

ecobrand

Cost Effective Design & Brand Communication in a New Economy

Case Studies

Original thinking

Often imitated never equalled

FOSTER

We are driven by our commitment to innovation, quality products, customer service and the desire to protect our environment.



## Original thinking



## Hotelympia

Original Thinking was launched at Hotelympia, positioning Foster as a business which sets the standard for the commercial refrigeration industry.



## Foster marketing campaign

Foster Refrigeration has in the past only focused on its products but had begun to realise that they were a refrigeration solutions business.

We delivered a business audit which revealed activity and processes throughout the business that would have a positive impact on business growth and sales.

'Original thinking' became the theme that all subsequent marketing activity followed allowing Foster to promote all aspects of their business.





# PQA

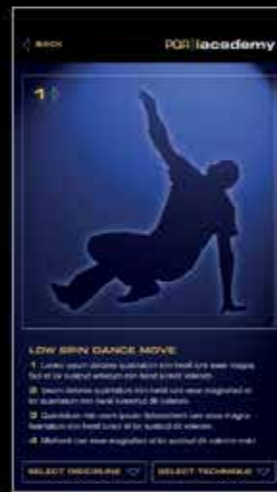
THE PAULINE QUIRKE  
ACADEMY OF PERFORMING ARTS

The Pauline Quirke Academy of Performing Arts approached us in 2007 as a fledgling company with a need for an identity and online presence with a view to testing the market for a new style of national weekend drama schools for ages 6 to 18 years.

Since 2007 the Academy has gone from 3 Academies to over 60 and is well on its way to achieving a brand goal of 100 Academies

The Brand identity has evolved along with the performing arts experience. PQA are now one of the major players in the children's performing arts arena with a sister company Quirky Kidz which feeds young talent to the TV, film and media markets.

The web site boasts one of the highest conversion rates we have recorded.







CANEBUZO (carbon neutral business zone)

While this project was developed by SEArch it was Lincolnshire County Council who provided us with the commission to brand and market the most energy efficient commercial premises in the UK

**canebuzo** Lincolnshire  
Carbon Neutral Business Zone

Business units that make business sense  
No to low energy bills

Energy customers are being warned to expect future price rises as the UK becomes increasingly reliant on gas imports. At the Canebuzo business campus you could save over £1500.00 per year <sup>per unit</sup> on your energy bills.

Available Business Units

Visit us today to see the energy friendly units  
Call us on 01474 771444 or visit our website  
www.canebuzo.co.uk

Click here to download a copy of the Canebuzo Green Leaf Brochure

Learn more about the UK's first & only fully carbon neutral business zone

**A vision for the future**

Lincolnshire County Council has always had a positive and vision for the future. It is now a vision for the future that is being realized through the Canebuzo business zone.

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SEArch were looking to take their business to a new level as a way of creating better visibility and generating financial interest for growth.

We developed the brand identity and then rolled out a new website and supporting literature.

SEArch has enjoyed a new lease of life with growing interest in their work from organisations such as DOW and Lafarge.

**canebuzo**  
fossil fuel free

**Environmentally responsible retail**

A new autonomous supermarket operating free of fossil fuels. Designed for regeneration of any site to be naturally heated, naturally ventilated, generating clean energy harvesting water and managing its own waste.

**a lighter touch on the planet**

**SEArch Architects**

Welcome to SEArch  
Environmentally responsible architecture with low carbon footprint, providing the most energy efficient buildings in the world.

**NEW Projects**  
Projects in progress

**Portfolio**  
Projects completed

**Advice**  
Projects in progress

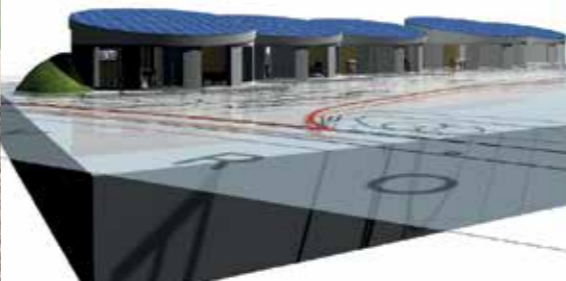
**News & Blog**  
Projects in progress

Professional Practice  
Projects in progress

Projects in progress

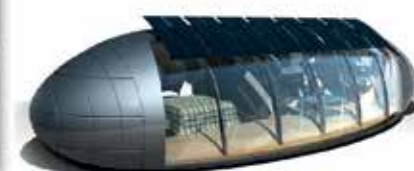
Projects in progress

Projects in progress



**Greening The Box™**  
Adopting Existing Buildings For A Fossil Fuel Free Future

**Earth Sheltered Buildings**  
A Compendium Of UK Earth Sheltered Buildings







eco-sphere believe in changing attitudes regarding the use of our planets resources and eradicating landfill.

