




designinc

Venues & Destinations

Case Studies



**Design incorporated is an
award-winning integrated
agency with a specialism
in venue marketing.**

Our clients include leading venue brands, landmark buildings, independent venues and hotel chains. Our team of marketers and creatives includes venue marketing and events professionals who have considerable experience of working within both venues and event agencies, this provides our clients with invaluable insider insights into what bookers are looking for in a venue.

We are socially active and heavily networked within the events industry. Attending all key exhibitions, seminars & conferences. We regularly contribute to thought leadership within venue marketing best practice and develop innovative insights from market intelligence.



design



Altitude 360

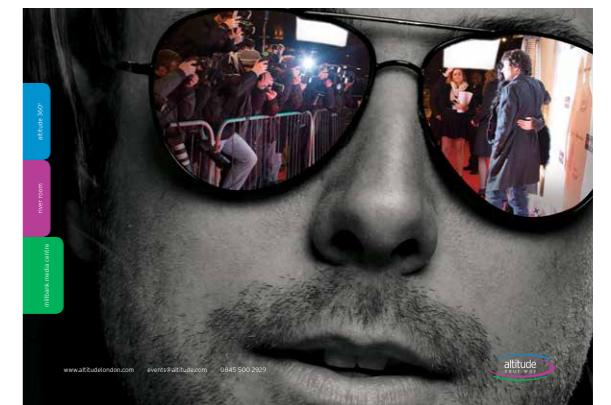
Towering above Victoria with a unique 360 degree view of London's skyline stands Altitude 360. A set of unique event spaces within Millbank Tower.

All blank canvasses are especially ideal for hi-tech or media industry events. The venue was used as the setting for X Factor finalists JLS to countdown the top100 Boy Band hits of the decade on 'Hits' TV channel. Advertising this set of unique spaces within the prime events industry media including the 'stop you in your tracks' inside front cover double page spread in the flagship Square Meal Directory required a brand building, differentiated and campaignable approach.

As at Altitude 360 the amazing view is the main proposition, backed up by the interior spaces and hospitality offer, we proposed the use of close-up images of people wearing

designer mirror sunglasses with the view reflected in the glasses. The personalities of the people and range of glasses were selected to reflect the range of event types and market sectors targeted.

This brand campaign is considered to be one of the most memorable in the market and we have been asked to provide a solution as strong as Altitude 360 by several other clients.



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.

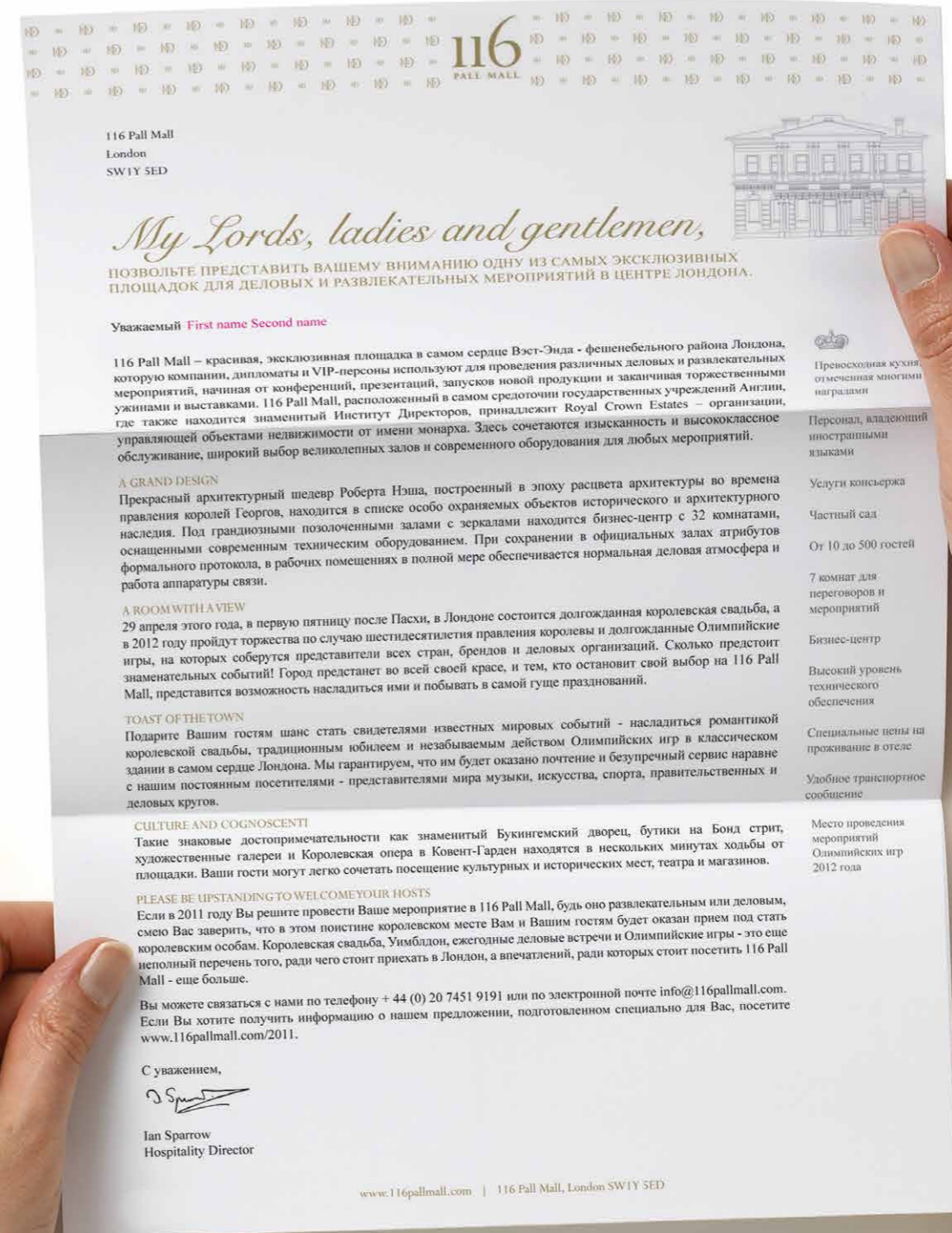
During 2012, Royal Diamond Jubilee and Olympic year, the events industry and the world were looking at London. Event venues had a once in a generation marketing opportunity and a challenge to match.

The Institute of Directors event spaces at 116 Pall Mall are a bit special and represent a unique part of London's heritage and history.

We were asked by the IOD how could a small taste of this tradition be delivered to a targeted prospect list comprising former Soviet Union hospitality industry clientele? The answer was to use another distinguished English brand - Royal Mail of course! We created a hard working direct mail design in terms of a visually striking, compelling translated proposition and high perceived value personalised 'invitation style' letter and envelope. An integrated solution representing the brand values of service, attention to detail and quality in a tactile and engaging way. We invited incentivised responses through a special translated campaign landing page on the IOD corporate hospitality website and a Russian speaking event coordinator.

