearly differentiated design proposals Design Inc presented to us and the need to engage as many stakeholders in the journey - could have meant a long and arduous decision making process. However, the initially favoured and ultimately preferred design was almost unanimously selected by all the key decision makers 'as was' and required only minor tweaking to meet all our requirements.

Marketing Executive Dimeji Odebode



motive



Background

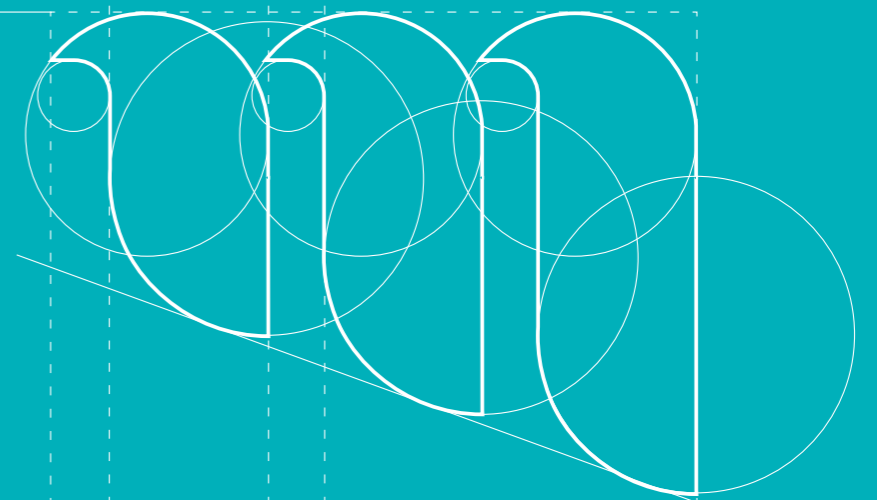
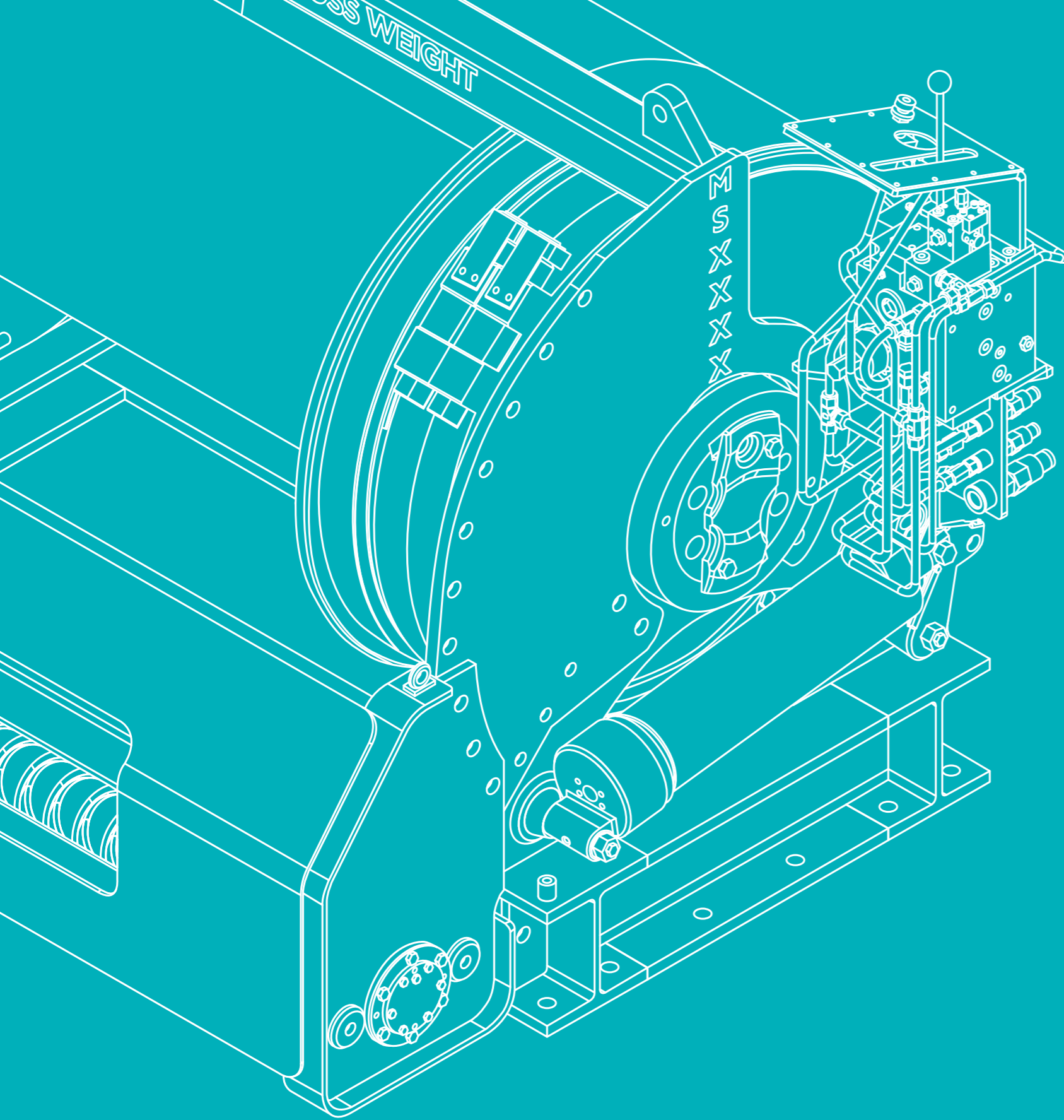
This year's **Subsea Expo** provided a showcase for winch manufacturer Motive Offshore Group with new brand identity development and exhibition stand to reveal.

The results of a busy 3 months' work for Design Inc including: strategic consultancy, design, imagery and tone of voice work that was delivered on schedule and on budget prior to the key subsea show.

Motive Offshore Group committed to making a '**bigger splash**' with their experiential investment and the resulting stand design shows off the new brand assets very nicely.



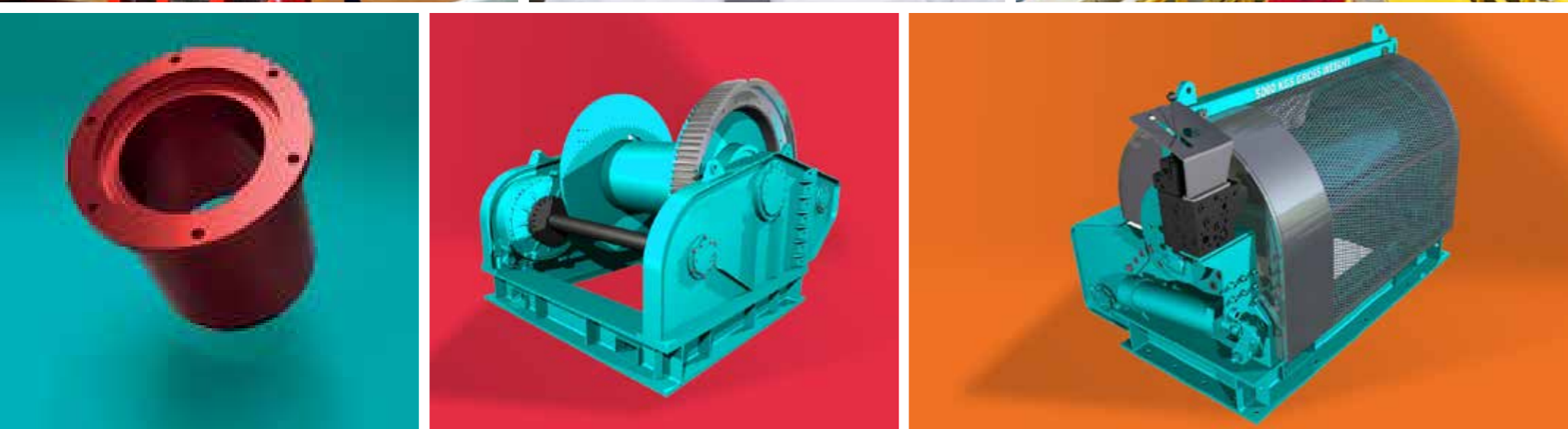




motive

Approach

The branding brief and subsequent design work was initiated by a restructure of Motive Offshore Group into **2 divisions** and included a client requested development of a 'device' to complement the logotype - the coiled cable graphic was the creative option favoured and features across the stationery and literature templates as both a linework version and a window for brand imagery.



