



designinc

Courier & Logistics

Case Studies



Design Incorporated is an award winning integrated agency with a specialism in the Courier & Logistics sectors.

With Heathrow in plain view from our offices; It's perhaps not surprising that as well as aviation we include a swelling number of couriers and logistics providers within our client mix.

We work with everyone from leading international brands to niche companies where, although the core service is transport, the value added solution includes specialist stock management, handling and/or installation of items transported is key part of the mix. Our clients include music industry, automotive, medical, military transport operators. We have also worked recently with a number of gig economy fuelled start-ups within the sector. For these clients we have started with branding and provided a joined suite of marketing assets and campaign management. Our freight airline clients include Cargo Logic Air the new British cargo airline who we have supported since their launch including a big presence at Farnborough Airshow.

We are heavily networked both locally and attend key trade events throughout the year. Our specialist team of creatives include marketing and communications professionals, whose considerable experience provide our clients with invaluable insights as to what makes a strong and memorable brand, along with strategising effective marketing campaigns.



 **CIRCLE
EXPRESS**
The All Round Logistics Provider

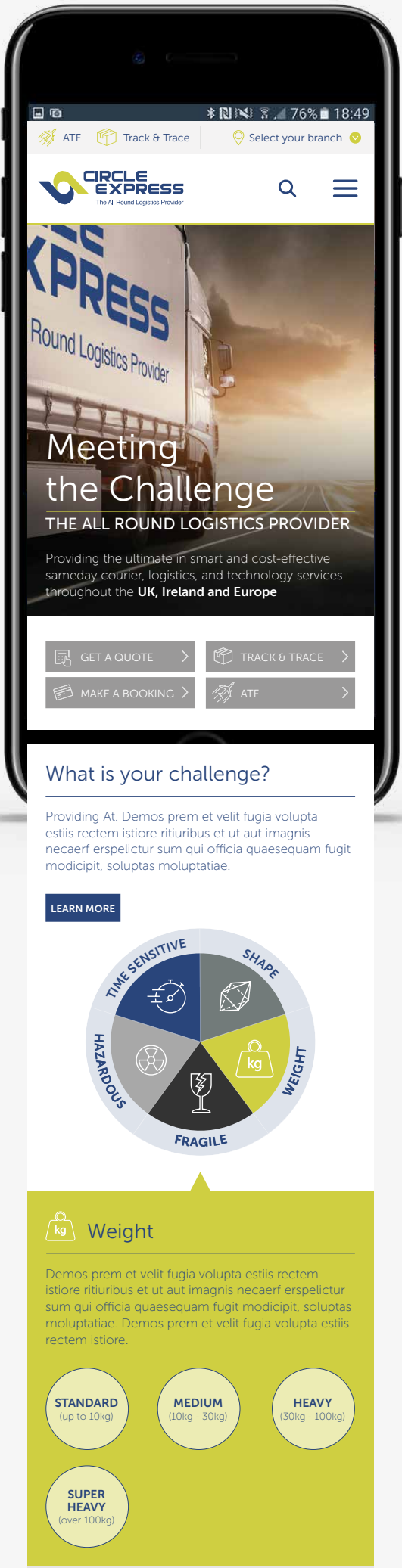
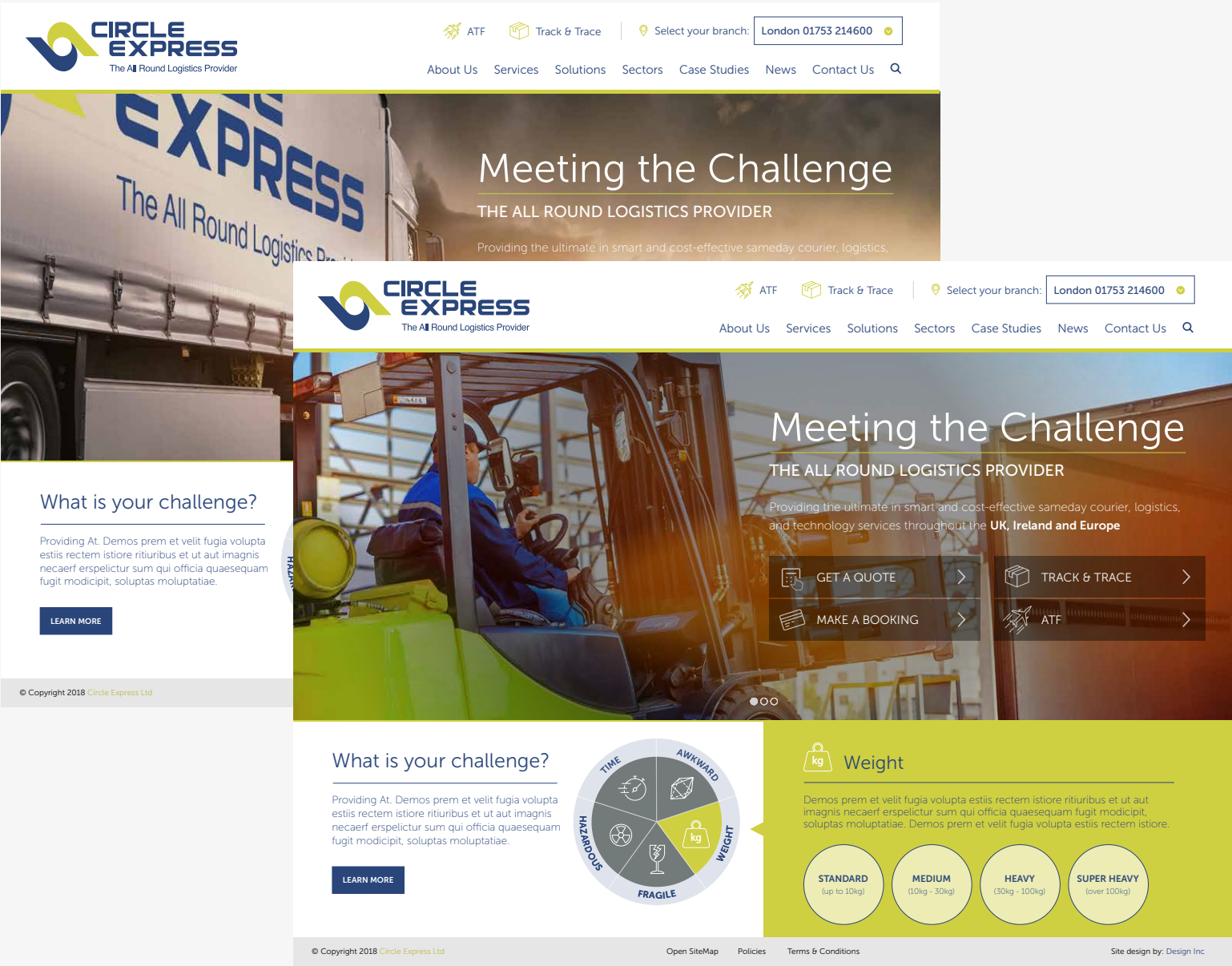


 **CIRCLE
EXPRESS**
The All Round Logistics Provider

Circle Express.