Webstats demonstrated that the venue site received a marked increase in traffic with a respectable number of Russian users landing on the tailored page before going on to make enquiries via email and telephone.

The venue secured three major event bookings for 2012 based on this campaign. The return on investment for the IOD being more than met at the point of confirmation of the first contract.



kings place EVENTS

the **place** to be SEEN

020 7014 2838 | events@kingsplaceevents.co.uk



Kings Place

We are very proud to add to our portfolio the amazing concert venue Kings Place in London's Kings Cross. Our client for this account is the Green & Fortune Group who are responsible for the promotion & management of hiring the venue's facilities and spaces for corporate events. The beautifully designed hospitality and social spaces around the concert hall have become well established in their own right as the place of choice to hang out before or after the performances. Fine dining, a cocktail bar, terrace and cafe are offered within the foyer and each now has its own visual identity created by Design Incorporated.

The website features a natural feel mirroring the fact that The Rotunda actually has its own farm and specialist team of butchers supplying organic meat cuts! Design Inc have to date created three websites for the Green & Fortune Group with the Rotunda website including a flash movie walk-through the foyer, bar, restaurant and terrace areas.

Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential Public relations, Social media marketing and Data.

“The coolest piece of architecture in the capital”



Trinity Laban

The Laban Centre in Deptford is an amazing Stirling Prize winning piece of architecture. ‘It is a building which champions the idea that intelligence, creativity, imagination and art make life better.’

Day or night, inside or outside this venue offers an awe inspiring contemporary setting. But even a venue with this sort of reviews needs to stay on event buyers radar after the initial media buzz dies down.

The Laban foyer or main street is a unique, ramped concourse area adjacent to the main theatre, incorporating a contemporary bar area seating up to 40 people. Featuring the Laban wall drawing, a specially commissioned piece of public art by Michael Craig-Martin, the foyer is a visual explosion of colour seen immediately as you enter the building.

Set within landscaped gardens designed by Vogt Architects, the 200-seat amphitheatre is an impressive location for any outdoor event. Designed primarily as a performance area, the amphitheatre is a striking space for imaginative open-air functions including garden parties, award ceremonies, product launches and cocktail receptions.

The building's façade provides a unique and dynamic backdrop for any special event and the opportunity to project digital imagery onto the polycarbonate outer skin of the

building offers a wealth of creative potential in a truly inspiring setting.

Our Laban Live event brochures shows the 24 hour transition from day to night and positions Laban as a 24 hour party venue!



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.



London Film Museum

The London Film Museum occupies the former County Hall on London’s Southbank and has recently launched a modern minimalist event space in Covent Garden.

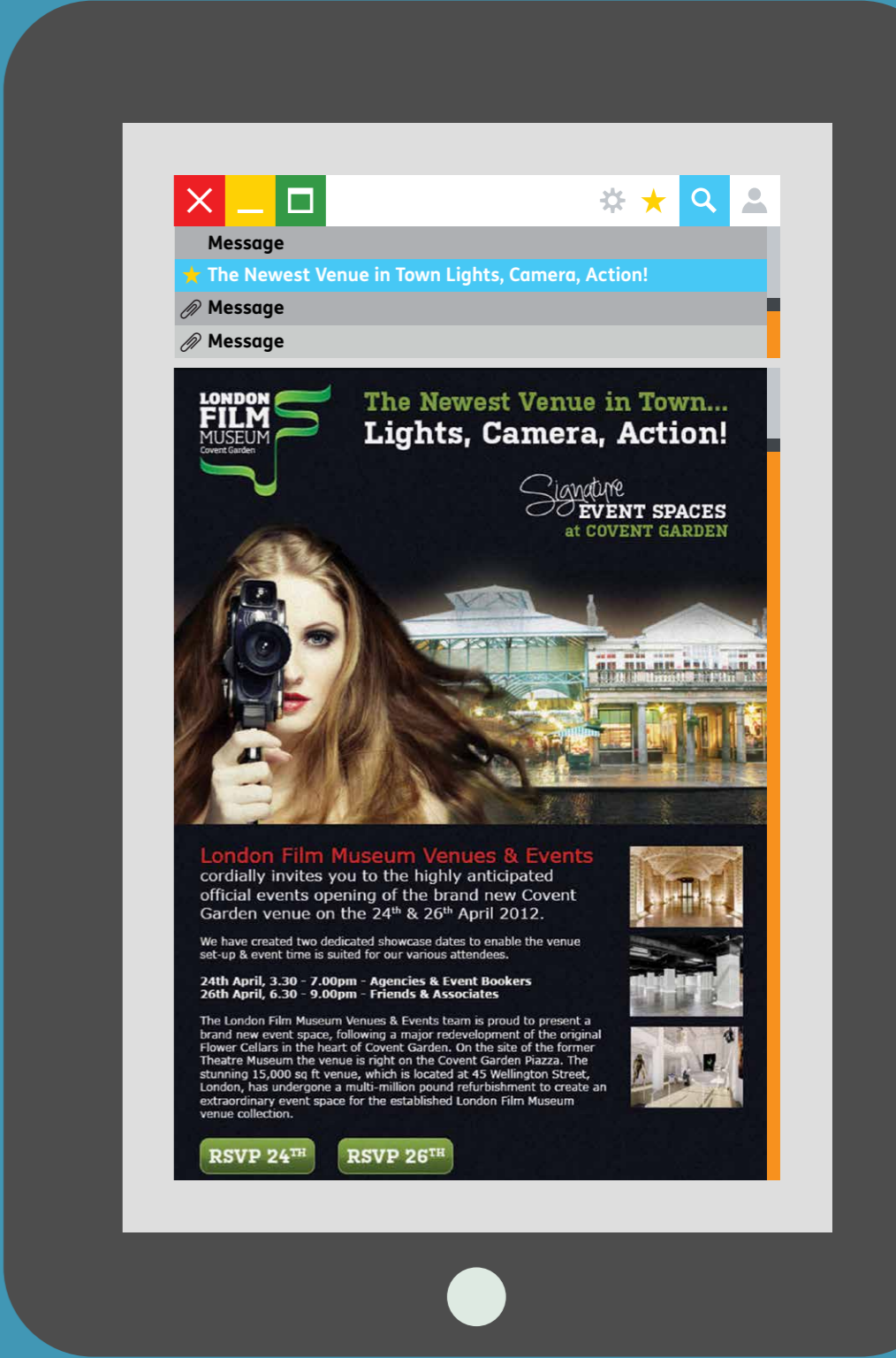
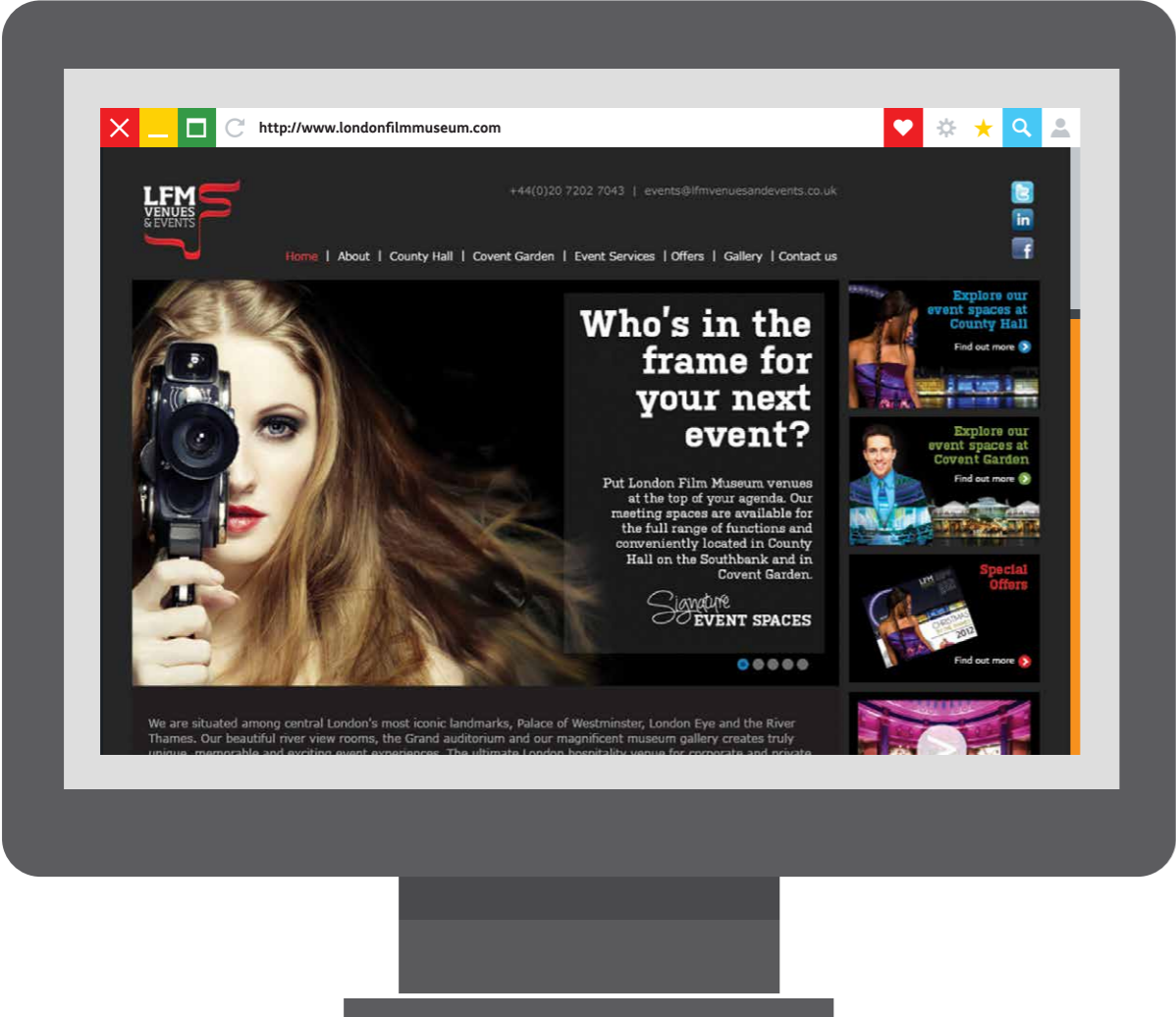
LFM Events came to us for specialist guidance in the positioning and marketing of these two very different event spaces. The venues were suffering from professional event users having a lack of clarity of the LFM proposition and to rectify this our work has included development of new brand imagery and advertising.