Scope

- Brand identity
- Imagery
- Tone of voice
- Colour palette
- Stationery
- Literature
- Experiential
- Signage
- Wayfinding



motive



Marine Equipment Specialists

Rentals

People.
Product.
Performance.



Motive Rentals, part of the Motive Offshore Group, specialises in the rental of high capacity winches, umbilical deployment equipment and specialised subsea equipment.

We are committed to providing the industry with a new generation of high quality marine products and equipment that are safe, reliable and up-to-date to meet appropriate standards and deliver exceptional performance worldwide. Many of our product lines are DNV GL approved.

Our brand new products are manufactured by Motive Engineering, which offers in-house design engineering, fabrication, machining, assembly and testing. This allows for short manufacture lead times.

Coupled with a clean sheet approach and lean processing methods, quality and safety are prioritised throughout the manufacturing process.

Rental services

- Winch Rental Projects
- Subsea Equipment Rental
- Wire Spooling and Inspections
- Skilled Operators and Technicians
- Offshore Installation Services
- Umbilical Spooling / Deployment Services



motive-offshore.com

Rentals



motive



Marine Equipment Specialists

Engineering

People.
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We are committed to providing the industry with a new generation of high quality marine products and equipment that are safe, reliable and up-to-date to meet appropriate standards and deliver exceptional performance worldwide. Many of our product lines are DNV GL approved.

Headquartered at our 30-acre site in Boyndie, Aberdeenshire, Motive Engineering offers in-house design engineering, fabrication, machining, assembly and testing. This ensures control and quality is maintained throughout and allows us to offer short manufacture lead times.

Our comprehensive catalogue of standardised equipment can be tailored to fit most applications and includes a complete design and build pack. Bespoke equipment is also available with our experienced design team available to assist, regardless of the size of enquiry.

Marine Equipment Manufacture

- Drum Winches up to 300T WLL
- Spooling Winches up to 300T WLL
- Electric and Diesel HPUs up to 400kW
- Reel Drive Systems
- Pipeline / Umbilical Tensioners

Subsea Equipment Manufacture

Motive Engineering has designed and developed a range of innovative and multifunctional subsea equipment including:

- ROV Powered Subsea Winches up to 20T WLL
- DNV Certified Tooling, Debris and Pipe Recovery Subsea Baskets with a Payload of up to 25T



motive-offshore.com

Engineering

Result

The colour palette was developed around an optimised shade of light blue and is inspired by the hi-vis safety equipment colours used in & around the offshore and subsea industries. We are currently working on the signage, way finding, apparel and vehicle liveries and look forward to taking the brand to the digital domain in due course.

Marine Equipment Specialists



People. Product. Performance.

Motive Offshore Group, comprising of Motive Rentals and Motive Engineering, specialises in high capacity winches, umbilical deployment equipment and specialised subsea equipment.

High Capacity Winches
Electric / Diesel HPUs
Spooling Winches
High Capacity Cranes
Subsea Baskets

Subsea Winches
Reel Drive Systems
Tensioners
Manufacturing Services
Offshore Personnel

motive-offshore.com

Visit us on Stand 148



Marine Equipment Specialists



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Marine Equipment Specialists



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Registered in Norway No. 912668193

VANTAGE



Performance improvement with SAP

Background

Vantage Performance Solutions is an accredited SAP partner providing blue chip clients across a wide range of industries performance enhancing consultancy and solutions as well as contracted out financial management services.





What is your viewpoint?



Approach

The preferred design proposed was based on a home page and top level navigation set of close-up images of eyes - the metaphor being that Vantage enables looking closer with a new set of eyes and shows clients ways to enhance their business processes.

The Vantage logo is eye-shaped which added another graphical cue and we have also providing some brand evolution throughout the project. The brand imagery includes a strict hierarchy of imagery that reflects the consultant interview, the teams inside view, the clients outside view and the market sector overview





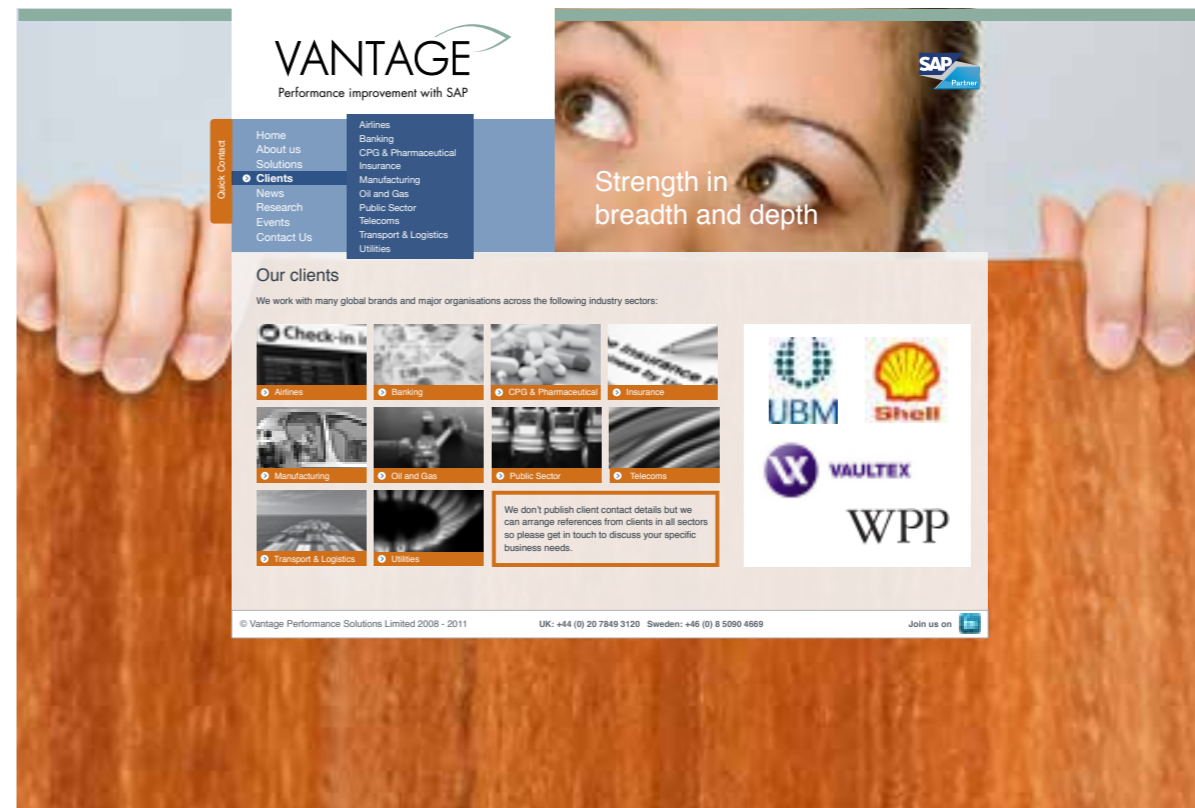
Scope

- Website
- Logo Development
- Presentation Decks
- Social Media Entity
- Marketing
- eLiterature
- Online Banners/Video
- eNewsletter and eShots
- White Papers
- Press Release
- Exhibitions
- Business Stationary

Result

The site has already gained very strong feedback including from SAP themselves who cite **Vantage** as dempnstating partner best practice as well as several existing clients and prospects. A second stage of website development is planned which will include for comprehensive SEO and the building of a blog and email generating facility.