Circle Express – the all-round distribution solution connecting business, industry, and the freight forwarding community. With 7 strategically placed offices Circle Express was established over 30 years ago as a specialist air cargo distributor. Circle Express is now a diverse logistics company servicing all sectors of

business, industry, and of course freight forwarders. Design Inc has been supporting Circle with brand consultancy work which resulted in a subtle overhaul to the marque as well as the design and programming of a new responsive mobile-first website promoting the core courier services offered by the company.





Cargo Logic Air.

Our air cargo marketing client Cargo Logic Air have just announced that they are soon to become our neighbour as they are moving from Stansted to Heathrow. Welcome to the neighbourhood! We have supported this great British Cargo Airline with marketing services since their launch. Our work has included web development, corporate literature, service announcement e-shots. The images here are from the company brochure and

show how Cargo Logic Air supports innovative and entrepreneurial clients in a range of different market sectors by enabling the supply chain. The company is also going to once again play a major role at the Farnborough International Airshow 2018. The IATA Cargo Village is sponsored by CLA and Volga-Dnepr and provides a focussed showcase for air cargo businesses to market their services.



HONG KONG



HELPING YOUR BUSINESS LIFT OFF

Operated by B747-400ERF

FROM HONG KONG

FROM 3 APRIL 2018

ATLANTA TO MEXICO AND EUROPE

CargoLogicAir continues its growth in the US market with a new day 2 rotation in Atlanta.

Day of WeekFlight Num.


NEW4P3 918

NEW4P3 918/5

NEW7P3 918

NEW7P3 918/5

Operated by our partner



1RU 138/2

1RU 140/2

2RU 240/2

3RU 338/4

3RU 340/4

4RU 450/

5RU 540/

7RU 738/

7RU740/P


*arrival day after

Contact us today

Scheduled Sales (Hong Kong)

T + 852 2215 3928

E sales.hkg@cargologicair.com



Operated by our partner



Day of WeekFlight Num. SectorDep Time (local)Arr Time (local)

NEW2P3 813ATL-STN22:3011:35*

4P3 813/804ATL-STN-FRA22:3016:40*

4P3 844ATL-MEX00:3002:00

7P3 806ATL-MEX02:2503:50


Day of WeekFlight Num. SectorDep Time (local)Arr Time (local)

5RU 542ATL-AMS17:1007:30*

7RU 704ATL-LGG18:3008:50*

*arrival day after

Contact us today



VISIT US AT MODEX, 9-12 April

Atlanta, GA, STAND C136

Scheduled Sales (Europe)

AirFreight Logistics

T +49 69 638097/100

E sales.europe@cargologicair.com

Scheduled Sales (UK & Republic of Ireland)

T +44 20 3953 5540

E sales.uk@cargologicair.com

Scheduled Sales (US)

AirCargo Americas

T +1 404 766 3545

E sales.us@cargologicair.com

CargoLogicAir

The Great British Cargo Airline

www.cargologicair.com

f in t o



HOMEABOUTOUR NETWORKFLIGHT SCHEDULENEWSCONTACTin



OPEN FOR BUSINESS

CargoLogicAir (CLA) is a new British, UK based all cargo airline.

Please enter your email address to receive regular updates. Alternatively please keep checking our website for further developments.


THE GREAT BRITISH CARGO AIRLINE

CargoLogicAir is a new British cargo airline offering reliable and cost efficient scheduled and charter air cargo services for companies doing business with the UK.

From our operating base at London Stansted Airport, our Boeing 747 Freighter services combine the highest levels of safety, security and customer service, and are delivered by a highly knowledgeable and experienced team of air cargo professionals.

With a five-year business plan to add a further B747 to our fleet every year, we aim to build the

ABOUT US





HOMEABOUTOUR NETWORKFLIGHT SCHEDULENEWSCONTACTin

BUILDING A GLOBAL NETWORK

CargoLogicAir's first scheduled cargo route connects customers in the UK with

- Frankfurt, Germany
- Libreville, Gabon
- Johannesburg, South Africa
- Nairobi, Kenya


Our network offering to customers is extended to other major cities in Europe, North America and Asia Pacific through interline agreements and will be continually increased as partnerships are approved with other high quality cargo operators.

Flight Schedule November 2015

Date	Flight	Depart	Airport	Arrive
Thu 12th Nov	CLU431	1550	STN-FRA	1730
Thu 12th Nov	CLU431	2030	FRA-LBV	0455*
Fri 13th Nov	CLU431	0655	LBV-JNB	1025
Fri 13th Nov	CLUS32	1510	JNB-NBO	1910
Sat 14th Nov	CLUS32	0305	NBO-STN	1145
Sun 15th Nov	CLU741	1530	STN-FRA	1730
Sun 15th Nov	CLU741	2030	FRA-LBV	0340*
Mon 16th Nov	CLU741	0540	LBV-JNB	1030
Mon 16th Nov	CLU742	1505	JNB-NBO	1905
Tue 17th Nov	CLU742	0305	NBO-STN	1145
Thu 19th Nov	CLU431	1550	STN-FRA	1730
Thu 19th Nov	CLU431	2030	FRA-LBV	0455*
Fri 20th Nov	CLU431	0655	LBV-JNB	1025
Fri 20th Nov	CLUS32	1510	JNB-NBO	1910
Sat 21st Nov	CLUS32	0305	NBO-STN	1145
Sun 22nd Nov	CLU741	1530	STN-FRA	1730
Sun 22nd Nov	CLU741	2030	FRA-LBV	0340*
Mon 23rd Nov	CLU741	0540	LBV-JNB	1030
Mon 23rd Nov	CLU742	1505	JNB-NBO	1905
Tue 24th Nov	CLU742	0305	NBO-STN	1145
Thu 26th Nov	CLU431	1550	STN-FRA	1730
Thu 26th Nov	CLU431	2030	FRA-LBV	0455*
Fri 27th Nov	CLU431	0655	LBV-JNB	1025
Fri 27th Nov	CLUS32	1510	JNB-NBO	1910
Sat 28th Nov	CLUS32	0305	NBO-STN	1145
Sun 29th Nov	CLU741	1530	STN-FRA	1730
Sun 29th Nov	CLU741	2030	FRA-LBV	0340*
Mon 30th Nov	CLU741	0540	LBV-JNB	1030
Mon 30th Nov	CLU742	1505	JNB-NBO	1905

*Indicates over Midnight Sector

Please enter your email address to receive regular updates. Alternatively please keep checking our website for further developments.