To create a memorable brand style that is instantly associated with LFM Events and the movie theme and yet reflect the two distinctly different spaces. The use of a home movie camera and film strip device promotes the venues unique collection of props and ability to create different levels of movie-based atmosphere for events. From subtle and understated to full on.

The brand imagery is a set of assets that can be used across all matrix applications, strategic and tactical and down the tiers to include both tactical offer based campaigns and

strategic corporate collateral. Print advertising in hospitality magazines, eshots to venue booker databases and for ongoing CRM.

This summer has seen the securing of several new keynote events at LFM. The venues are now well and truly on the map and further promotion at the next Square Meal show will consolidate results for daytime events bookings in addition to the major prestige evening galas.





Mermaid

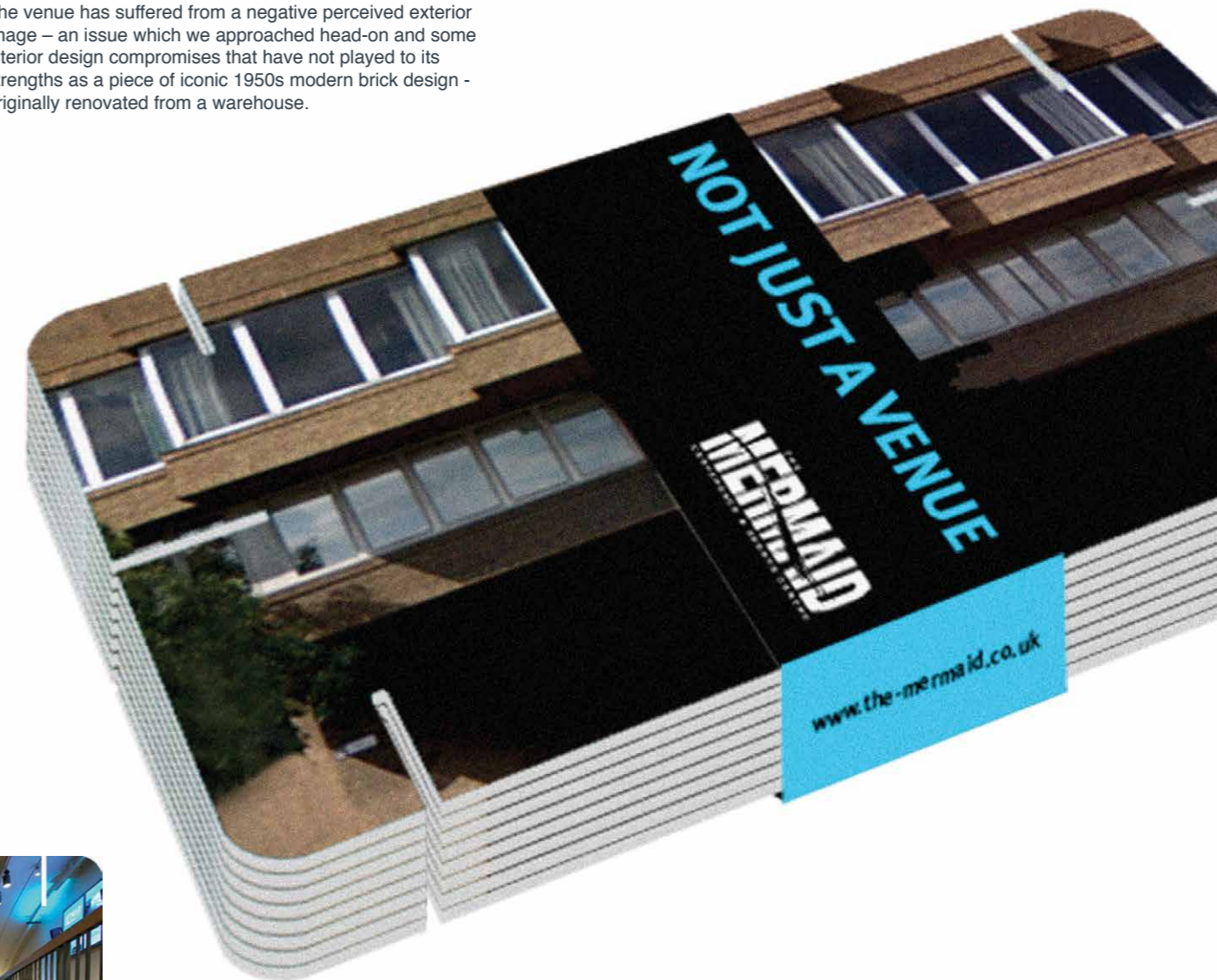
The former Mermaid Theatre is an events and conference centre in the regenerated Blackfriars area of the City of London.

