ASPIRE|CREATIVE

We are a strategic creative and digital marketing agency established in 2005.

We partner with local and global brands to accelerate their growth.

We’re all about delivering the results marketers need, whatever the project or budget. We treat every job with the same attention and care, and this leads to ideas and creative output that really deliver results for our clients.

Great results often means numbers and metrics - we have plenty of those to show in this document…

…but it’s not just about the numbers. Sometimes a great result comes from a short notice request and us pulling out the stops to deliver it on time. Or maybe it’s just some free advice.

We’ve been working this way for 17 years with RELX and other brands. Take a look at our work, and feel free to get in touch to discuss your next project.

ASPIRE|CREATIVE

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BRAND STRATEGY	WEB	DIGITAL	CREATIVE
Strategy & Planning	Website Design & Development	Digital Marketing	Creative Print
Brand Positioning & Identity	eCommerce Websites	Corporate Videos	Photography
Integrated Campaigns	SEO & Usability Audits	Content Strategy & Development	Design & Advertising
Company & Product Naming	Software User Interface Design	Social & Communication	Signage & Interior Environments

The following page lists out the content in this pdf by the list of capabilities provided to us by RELX Procurement.

CONTENTS

	PDF PAGE
DIGITAL	
Supporting RELX brands with website development	4
Marketing/digital campaign assets	6
Websites - visual design and success stories	9
Delivering assets for the most successful LinkedIn campaign of 2019	12
Redfaire International Website: Taking a global ERP provider to the next level	15
Video & motion graphics	18
Presentations	22
Infographics	25
Email template design	28
Case Study - Retro cinematic boost for iManage RAVN	30
EXHIBITION SUPPORT	
Year-round exhibition & event support for RELX brands	35
Graphics and creative exhibition solutions for AL-KO's worldwide trade shows	39
LITERATURE	
Literature design, artworking and project management for a global leader	42
Relaunch of training course materials for LexisNexis	45
Direct mail & lead generation campaigns	48
Illustration services	56
Photography services	59
Environment design services	68
CASE STUDIES - 360 DEGREE PROJECTS (Branding, messaging, website development, values, etc.)	
A world class brand for a leading Yorkshire law firm	71
Carrs Pasties branding and visual identity… filled with pride	74
New branding and marketing materials for Sheffield Forgemasters	79

INDEX OF CASE STUDIES BY RELX CAPABILITY LIST

CAPABILITY	PDF PAGE NO.
Direct Mail	
Lead Generation Campaigns	48
User Experience Design (User flow, site map, wireframes)	
Web Visual Design	9
Our Services - Website Design & Development	4
Web Visual Design	
Services - Web Visual Design	9
Data Visualization (i.e. charts, graphs, data)	
Infographics and Data Visualisation	25
Email Template Design	
Services - Email Template Design	28
Sales Enablement Materials, Content, etc. (i.e. sales tools, internal positioning, etc.)	
Please contact us. For confidentiality reasons we can demonstrate examples in a screenshare or meeting.	
Multimedia Content Design	
Services - Video & Motion Graphics	18
Events/Exhibition Support	
AL-KO Exhibition Support	39
Services - Event Support	35
iManage RAVN Case Study	30
Marketing Collateral	
AL-KO Case Study	
LexisNexis Training Materials	45
Value Story/Case Study/White Paper	
See Redfaire International LinkedIn Case Study Campaign	15
Please ask for additional examples	
Infographics	
Our Services - Infographics	25
PowerPoint	
Or Services - Presentations	22
Also iManage RAVN Cinema examples.	30
Social Media	
Redfaire International LinkedIn Campaign	15
SEM/SEO/CRO	
Redfaire International Website Project	18
Services - Web Design & Development	9
Persona development (qualitative)	
A part of all our work, see Lead Generation Campaigns	4
Also see Services - Web Visual Design	9
Video Creation	
Our Services - Video & Motion Graphics	18
Creative Services Support & Web Development Support	
Our Services - Website Design & Development	9
Branding and Messaging	
Wake Smith	71
Carrs Pasties	74
Forgemasters	79

OUR SERVICES - WEBSITE DESIGN & DEVELOPMENT

Supporting RELX brands with website development

We create websites and strategies designed to attract - and built to convert.

We have over a decade of experience of working with RELX Group Companies across the UK and rest of the world – helping them with Marketing Communications, Digital Projects and Marketing Strategy.

We have supported RELX Group with the design and development of RELX group websites for over a decade. Where required, we also work with RETS and REPH to deliver projects. We have experience of working closely with REPH to deliver campaigns and landing pages for our clients.

We are able to develop anything from a simple landing page to a full website or digital strategy and have experience of Open Source CMS, as well as other systems used by RELX organisations such as WordPress and Teamsite.

We also have the skills and experience to handle API integrations with a number of third party applications such as Pardot, Salesforce, etc.

Aspire Creative are a full service agency specialising in all forms of website development and digital marketing. From design and development to marketing and consulting, we specialise in building online businesses and web solutions that are scalable, engaging and intelligent.

We have an open approach and extensive experience managing digital campaigns across many industries and for multiple RELX Brands. We identify what your business needs to succeed, and generate digital solutions that deliver maximum bang for your budget.

Brands we partner with

InterAction · dine · iManage RAVN · LexisNexis · RELX Group · Stagecoach SUPERTRAM · Rolls-Royce · GBG USING IDENTITY INTELLIGENTLY

SHEFFIELD FORGEMASTERS · CARRS Pasties · The University Of Sheffield. · AL-KO QUALITY FOR LIFE · wakesmith solicitors · REDFAIRE INTERNATIONAL · BOMBARDIER

Great relationships, great results

Having worked with Aspire for the past three years, I've seen that they go the extra mile. They have developed a strong understanding of our business and how we work, using those insights on our recent website project to deliver a high quality strategic site that meets all the criteria.

Jonathan Travers

Marketing Manager, Redfaire International

Our Services
Web Development & Digital Design

Lead Generation Websites

Be it a corporate website or a landing page, our highly skilled and creative team help you to build and maintain your lead generation website to enable real growth for your business.

E-Commerce Websites

We have the skills and experience to handle any kind of e-commerce system. We've developed solutions for global stores, and Choppily solutions for local brands and smaller sites, delivering maximum ROI.

Multi-Lingual/ Multi-Regional Websites

We help organisations configure and translate their websites so they provide different content to users in different countries or regions. We also optimise Google Search results for multi-region websites .

Microsites & Start-up Websites

Sometimes it's good to start small, with someone like us to guide you all the way. Some of our largest and longest standing customers started small like this, developing their online presence as their business grew.

Custom Web Development

We're often approached to solve a business or web challenge, and have created 'world-first' web solutions this way. If you have a challenge that needs solving get in touch - we're always happy to help.

Information Architecture

In all projects our skilled team helps structure and organise your content. We use website data, unique processes, and our experience to produce an architecture that helps generate results.

Web Prototyping

We use powerful prototyping tools to design your website, enabling you to fully understand the finished product. Advanced prototypes also ensure we can test the design and inform feedback from users of your site.

UX Strategy & UX Design

To create the optimum web solution we help you understand the User Experience (UX) strategy for your website, and also help you develop your user personas through research into your target market.

Integrations & API Development

We help clients configure API's to provide integrated, complex functionality for their site. We also have considerable experience integrating with 3rd party software such as Salesforce, Pardot, and GBG IDScan.

Usability testing & audits

We help your website or application really connect with your audience. Through a proven process we identify the data that can then be used to increase conversions and user satisfaction

Bespoke Content Management Systems

We always help you understand if your business needs a bespoke CMS, or if an Open Source solution will fit your requirements and growth plans in a better way.

Open Source Content Management Systems

We're expert developers in all the major Content Management Systems including WordPress, Modx, Drupal & Joomla. We always help clients understand which CMS is best for their business needs.

MARKETING/DIGITAL CAMPAIGN ASSETS

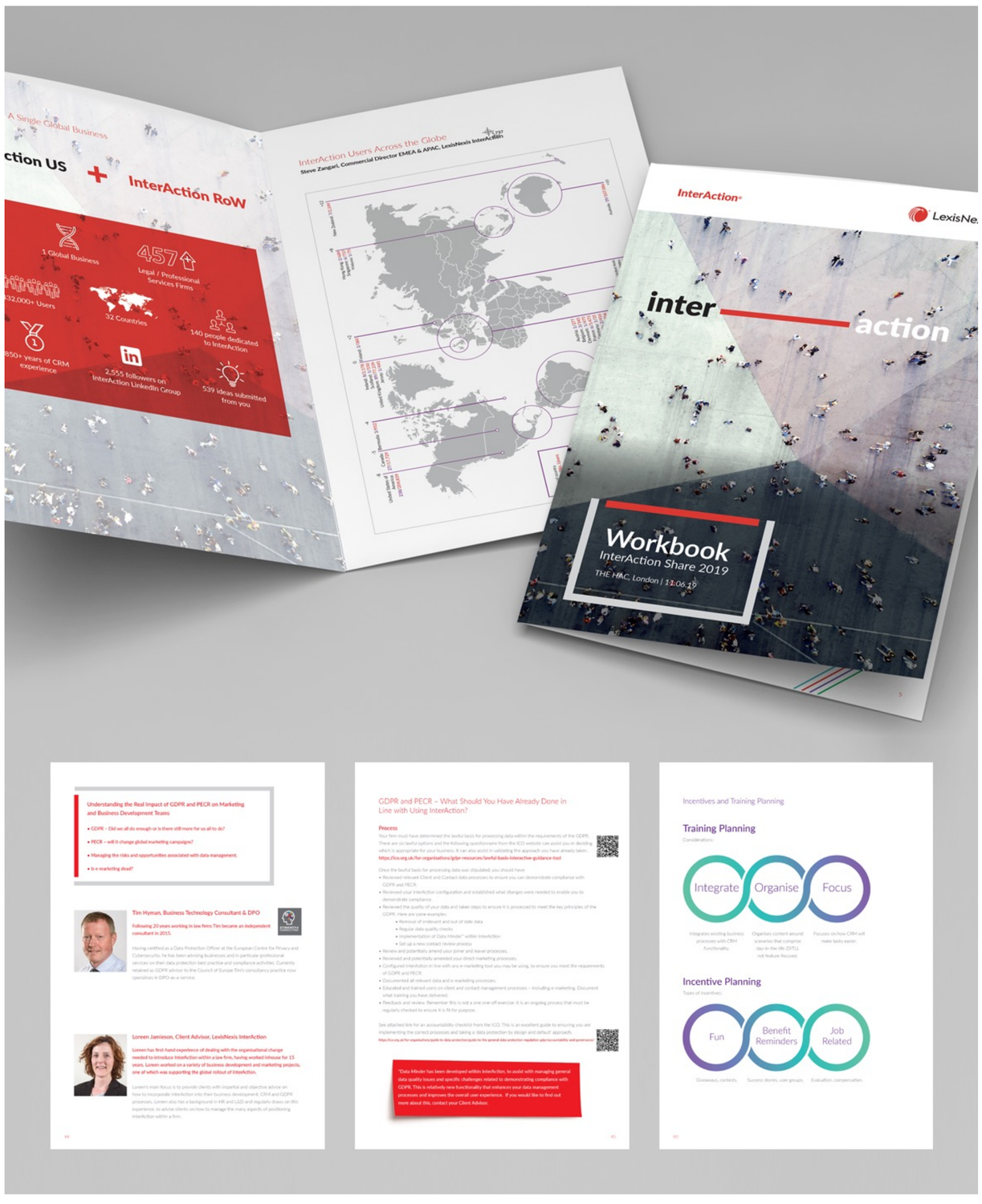
High quality, high output - marketing and design support for LexisNexis

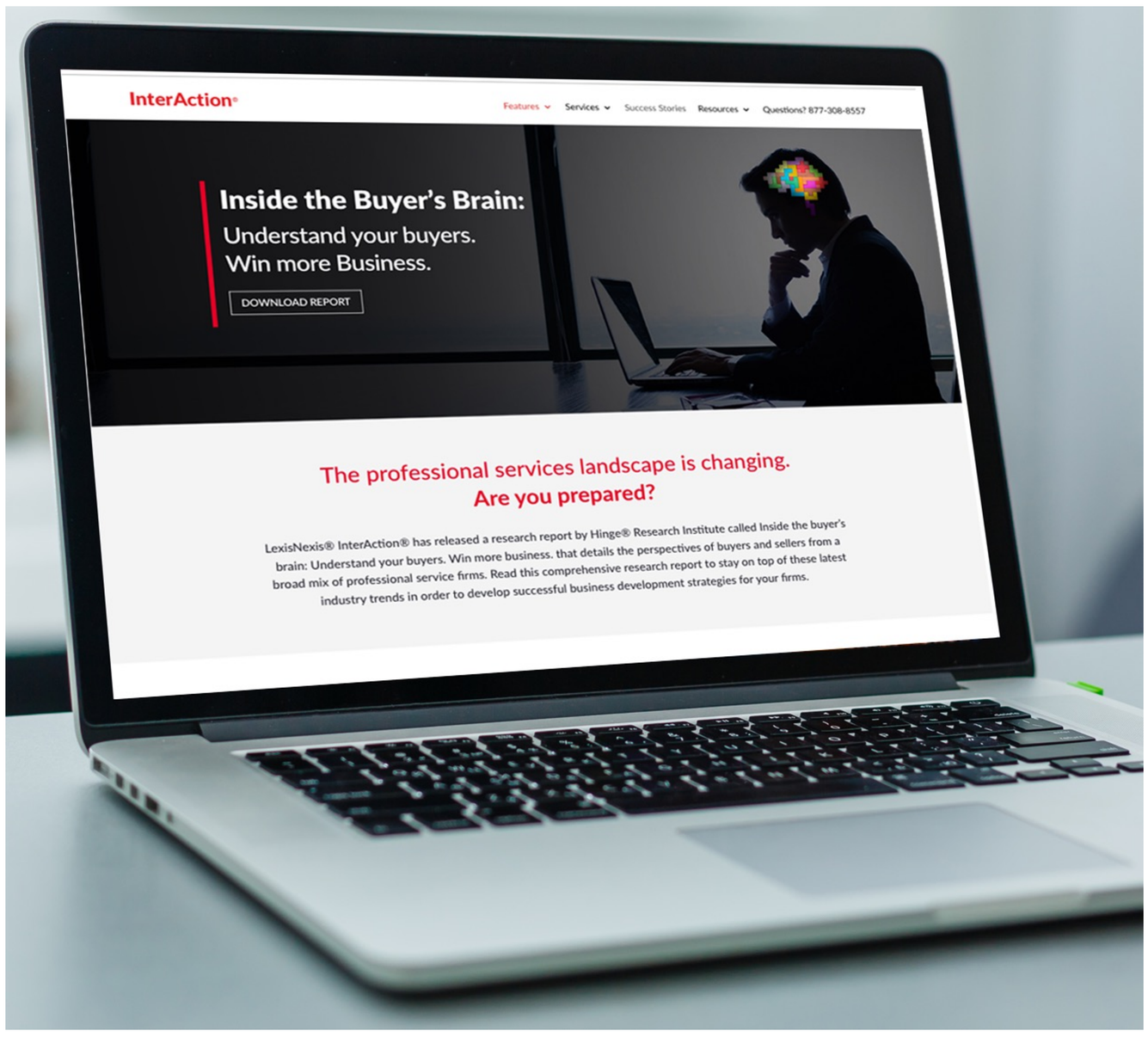
We've been delivering successful marketing and design services to LexisNexis for 15 years. Since then our relationship has grown, we've helped many LexisNexis brands with virtually every part of the marketing mix.

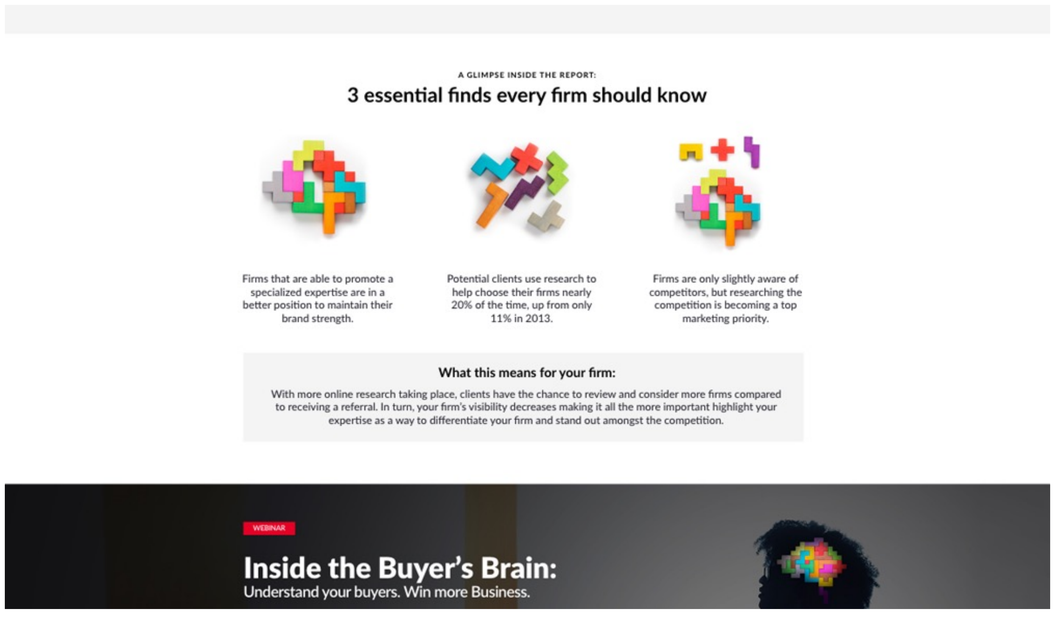
We deliver marketing and digital campaign assets across EMEA and Northern America every day for both planned and short notice projects and have delivered success in every area. We also work regularly with REPH in Manilla.