VANTAGE
Performance improvement with SAP

A closer look at your
business performance

Helping you do business better

Vantage Performance Solutions is a leading implementer of SAP Business Objects Enterprise Performance Management (EPM) software. These tools will reveal your business' financial performance and enable us to propose initiatives to improve that performance. Helping you do business better.

The Vantage Team has decades of experience in delivering performance improvement to clients across a variety of industry sectors and SAP application areas. SAP provides the tools, but it is what you do with these that count. Vantage leverages SAP tools to best effect to deliver on the following business solutions.

Data Services

Deliver robust and auditable data collection processes, with an automated repeatable system that reduces risk and improves efficiency.

Financial Planning & Consolidation

Reduce planning cycles and their associated costs whilst at the same time increasing flexibility and accuracy of financial plans and information.

Profitability and Cost Management

Increase profitability through answering questions like: "Which of my products is most profitable and why? Why certain channels to market deliver most profit and others don't? How can we reduce cost without impacting profitability and customer value?"

Business Intelligence

Make better informed decisions right across your business through instant access to key information for all. Enable business users to act with their eyes wide open to maximise revenues and market knowledge, as well as reduce costs, save resources and ultimately see an increase in your overall business performance.

Outsourced Management Services

Let us manage your EPM and Business Intelligence system so that you can concentrate on running your business.

Enter our Prize Draw today at Value Vision 2011

Vantage will be giving away a Magnum of Champagne for every 20 delegates that enter. To enter, simply hand your business card over to one of our representatives for your chance to win today.



Missed us at Value Vision?

If you missed us at Value Vision, don't worry, you still have time to enter our prize draw by visiting Vantage on-line at www.vantage-ps.com/value-vision2011

The draw will take place at 5pm on Wednesday 30th November 2011 and entrants will be notified of the winners by e-mail.

www.vantage-ps.com

VANTAGE
Performance improvement with SAP

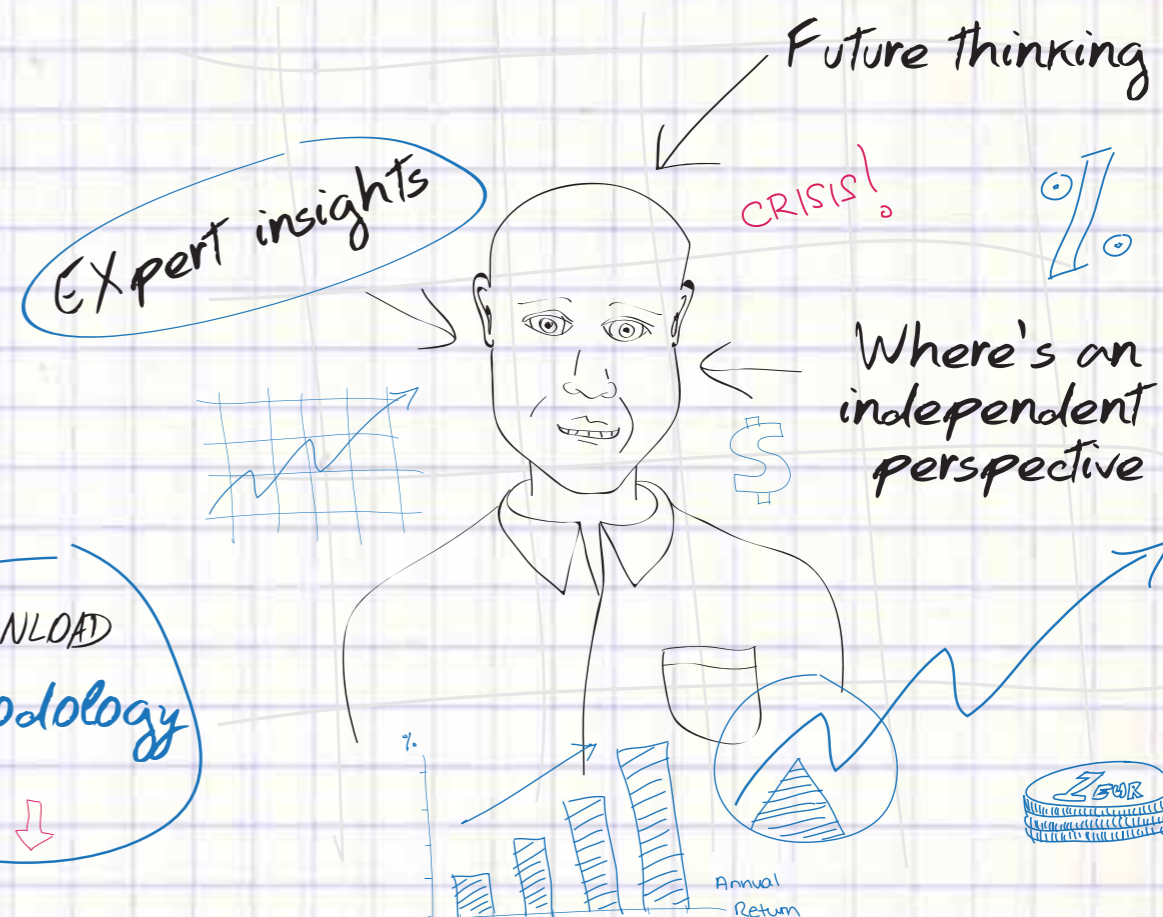
NEWS RELEASE

16th July 2012: Vantage Performance Solutions recognised by Gartner for its work in the CPM space

DOWNLOAD
White Papers

DOWNLOAD
Work in progress

DOWNLOAD
Methodology



Press release *Dressing for sale*

It is just over a year since the launch of the Design Inc redesign of the **Vantage Performance Solutions** (a SAP Partner business) website and this week it has been announced that the company has just been bought by **Price Waterhouse Coopers**. In terms of brand value the cost of the website has provided a very healthy return on investment in all forms of currency - hearts and minds, sales leads and dressing the business for sale which was always part of the grand plan.

In addition to the website design and build Design Inc created content for the site including an engaging hierarchy of brand imagery and messages to reflect the proposition of gaining a 'vantage viewpoint'. Design Inc also provided copywriting and SEO guidance. The website was executed to budget and on schedule with very little design or functionality modification. It has been performing itself as an effective shop window for this leading professional services firm. A fact that did not go unnoticed by PWC. Congratulations to our clients **Managing Director Steve Crook and Marketing Manager Grace Carruthers**.