The venue is newly refurbished, expanded and bursting at the seams with inspiring and adaptable rooms in which to stage events.

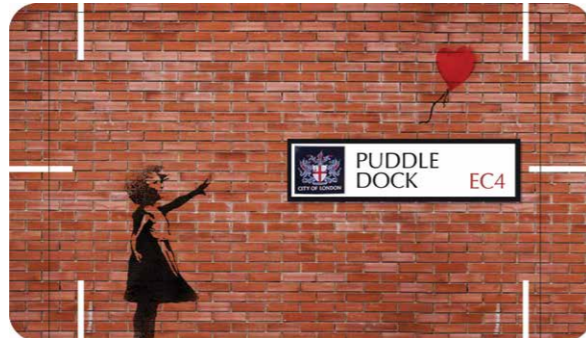
Over the years Mermaid has hosted a diverse range of organisations and produced a variety of events including exhibitions, conferences, seminars, after-premiere parties, AGMs, product launches and fashion shows to private dinners and spectacular galas.

The venue has suffered from a negative perceived exterior image – an issue which we approached head-on and some interior design compromises that have not played to its strengths as a piece of iconic 1950s modern brick design - originally renovated from a warehouse.

Our awareness raising work for Mermaid included a DM campaign that built on the architectural angle and targeted the creative industries. Other themes developed included a regeneration based message and the potential of the live venue with a 'pop-up' mailer



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.



One Great George Street

One Great George Street is a beautiful period venue, owned by the Institute of Civil Engineers and located in Westminster. It has a long established and deserved reputation as a venue of choice for parliamentary and diplomatic events.

The marketing team at One Great George Street tasked Design Inc with taking their message and proposition beyond this core client base. The 'London Calling' advertising campaign was devised to broaden the venue's horizons and appeal whilst positioning the facilities as perfect for corporate conferences, evening events and with private dining and weddings.

Design Inc has woven additional strands to the established but subtle branding, adding colour and personality more outreach and proactivity. A comprehensively revamped website, a quarterly enewsletter, seasonal offers, a frequent

user loyalty scheme and SMM with personality has fostered an online community focused approach to the One Great George Street client base. We have won three MIMA Awards for these projects.

 One Great George Street

LONDON CALLING?



Looking for an impressive venue in an iconic city for your next conference, meeting or event?

An award winning venue with 19 rooms accommodating between 6 and 400 guests, located in the heart of Westminster.

It's time to give One Great George Street a call.

 One Great George Street

For all enquiries please contact
One Great George Street, Westminster
London SW1P 3AA
Tel: +44 (0)20 7665 2323
info@onegreatgeorgestreet.com
www.onegreatgeorgestreet.com

- Conferences
- Events
- Weddings

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MIMA 2011 & MIMA 2012
Best Direct Marketing Campaign
Gold Award

MIMA 2012
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Gold Award

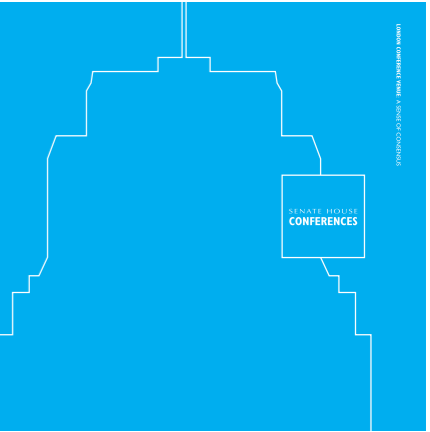
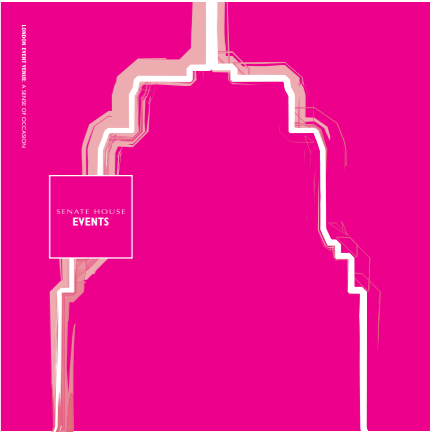
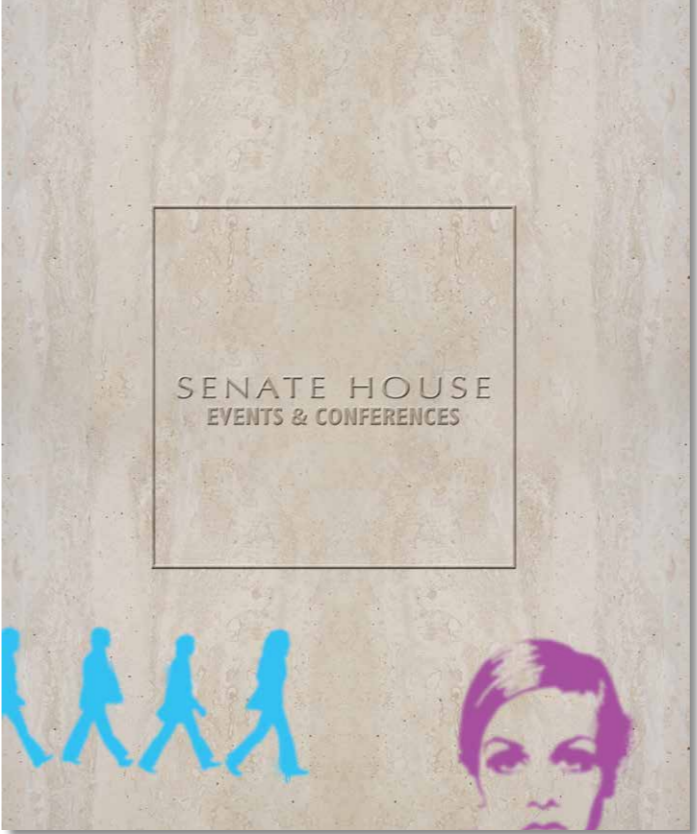
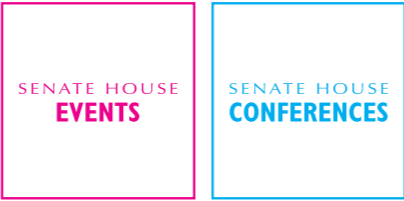
www.designinc.co.uk