Contact

Cargo Logic Air

Stansted Airport

XXXXXX XXXXXXXX

Operations

T +44 (0)20000 000 000

M +44 (0)20000 000 000

E info@cargologicair.co.uk

Keep me updated

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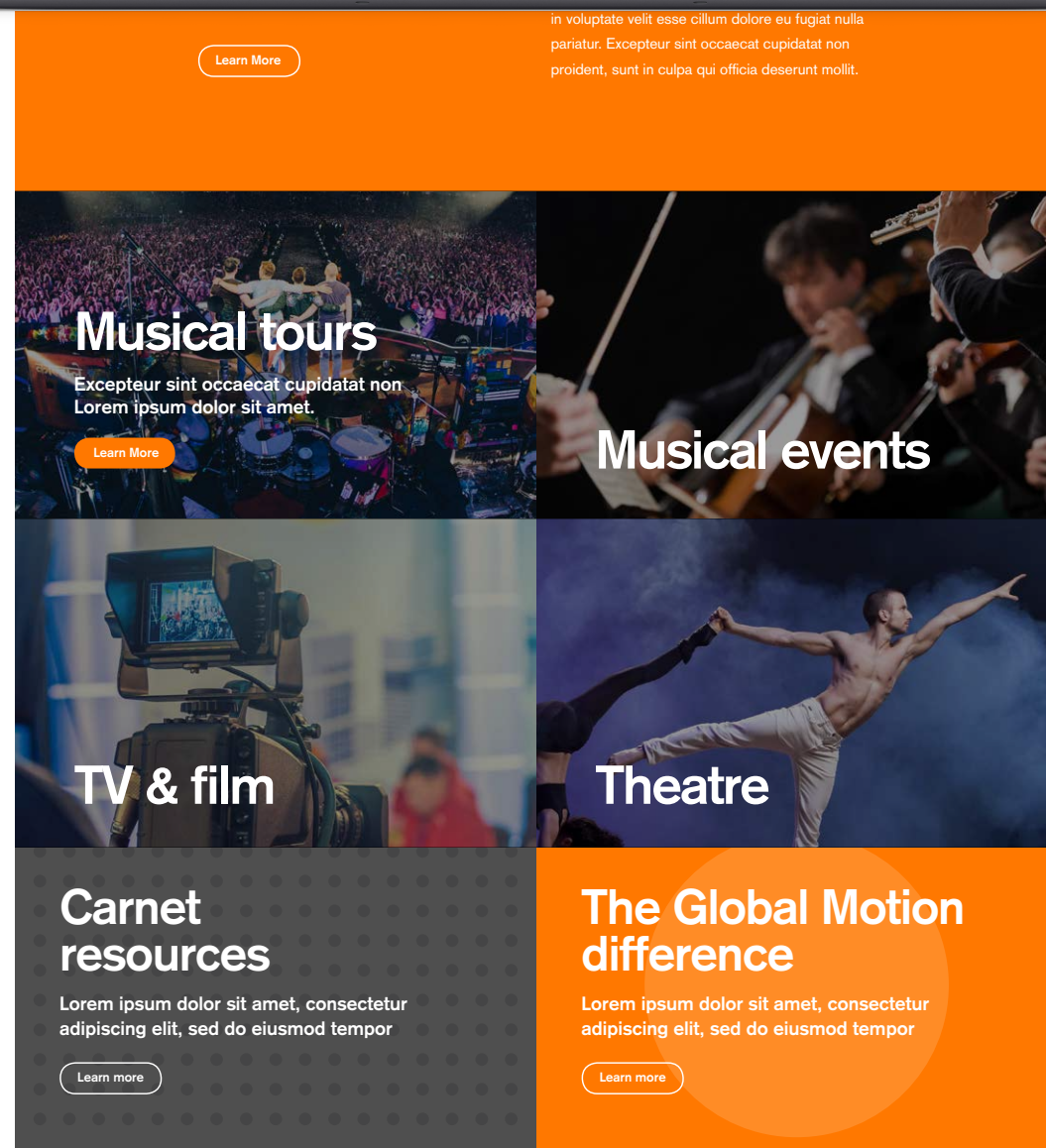
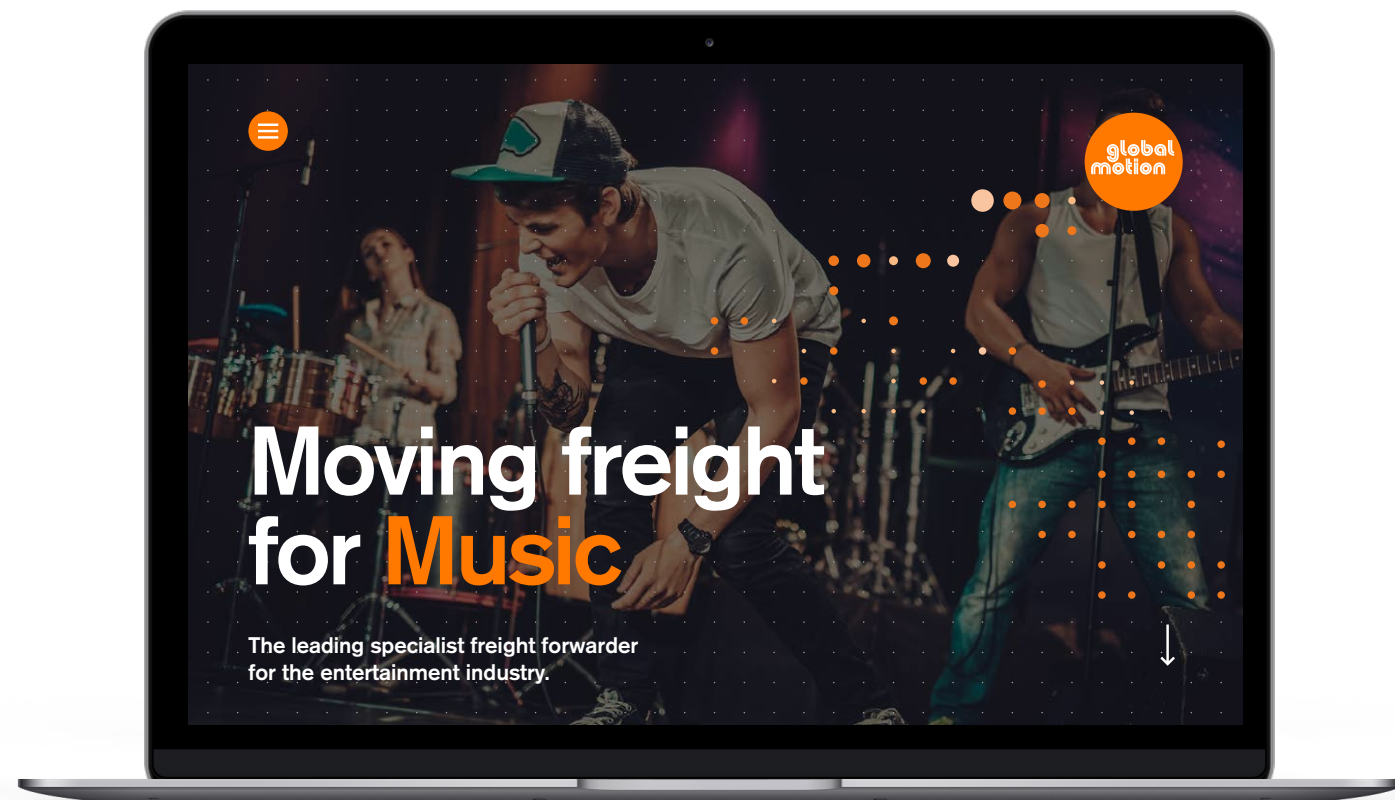
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Site Map | Disclaimer | Privacy Policy