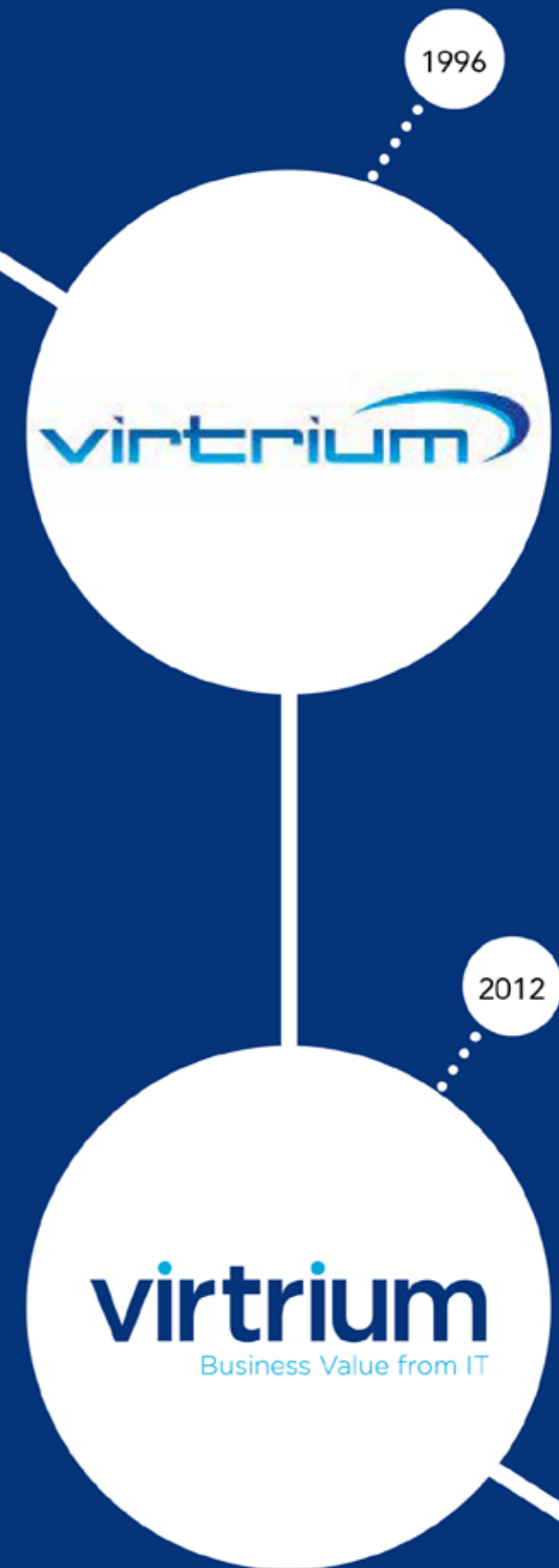


virtrium

Business Value from IT

Background

IT Management Consultants **Virtrium** had originally asked Design Inc to create their first brand identity on their formation in 1996. Some evolution had taken place over the years as the business has grown. The plan for the business is now to go to market so the principals can realise the value of the enterprise. It was felt that the business was punching above its brand weight and a repositioning and rebranding was required.



Approach

Mechanism of change

A hierarchical approach to the strategic messaging, supported by a big company feel for the identity and imagery has provided **Virtrium** with a brand toolkit that gained immediate buy-in from the company principals and Associates.

We provided a balance between corporate kerb appeal and a pinch of personality and idiosyncrasy that spelt confidence. A company with top level senior involvement in day to day delivery of client outcomes coupled with a defined way of operating that differentiates **Virtrium** from its larger competitors.