From waste2wealth

It is possible to reuse, recycle and reduce the amount of waste we generate and convert it into wealth generation via:

Zero waste2landfill - Waste2resource - Waste2energy

We developed a brand identity which will be applied to a range of products and services.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*()\_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*()\_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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# reactive-8



# International Tin Producers

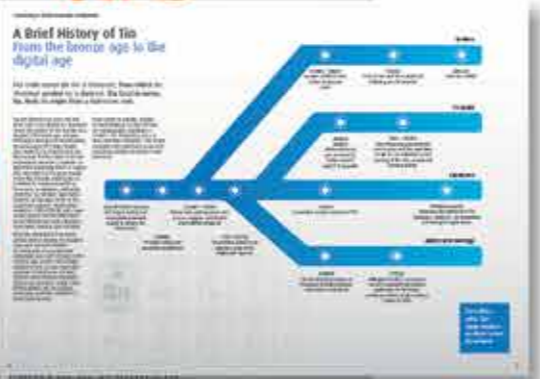
## The leading tin companies and countries

World Tin Supply

70% of global tin in recent years

China and India together account for more than 70% of global tin production. China is the largest tin producer, followed by India. Other major tin producers include Indonesia, Myanmar, Peru, and Bolivia.

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## THE INTERNATIONAL TIN RESEARCH INSTITUTE

ITRI has always been at the forefront of supporting the global tin industry and needs to reflect the changing attitudes regarding CSR and environmental sustainability.

It is because ITRI had such an impressive history with the industry that it can inform a sustainable future for tin.

We provided ITRI with a comprehensive CSR and sustainability report and supporting collateral to engage investment markets and other audiences that tin is a sustainable and invaluable resource.



**ITRI**

**Tin beyond the recession**

Tin An... lew 2009

**Tin for Tomorrow**

Contributing to Global Sustainable Development



## International Tin Conference 2012

23 - 26 April 2012  
Cape Town, South Africa



Confirmed Event Sponsors



www.itri.co.uk





### ITRI China

Expanding networks in the world's biggest market

ITRI continued to drive sales in 2015 to promote the use and innovative development in the country that is the world's biggest producer and consumer of tin.

ITRI has 18 monthly meetings in China which enable eight major Chinese tin refineries representing 80% of the country's refined tin production and 40% of global production. They play a leading role in the sustainable and responsible development of the tin industry in China. ITRI also cooperates with ITOC and other associations to conduct seminars, forums, and working sessions to promote tin refined production.

The 2015 ITRI China international tin conference attracted more than 1,200 delegates from China and the rest of the world - a record attendance in the event's history. Key topics for the tin industry - sustainable mining, recycling, sustainable growth, innovation in mining, social responsibility and globalizing tin in the tin supply chain - have been confirmed as the conference's leading global forum. The event will be repeated in Beijing again in 2016.



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ITRI CASI

During period 17th Aug. 2015 and has been responsible for the management of the ITRI China representative office.



Member company 80% of the country's refined tin production

Importing tin 40% of the country's refined tin production

#### ITRI China Associates

- 1. Anhui Tin Industry
- 2. Beijing Tin Industry
- 3. Chongqing Tin Industry
- 4. China Tin Industry
- 5. Hubei Tin Industry
- 6. Hunan Tin Industry
- 7. Jiangxi Tin Industry
- 8. Inner Mongolia Tin Industry
- 9. Shaanxi Tin Industry
- 10. Shandong Tin Industry
- 11. Shanxi Tin Industry
- 12. Sichuan Tin Industry
- 13. Tianjin Tin Industry
- 14. Yunnan Tin Industry
- 15. Zhejiang Tin Industry

## ITRI ANNUAL REPORT 2016

ITRI required for the first time, the design and production of an Annual Review. This, in fact gave us the opportunity to look at refreshing the overall brand image.

Taking inspiration from the logo, we used the triangular dot over the letter "I" as the basis for a graphic structure running throughout the annual report.