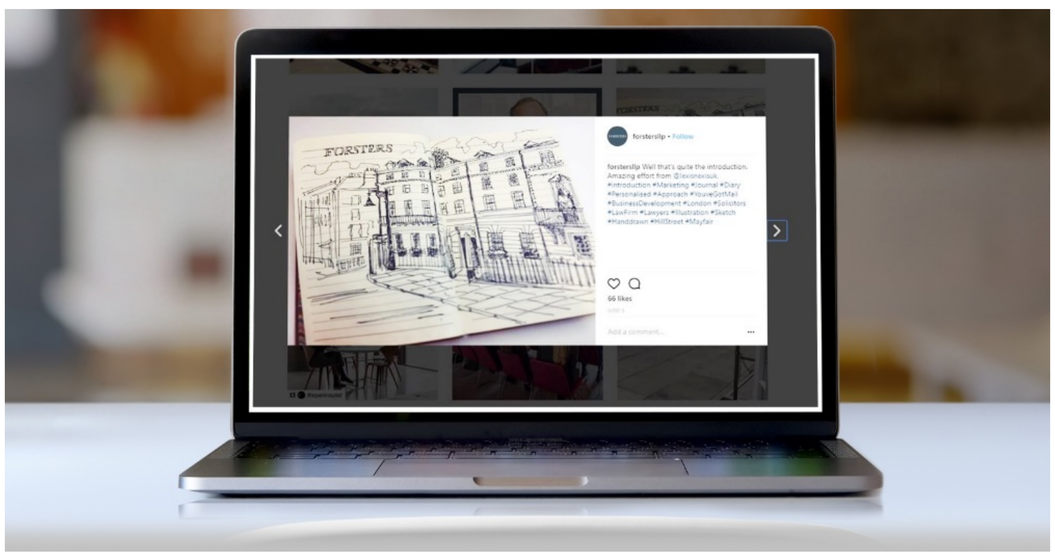
LexisNexis is a large, global organisation so we've had the benefit or working with a number of different departments such as;

InterAction EMEA (www.lexisnexisinteraction.co.uk)
InterAction US (www.interaction.co.uk)
Visualfiles (www.lexisnexis-es.co.uk)
LexisNexis UK (www.lexisnexis.co.uk)









Creative Managed Services

We work across many channels for several EMEA LexisNexis brands, delivering these kinds of marketing and digital assets on a day to day basis;

- **Imagery and content for Websites and Social Campaigns** - As we are also a web development company we understand the formats and approach required for digital marketing assets.

- **HTML Email Templates** - Development of HTML Email templates and imagery for email campaigns. We work with around 15 different email marketing systems such as Mailchimp, Pardot, Hubspot, Etc.

- **New Ideas and innovative approaches** - Creation of new, innovative content ideas and formats when required - from full InfoGraphics to smaller animated graphics and charts.

- **Charts and Diagrams** - We are skilled in the presentation of complex data - we take the client's concept and understand what they are trying to convey to create simple, effective and creative ways of displaying data.

- **Understanding of Digital Campaign & Inbound Marketing Software** - We have the skills and experience to manage campaigns in-house, and this wide range of knowledge helps us produce the correct asset for any marketing team whatever the channel or platform they are using - for example:

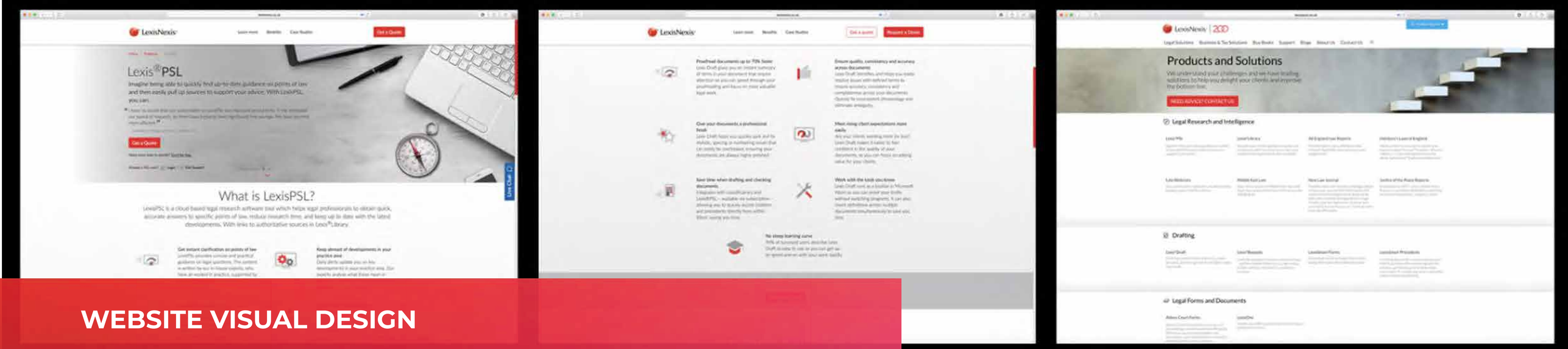
  - Email marketing software including; Active Campaign, Campaign Monitor, Mailchimp, etc.
  - CRM & Inbound Marketing including; Pardot, Salesforce, Hubspot, etc.
  - Social Channels such as Twitter, LinkedIn and Facebook, etc.

LexisNexis®

“The relationship that we have with the team at Aspire is excellent. They provide daily, proactive and reactive support across EMEA as our business requires. We can always rely on them to deliver what we need. Aspire also has a reputation across our business of going above and beyond to help us achieve our marketing objectives.

Their creative input and commitment to produce a quality output is second to none and they complete projects on time and within the allocated budget.”

Michelle Gunter, Head of Marketing, LexisNexis ES.



WEBSITE VISUAL DESIGN

Boost website performance and better connect with your customers

From discovery to deployment, we design highly engaging online experiences, which are always informed by user behaviour studies and analytics.

Our design and development teams are integrated, keeping the process smooth for our clients and ensuring that the finished product is accurate.

One of our core strengths is the ability to understand the needs of our clients. We ensure that the decisions we make and the solutions we produce align with the strategic goals of the project, avoiding costly adjustments and revisions down the line. We have an optimised workflow to ensure the correct skills at the correct time, minimising unnecessary overhead.

The result is a refined experience that we find creates strong and lasting relationships with our clients.

Our approach

Our approach to website and web application design has been tested and refined over 17 years and hundreds of websites, spanning almost every industry. We also regularly work with RELX teams such as REPH and RETS.

- Discovery + User Research
  Getting to know you (and your users)
- Strategy
  Envisioning a site that means business
- Planning
  Turn strategic direction into a blueprint for the site
- Design
  Bringing the website to life
- Copywriting
  Finding the words to inspire and convert
- SEO
  Maximizing relevance, reach, and discoverability
- Development, QA and Launch

How to build a better-converting website

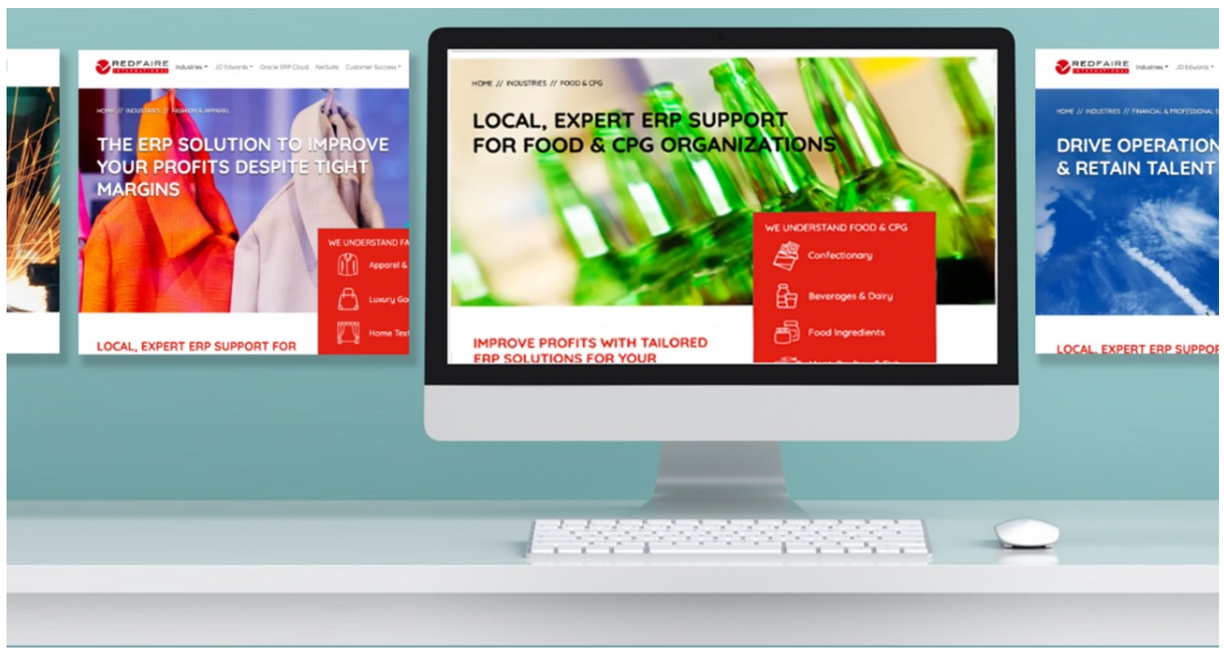
Every website is built to achieve different goals – from sales, to leads, to engagement. But to create a website that actually meets those goals, it's critical to design it the right way.

Design for your users

We put the needs of the site's users first. If you don't know what users' needs are, we need to ask them. We can also use data to inform the site design. As a user-centered agency with considerable experience of interpreting web data, this principle is the foundation of everything we develop.

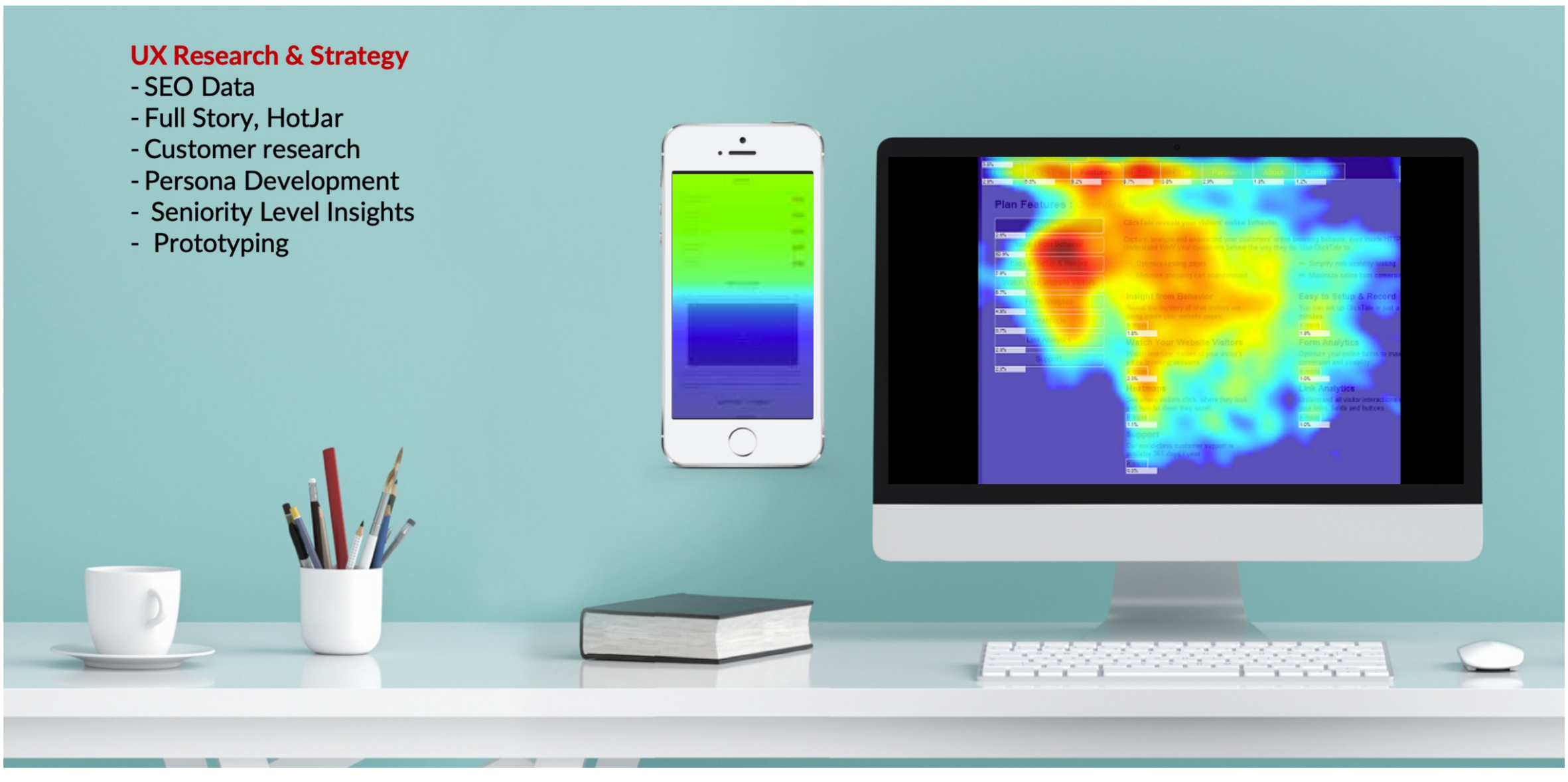
Design with a purpose

Naturally, a website should look great, be aesthetically consistent and fit with the brand. But it also needs to be built with a clear view of its most important goals and conversion points, and how the website will support users on their journey toward those goals.



Design for discoverability

A website must be designed so that people can find it – and that starts with search engine visibility. A great site should be technically optimised, and built so that there are relevant, engaging landing pages for users to land on. The technical aspects can also inform your site architecture, navigation, etc. and can therefore be a part of the visual design of a site.



SUCCESS STORIES

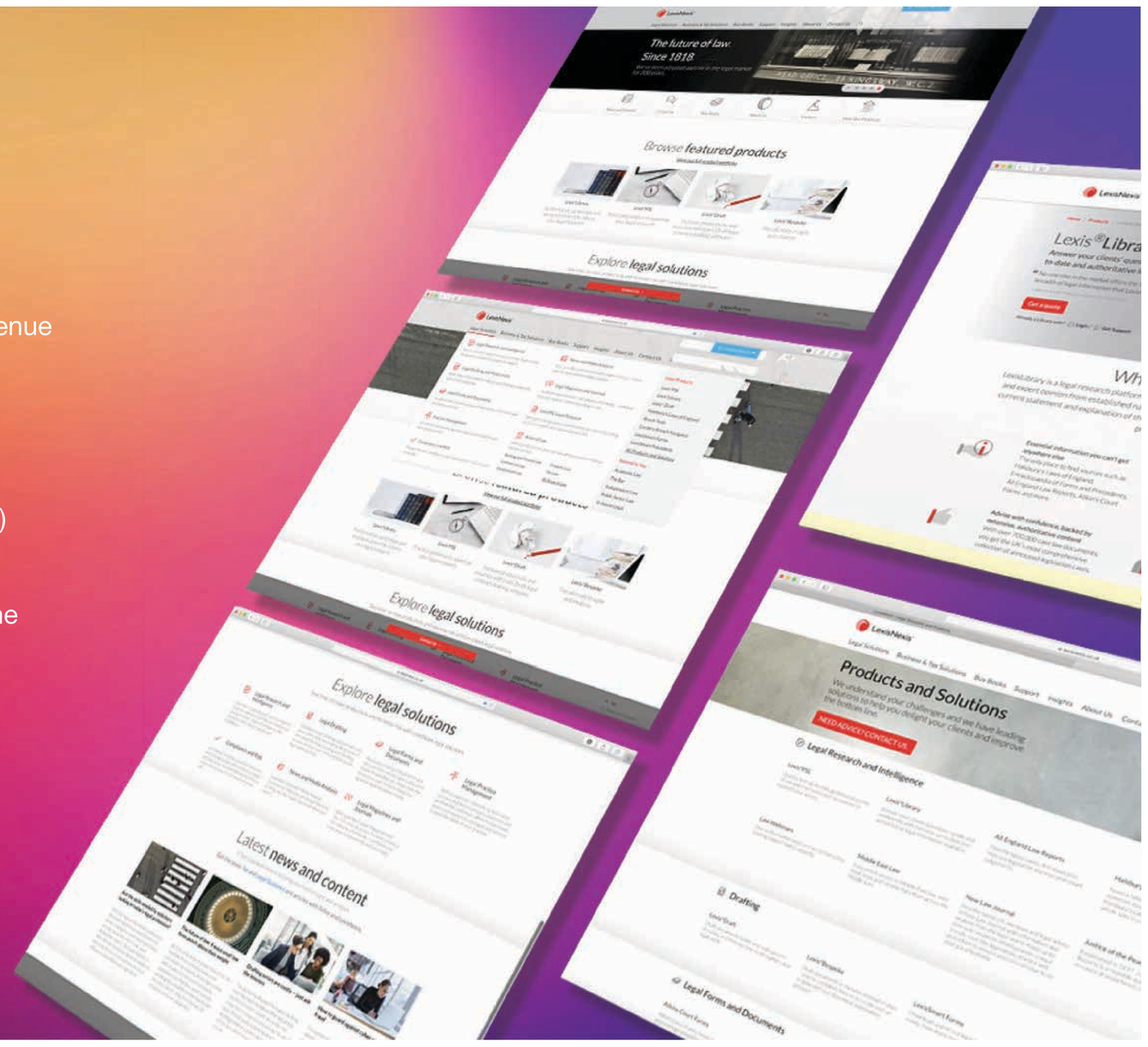
LexisNexis

Website Visual Design - Conversion Rate Optimisation (CRO)

Objectives
- Redevelop key product pages to improve conversion & lead revenue
- Greatly improve digital experience of visitors
- Produce lightning fast, responsive, desktop and mobile pages

Strategy
- Track & analyse existing visitors (Full Story, detailed UX Analysis)
- Interpret and act on client website data and knowledge
- Develop bespoke landing pages following UX best practices.
- Simplify design & update style to improve clarity and enhance the onsite customer journey.
- Implement findings, test & iterate.