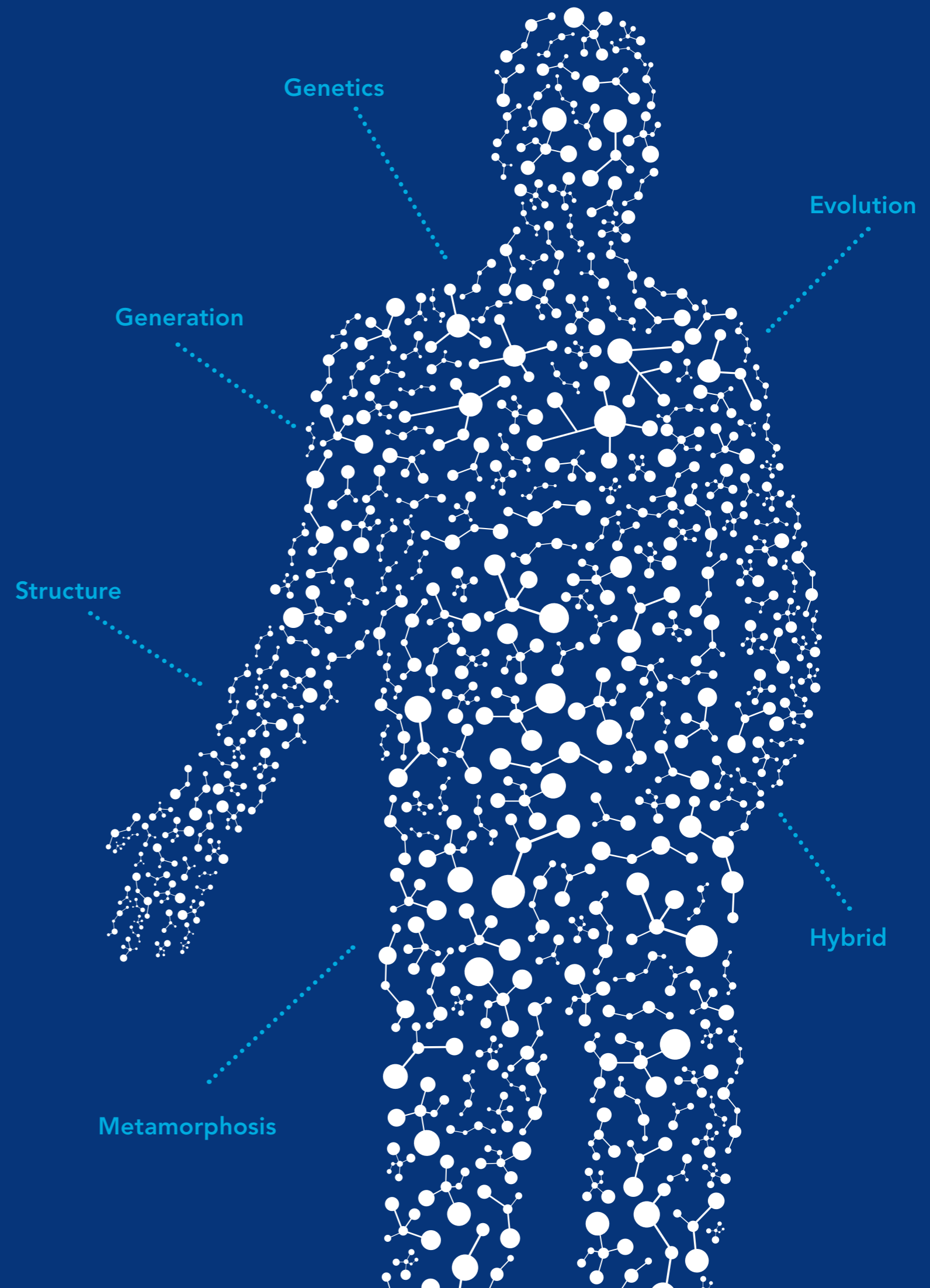
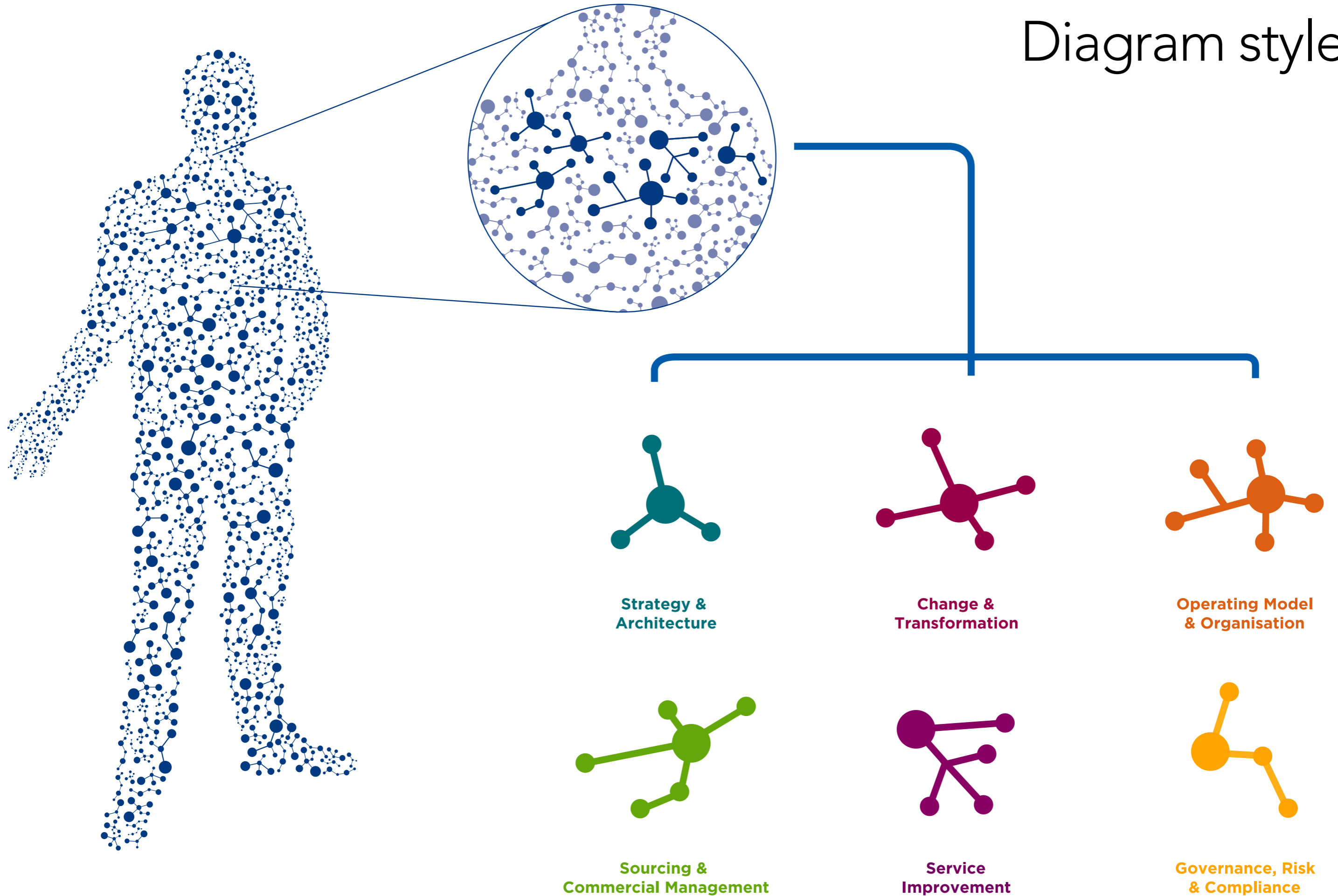


Diagram style





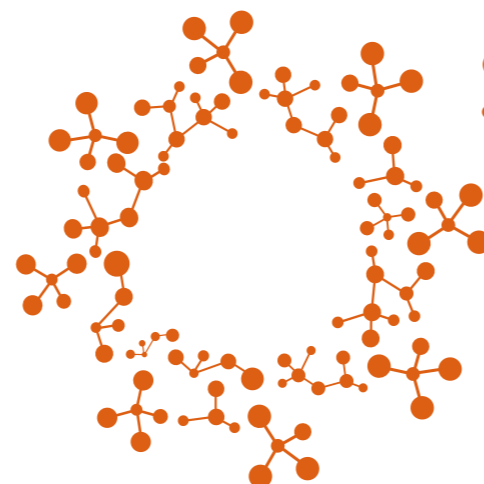
Strategy &
Architecture



Change &
Transformation

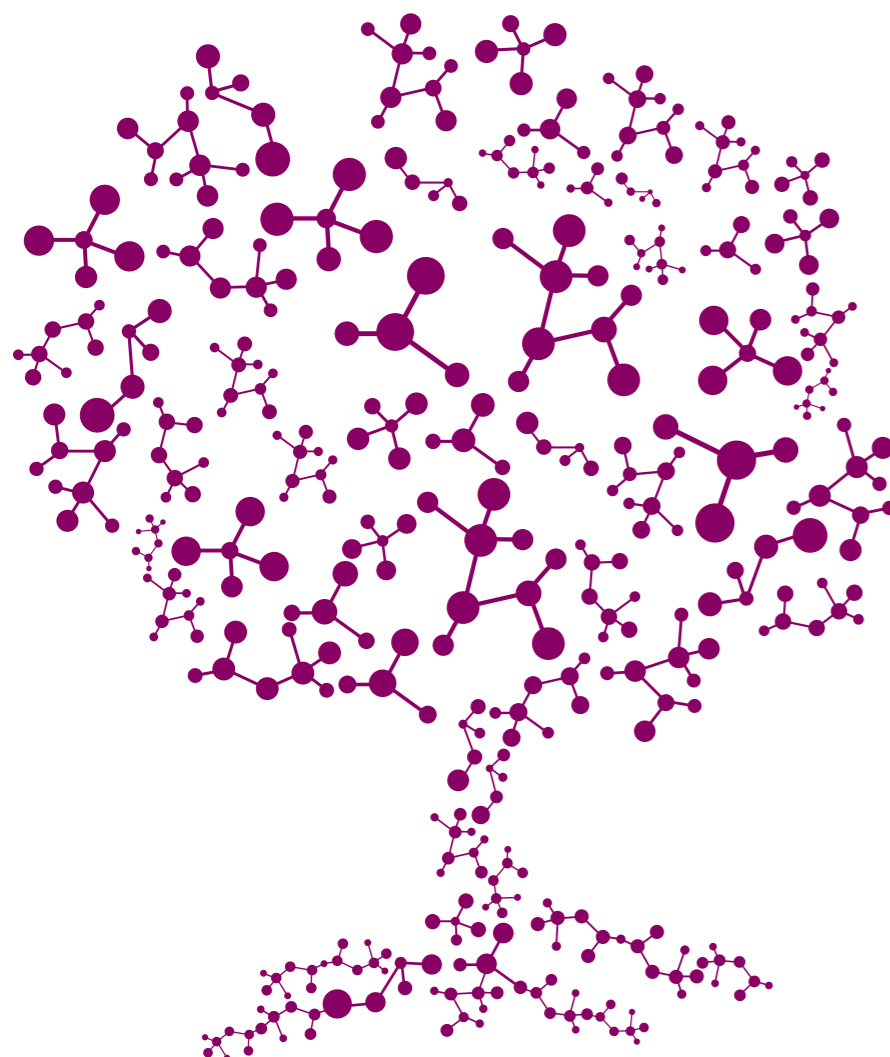


Sourcing &
Commercial
Management



Operating Model
& Organisation

Service
Improvement



Governance,
Risk & Compliance

Scope

- Values and mission development
- Message development
- Identity
- Colour
- Imagery
- Tone of voice
- Copy
- Stationery
- Reports/White Papers/Forms
- Marketing materials
- Printed collateral
- Promotional /gift items
- Exoeriential
- Website and other digital assets