## ITSCi Due Diligence Report

ITRI continues to lead the ITRI Tin Supply Chain Initiative (ITSCi) in an effort to solve the 'conflict mineral' issue in the DRC.

We produced The ITSCi joint industry traceability and due diligence programme published in 2015.

Using Infographics this publication outlined the complicated processors involved in ensuring due diligence is delivered throughout the supply chain.

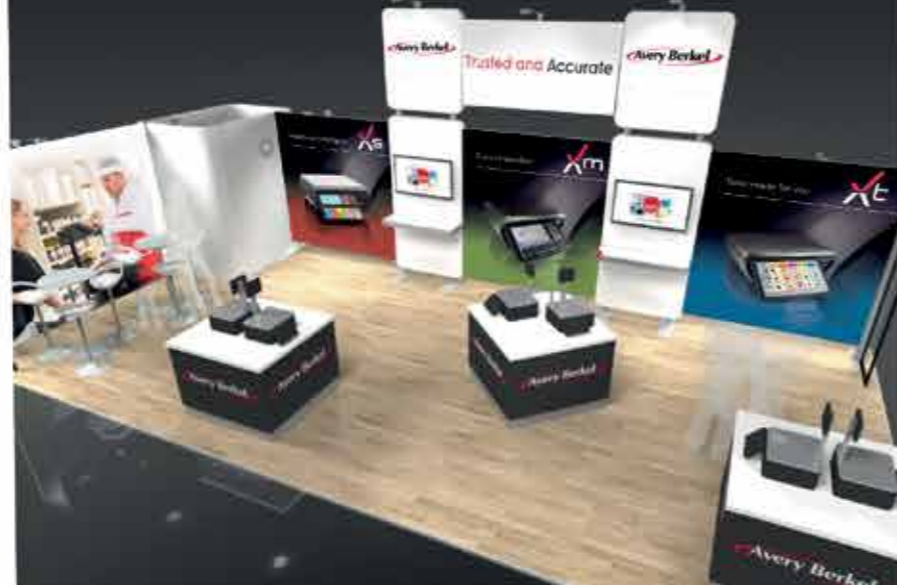
## BRINGING THE BRAND UP TO DATE

Avery Berkel have been at the heart of weighing since 1731 and continue to be the world leaders in retail scales. Ecobrand worked with their marketing team to develop their positioning, vision, values and create improved consumer engagement. Once we had identified USP's and differentiation we focused on the evolution of the brand and brand guidelines.



The first application of the new brand was the launch of the new Xs range of scales.

This launch included the creation of marketing literature, exhibition graphics and photography



Our Vision  
We will change the way the world thinks about retail weighing by constantly providing innovative solutions for an evolving world.

We will inspire our staff and partners by delivering leadership, passion and value in everything we do

By working with Avery Berkel we helped develop their vision, value and positioning statements, which in turn helped define their marketing strategy and focus on the audience segments







Gamko are the global leaders in the manufacture of professional drinks coolers for the bar, leisure and catering industries. Founded in 1958 by pioneering Dutch engineer, Mr. van Gameren, the Gamko family of experts has grown to become market leaders whose products are used throughout the world.

Ecobrand have evolved their brand presence especially in the UK markets and has worked with Gamko to develop their brand language, values and visible presence.