Results
+ 50% increase in website lead revenue (first quarter)
+ 50% increase in second quarter



Oracle ERP – SEO & PPC for EMEA

Objectives
- Maximise search exposure across all relevant search engines
- Improve conversion rates in main territories
- Improve clients view on account activity via dashboard reporting

Strategy
- Restructure AdWords accounts across 16 different accounts spanning 16 different countries
- New reporting schedule set up to give client more analysis
- Set up Bing accounts for main markets
- Set up remarketing and RLSAs across all accounts
- New landing pages introduced for main campaign areas
- Create new conversion codes to track free trials

Results (2019 vs 2018)
- **Our data-based approach enabled the client to exceed sales lead targets, while staying within a budget that they were comfortable with.**
- **1,254.64% increase in paid traffic year-on-year**
- **887.5% year-on-year increase in goal completions**

REDFAIRE INTERNATIONAL

MARKETING/DIGITAL CAMPAIGN ASSETS

Delivering assets for the most successful LinkedIn campaign of 2019

Aspire Creative was proud to be asked by Redfaire International, a global player in enterprise resource planning (ERP) solutions, to deliver ongoing all their requirements for marketing and digital assets.

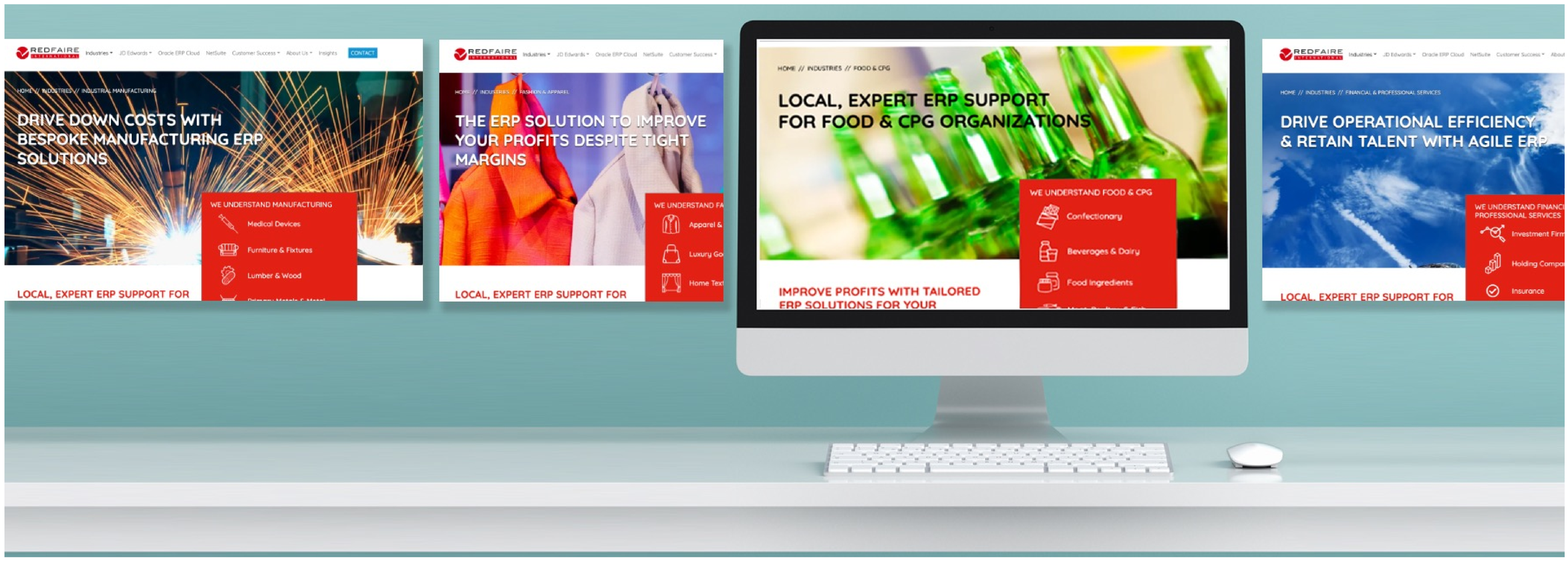
We set up a simple support contract where we estimated the likely work over an entire year, and each year we deliver everything the company needs within a few pounds of that budget.

Redfaire International is a dynamic company with strong growth. It delivers Oracle ERP systems to leading companies worldwide, and for that reason, constant support is required for a very wide range of communications. Sometimes a marketing team member may handle the delivery of a campaign themselves and we just supply the assets and sometimes we are asked to take on board a complete project.

Last year we also delivered a new, global website for them where we delivered everything; from copy writing to SEO to launching a German translated version of the website.

Simpler day-to-day projects also regularly arrive and come from any one of a number of marketing managers, non-marketing qualified staff, or internal designers. We therefore need to help with what are varying levels of experience of marketing to meet the company's business objectives.

- **B2B Social Media**
- **LinkedIn Paid Advertising**
- **Conversion Rate Optimisation (CRO)**
- **Landing Page Design and Copywriting**



LinkedIn's most successful response rate of 2019

One of most successful projects was a campaign built around a case study for one of their main clients. The client handled the brief, and we delivered all the required assets for the project, including;

The detailed 16 page case study

We worked with the client to understand what level of information was required for the audience. Because the solution we were communicating was quite complex, the case study needed to be detailed enough to cover all areas of the solution. We also developed an approach to integrate key 'impacts' on each part of the solution so readers would be able to take away the key messages by 'skimming' the content, before reading the entire case study. The end result was a really compelling piece of literature around which we based a very successful campaign.

Aspire Creative's work

We delivered:

Engaging ways to present quite complex information - process diagrams and charts for example.
Imagery - the client was able to supply some imagery from their customer, and this needed to be supplemented with additional stock imagery. This took research to ensure it was 100% correct for the market, and the geographic location of the customer.

LinkedIn Advertising

The client had taken some LinkedIn training so wanted to manage the campaign themselves.
They did also have the security to know that Aspire Creative have a lot of experience of running LinkedIn campaigns. Therefore, we were able to help and guide the client with the process at various stages and produce the high number of variations required for the advertisements.

Outcome

The campaign received an astounding 16% response rate, which that year was the most successful LinkedIn campaign of its kind.

REDFAIRE INTERNATIONAL

Redfaire is part of Redfaire International, a global consulting firm of leading Oracle ERP consultants. Redfaire International unites the resources of leading Oracle ERP partners worldwide, to provide international rollout and deployment services.

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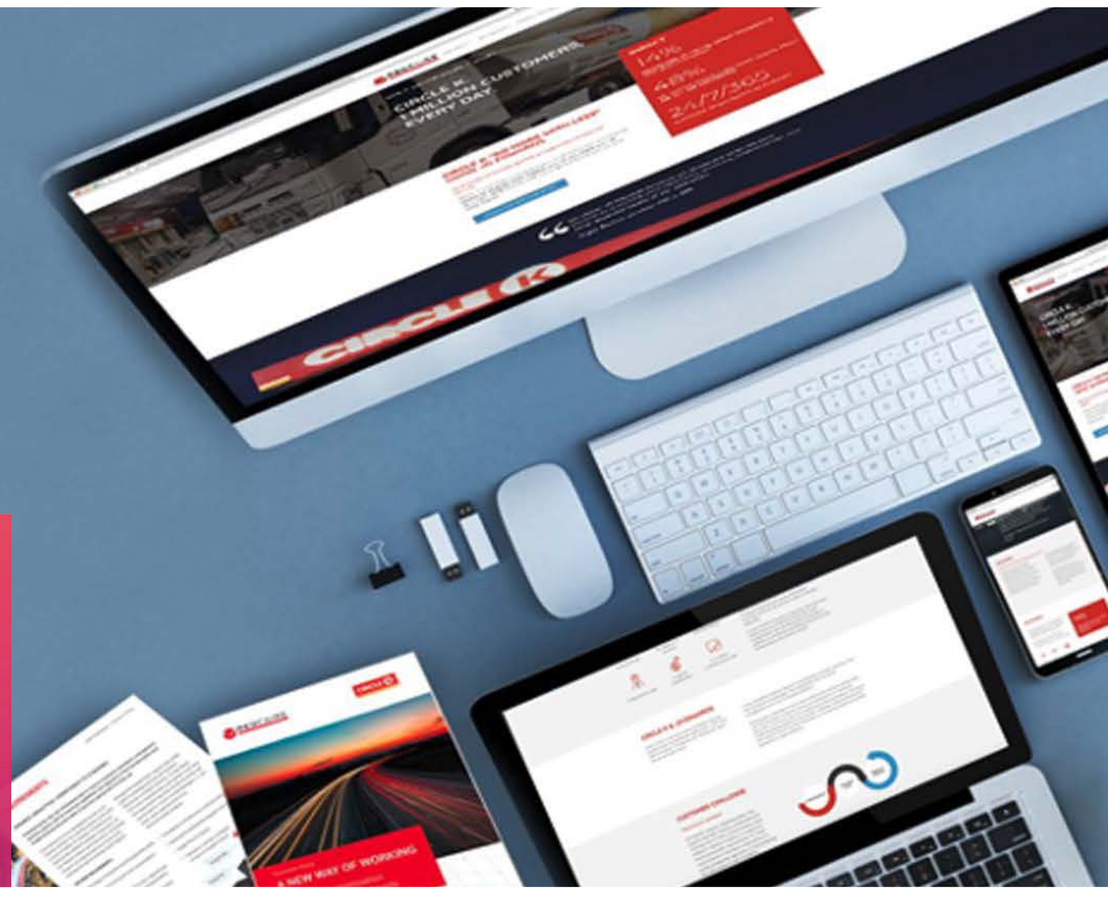


REDFAIRE INTERNATIONAL

MODE WEBSITE DESIGN & DEVELOPMENT

Redfaire International Website: Taking a global ERP provider to the next level

Aspire Creative were proud to be asked by Redfaire International, a global provider of Oracle Enterprise Resource Planning (ERP) solutions, to deliver an inspiring new website.

The challenge was to ensure the company's first-class services had the gravity they deserved in an accessible and attractive way - targeting multiple industrial sectors and worldwide markets.

A significant bonus was that Redfaire International granted Aspire Creative 360-degree control of the project. We pulled together our design, web development, copywriting and SEO services, meaning we could deliver an impactful website with all the dots joined up.

So, this was an opportunity to show our full skill sets for a successful business that works with some of the world's biggest brands.

Our work - www.redfaireinternational.com

Redfaire International is a dynamic company with strong growth. It delivers Oracle ERP systems and managed services to leading companies worldwide, and for that reason, we set out to deliver a website with a strong style, confident copy and engaging imagery (photographic and graphic).

REDFAIRE INTERNATIONAL

ASPIRE | CREATIVE

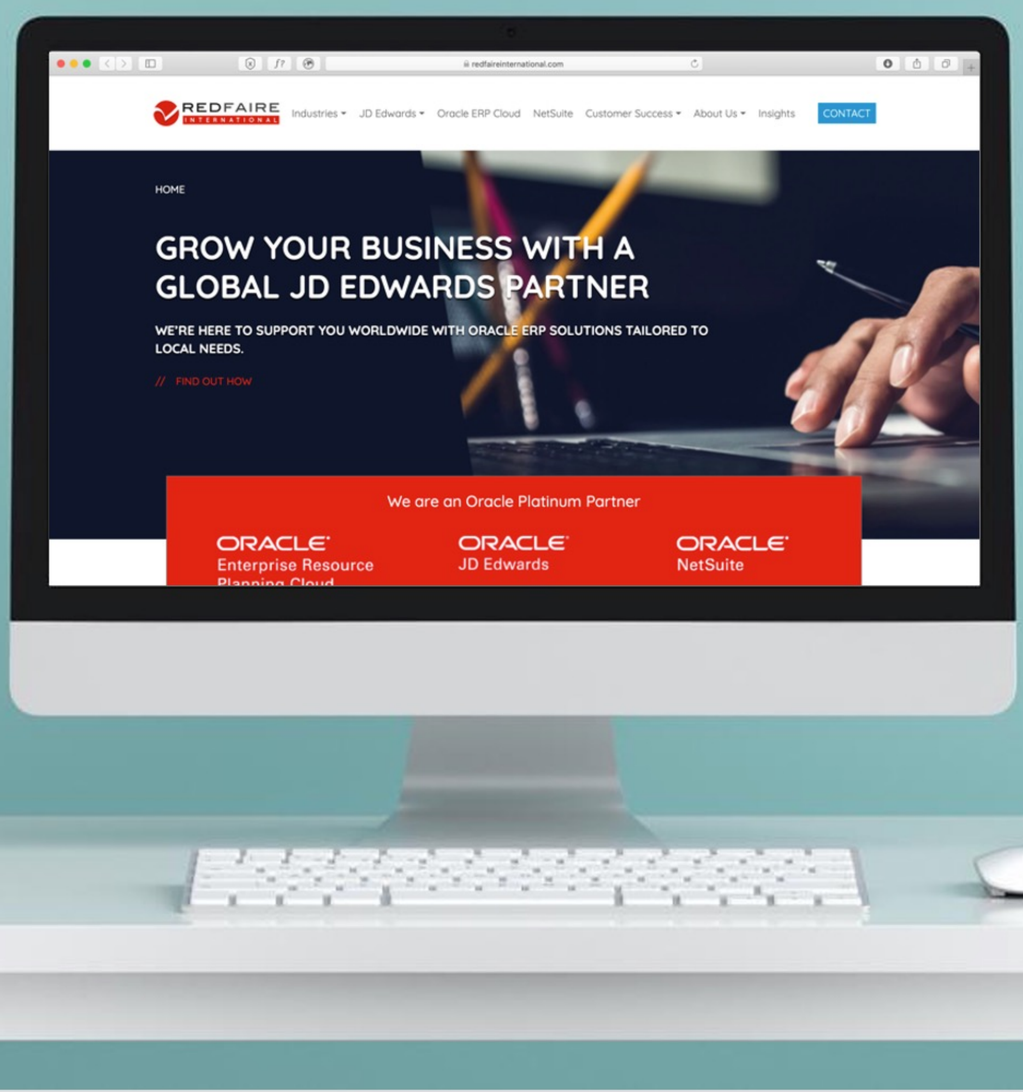
Develop a large and complex multi-country website project on time, and on budget.

OBJECTIVES

- Increase search exposure, conversion and site performance across all territories

- Combine 8 websites, with 4 EN versions with duplicated content & work to a set budget
- Fix a complex Google Penalty (manual & algorithmic)

- Design, develop and copy write the new website site
- Work with specialists in each area to develop copy
- Generate highly performing landing pages
- Develop a platform for multi-country sites (US/UK/DE)



Highlighting the positives

ERP solutions are very technical, operating 24/7 in the background and delivering huge process and cost efficiencies. These systems require significant investment, so we used design and UX (User Experience) techniques to highlight key benefits throughout the website. Then, we took a similar approach to adding customer testimonials and case studies to reinforce key positive messages to visitors.
Case studies are necessarily high in detail to explain complex ERP concepts. But we introduced sections titled ‘Impacts’ in those case studies to show at a glance how Redfaire International’s expertise drove a business forward.

SEO audit and implementation

We conducted an extensive on-site SEO audit of Redfaire International’s previous website, and those of competitors to identify significant opportunities to improve search engine rankings.