Image style

Result

In addition to evolving into a grown up and confident brand and the setting out of a logical sales stall, as a bonus, the new human face of **Virtrium** has vastly improved the profile and quality of the results of recruitment activities. As a growing business and one that offers resourcing services - recruitment of a higher level of consultant applicant is a considerable benefit. We expect to see continued growth from **Virtrium** followed by predatory approaches from larger management consultancies with view to acquisition.



virtrium

Proposal

MAN Investments Service Definition Proposal

For Client	MAN Investments
Organisation	MAN Investments
Submitted by	Consultant Name Consultant email Consultant Mobile
Project Ref	
Date	

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Service Improvement

Data Sheet

IT Service Management is a process-based discipline designed to maximise the benefits derived from information technology applications. It aligns IT service delivery with the immediate and changing needs of an enterprise. Wherever an organisation is on its IT Service Management maturity journey it demands continuous service improvement to reduce costs, raise standards and faultlessly deliver business benefits.

The Challenge

The most innovative and functionally rich suite of IT applications and back-office utilities only benefit an enterprise when they are stable, reliable and delivered transparently to their customers. Achieving this efficiency in a lowest cost environment demands a great deal of time, attention and experience. Many organisations find it difficult to provide the necessary focus to establish and execute a productive programme of continuous service improvement using already stretched internal resources.

Virtrium's Approach

The most successful and effective service delivery improvements are achieved through a step-wise evolution rather than a big bang metamorphosis. An evolutionary approach encourages operational staff to accept and influence the changes required along the journey. Without sacrificing pace and energy, an improvement evolution:

- represents a low risk to maintaining continuity of service;
- allows directed reaction and fine tuning as the business and IT environments move in response to market, industry and internal change;
- builds on existing expertise and good practice.

Virtrium's experienced consultants will assist your organisation in assessing its current service management maturity and capability and, having helped you articulate a desired future state, work with you and your teams to plan and execute a successful service improvement programme.

Our approach is collaborative and interactive combining Virtrium's thought leadership and industry expertise with your knowledge and business requirements. We ensure full knowledge and skills transfer - in the use of our proven intellectual property, tools and techniques - from our consultants to your staff, so that continuous service improvement evolves as a natural part of your routine service management practice.

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Farnborough, Hampshire GU14 7LP
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The Benefits

- Smoother transition from application development to live production.
- Enhanced continuity of production service delivery.
- Improved operational efficiency.
- Increased Service Management maturity and capability.
- Closer alignment of business requirements to IT service delivery.

Trevor Didcock, CIO, easyjet said:

"Virtrium's assistance in the review of the IT function gave me a consolidated and evidenced view of our improvement opportunities and provided a pathway to develop our maturity to deliver the new enterprise strategy. The Virtrium team subsequently helped us transform the IT Service Delivery function more rapidly and more surely than we could have achieved on our own."



Case Study Strategy & Architecture



"Quote form client Apic tent perit atquis dem apis iducium quassi tempore pliquaut utatem ali"

Name of Person
Job Title

The IT estate for the business has evolved through a series of acquisitions which has created a complex range of technologies, services and suppliers which are sub-optimal and expensive to operate. The IT organisation had recently been restructured and there was now an opportunity to examine alternative sourcing.

Opportunity

Virtrium was asked to review the current situation and make recommendations for its improvement which was to include:

- Identification of options for retention and/or external sourcing for service segments along with justifications for each choice
- Potential supplier sourcing models to be applied including target transformational areas
- A proposed outline governance framework to be used in delivering IT services to the business, regardless of the source of these services.

Approach

Virtrium applied a structured approach consisting of three stages: **Discovery, Options Analysis & Marketplace Review** and creation of a **Findings Report**.

A range of key stakeholders from each area of IT were engaged during the Discovery process to understand key business drivers and issues as well as the current service and project status.

As part of the marketplace review Virtrium was able to mobilise its Forum membership of leading corporate organisations to gauge how they had optimised sourcing arrangements and identify any potential pitfalls that were encountered.

Services were grouped into service towers that could be readily aligned with the supplier market in order to

capitalise on mature service offerings and exploit competitive pressures. The analysis considered both an in-house transformational approach as well as outsourced options.

In addition the assessment considered the alternative commercial models available including risk reward, utility and transformational deals. The transition and governance considerations were reviewed along with the associated risks.

Outcome

The findings concluded that there was a **significant cost benefit** associated with the implementation of an outsourcing strategy. Furthermore it was concluded that a multi-source strategy should be followed which would ensure that optimally sized suppliers with appropriate specialist skills could be aligned to particular service towers.

The service tower approach also meant that a phased approach to the transition could be adopted which would **minimise risks** and ensure that benefits were realised in the short term.

There were some key business savings targets which needed to be achieved in the next twelve months and the phased strategy enabled the outsourcing of testing services in the short term which would significantly **reduce contractor numbers** and deliver immediate in year cost savings.

Exit planning

Prepare today to avoid an unhappy ending

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Business Value from IT

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Testimonial

We engaged Design Inc to help us with a complete rebranding exercise for Virtrium, including redesign of all company collateral and development of a new website. Design Inc were invaluable helping us to refine our message and very quickly got to grips with our complex IT consultancy business. We were very pleased with the design messages that Design Inc produced for us and were able to commission them to develop them into our final products. Our new collateral and website have been very well received by our clients.

Anne Robson, Marketing Manager, Virtrium



A F F I N I T Y



Background

Private aviation being one of Design Inc specialist markets, we are always very busy in the run up to the key global trade shows including EBACE. The most involved story this year for us however was the extensive lead up and highest level prestige launch at the show of Affinity Aviation Group - an exciting new group business by a well known and established team of business aviation professionals. The company will initially comprise of an aircraft sales and acquisitions service, with a straightforward and transparent approach, this will be swiftly followed by a VIP charter division, with other complementary service areas such as training and a European FBO to be added in the medium to long term. News around the launch of this dynamic new business was embargoed and only shared with a selected media partner pre-show for a show-focused exclusive - and was only made public on the first day of EBACE.



A F F I N I T Y



INVITATION

TO A LAUNCH ON A LAUNCH


AFFINITY



Affinity Aviation requests the pleasure of your company at our exclusive company launch event on Lake Geneva. Spend an evening cruising the lake whilst taking in the wonderful views and enjoying fine wine and food.

TUESDAY 19TH MAY 2015, 18.00 - 20.00

COMPLIMENTARY TRANSFERS FROM
PALEXPO AT 17.00 AND LEAVING AT 17.30

RSVP INFO@AFFINITY-AVIATION.COM

Please advise with your RSVP if a drop off will be required
and if you have any special food requirements.