Designed by Design Inc - Aviation Website Specialists

www.designinc.co.uk

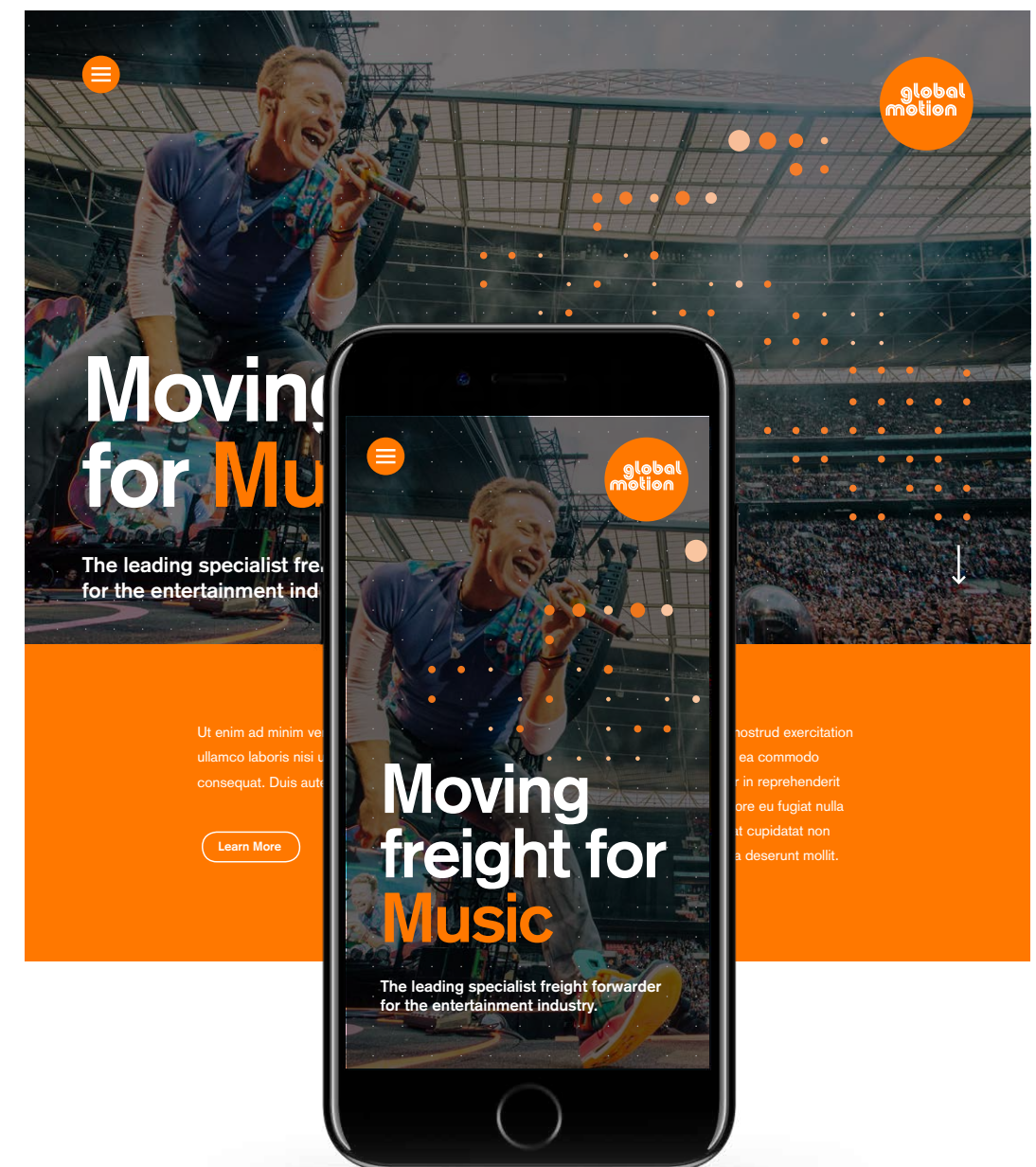




Global Motion

Global Motion was established in 2003 in London by Dino Williams and Adam Hatton, originally to cater to the music and entertainment industries. They have handled projects of all sizes from a one woman film shoot in Afghanistan, to world tours for customers such as Coldplay, Gorillaz, Rod Stewart, The Klaxons and Morcheeba. Design Inc's first involvement with Global Motion was in the development of their website, this original site is currently undergoing redevelopment including evolving into a mobile first UX.

Over the last few years however, it has been advertising that we have focused on. Building the company's share of the music/entertainments industry logistics market. Our advertising has featured backstage passes, wrist bands and the day to day ephemera of 'the road' - these are teamed with lyrical headlines for tongue in cheek feel that shows Global Motions understands the sector.