Extensive keyword research identified target phrases to use in copy and site planning to maximise the drive for more relevant organic traffic. We also employed best-of-practice SEO techniques while building the site.

The results

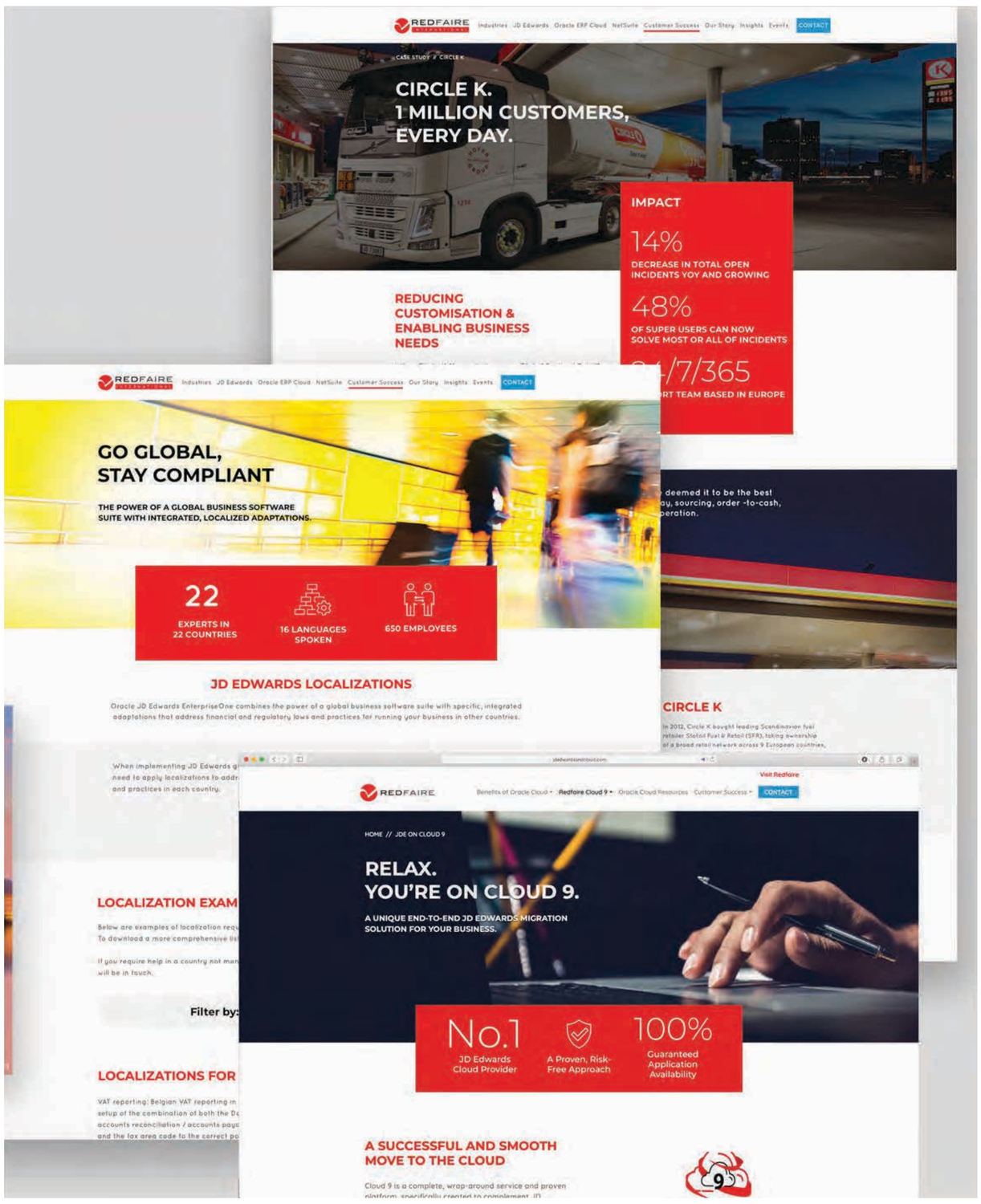
The new Redfaire International website, designed and built by Aspire Creative, is engaging visitors more than ever before. Traffic from all sources is up, but especially so from organic search (+37%). Important engagement metrics are also up significantly, such as the number of pages viewed per session rising by 43%.

We delivered

- A ‘360 Degree Website Project’, from strategy, to copy, SEO, design and all development.
- Created on the MODX CMS framework.
- Completed on time and within budget (< 4 months)
- Multi Country Landing Pages
- Additional Landing Pages for product and solution areas.

Outcomes:

- Increased Organic Search, Direct, Referral and Social Traffic
- Organic search sessions up by 37%
- Number of pages viewed per session up by 43%
- Overall increase in SERPs / ranking positions
- Flexible and easy to use multi-lingual site that shares content.
- Site also contains multiple landing pages that are not visible to the general public. These pages formed the basis for a LinkedIn campaign - the campaign received an astounding 16% response rate, which that year was the most successful LinkedIn campaign of its kind.



REDFAIRE INTERNATIONAL

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Jonathan Travers, Marketing Manager

Redfaire International

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SEO & Usability Audits
Software User Interface Design

DIGITAL

Digital Marketing
Corporate Videos
Content Strategy & Development
Social & Communication

CREATIVE

Creative Print
Photography
Design & Advertising
Signage & Interior Environments

OUR SERVICES - VIDEO & MOTION GRAPHICS

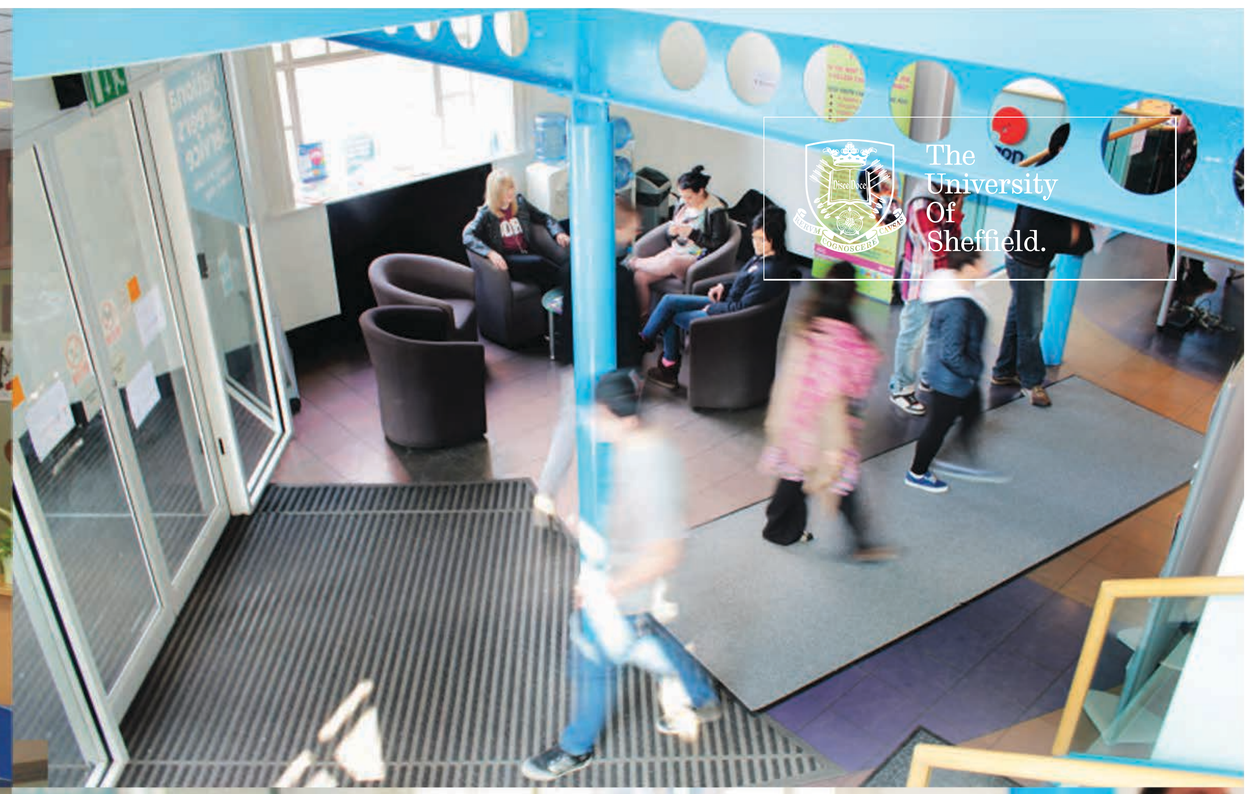
Invigorate your brand through efficient communication and stylish graphics

Aspire Creative develop video content for every industry and every stage of the customer journey, from awareness to advocacy. Check out all of our video production services here for an idea of what we can do.

If you're not sure of exactly what you need then we're always happy to help with a no-obligation initial consultation.

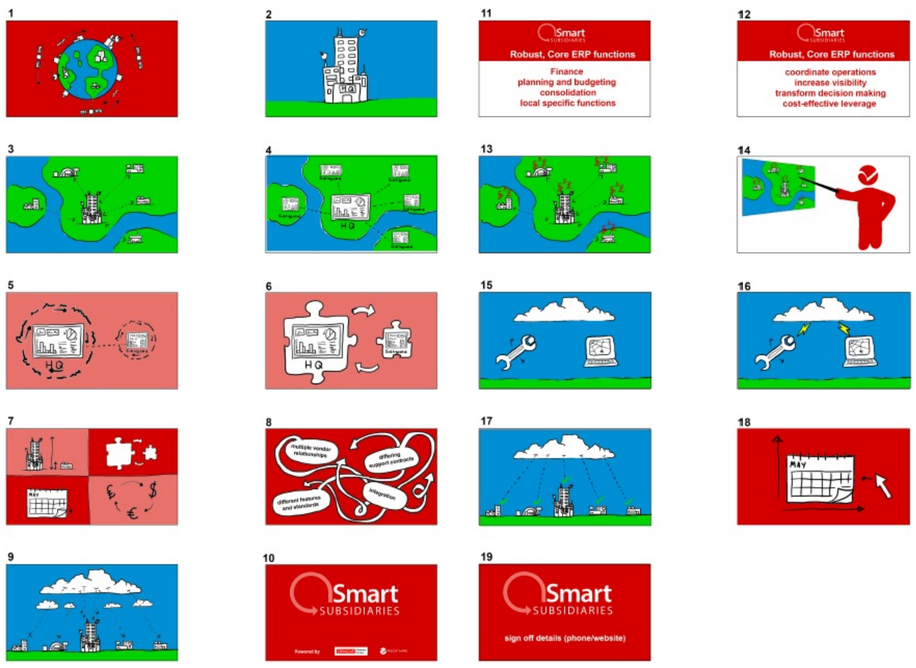
Our video and motion services:

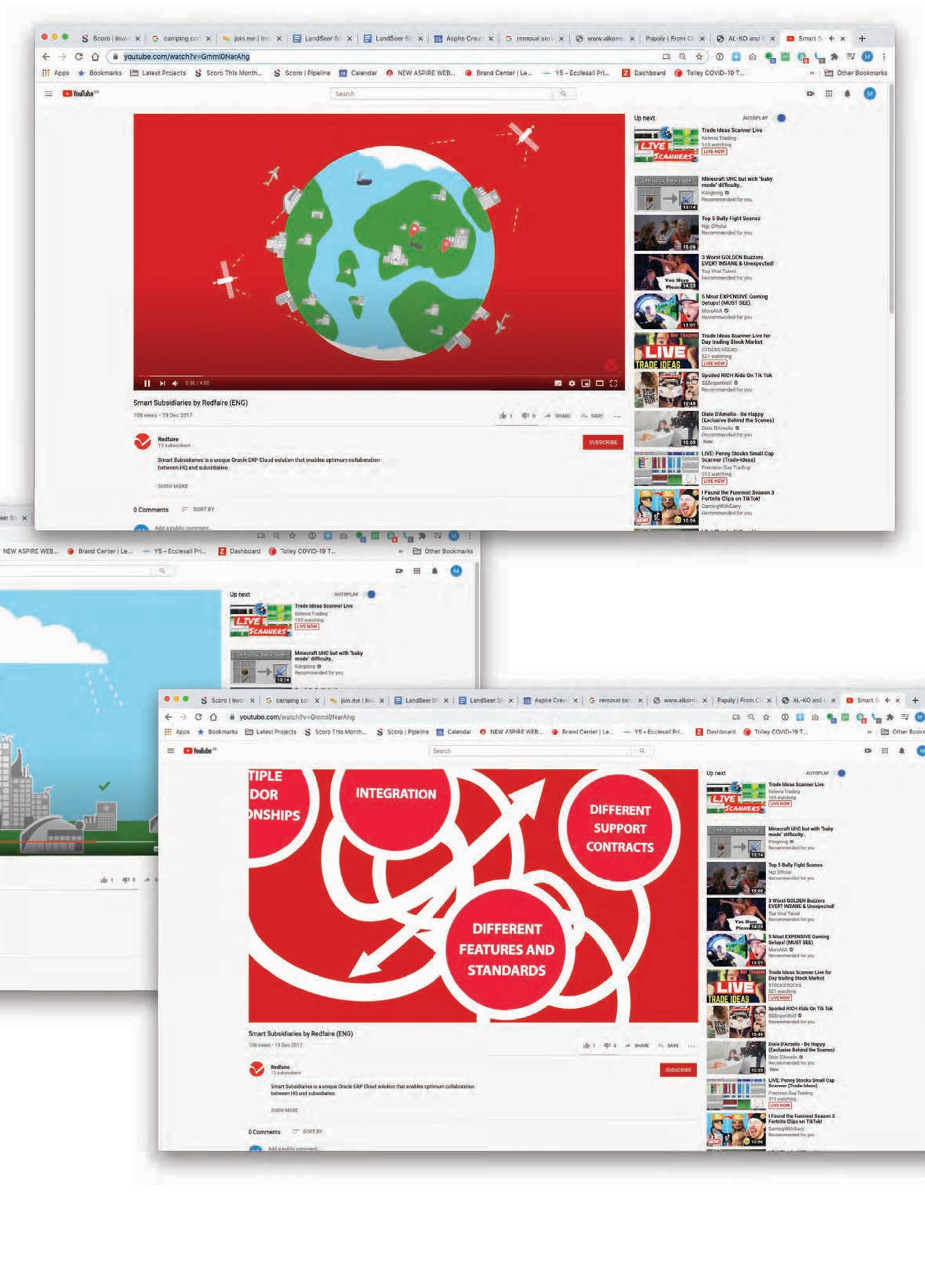
- **Explainer videos**
- **Motion graphics**
- **Corporate videos**
- **Promotional videos**
- **Animated content for websites**
- **PowerPoint and presentation design**



Explainer Videos

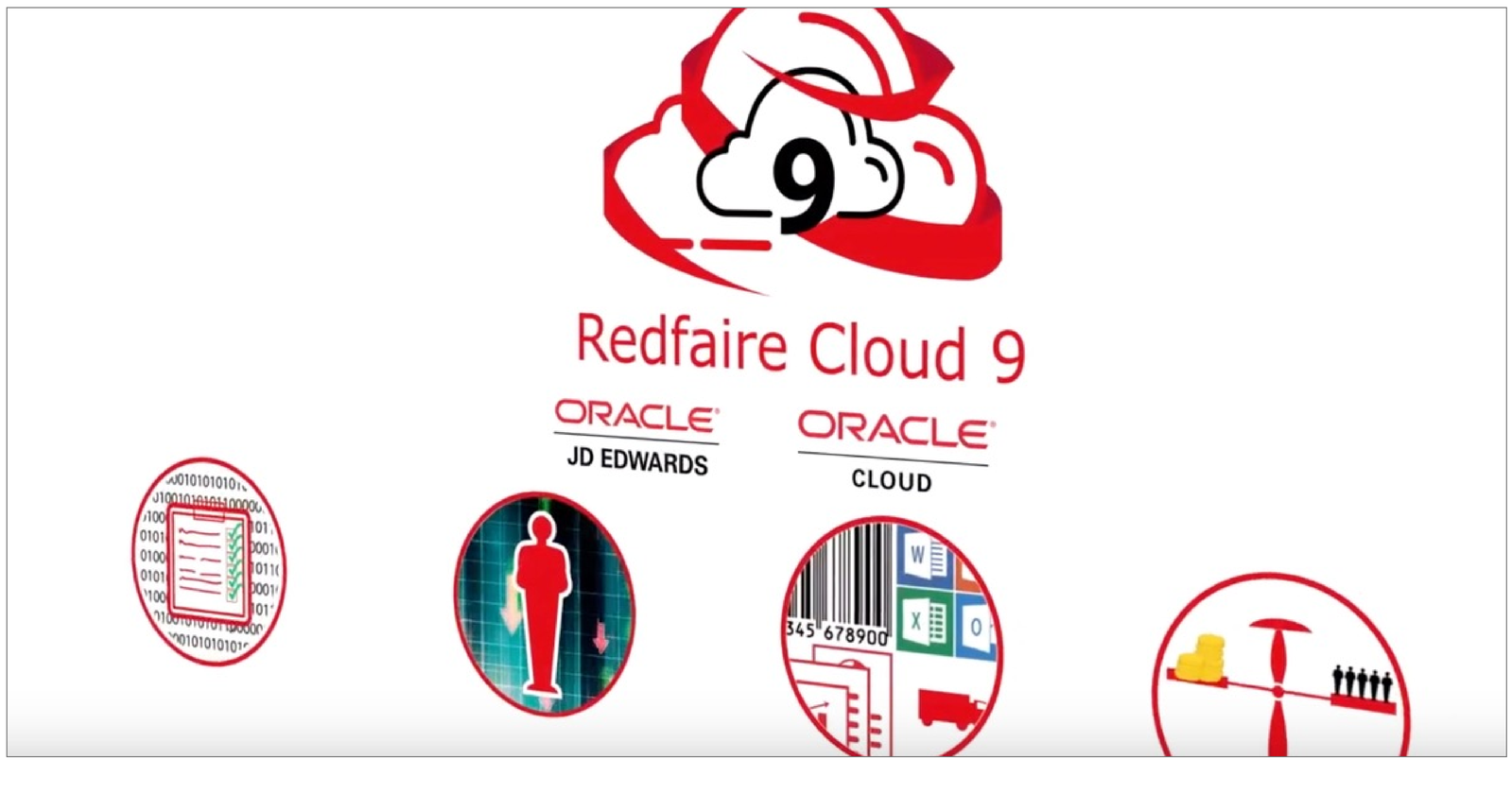
Get your complex message across quickly and clearly with an animated explainer video. It's a vital part of any marketing toolkit and it's a great way to raise awareness and boost conversions.