AFFINITY

Approach

The intention with the Affinity Aviation Group branding work was always to position this new player in the market with 'instant gravitas' and the look and feel of a longstanding and trusted business. Albeit, starting as a boutique - putting brand identity and assets in place that would not look out of place in an established and reputable international corporation.

The muted colour palette and understated style of the logotype and fin device providing a timeless and Modern feel. The tone of voice too was intended to complement an assured air of calm.



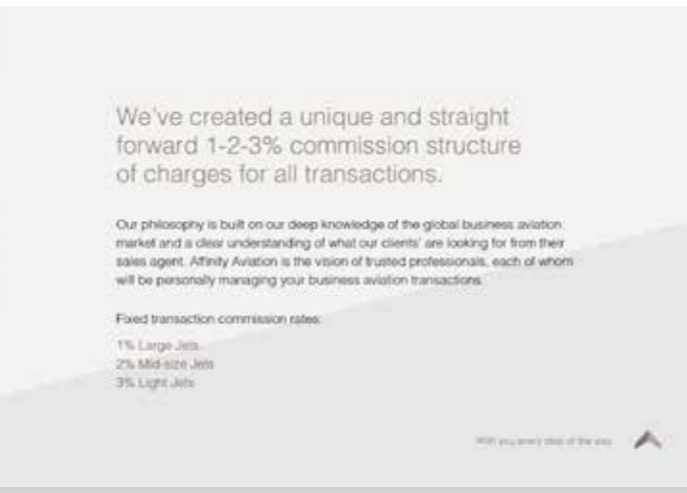
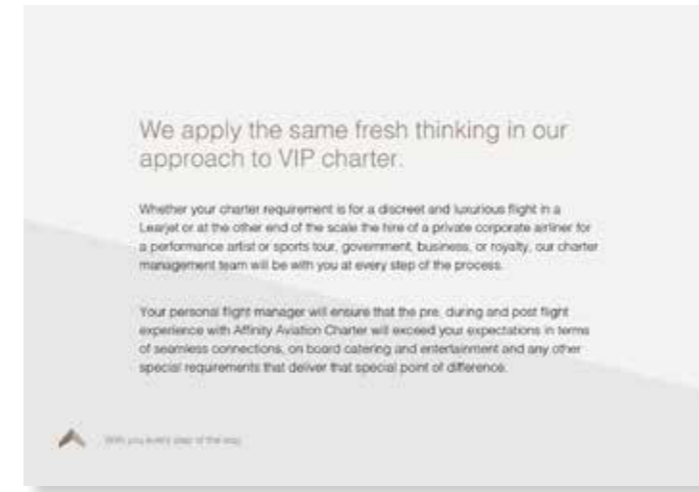
Scope

- Brand identity
- Imagery
- Tone of voice
- Colour palette
- Stationery
- Literature
- Website
- DM
- Event
- Experiential
- Environmental graphics
- PR

Result

Launching at EBACE, is a bit like making yourself heard in a room full of people talking. But a launch at this level in this sector could not be done anywhere else. The lead up to the launch included a digital teaser campaign as well as selected exclusive invites to the party and interviews with key private aviation media.

The resulting coverage in publications and online matched the expectations at such an event and put Affinity Aviation Group firmly on the map. The brand and assets Design Inc created equipping the company with a contemporary and flexible toolkit for further growth and development.



'Affinity' noun

a spontaneous or natural liking for someone or something.

synonyms: empathy for, rapport with, sympathy for, accord with, harmony with, relationship with, bond with, fellow feeling for, closeness with/to, understanding of/for.

SELL



SOURCE



FOR SALE



LATEST NEWS

Affinity Aviation launches at EBACE 2015....





With you every step of the way

*A fresh approach to aircraft
sales & acquisitions*

2010 Bombardier
Global Express XRS
9H-IRA (SN 9319)



With you every step of the way

Testimonial

I just wanted to send a note of appreciation for all your unflappable help and tremendous hard work on getting us to today's launch. I believe that thanks to you, we are well set for not just a great launch party, but a great week of positive PR, beautifully created printed and web material, organisation perfection and a platform for building real success in Affinity.

Andrew Hoy CEO Affinity Aviation Group

How we service our clients

Upon commencement, all projects are allocated a core team

A nominated, single point of contact Project Director will be accountable for the smooth running of the project

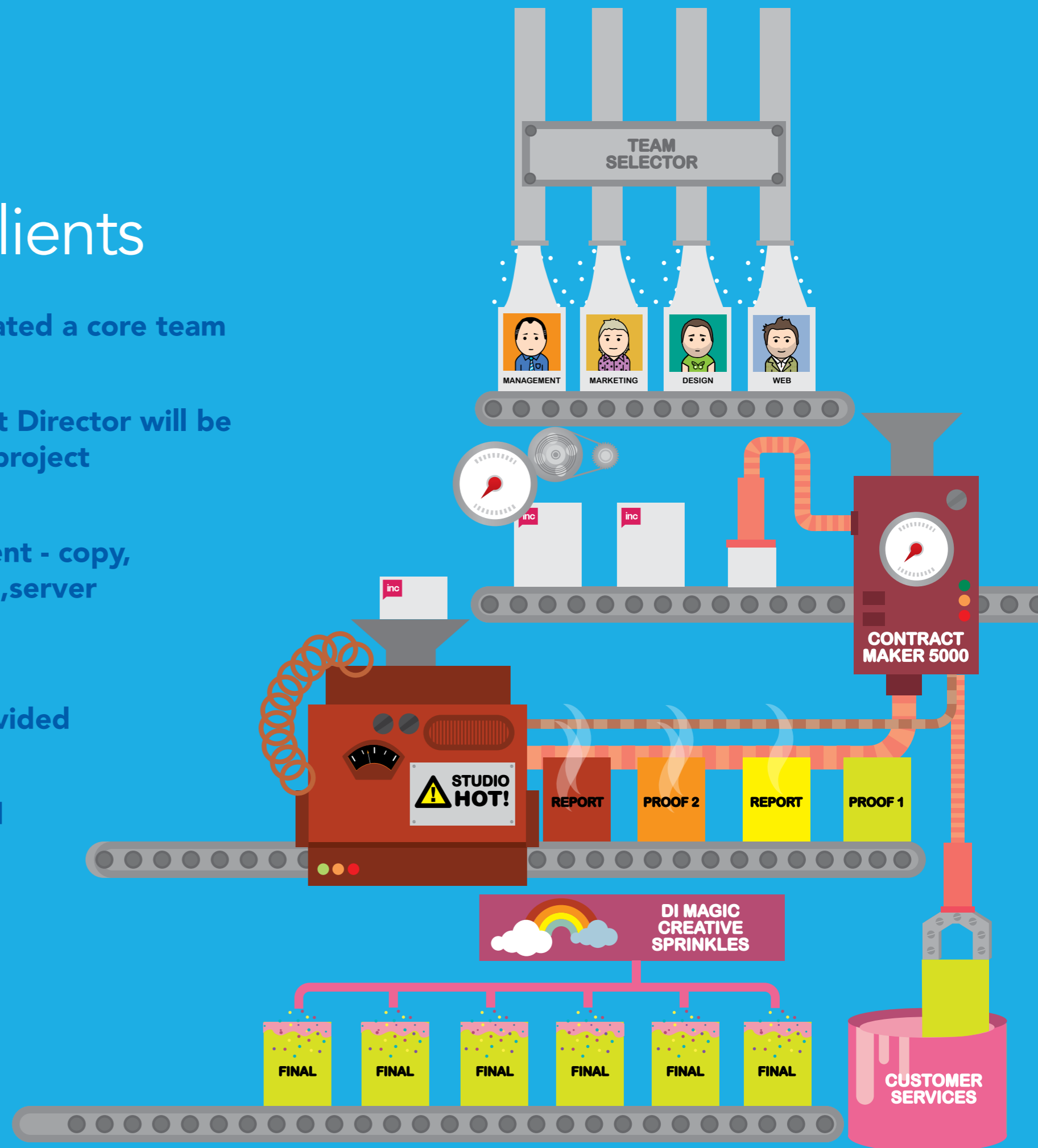
A client contact will be nominated for content - copy, imagery & translations, approval of proofs, ,server administration & URLs and invoicing.