Bands on the run



The leading freight forwarder
to the entertainment industry

Call us now 0208 848 6990



www.globalmotion.co.uk

T + 44 (0)208 848 6990 F +44 (0)208 564 4911 E info@globalmotion.co.uk
Global Motion Ltd, Unit 4 Vinyl Place, Prologis, Dawley Road, Hayes, Middlesex, UB3 1DA



On the road again



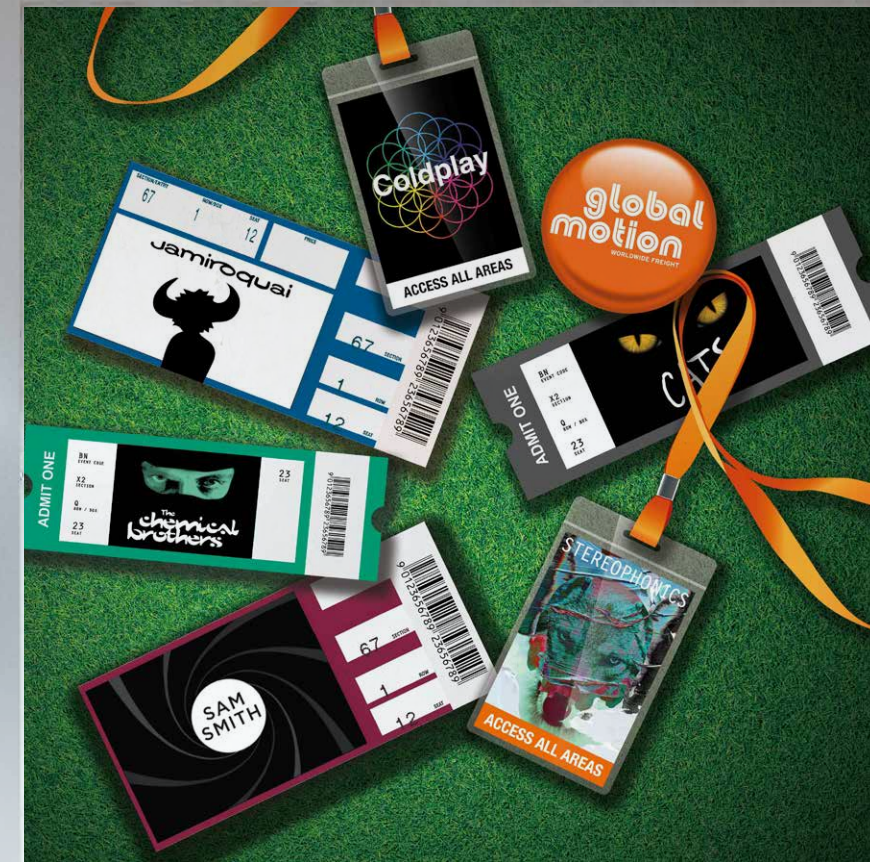
The leading freight forwarder
to the entertainment industry

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Global Motion Ltd, Unit 4 Vinyl Place, Prologis, Dawley Road, Hayes, Middlesex, UB3 1DA



World in Motion



The leading freight forwarder
to the entertainment industry

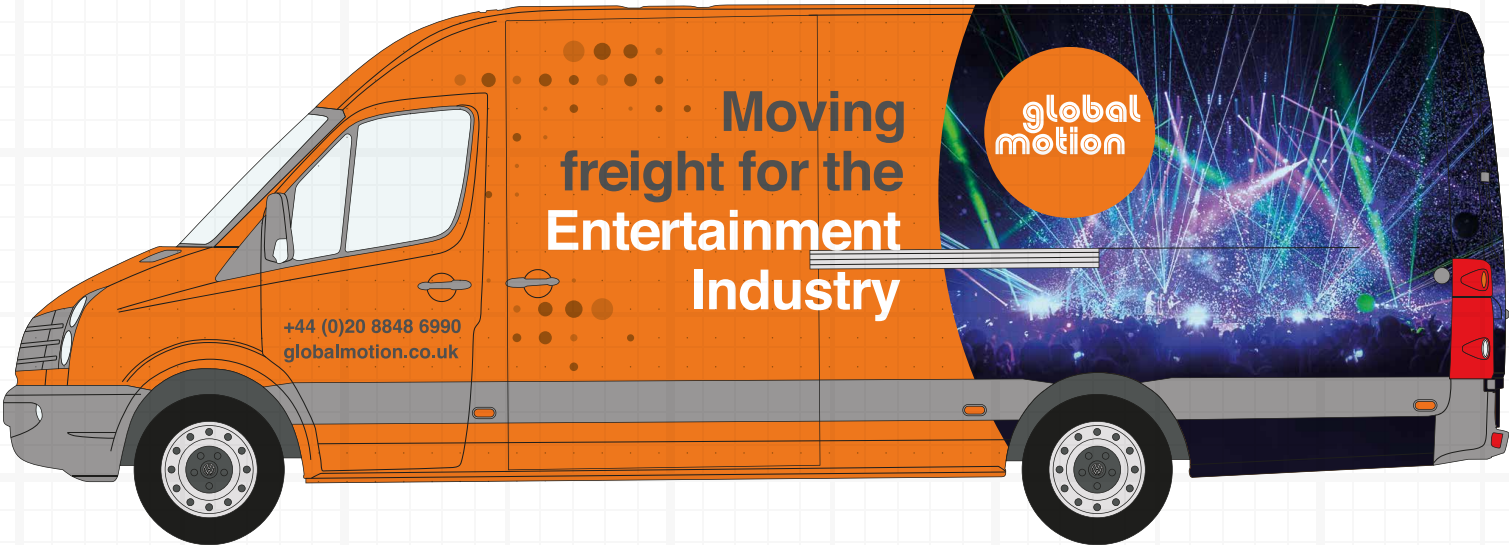
Call us now 0208 848 6990



www.globalmotion.co.uk

T + 44 (0)208 848 6990 F +44 (0)208 564 4911 E info@globalmotion.co.uk
Global Motion Ltd, Unit 4 Vinyl Place, Prologis, Dawley Road, Hayes, Middlesex, UB3 1DA

Vehicle livery.





Volga  Dnepr

WORLD HEAVYWEIGHT LEADER



Image: Trey Spooner

A WORLD OF LOGISTICS SOLUTIONS

Volga-Dnepr Airlines is the world leader in the specialised market of **oversize and super-heavy** cargo transportation.



w: airline.volga-dnepr.com e: global.sales@volga-dnepr.com



Volga-Dnepr.

Volga-Dnepr Airlines, based in Ulyanovsk, Russia, specializes in providing air charter services by operating a unique fleet of twelve Antonov An-124 (largest production cargo aircraft), five Boeing 747-8F and five IL-76TD-90VD (Stage IV) ramp all cargo aircraft certified for global operations. It is a world leader in the global market for the movement of oversize, unique and

heavy air cargo. The company serves governmental and commercial organizations, including businesses in the oil and gas, energy, aerospace, agriculture and telecommunications industries as well as the humanitarian and emergency services sectors. Design Inc supports Volga Dnepr with digital marketing and advertising.