Senate House

Design Inc won a three way creative pitch to provide Senate House University of London with the capability and tools to market this iconic Art Deco building - London's first skyscraper to the high end corporate event industry.

Our proposed and winning approach was based on the use of the building as brand hero. The skyline outline was used across all campaign materials and references to the building stone, fonts and other design cues were used throughout the campaign. The introduction of fresh dynamic photography and a headline copy theme 'a sense of space' completed the joined up approach and reflected the new proactive professional attitude of the new event marketing team at Senate House.



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search Experiential, Public relations, Social media marketing and Data.

The Royal Opera House

The Royal Opera House in Covent Garden boasts an amazing selection of venue spaces. Way above and beyond what you might normally expect from a theatre.

The venue has not advertised its suitability for daytime events before, relying largely on PR, directory entries and general awareness of the performance venue's cultural and historical profile.

Design Inc was invited to be included in a creative pitch for an integrated advertising campaign for daytime events. Our short-listing came about as a direct result of our Meetings Industry Marketing Awards (MIMA) win in 2011 and 2012.

As the Royal Opera House events business has no history of advertising i.e. there is no established dialogue with market - the single-minded proposition for the campaign is simply 'you CAN hold your daytime event at Royal Opera House'. Our creative brief for the campaign was based on this. The campaign was designed to target both event bookers and direct clients and the communication forms three parts - a generic eshot, a sector specific eshot and advertising (both in print and online). A strong call to action formed part of the message.

The Royal Opera House is well known for the creativity of its opera and ballet productions, this is reflected in the creativity of the promotion of these performances. With this front of mind - our pitch winning campaign was based on the striking and simple metaphor of pens dressed in theatrical costumes.

The generic eshot is based on a ubiquitous ballpoint pen, this will be sent to the whole database followed by sector specific

version with tailored headlines and where a highlighter represents the events industry, a fountain pen for financial and a touch screen pen for media.

The campaign was timed to work around participation the major events industry trade show Confex. A special hotline and landing page enabled measurement of direct response.

The Royal Opera House has saw a 25% increase in event bookings for the first quarter of 2016 measured against 2012.



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.



3 Mills Studio

Located in Docklands and featuring a variety of original historic buildings and fabrics, 3 Mills studios are the biggest studios within the metropolitan area. Films, TV shows and Events are produced at 3 Mills. As well as the historic settings and blank canvas sound stages there is a production village of supporting services in the precinct.

The studios feature a piece of iconic skyline architecture in that part of the complex was originally an oast house. This has become a brand asset and has been historically used in all advertising and studio marketing collateral. Our remit was to create a new event brochure for the studios - the building had to feature. In the past external imagery coupled with just the name 3 Mills Studios and the strapline of 'London's biggest Studios' had somewhat suggested a property development brochure - 'apartments now available in this riverside converted building!'

Our solution was to play on the 'biggest' message and show the studio buildings being invaded by little people. The 'borrowers' concept being able to be populated by a range of cast characters dependent upon the target audience - corporate, media, charity etc.



thebigidea

Image credits: Left to right: ©Eastern Promises (Focus Features), ©28 Weeks Later (Twentieth Century Fox), ©The Oxford Murders (Oxford Crookes Ltd) and ©Sunshine (Fox Searchlight & DNA Films). All rights reserved.

16 Stages, 20 acres with 200+ production offices, rehearsal rooms, prop stores, workshops, dressing & make up rooms, screening room, location opportunities, green rooms, 24-hr security & media village

Movies include 28 Days Later, Brick Lane, Eastern Promises, Enduring Love, Hogfather, How To Lose Friends And Alienate People, It's A Free World, Millions, The Oxford Murders, Sunshine and Tim Burton's Corpse Bride.

SUPPORTED BY LONDON DEVELOPMENT AGENCY WORKING FOR THE MAYOR OF LONDON

3 MILLS STUDIOS London's Largest Studios 020 7363 3336 • info@3mills.com • www.3mills.com



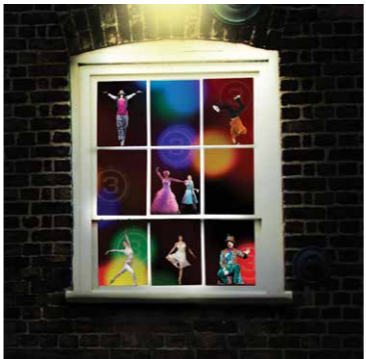
big up

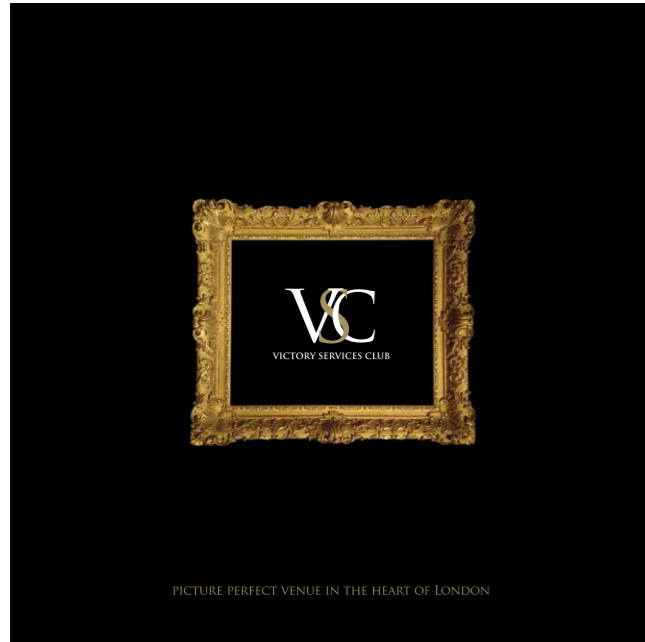
15 Stages, 20 acres with 200+ production offices, rehearsal rooms, prop stores, workshops, dressing & make up rooms, screening room, location opportunities, green rooms, 24-hr security & media village