A service level agreement (SLA) can be provided

Regular project status reports will be raised

Regular conference calls will be set up

Proofs will be provided at each stage of the creative process



Some of our clients



Attenda



BANCTEC®

BOMBARDIER
the evolution of mobility



curries
online

dröm®
sauna steam spa



KANTAR RETAIL



México

NHS



Aerospace & Defence



thistle



VerdErg
Green by Design™

VSC
VICTORY SERVICES CLUB

vue



Yakult



How we work on our campaigns

A general breakdown of key production milestones are as follows:

- Preproduction proposal review.
- Design Inc to research and gather requirements for functional specifications documentation
- Scheduling of project and agreement on final costs, delivery of full functional specification
- Development of design concepts
- Sign off design
- Commence development, and management of project milestones through to delivery
- Testing phase
- Final delivery or deployment of sight, following client approval

Supporting Documentation

Design Inc will produce and provide several documents and presentations detailing the design and development requirements of the project to the client, as follows; (Any documentation can be provided as PDFs or Word docs).

- Wireframe documentation (developed in conjunction with the design team)
- Visual design concept presentations. These will be presented as an online extranet presentation accessed online using a secure password.
- Detailed functional specifications document; including all functional requirements for the project, deployment information and any exclusions.
- A project schedule; detailing a breakdown of design and development resources, feedback times and delivery milestones
- A test plan; detailing the high level functions and user

Design Inc implement several production processes throughout the preproduction, design and development phases in order to run each project efficiently from start to finish. Such processes include the drawing up of detailed functional spec documentation, setting of project milestones and development of a detailed test plan.

The preproduction phase is key to each project. The process of scoping prior to moving forward into the design and development requires collaboration between the client and Design Inc to define the specific project requirements, discussing the desired user experience/s and agreeing on the project schedule.

During design and development, Design Inc manage the production of the project from design concept to delivery utilizing several project management tools to assist in the efficient running of the project from day-to-day, including a milestone and time tracking tool, detailed schedule and bug tracking application. A dedicated Project Director will oversee the production of all phases and ensure that all milestones and deliverables are met.



How we measure the success of our campaigns

Clients achieving and outstripping marketing and communication aims and sales targets

Client testimonials

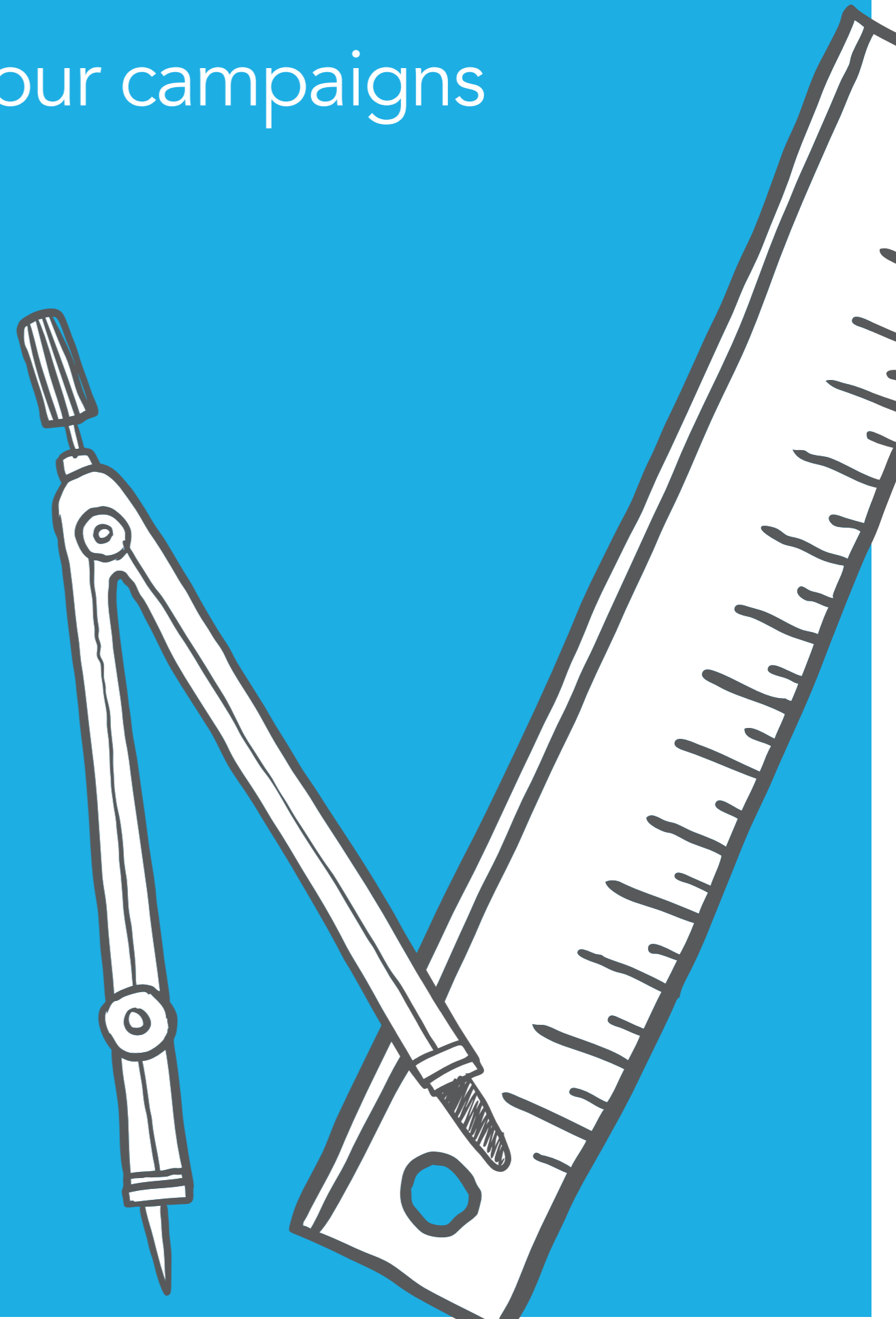
Repeat business

Long term client relationships

Recommendations and introductions

Awards

15 years of sustained growth



Why should you choose to work with us

15 years of experience producing integrated marketing; branding website design, advertising and branding including award winning campaigns.

**Proven results increasing market share, heightening profile, supporting growth plans.
Passionate about delivering creative ideas and technically robust solutions that generate excellent results.**

Senior consultant expertise, combining strategy, creativity and technology.

Highly responsive client servicing.

Dedicated project management and quality control procedures.

Cost effective



If you like what you see here and would like to find out a bit more about how we work and the personalities behind the business, why not call me for a chat. **I look forward to hearing from you!**

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The End