OUR CUSTOMERS' SUCCESS IS OUR SUCCESS



The power to deliver a 73-tonne hydroelectric power plant rotor | ELC: the 'stress free' way to move your most complex cargoes | Boeing 747-400 makes light work of 100 tonnes of pipes to Btunei | Knowledge Centre: unique equipment to get your cargo moving

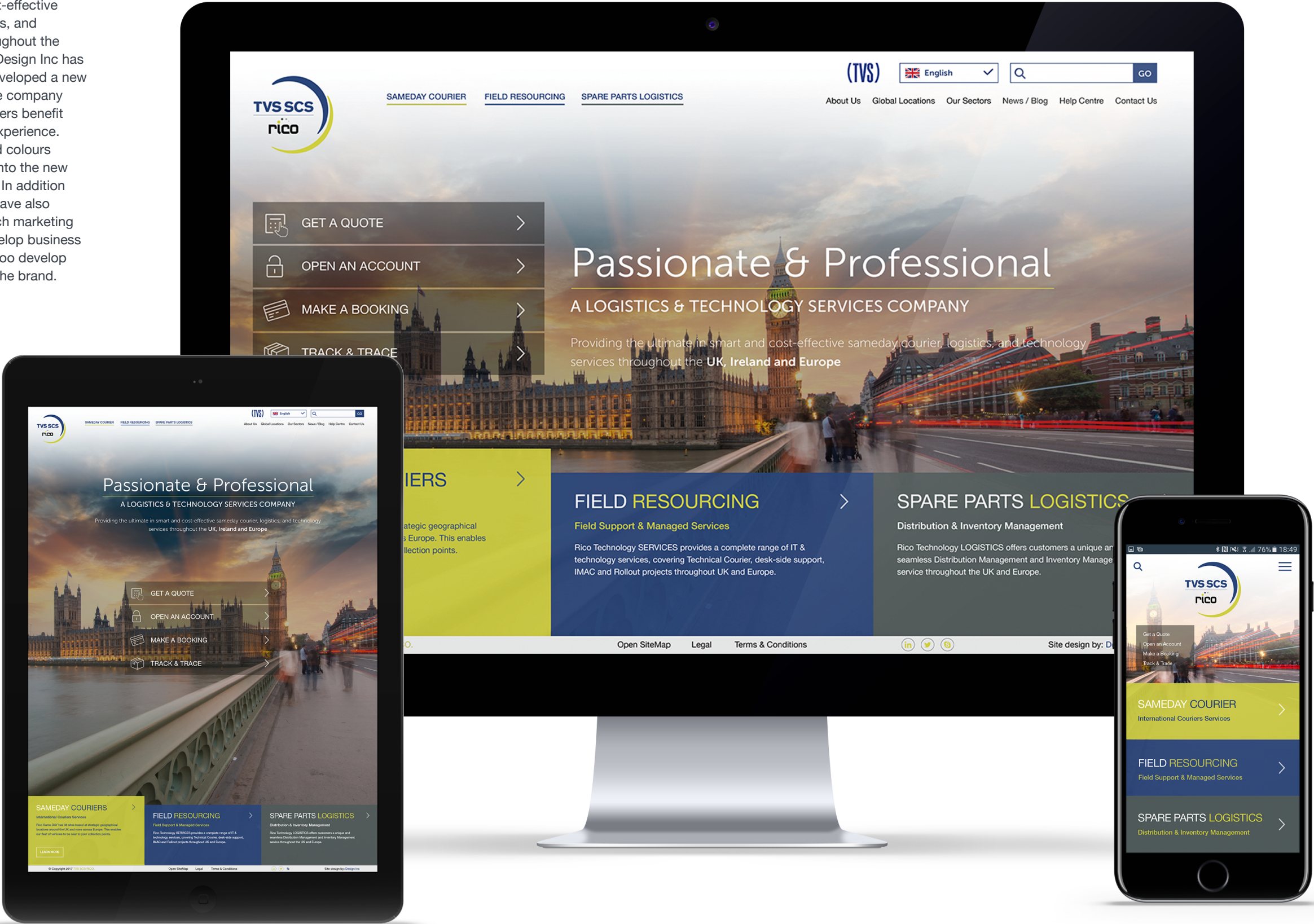


OUR CUSTOMERS' SUCCESS IS OUR SUCCESS **VOLGA DNEPR**



RICO Group

Rico is a logistics and technical services company, providing the ultimate in field service management solutions comprising cost-effective same day courier, logistics, and technology services throughout the UK, Ireland and Europe. Design Inc has recently designed and developed a new mobile 1st website for the company that will ensure mobile users benefit from an optimised user experience. Existing brand assets and colours have been incorporated into the new website design template. In addition to a responsive site, we have also begun to work on outreach marketing campaigns to further develop business for the company - these too develop the channel presence of the brand.



A5 direct mailer campaign.



eShot template.





GEM Worldwide

GEM is a worldwide delivery company which builds relationships of trust with its customers, and these relationships inspire confidence. As a result, customers feel able to delegate to GEM. They are able to outsource their despatch departments, utilise our pick and pack facilities, benefit from our leading shipping and information technology and depend on measurable, reliable and consistent delivery. Most importantly, they

are supported with a personal, single point of contact who will work as an extension of their company. Design Inc worked with Gem to take their digital platform to a new level that set out their stall on a global paying field. Showcasing sector specialisms and an outsourcing approach to a holistic logistics service. The Going the Extra Mile strapline being part of our development work.



Worldwide Delivery

Track shipment

Tracking number

Home

The Company

Shipping services

Specialist sector

Support services

Enquiry centre

Contact us

Information

Going the extra mile

Why not entrust GEM Worldwide with all your courier requirements, we provide the full range of domestic and international courier and fulfillment services.

It's what we do best, allowing you to concentrate on what you do best.