https://www.youtube.com/watch?v=Gmmi0NarAhg

Oracle Smart Subsidiaries - Detailed Solution Explainer



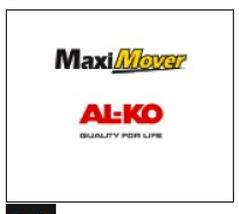
Redfaire Cloud 9 - Company Explainer

https://www.youtube.com/watch?time_continue=98&v=v5Gz7Rz3ryE&feature=emb_logo

Corporate Videos

Video is the most effective way to show the value of your products and services to B2B prospects. Grab their attention, and make it easy for them to buy from you.

http://www.al-koandmaximover.com/



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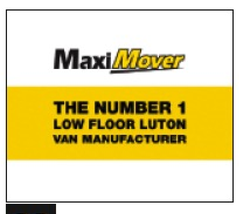

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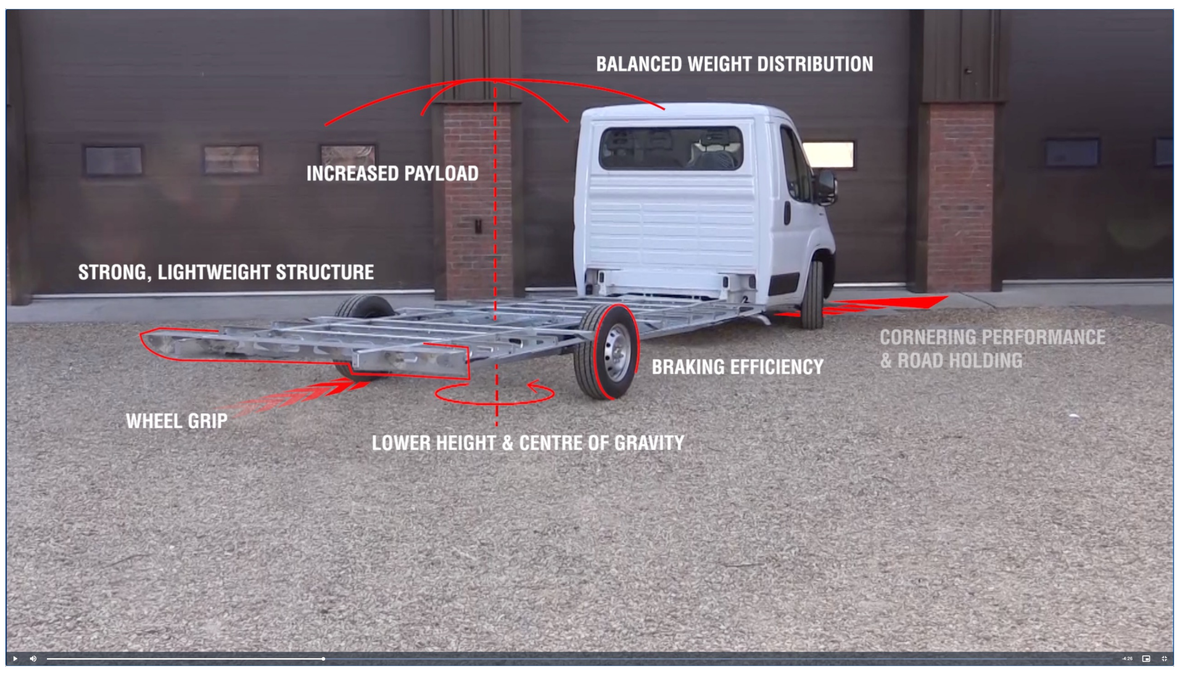
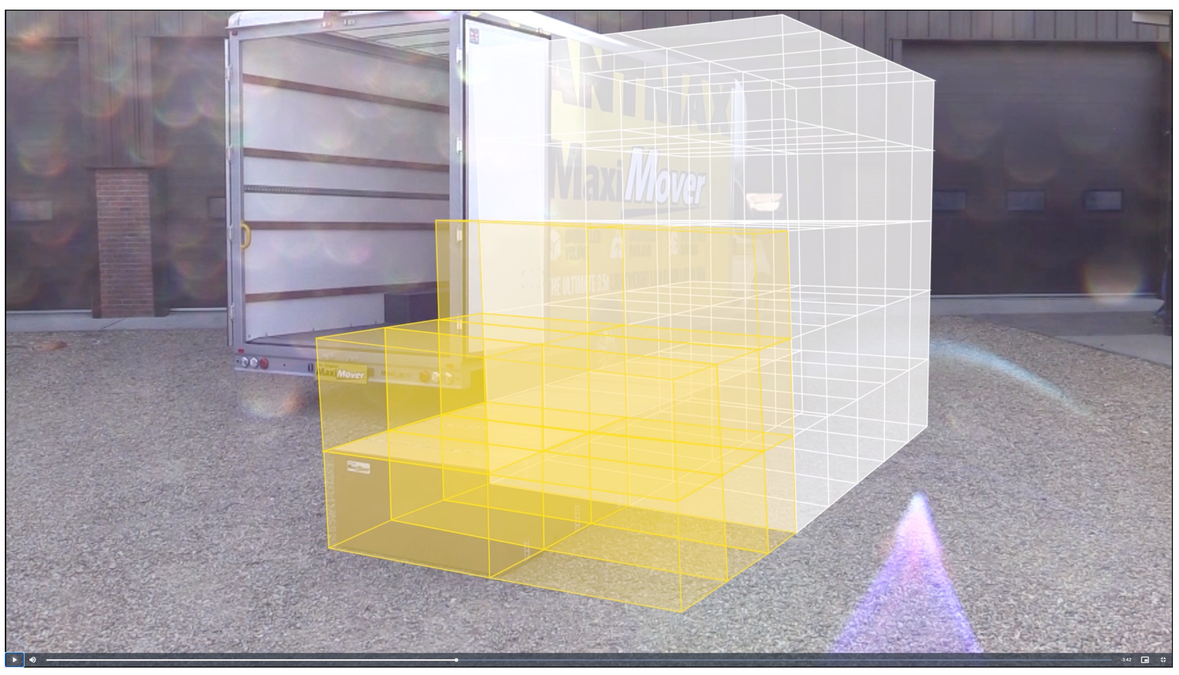
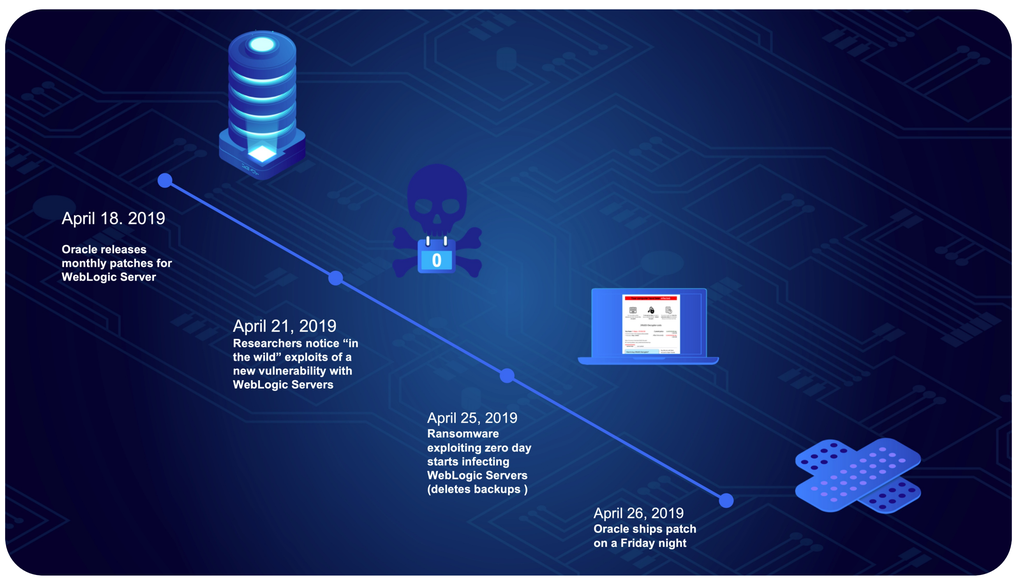


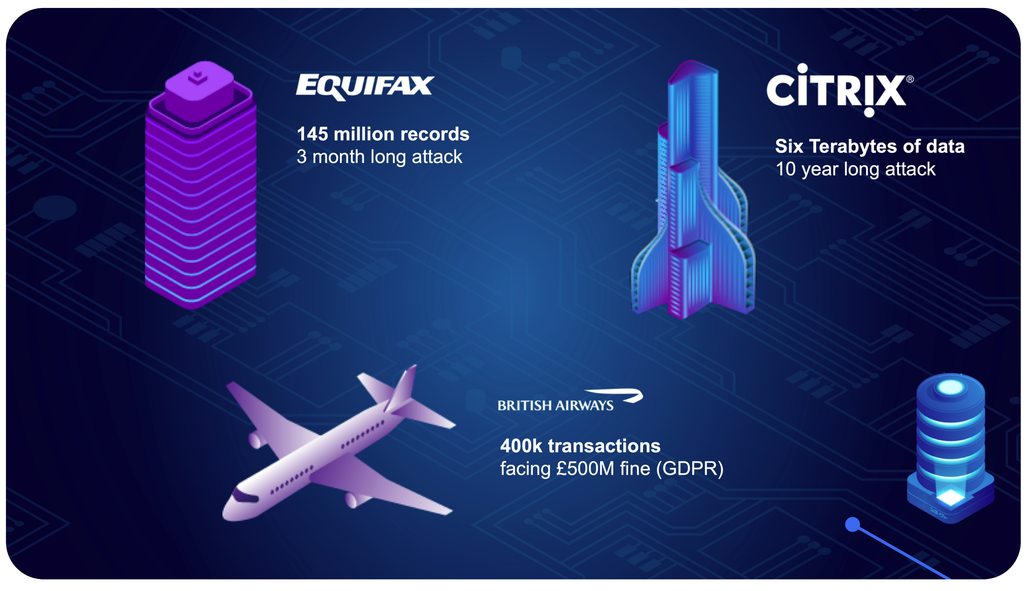


Motion Graphics

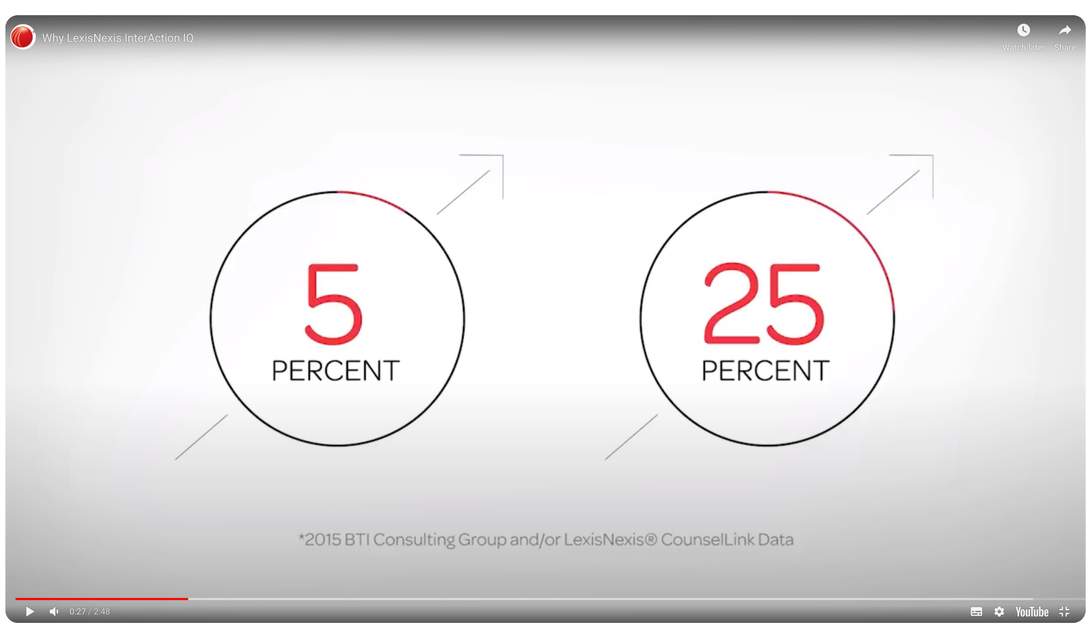
Turn boring stats and charts into dynamic works of art. Use the magic of video animation to communicate your critical info while increasing engagement and improving information retention.

ANIMATED PRESENTATIONS





VIDEOS



OUR SERVICES - PRESENTATIONS

Custom Presentation Creation

We build presentations from the ground up, or we can redesign your existing presentations and slides to make more impact.

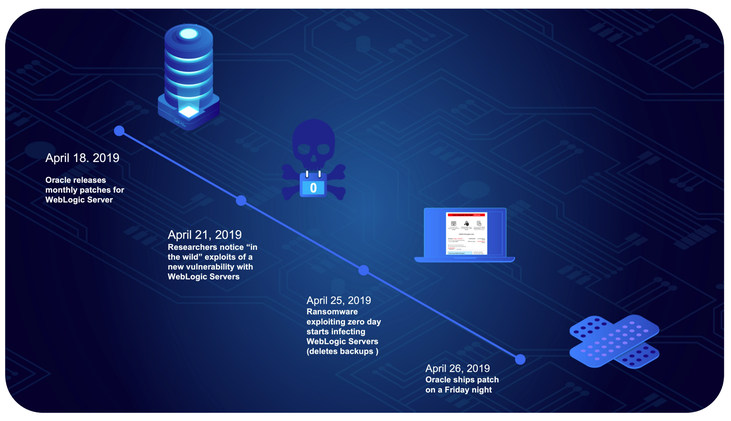
We take effort in truly understanding your objectives and developing a story that sticks. With years of experience and service in the presentation field, we have helped organisations in every sector and take pride in having worked with the most demanding subjects and complex content.

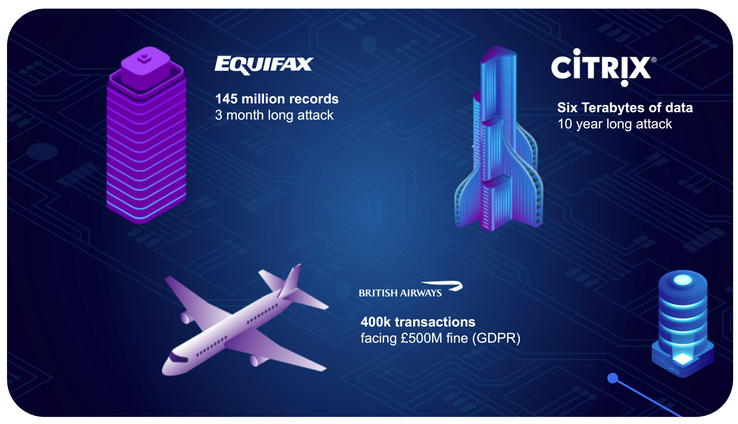
- **PowerPoint**
- **Prezi**
- **Google Slides**
- **Presentation templates**
- **Creative animated content**
- **Copy writing**
- **Presentation advice**

Sales Presentations

We have considerable expertise in the creation of Sales Presentations. We start with the sales person and the marketing team to understand the message and style they wish to convey and often create completely new ways to communicate with the audience.