London's Largest Studios 020 7363 3336 info@3mills.com www.3mills.com

3 MILLS STUDIOS Supported by London Development Agency

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Victory Services Club

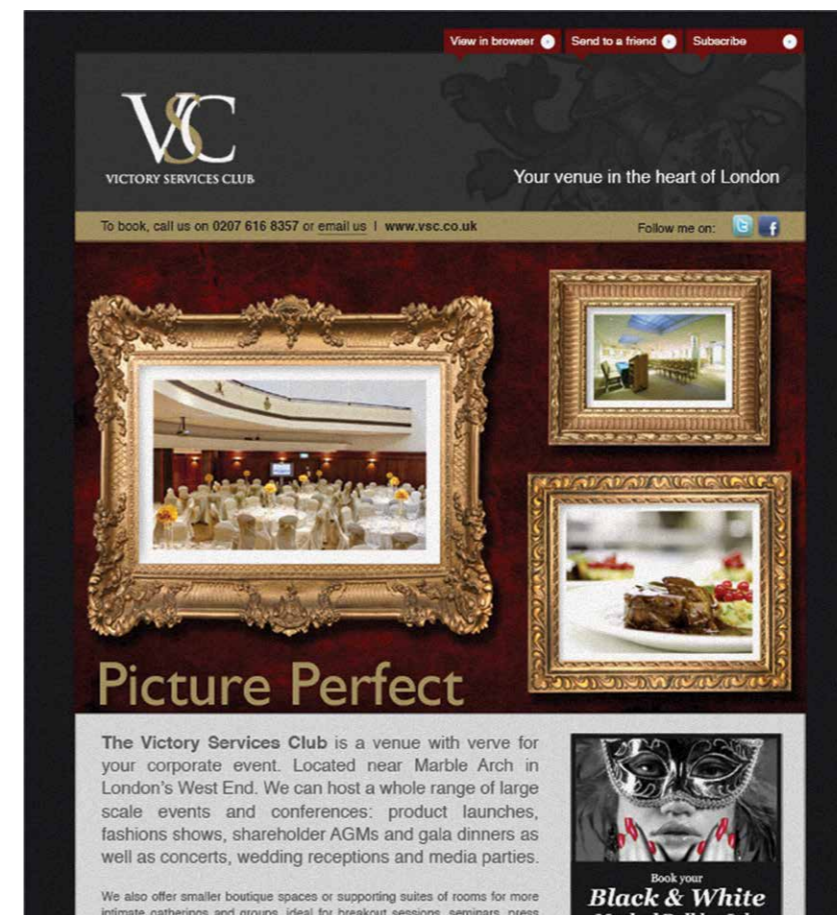
Our relationship with VSC began over two years ago with a winning creative pitch that included both the 'Club for life' campaign and 'Reunite at the VSC' – two campaigns that were immediately adopted and are still running two years and many executions later.

Most recently the unveiling of the Bomber Command Memorial in Hyde Park presented an opportunity to advertise the nearby club facilities in the special Evening Standard supplement. An RAF Scampton version of the Reunite campaign was created specially for this. These campaigns are in both print and direct eshot formats.

The venue marketing work has created a brand style and visual language tailored for the event buyer audience. Several of these projects have been award winners for VSC; the Meetings Industry Marketing Awards (MIMA) are voted by peer group marketers and represent the icing on the cake as event revenues have also been boosted considerably since we began working with the Victory Services Club.

The look and feel required for the members marketing is of course different to that required for the event buyer materials and yet there is some overlap as the core military connection is common to the appeal of both but for different reasons. Used with a lightness of touch a point of difference can be created. The venue marketing campaign features picture frames and the headline 'Picture perfect venue' The militia is used sparingly to complement the brand identity.

Our MIMA award winning work over the 2 years has included: advertising, DM, literature design, event and exhibition design and graphics, restaurant branding and interiors. We have also provided digital design for social media screens and microsites.



MIMA Best Destination Brochure
Bronze Award

Client:
Victory Services Club

Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.

www.designinc.co.uk

The Westminster Collection

The Westminster Collection is a marketing collective, representing 50+ venue members and markets the business tourism offer in the City of Westminster as the leading business destination in the world, to the benefit of its members and the business community. Both within the United Kingdom and internationally.