For Worldwide Express



Click here>

For Same Day Delivery



Click here>

Worldwide Imports



Click here>

Latest News

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Que mi, quis quos dolecupis si as
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@gem:
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Education sector

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Find out more>

Enquiry centre


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Read more>

Stay Connected







Worldwide Delivery

Track shipment

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Specialist sector

Support services

Enquiry centre

Contact us


Shipping services



Export Services >




Import Services >



National Services >



ShipNow >




Pick, Pack & Ship >




UK - Singapore >

For Worldwide Express




Click here>

For Same Day Delivery



Click here>

Worldwide Imports



Click here>

Education sector

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Find out more>

Enquiry centre


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Read more>

Stay Connected



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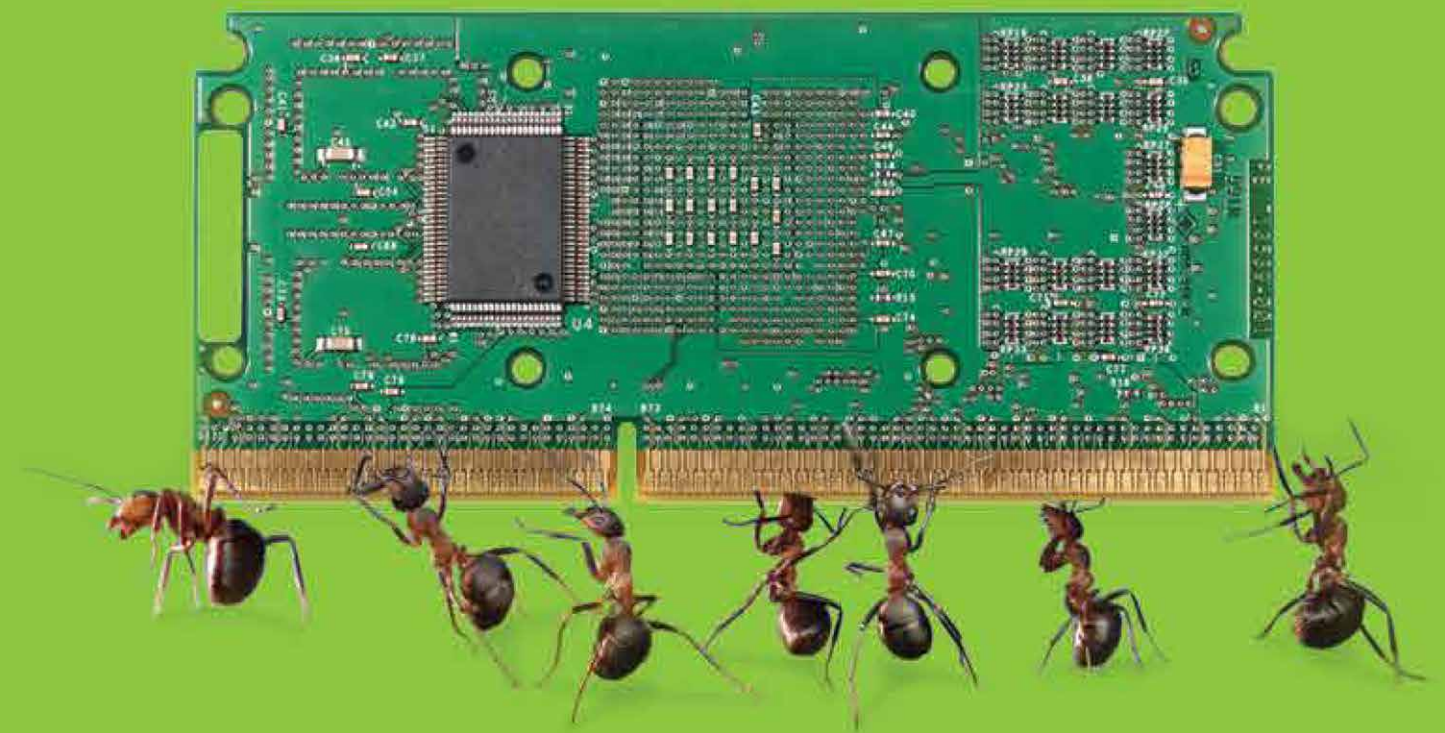
Privacy Statement | Legal Notice

www.designinc.co.uk

carry*gently*

gently does IT!

Transporting Technology Safely and Securely



Carry Gently

Carry Gently Ltd is a leading independent provider of specialist transport solutions and IT relocation services with over 30 years' experience at the forefront of the specialist IT and Technology transport sector. A wide brand gap had developed between the proposition, experience and overall credibility offered by Carry Gently and the weak brand platform. The 'does what it says on the tin' name itself was at the time the strongest asset. The logotype looked like a tool manufacturer at worst and at best like a general transport firm. We set about developing a campaign based point of difference. The logotype was modernised, although this naturally took a while to fully implement due to the cost of replacing the

liveries on their specialist vehicles. The preferred campaign which is showcased on the website homepage was the 'gently carrying in nature' route. Ants, humming bird, and maternal crocodile shown with pieces of IT kit. The crocodile in illustration form has also become a brand asset. The responsive website went live and the company now has a memorable brand with standout behind it. Carry on Carry Gently!

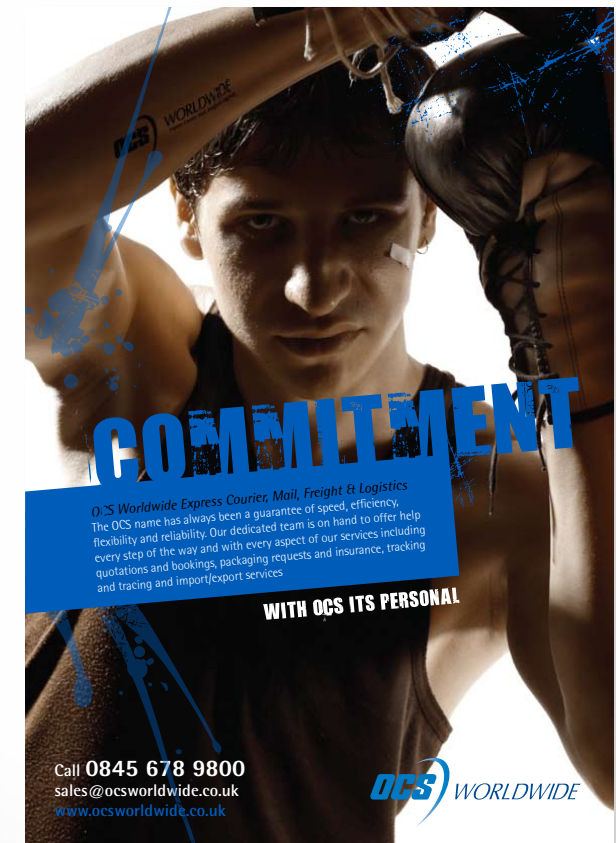




OCS (Overseas Courier Service) is a leading player in logistics.

Founded in 1957 with a network of more than 200 service centres around the world, OCS Worldwide has the resources and experience to efficiently handle all international distribution requirements. OCS provides express delivery, special delivery services, mail & fulfilment and media & subscription services. Our work for OCS is wide-ranging and includes brand development including identity, signage, wayfinding, uniforms and livery, marketing and advertising campaigns, corporate communications.