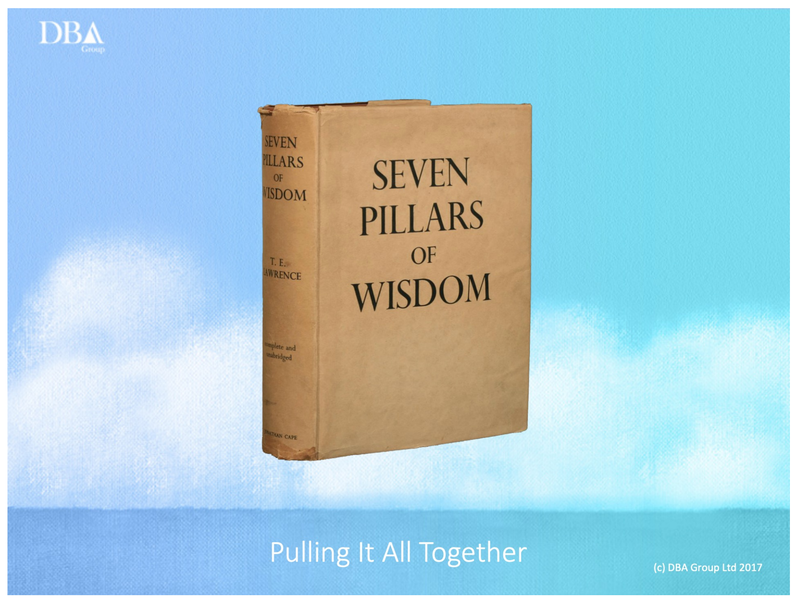
Communicating Complex Concepts.





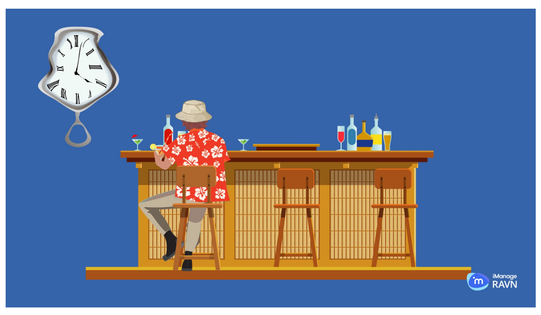
Often the key to a great presentation is to make a complex subject easy to understand for the audience.

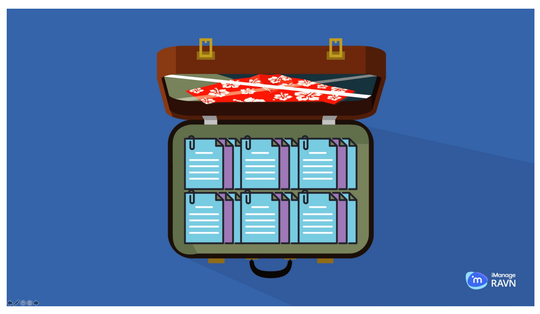
We use custom graphics, content experts and animations to create successful presentations that keep audiences engaged.

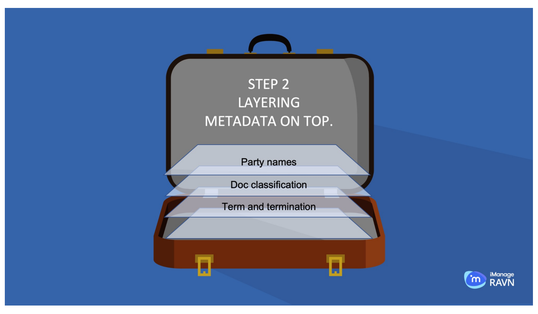


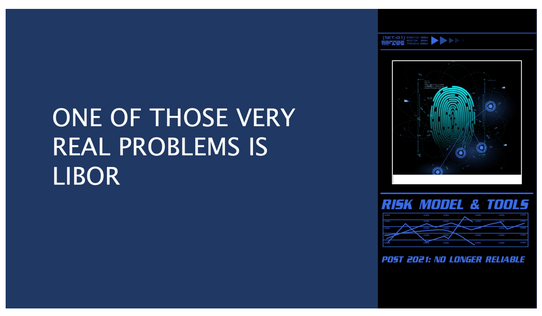
Outstanding PowerPoint Design

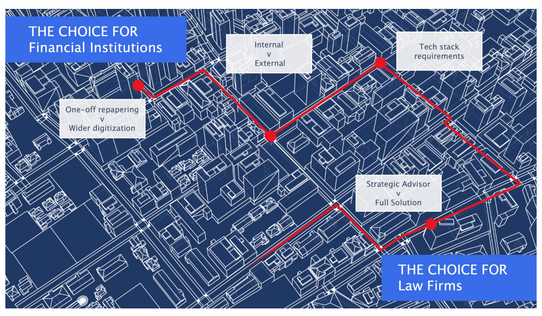
Last year we created a series of stunning animated PowerPoint presentations, each based on a chosen movie theme for a software company. We worked with the presenters to understand their content and message, and created custom graphics and animations to really make the presentations shine.

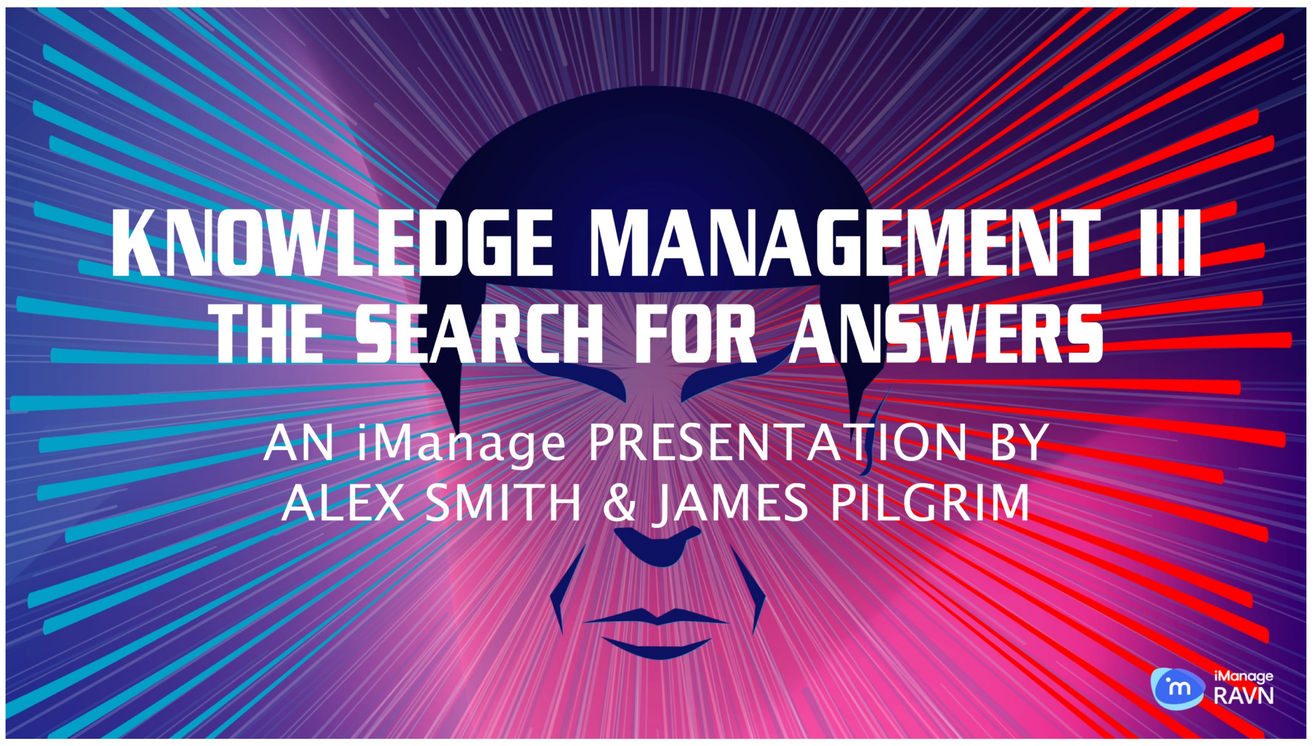












OUR SERVICES - INFOGRAPHICS

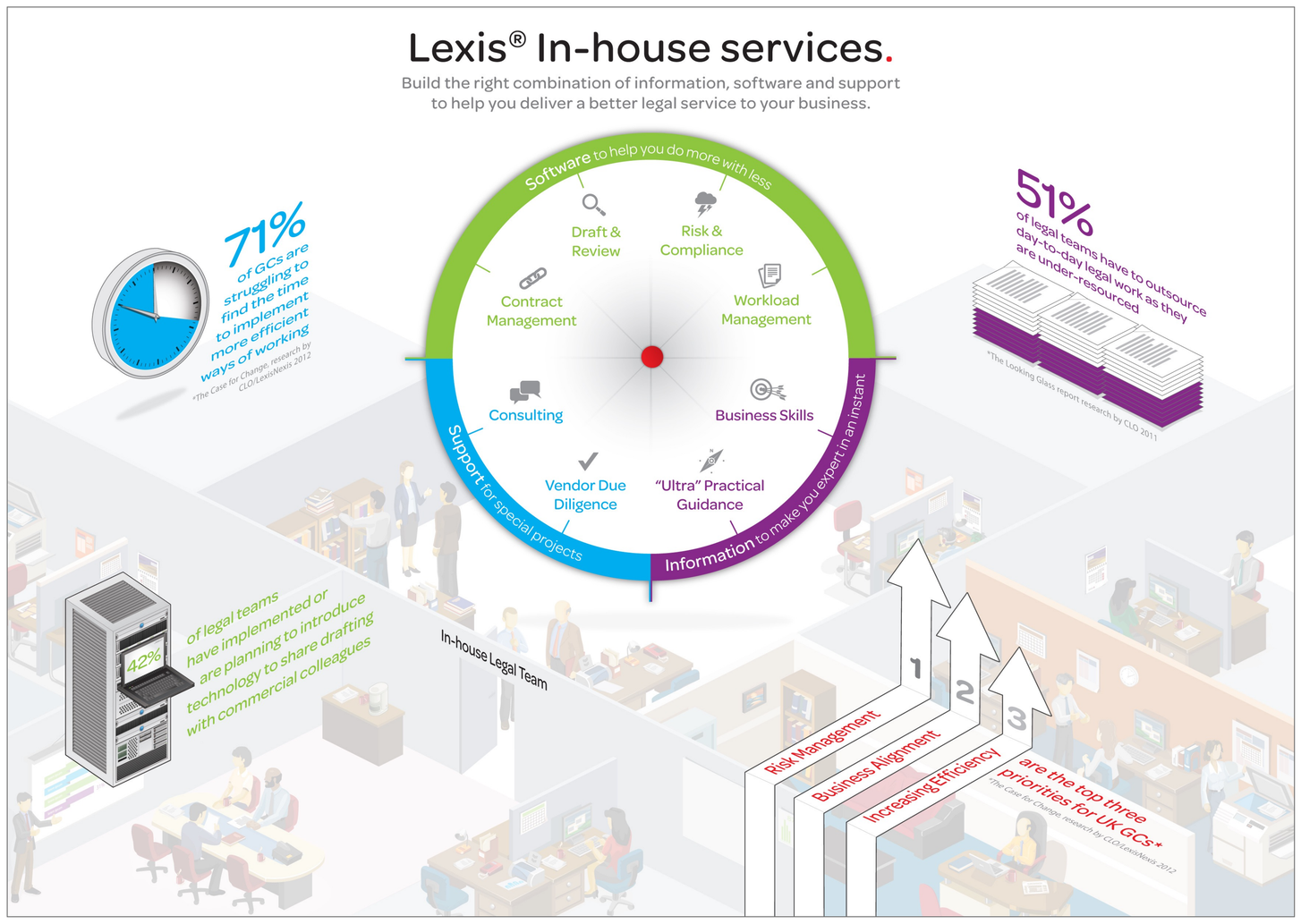
A powerful way to convey complex information, data and statistics

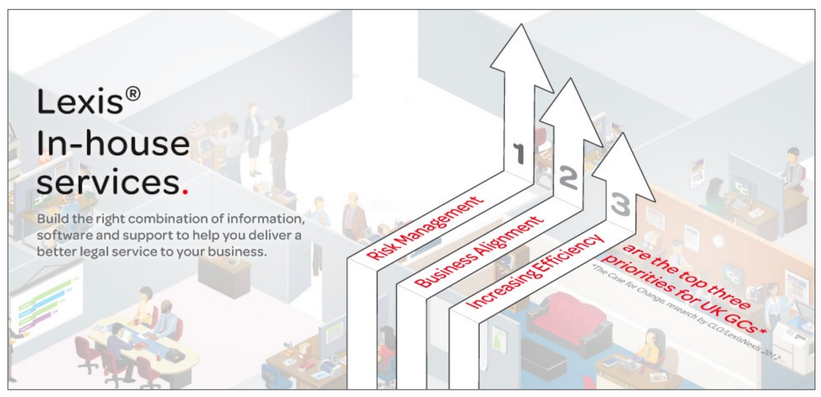
Infographics are a powerful way to convey complex information, data and statistics because up to 90% of the information transmitted to the brain is visual.

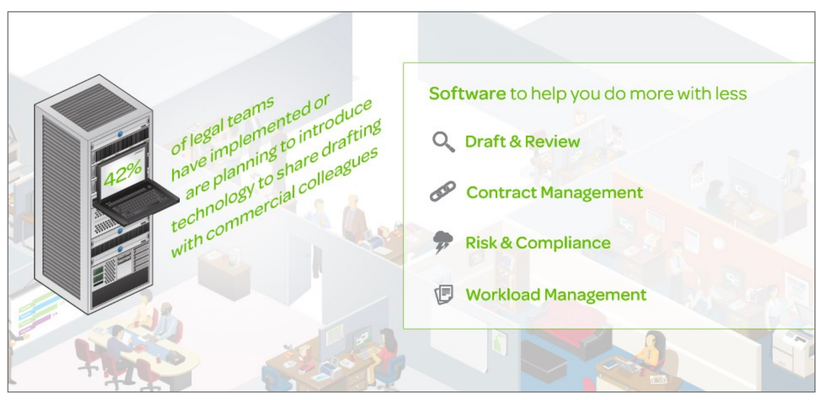
- Infographic design services
- Data visualisation
- Interactive data visualisation
- Scrollable Stories

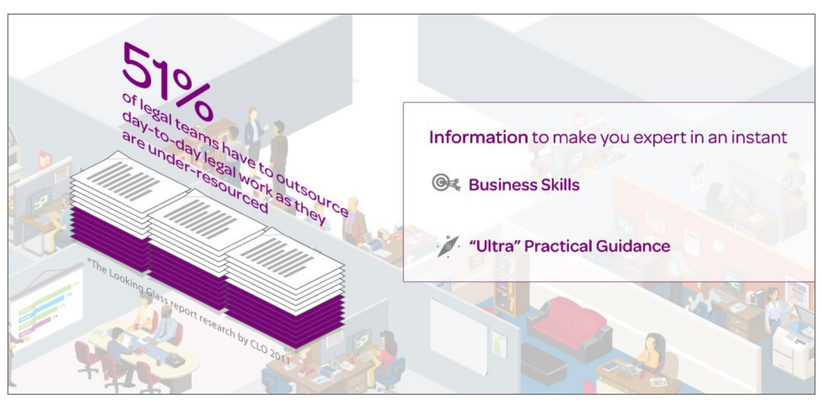
Infographics efficiently communicate your message, and they also greatly encourage engagement - studies show they are shared three times more than other types of content. Infographics are also proven to have a considerable positive effect on CRO, SEO and social media promotion.

Infographic design drives impressive digital marketing results when used within content marketing strategies. The key is finding the right company who knows how to combine marketing strategy, a deep understanding of the data, and how to creatively produce something that users will find informative and visually appealing.