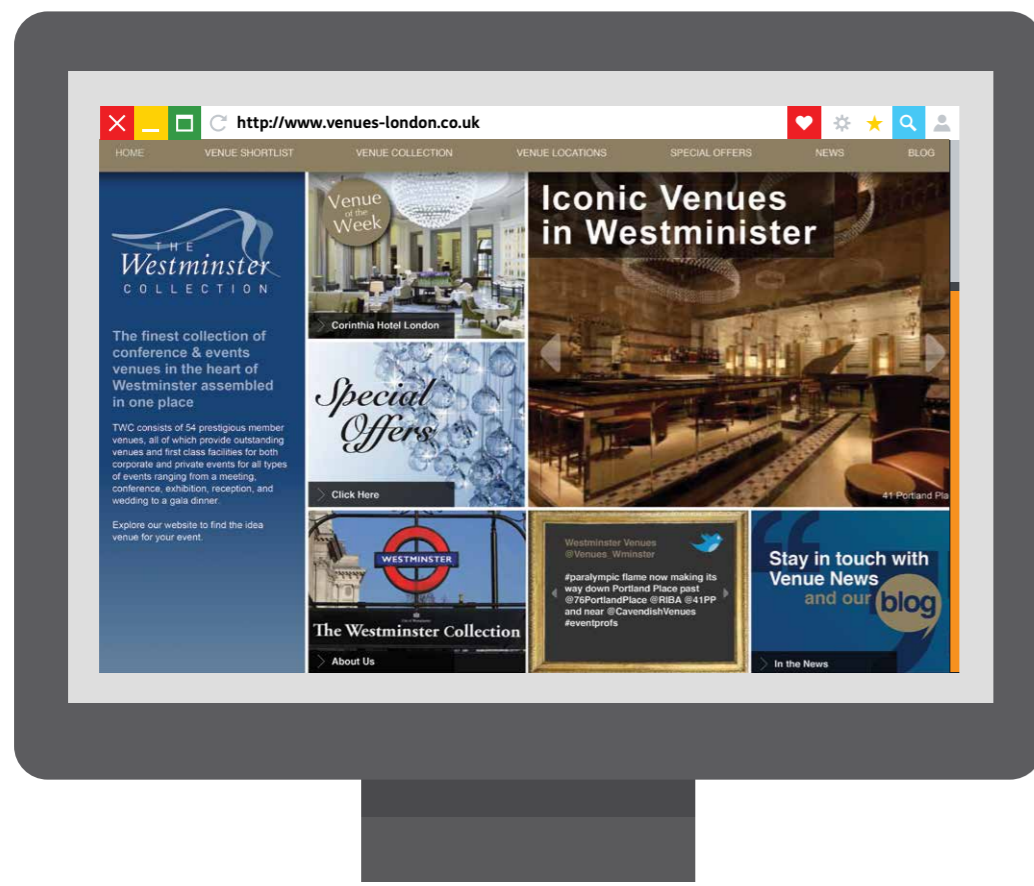
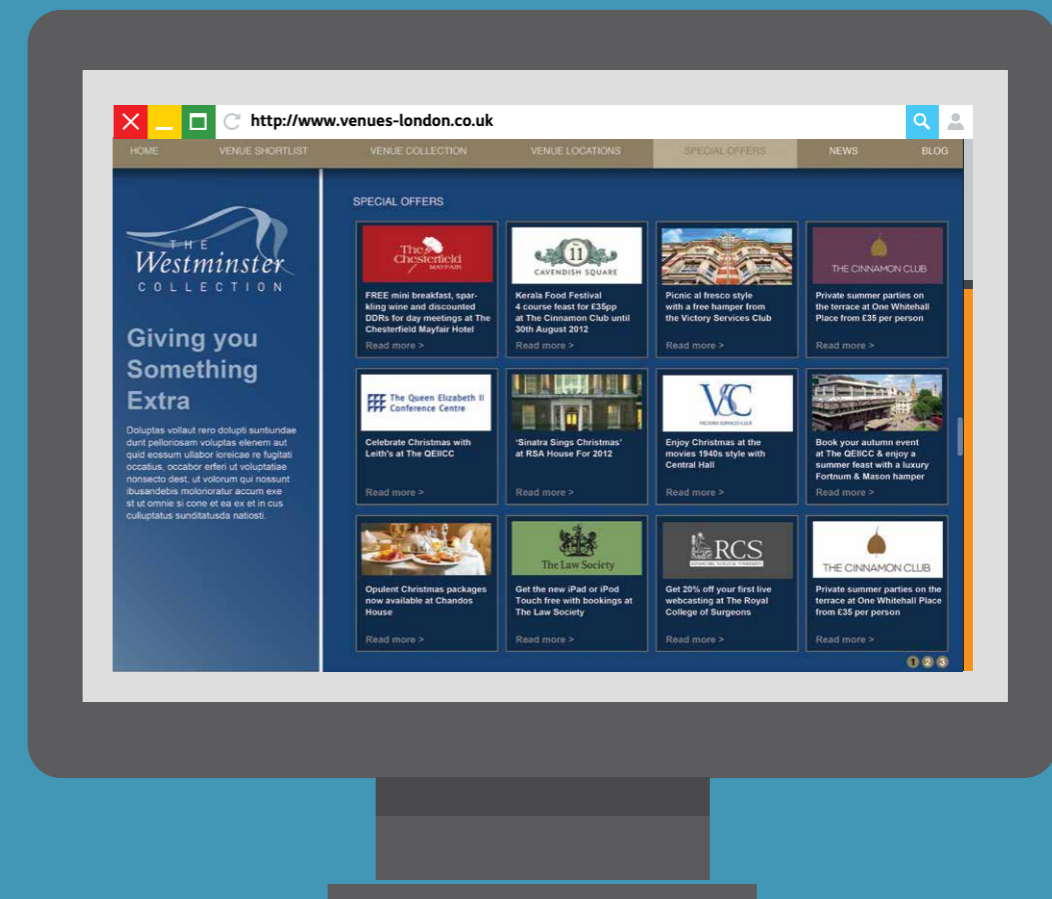
Our ongoing work has been largely supporting TWC attendance at major trade shows and other marketing and branding guidance. However we are currently working on a new major project. Design Inc were pleased to win the 4 way creative pitch and designed and built the new website for The Westminster Collection. The site is the Westminster Collection's main business asset and key marketing tool.

We developed the website as a fullscreen experience to maximise the accessibility from the large array of devices that people use to browse the internet today. The other big motivation for this approach was to exhibit the venue members of the TWC in the best way possible by using large areas of the page to show beautiful images of the venues.

The website features a considerable number of interactive features that have been built using JavaScript, HTML5 and CSS3 to ensure that they are usable across as many devices and browsers as possible.

We created a bespoke and easy to use CMS that allowed the client to amend and change independently any part of the website, allowing the website to react to industry changes, seasonal changes and important announcements and offers.

Craig Wallace of The Westminster Collection Marketing Committee had this to say. 'We really appreciated the level of thought and detail Design Inc put into this website. We felt your services exceeded our expectations and delivered exactly what we had envisaged. It was a pleasure to work with you on this project'



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.

www.designinc.co.uk



Thistle Guoman

Venue marketing is a busy and complex marketplace. New and unusual spaces offered by a wide range of new players entering the fray and constant competition from the more established hospitality industry providers. To retain and increase market share hotels must reinvent themselves and keep one step ahead of meetings and conferences, customer needs, wants and expectations.

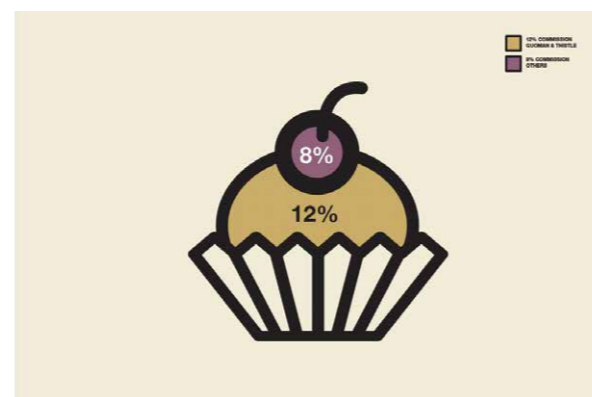
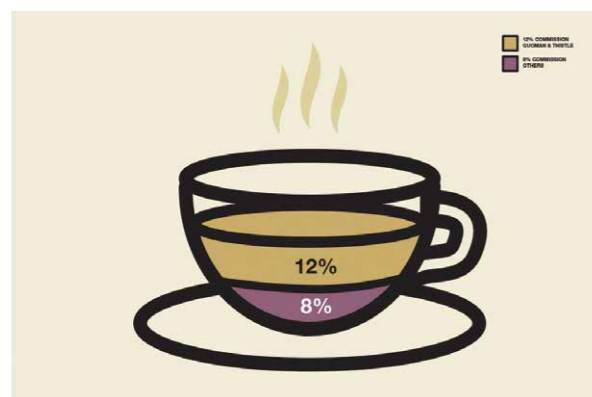
Thistle Guoman are investing in a wide ranging and multi-million pound series of refurbishments for their range of unique and individual hotels throughout the British Isles. To promote the user benefits of this investment Thistle Guoman want to initiate and maintain an ongoing dialogue with the evolving and somewhat elusive meeting booker community. That's both direct bookers and those booking through agents. Design Inc provides compelling vehicles for this dialogue in digital and print formats.



thistle

Creating a hard working and refreshing format for regular communications can be challenging. And stand alone communications need to be robust. In order to achieve standout. The design Inc solution includes developing a suite of illustrations to bring some B2B brand personality to the dialogue. These are eclectic and quirky soften the face to market. Data capture, cleansing and distribution of eshots with click-through links to special landing pages enables targeted messaging and lead conversion.