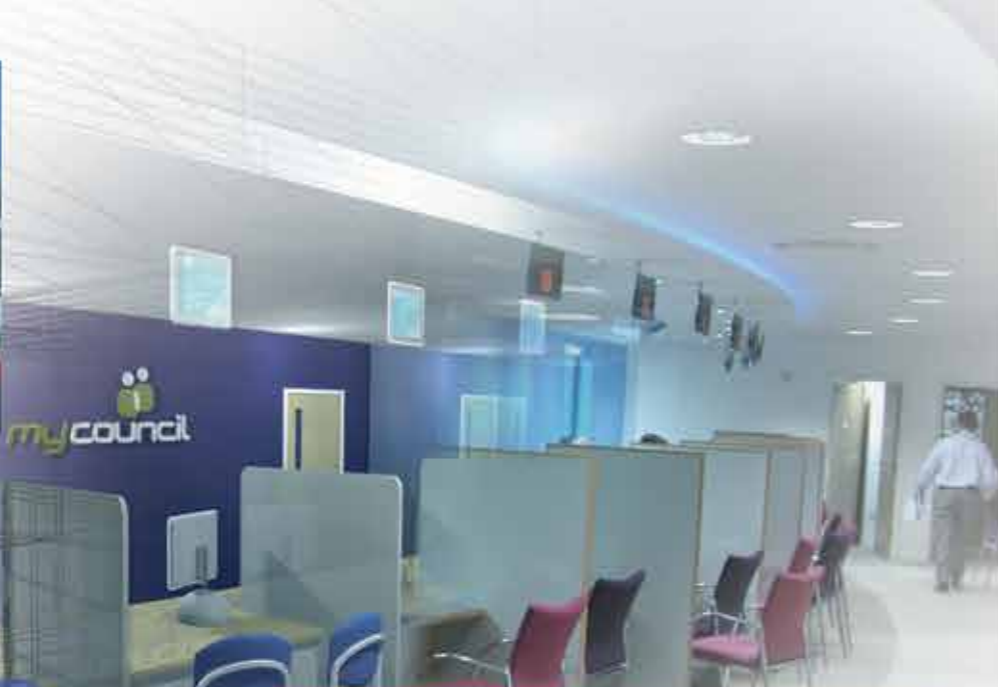


Ecobrand delivered a Vision document to establish vision, value and positioning and updated the brand guidelines.

Ecobrand also provided a selection of new photography to help establish an enhanced look and feel for their literature.







## Brand Blueprint

Slough Borough Council had an ambitious and innovative plan for creating a more open, accessible and community centred approach to their services.

A wide range of naming options were generated from which My Council was selected to best articulate the friendly, personal approach. The identity is simple and iconic with overlapping people representing sharing and togetherness.

The next task was to deliver clear channels of contact and develop a range of icons identifying actions and attitudes.