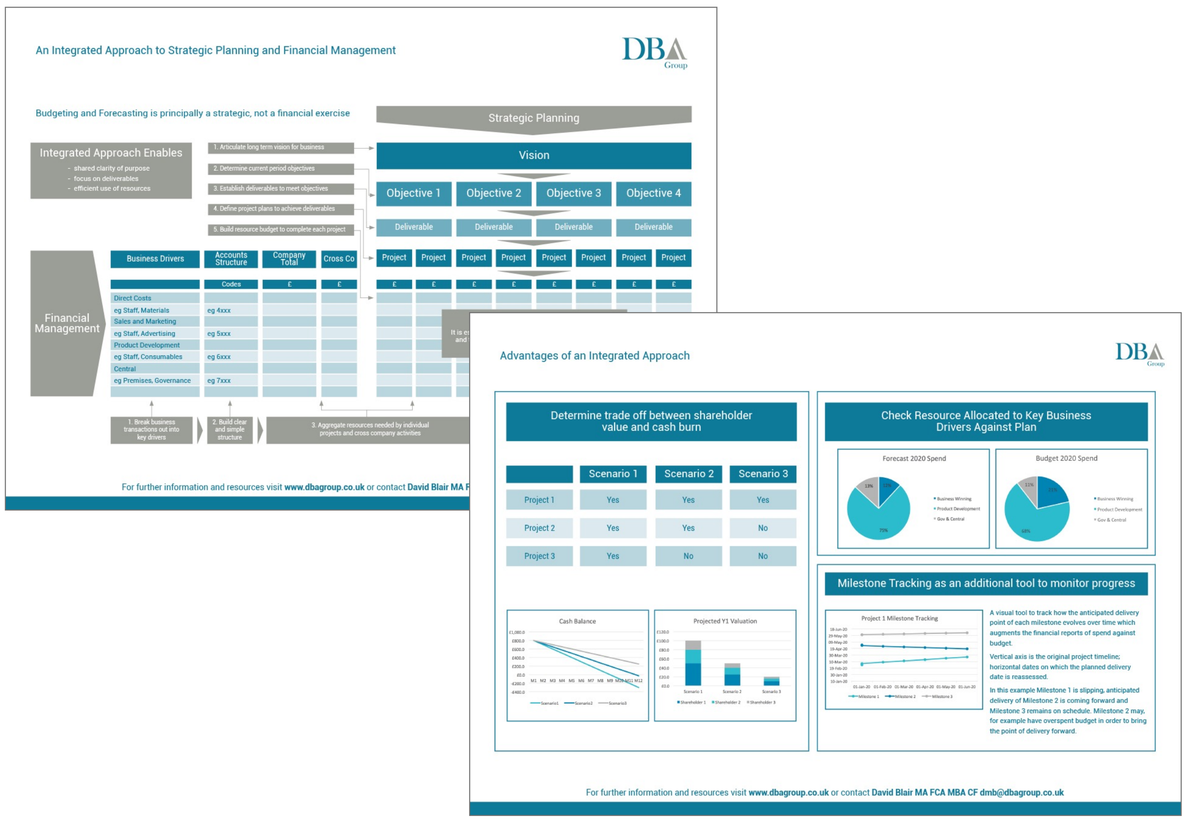


Data Visualisation

Static data visualisation

PDF for print, JPEG, PNG,

Make the complex simple. Present quantitative data efficiently with a creative and intuitive striking visualisation that showcases your data in the best possible way.



Interactive data visualisation

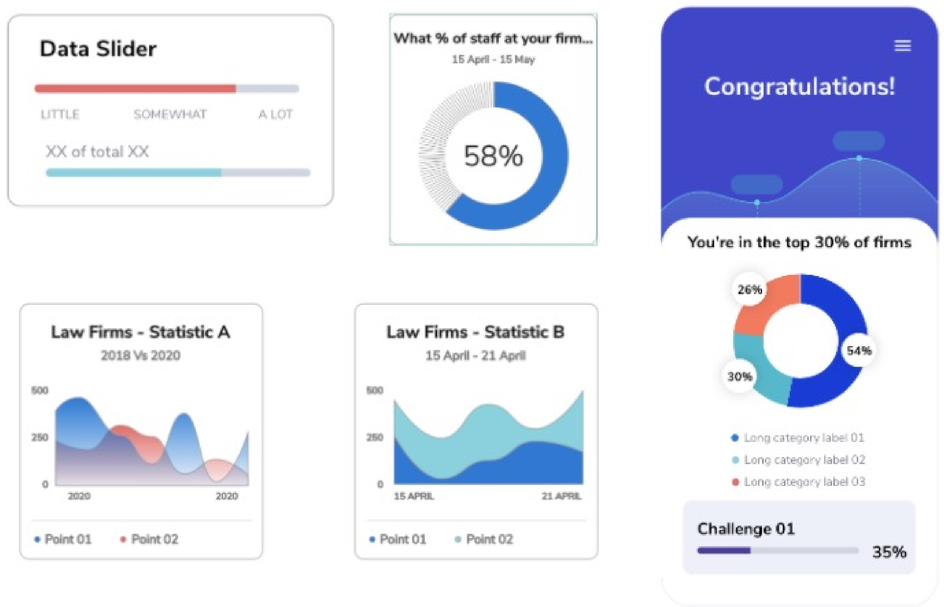
Hosted online on a microsite, or integrated into your website

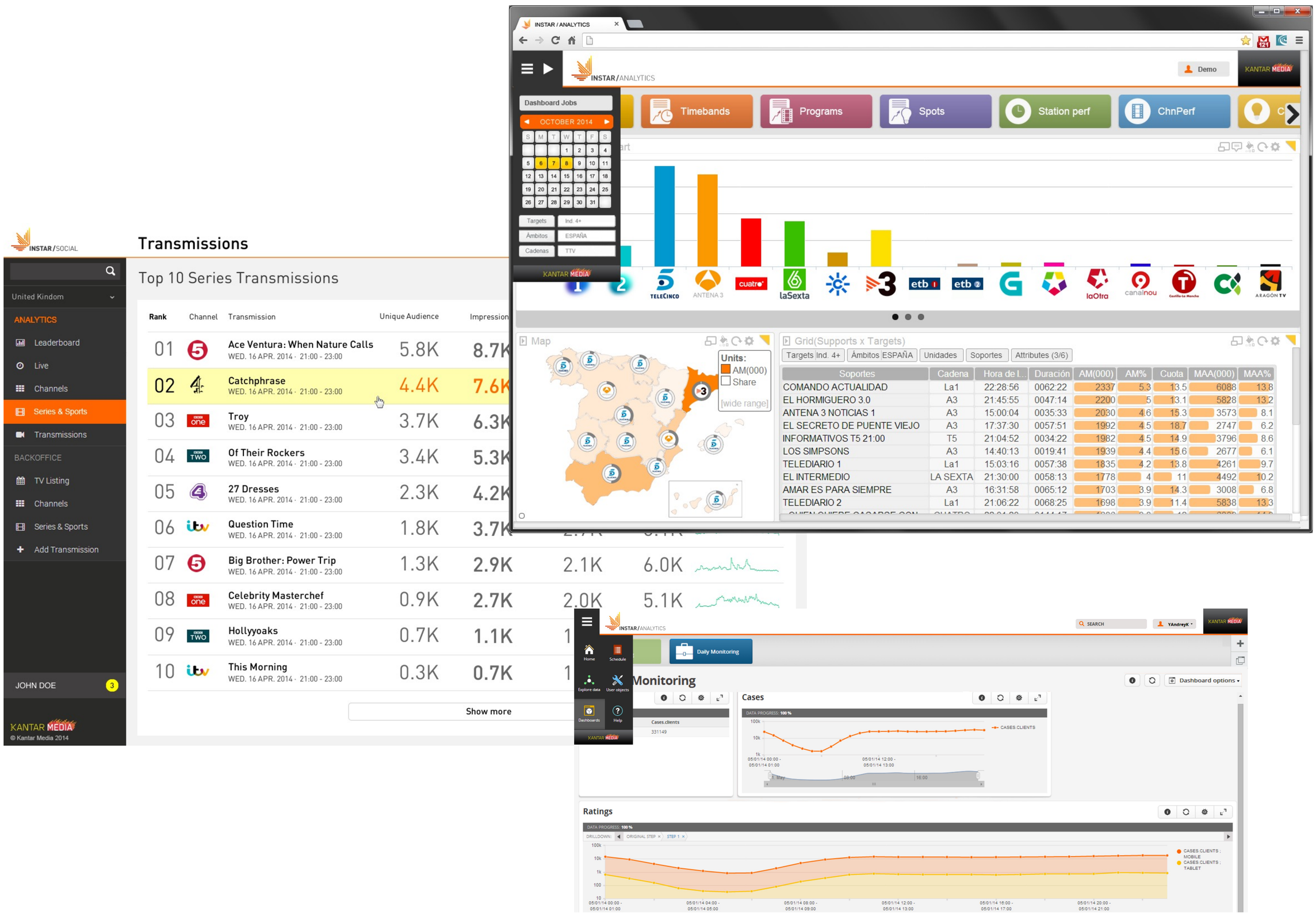
Present extensive quantitative data with creative, interactive data tools. Enable your audience to interact with the data and filters, creating their own personalised view of the visualisation.

Scrollable stories

Hosted online on a microsite, or integrated into your website

Build a really interesting and creative web experience around your words. A sophisticated, multilayered scrolling story helps to engage visitors. Through interaction the visual elements move and animate.





Infographic Design Services Can Help You

Improve SEO Rankings

Use of visual content such as infographics are proven to help boost SEO rankings for pages due to increased time on page, lower bounce rates, and other positive factors influencing Google's algorithm

Improve Ad Performance

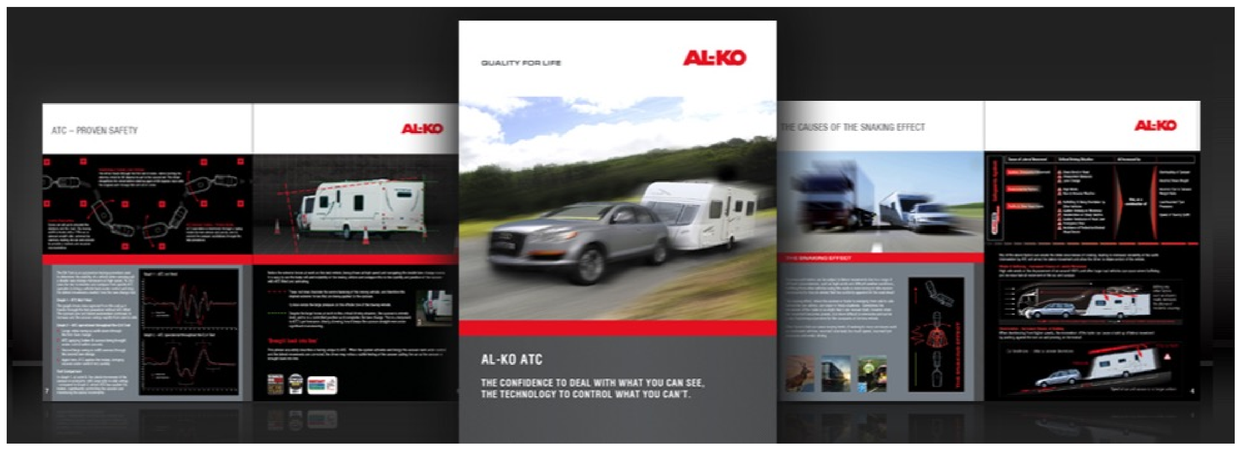
Click-through-rates (CTRs), ad engagement, and overall ad performance have been proven to increase through the utilisation of custom infographic design.

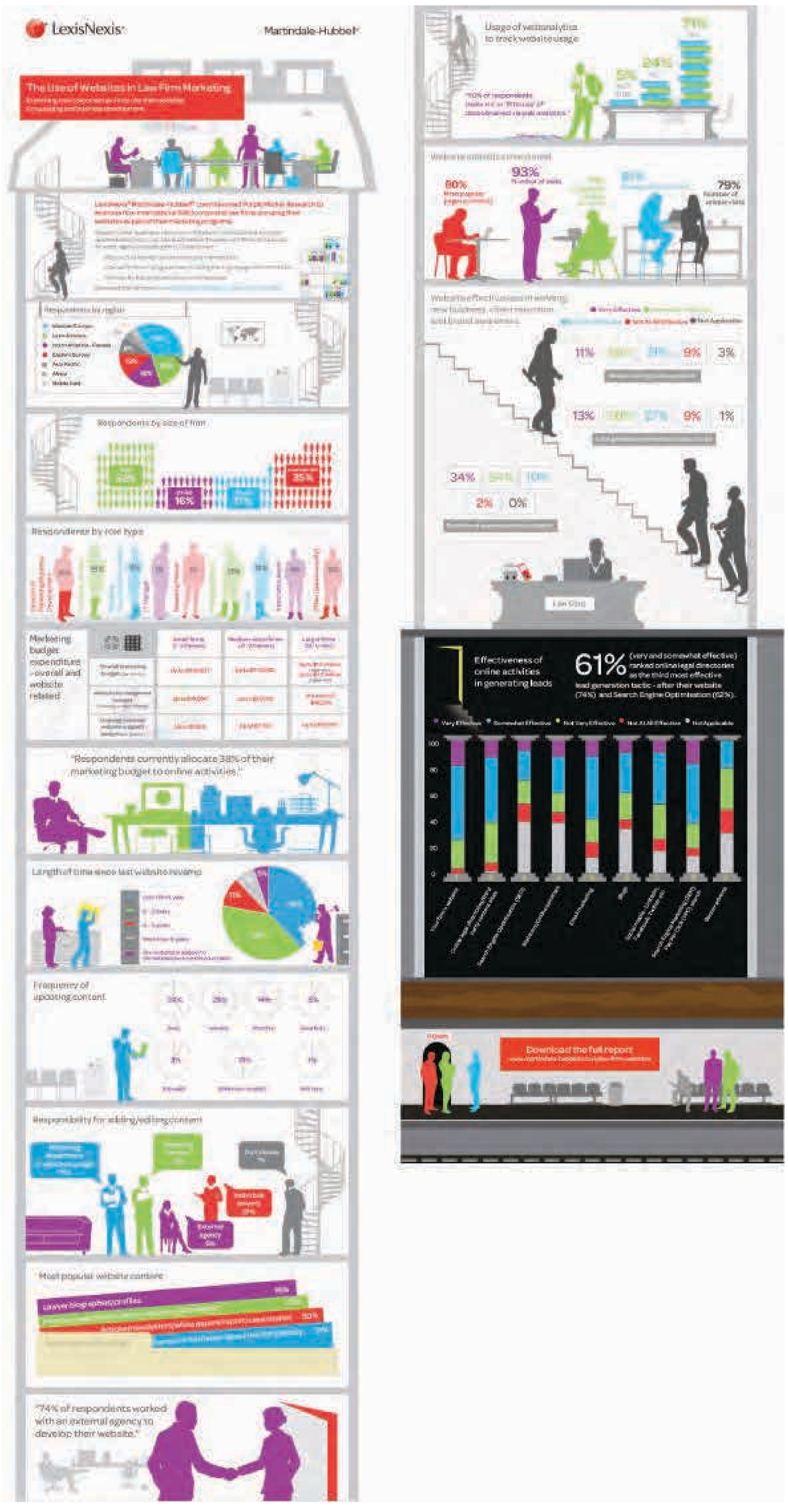
Simplify a Complex Story or Data

Infographic design can take complex details of a company, product or process, as well as market research data, and bring them to life in a visual manner that will simplify things & educate your target viewer.

Get Major PR Exposure

Infographics are a powerful tool when it comes to pitching media outlets & acquiring major press coverage for brands.





OUR SERVICES - EMAIL TEMPLATE DESIGN

Custom email template design

Your email marketing campaigns reflect your brand personality. We help you with all your email marketing needs starting from email development, campaigns and final deployment of emails.

- Email Template Production
- Dedicated Resource Team
- Email Operations Support
- Digital Assets
- HTML emails for all the major mailing systems
- Tested to work seamlessly across all email clients

View this email in your browser

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CYBER SNAPSHOT

A look at the top cyber news items reflecting the mood of the market

UK government will train 6,000 teens in cyber security

The UK government has launched a £20m programme to train almost 6,000 teenagers cyber security skills. The aim is to encourage school children to develop the skills needed to work in cyber security and to consider it as a career option. The government wants at least 5,700 teenagers to be trained by 2021.

Students will be selected for the programme through a pre-entry assessment, and the scheme will provide them with a pathway into the cyber security industry via direct contact with industry experts.

Read More...

VIEW POINT

By Tom Ilube,
Advisory Member

The main story this week is about the Department for Digital, Culture, Media and Sport's (DCMS) Cyber Schools Programme. This is a massively positive step by DCMS and should be applauded because the biggest challenge facing the industry is the shortage of skills. In one of my roles I am Chair of ADA College, the National College for Digital Skills, so I understand how vital it is that we train young people in tomorrow's critical skills.

The DCMS programme will train 6,000 teens and crucially connect them with industry experts. However, buried in the article is another important development. This is that £500k will be made available to retain adults into cyber security skills. There is a huge untapped talent pool amongst older folk looking for a way into the industry so this is another exciting pathway.

The next story highlights DCMS £14.5m three-year investment plans for new London cyber security innovation centre. One might almost think that DCMS's plans were joined up - first you train the workforce, next you provide a well resourced centre for innovative cyber security start ups to build their businesses in partnership with industry giants. It actually makes sense! It is important to remember, though, that cyber security is not all about innovative technology. The human factor is critical, as the next article reminds us.

21% of IT professional respondents mention employee behaviour as the weakest link, so we need to make sure that the money being invested in training and the innovative ideas explore this human dimension too. It appears that the cyber security message is getting through to senior executives.

The final article highlights a survey of over 1,000 executives which reveals that a third of UK executives see cyber security as one of their top three business challenges. Those final words are key - cyber security is not a technical issue, it is a business challenge. So investing in skills, encouraging innovation and focusing on people are all key elements to tackling this 21st Century challenge.

About Tom

Tom Ilube, Advisory Member

Tom Ilube is CEO and founder of Crossword Cybersecurity plc, the ISDX listed technology transfer company. Tom chaired the UK Government Technology Strategy Board's Network Security Innovation panel. He was a member of the High Level Expert Group on Cybersecurity at the International Telecommunication Union (ITU).

In 2008 Garlik was selected as a World Economic Forum, Davos, Technology Pioneer and Tom was invited to attend the forum, chairing and participating in panels on cybersecurity and broader technology issues.

IN THE NEWS...