Business bookings are on the up. Communication of offers, incentives and loyalty schemes first time and repeat bookers have risen by 12% during the first half of 2012.



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.

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?

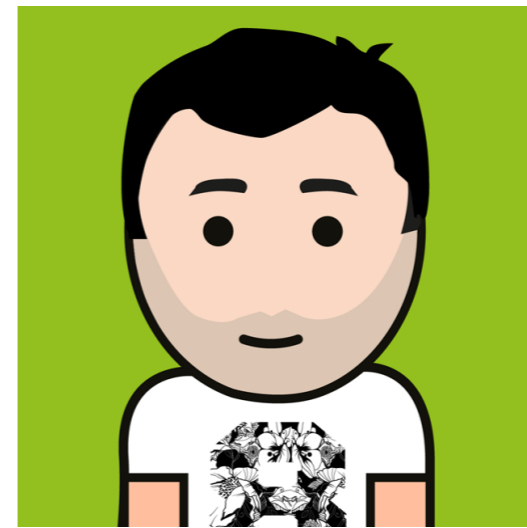
Wow, well I've been working in advertising, design and marketing for 25 years – client service has always been my core focus and today I retain ownership of the relationships with our main clients in the B2B sectors of: energy, engineering, finance, IT, manufacturing, professional services and telecoms.

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?

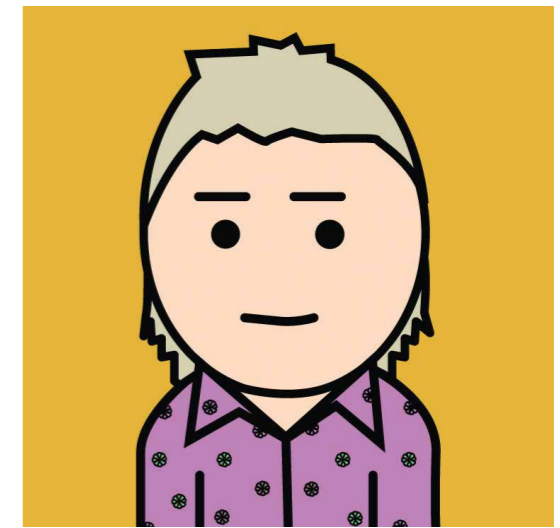
I worked in many strange places whilst studying for my Graphic Communications course, killing trout was probably the most bizarre!

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.

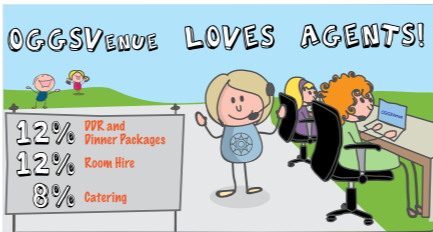
Or rummaging through design/architecture/aviation books in a charity shop. My parents and grandfather all worked for De Havilland. Best plane ever? DH 98 Mosquito.

Venue clients at a glance



Altitude 360

Brand identity, Advertising and Experiential.



One Great George Street

Work we did: Marketing strategy, Branding, Advertising, Literature and Digital.



Royal Opera House

Work we did: Marketing strategy, Advertising and Direct marketing.



Runnymede Hotel

Work we did: Literature.



Aviator Hotel

Advertising.



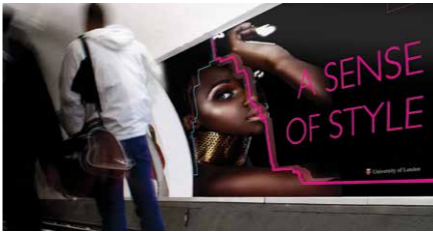
Grange Hotel

Branding and Digital.



Green & Fortune

Branding, Digital and POS.



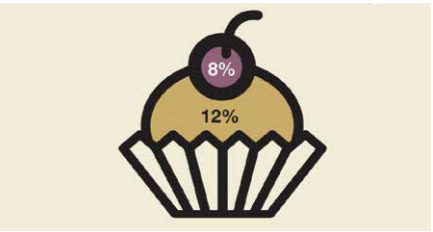
Senate House

Marketing strategy, Branding, Advertising, Literature and Digital.



Sofitel Hotels

Literature and Digital.



Thistle & Guoman Hotel

Advertising and Direct marketing.



Institute of Directors

Marketing strategy and Direct marketing.



Kensington Roof Gardens

Branding and Literature.



Kings Place Events

Branding, Digital and Literature.



The Westminster Collection

Marketing strategy, Branding, Advertising, Literature, Digital and Experiential.



Trinity Laban

Marketing strategy, Branding, Advertising, Literature and Digital.



University of London Venues

Branding and Digital.



London Film Museum

Marketing strategy, Branding, Advertising & Digital.



Mermaid

Marketing strategy, Branding and Literature.



Nottingham Conference Centre

Marketing strategy, Branding and Digital.



Victory Services Club

Marketing strategy, Branding, Advertising, Literature, Digital and Experiential.



Warren House

Literature and Digital.



3 Mills Studios

Marketing strategy, Branding, Advertising and Literature.

Event industry clients



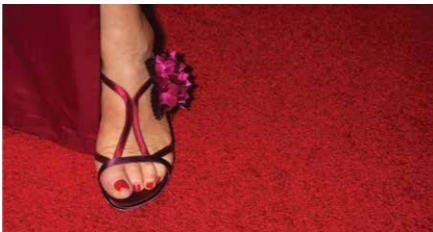
Banks Sadler

Experiential.



Conference Care

Branding and Digital.



Reservation 2000

Branding and Digital.



Global Motion

Branding and Digital.



Troika

Branding and Digital.

Testimonials

They take time to understand our business and what we are trying to achieve from our campaigns and readily offer and share experience and creative ideas. The team are also all easygoing and a pleasure to deal with. And the icing on the cake has been the 3 gold MIMA Awards we have won together.

Wendy Greenhalgh, Marketing Director,
One Great George Street

I can't imagine ever not wanting to work with Darren and Design Inc, I feel they are part of our team at VSC. Our event brochure, one of the first projects we worked on, won a prestigious MIMA award!

Karen Birks, Marketing Director, Victory Services Club

Design Inc is a highly motivated and professional team who deliver innovative and unique results tailored to your company's needs. We are pleased to be affiliated with this company and will work with them on many future projects.

Michael Green, Managing Director, One Mega Management



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