The 'with OCS its personal' campaign created a strong point of difference in a busy sector and still stands out today.



Advertising campaign.





WORLDWIDE
Express Courier, Mail, Freight & Logistics



Global reach, local knowledge
and a network of offices throughout
the major commercial centres of the world



OCS Worldwide is an innovative, experienced and dynamic provider of international ecommerce delivery solutions.

Reaching every location on every continent, with over 50 years expertise. Whatever your courier/ecommerce/inventory requirement, we'll take care of it!

- Services include:
- Express delivery
 - Special services
 - Mail & Fulfilment
 - Media & Subscription
 - Fine Art and fragile consignments packed and despatched



Do one thing everyday
that scares you



MAY

MONDAY	30	2	9	16	23
TUESDAY	31	3	10	17	24
WEDNESDAY		4	11	18	25
THURSDAY		5	12	19	26
FRIDAY		6	13	20	27
SATURDAY		7	14	21	28
SUNDAY	1	8	15	22	29

Ecommerce Specialists

April 2016

Monday	4	11	18	25	
Tuesday	5	12	19	26	
Wednesday	6	13	20	27	
Thursday	7	14	21	28	
Friday	1	8	15	22	29
Saturday	2	9	16	23	30
Sunday	3	10	17	24	

June 2016

Monday	6	13	20	27	
Tuesday	7	14	21	28	
Wednesday	1	8	15	22	29
Thursday	2	9	16	23	30
Friday	3	10	17	24	
Saturday	4	11	18	25	
Sunday	5	12	19	26	

0845 678 9800



we'll take care of it

www.ocsworldwide.co.uk

Testimonials

“I wanted to drop you an email to express my sincere appreciation, gratitude and thanks to you all for getting our website over the line. It’s been a long time coming, for various reasons (ours mostly!), but with it now live we can really begin to build on the platform that we have all been working so hard to create. This is just the beginning, as they say... I’m looking forward to the next chapter, and continuing to work with all of you to grow the Carry Gently brand/identity and get that Croc etched in the mind of everyone who comes into contact with it!”

Paul Drury, Carry Gently

“We have been working with Design Incorporated for many years now and as a niche logistics they have managed to always keep our brand personality set apart from our competitors and our marketing ahead of the curve. We have just embarked on a new web-based project to take our customers UX to a whole new level and Design Inc have provided the guidance for scoping this significant investment.”

Global Motion

Frank Norman

Client Services Director

frank@designinc.co.uk

So Frank, what does the Client Services Director do in a marketing and design company?

Well basically, I lead the client services side of the business. That means the nature and quality of our services, account development, new business development, business profitability as well as contributing to the marketing and commercial direction of the company.

The better the quality of our relationships with our clients – the better it is for both the client and Design Inc. We work on a long term strategic basis for most of our key clients, however every relationship has to start somewhere and this may be a relatively small project in some cases.

What does your time line look like and how has it equipped you for the challenges of Design Inc?

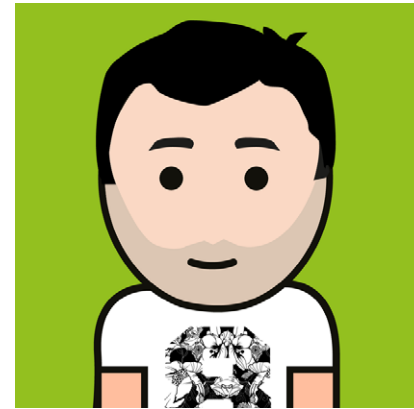
Wow, well I've been working in advertising, design and marketing for 30 years – client service has always been my core focus and today I retain ownership of the relationships with our main clients in the B2B sectors of: energy, engineering, finance, IT, manufacturing, professional services and telecoms.

What is the best bit about working for Design Inc?

Having been directly involved in the growth of the company from a one man band, I am still highly enthusiastic regarding client acquisitions campaign wins and building strong long-term relationships.

Every day is different here and I enjoy managing the many diverse marketing requests we receive.

I love seeing our clients benefit from our work and grow from the successes we help them gain.



Paul Goldring

Creative Director

paul@designinc.co.uk

You will be working across all of our clients' business providing integrated campaigns – are there any areas you are particularly looking forward to? Branding, advertising, digital or literature design?

Looking forward to getting stuck into a branding project and developing this through print and web.

All the other team members at Design Inc each have unique areas of commercial experience gained outside marketing and design before joining the company – these can vary from the sublime to the ridiculous. What are the unique experiences you will bring to the mix? Any good anecdotes?

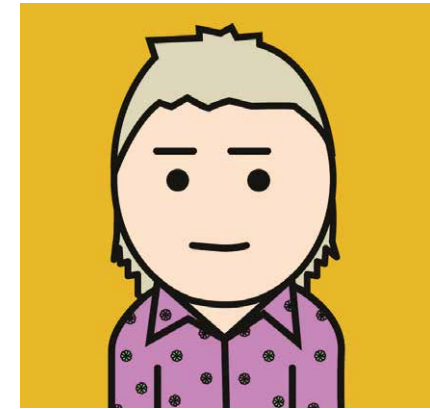
I worked in many strange places whilst studying for my Graphic Communications course, killing trout was probably the most bizarre!

When you are not creating challenging concepts for Design Inc clients what do you like to do?

Having two teenage daughters keeps me quite busy but I escape the hissy fits and dramas by chilling at music festivals and attending breakdance events.... this doesn't make me a cool dad apparently!

And finally, as an alternative to astrology at Design Inc we believe you can often get an insight about someone from the song that was number one on the day they were born – go on enlighten us?

Johnny Nash - Tears On My Pillow



David Parker

Branding and Marketing Consultant

david@designinc.co.uk

OK, David, you are the branding specialist - but what is your own brand built on?

Creativity, communication and commitment. The c words.

As Design Inc marks its 15th birthday what are your aspirations for the future?

More clients and more campaigns please.

When you aren't working for Design Inc what are likely to be doing?

Well, I'm most likely to be doing something creative with my 2 young daughters - drawing princess pictures or building princess castle dens or making princess tiaras.

Once they are in bed I love to go out to see live bands and am lucky to have a lot of great musicians playing in and around Richmond. The Eel Pie Club for R&B and other pubs for rock and pop and soul. You might find me browsing in TK Maxx for that umpteenth pair of shoes or watching retro b/w music clips on Youtube.

Courier, Freight & Logistics Clients at a glance





Frank Norman

Client Services Director

t +44 (0)1784 410380

e frank@designinc.co.uk

David Parker

Branding and Marketing Consultant

t +44 (0)1784 410380

e david@designinc.co.uk

www.designinc.co.uk