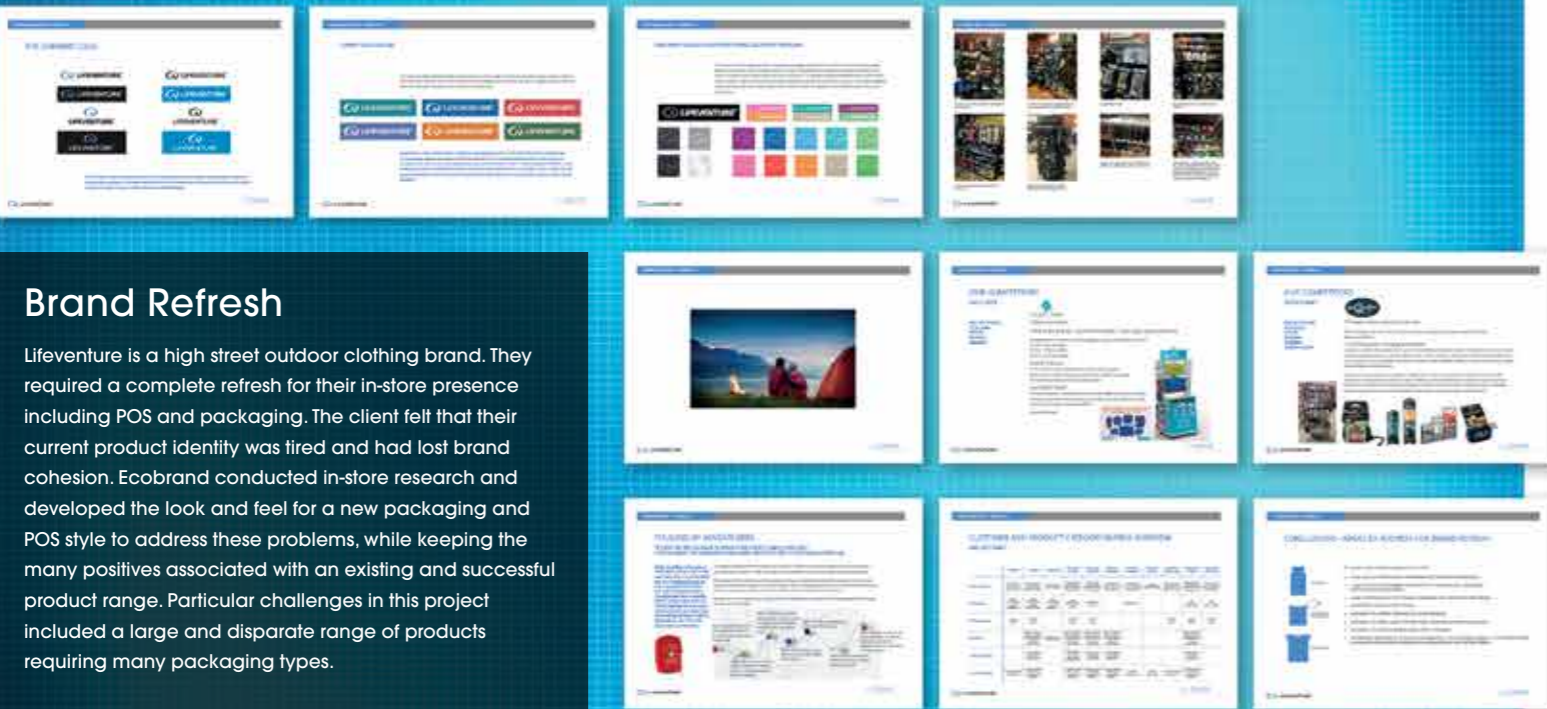




Ecobrand completed extensive competitor and point of sale research before concepts for brand messaging, promotional campaign materials and packaging visualisation began.

## Brand Refresh

Lifeventure is a high street outdoor clothing brand. They required a complete refresh for their in-store presence including POS and packaging. The client felt that their current product identity was tired and had lost brand cohesion. Ecobrand conducted in-store research and developed the look and feel for a new packaging and POS style to address these problems, while keeping the many positives associated with an existing and successful product range. Particular challenges in this project included a large and disparate range of products requiring many packaging types.







# DALER ROWNEY



## LOOKING FOR FRESH INSPIRATION

Daler-Rowney is the UK's leading producer of artists' materials including paints, papers, brushes, canvases and more. The company saw its approaching 225th anniversary as an opportunity to breath new life into the brand and try to redress competitive pressures and revive sales in this sector. The logo was to remain but all other aspects of the brand needed to be re-launched both internally and externally on a global scale.



## BRAND AUDIT

The first step was to carry out a Brand Audit. As part of this process, we visited retailers and spoke to staff, distributors, students and professional artists. This exercise highlighted that although there was a lot of respect for the brand there was confusion over the current and future direction of the business.

By developing clear messaging and updating the literature and online presence Daler-Rowney had the tools to re-engage their channels to market and the end users.

An internal exercise united staff by collaborating on a giant art installation which ran along side an international art competition.







## Cost Effective Design & Brand Communication in a New Economy

Ecobrand is a full service creative agency that specialises in design and brand communication both online and in print. We create engagement for your brand by analysing how your organisation communicates with its internal and external audiences. We achieve success by ensuring your branding works for you and creates improved reputation, visibility and engagement through your website, brochures and marketing campaigns. We will implement your strategy and deliver the best results for your budget. We have over 30 years experience working in the private, public and third sector.

From strategic advice to project-based services, we work with you on all aspects of your brand and design strategy, creating unique, impactful platforms that deliver accelerated brand awareness and loyalty at global, national and regional levels. We help deliver improved engagement in a way that inspires all audiences.

We believe that many businesses underestimate their communication potential. Our aim is to make your brand a more powerful and valuable asset that will deliver on many levels: Customer loyalty, competitive advantage, higher perceived value, point of difference, and a blueprint for future action.

## Brand Communication

Ecobrand believes that lasting sustainability strategies and programs are best developed from within. We guide our clients through a process to create a roadmap for change. We then help our clients to implement that roadmap by providing partners, action plans and enhancing the brand value by communicating progress, engaging with external stakeholders and inspiring employees.

 <b>BRANDING</b>	 <b>BRAND WORKSHOPS</b>	 <b>BRAND STRATEGY</b>
 <b>REBRANDING</b>	 <b>BRAND ENGAGEMENT</b>	 <b>BRAND REPUTATION</b>

## Creative Engagement

We will develop a tactical marketing strategy for your organisation by understanding your audiences and target markets. We will implement your strategy and deliver the best results for your budget.

We will help choose the most effective media to engage with your audiences, both internal and external. Your strategy will be implemented through design for identity and all relevant marketing communication methods.

 <b>GRAPHIC DESIGN</b>	 <b>STATIONERY DESIGN</b>	 <b>PHOTOGRAPHY</b>	 <b>WEB DESIGN</b>
 <b>LOGO DESIGN &amp; DEVELOPMENT</b>	 <b>LEAFLET &amp; BROCHURE DESIGN</b>	 <b>DIRECT MARKETING</b>	 <b>EXHIBITION GRAPHICS</b>

ecobrand

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