£14.5 m cyber-security technology innovation centre plans announced

The UK Department for Digital, Culture, Media & Sport announced an invitation to tender in a competition to develop and design a £14.5 million innovation centre to foster the next of generation of cyber-security technology. The investment will be made over the next three years to bolster the UK's cyber security defences.

Read More...

Compliance and employee behavior bother data security

A survey of 304 IT professionals by HANDD found that 21% of respondents felt regulation, egislation and compliance will be one of the greatest business challenges to impact data security, while 21% believe that the behavior of employees and their reactions to social engineering attacks also pose a big challenge.

Read More...

Cyber security seen as the main challenge facing UK senior executives

Over a third of business executives surveyed identify cyber security as 1 of their top 3 business challenges in the next 3 years, alongside strategy development and financial management. Despite ongoing political uncertainty with Brexit, geopolitical factors are only a major issue for 13% of senior executives.

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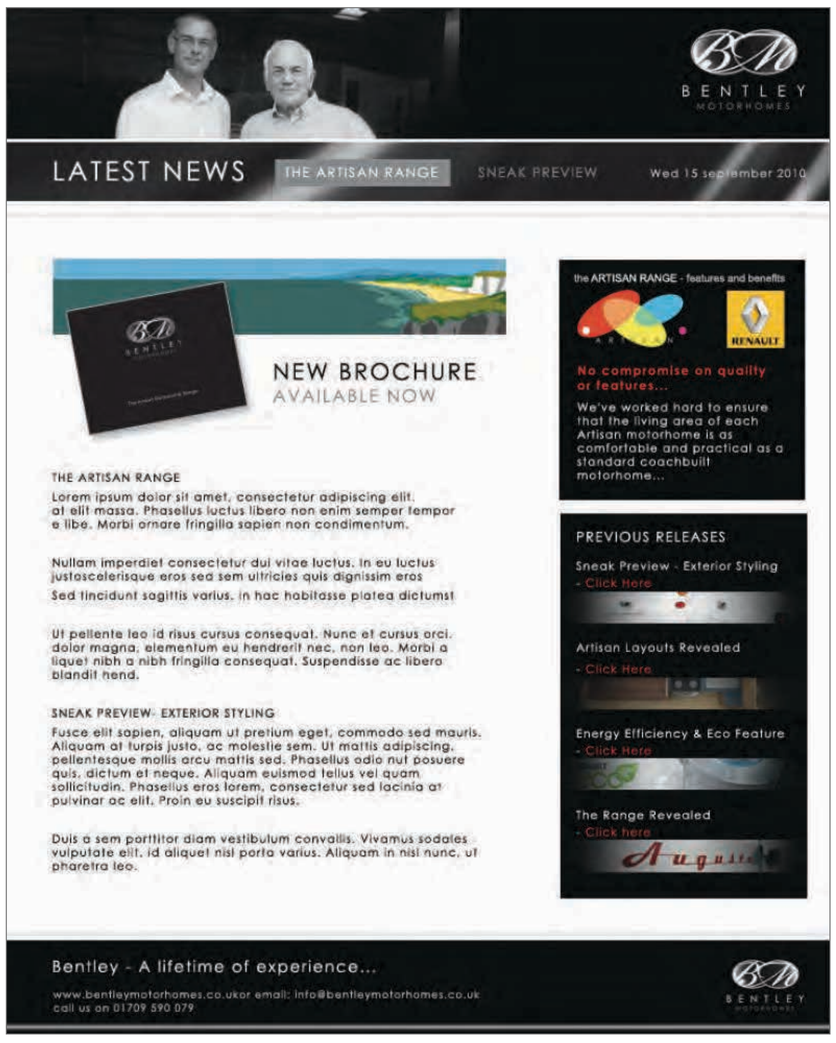

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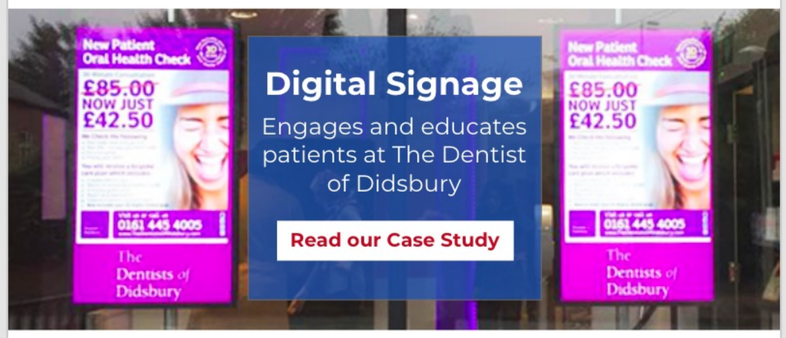

Capture attention and communicate relevant messaging to your patients

Digital signage is versatile and can be used to both inform and promote, making it an essential marketing tool in any Dental Practice.

Dentists provide a vital and necessary service, however not every patient will take full advantage of all services and products you offer, this can simply be down to they just don't know about them, or that they didn't know you offered that service.

No longer do your patients need to read the same few posters and magazines over and over again, with a digital signage solution from New Era Group you can have relevant, fresh and new content in front of your patients.

Whether it's a window display to help drive footfall into your practice or an internal screen to market to your existing patients New Era Group can help!

SEE THE TRANSFORMATION FOR YOURSELF!
FOR A FREE CONSULTATION AND ARTIST IMPRESSION CALL
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Why New Era Group?

- No upfront fees - Lease purchasing
- Supply, installation and management of high-quality screens for indoor and outdoor use
- Free consultations and no obligation quotes
- Free artists impression and video with all quotes – visit our YouTube channel to view 100's of examples
- Your screens fully managed by qualified professionals as part of the lease package
- Initial and on-going content/video/ animation creation provided without any additional costs – worth £30,000 screen leasing with all the above from as little as £4 a day
- Proven track record national company
- 100% client satisfaction record

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EVENT CAMPAIGN

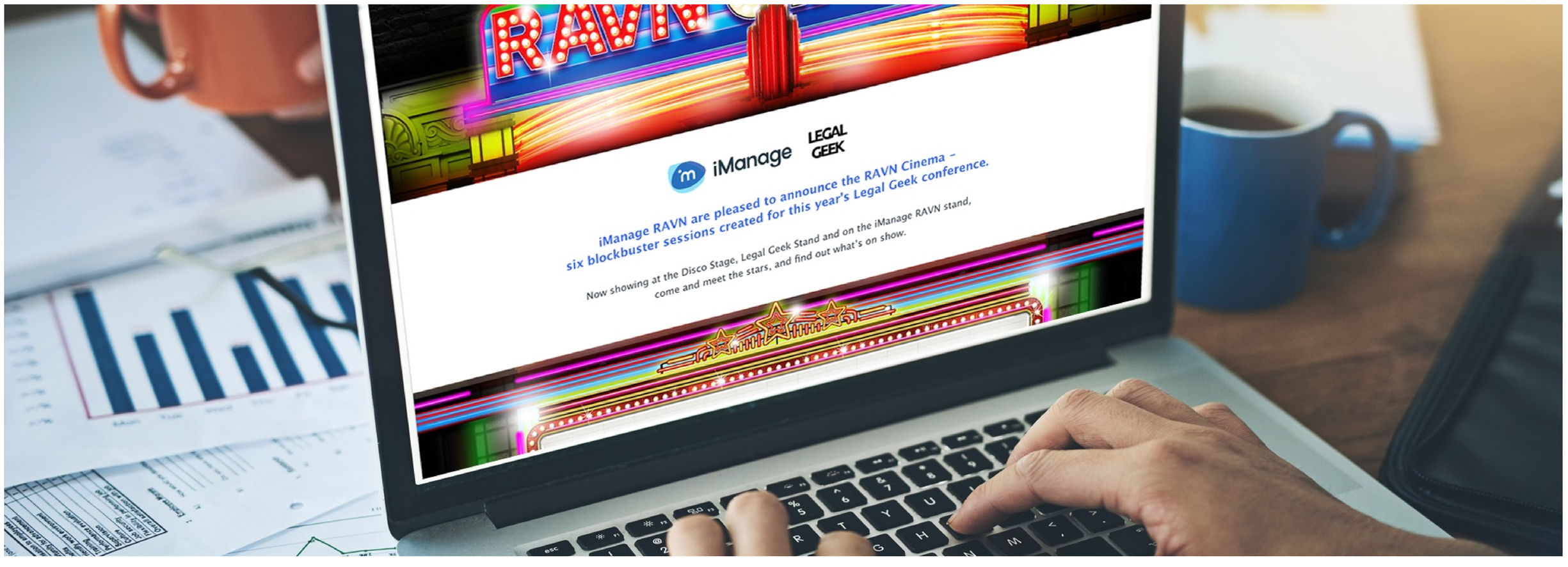
Retro cinematic boost for iManage RAVN

iManage RAVN provides document management and security/governance solutions for legal and professional services firms around the world.

iManage RAVN technology, added a few years ago, applies a layer of hi-tech artificial intelligence over its products, greatly increasing their effectiveness and raising their security.

While crucial for the smooth and safe running of its customers' operations, the client had found communicating the benefits of iManage RAVN in an exciting and differentiated way to be challenging.

With that in mind, iManage RAVN wanted to create an eye-catching theme for its exhibition stand, TED-style presentations at two major legal technology conferences. They also required a theme that could be used for ongoing lead generation and lead nurturing campaigns. iManage RAVN approached Aspire Creative to conceptualise and build out the theme across the events, and for multiple channels.



The RAVN Cinema concept

A plan was agreed to develop a retro cinematic theme that would bring RAVN's stand to life, and lift presentations on subjects as worthy but-one dimensional as 'document management', 'due diligence' and even 'LIBOR' (the interest rate used by international banks lending to one another).

Central to the plan, alongside the overarching retro cinema design and branding, were retro-style film poster designs for presentations including Fear and Loathing in Legal Contracts, and Secret Service Delivery (featuring LIBOR, repapering and due diligence).

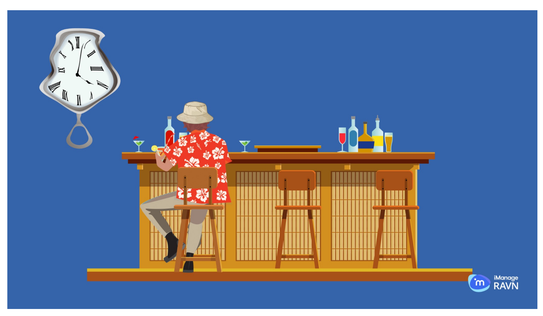
To help the stand attract the eye and drive footfall, our in-house graphic design team also created a high-impact single piece illuminated panel as a centrepiece to the back wall. We worked with the Exhibition Producers to ensure this looked great, and met all the requirements of the Exhibition Organiser.

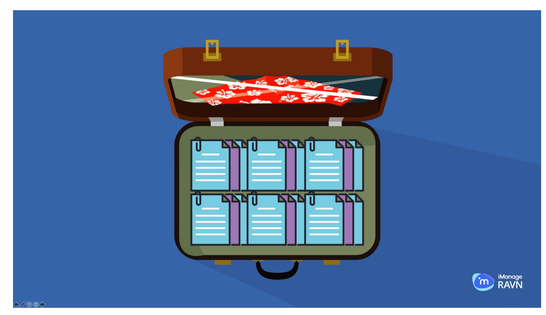
We also developed campaign assets, including event landing pages, leaflets, a promotional video for social media and social media advertising.

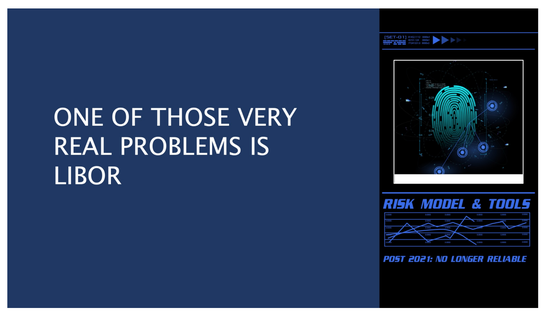
Outstanding PowerPoint Design

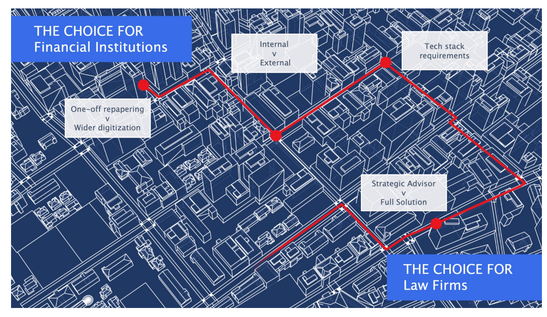
To accompany each presentation we created a series of stunning animated PowerPoint presentations, each based on a chosen movie theme. We worked with the presenters to understand their content and message, and created custom graphics and animations to really make the presentations shine.

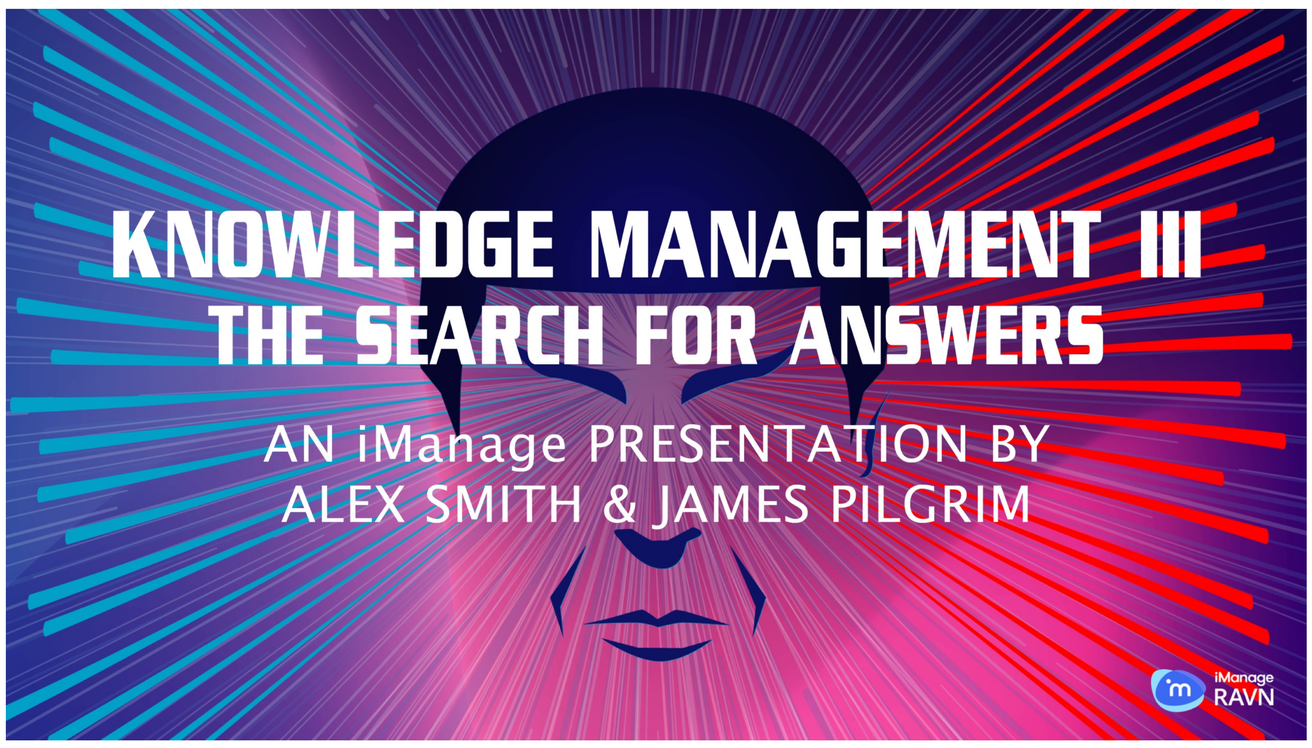
Examples of PowerPoint Design

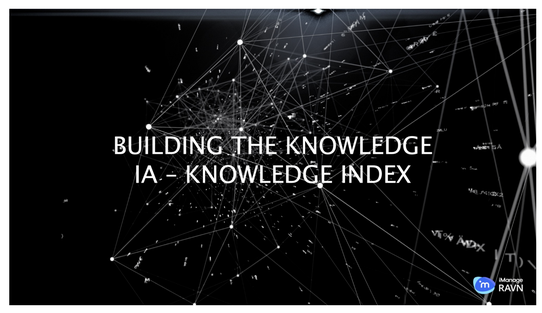












Results of the iManage RAVN campaign

Thanks to our very different approach iManage RAVN confirmed that the event was the most successful they could remember. They felt they generated more new leads than ever before. ‘The buzz around the stand was superb, attendees were engaging more than ever before and sharing photographs of our stand on social channels’. Laura Whitehead, iManage EMEA Marketing Director.

Post event, the content and theme was easily transformed into a campaign that included a programme of webinars - the buzz created at the events and after ensured that the webinars were very successful.

The project proves just what is possible when a business steps out of its comfort zone to present its services in a new and vibrant way. We were delighted Aspire Creative was given the opportunity to work with such a forward-thinking global business.

Aspire Creative’s work

It’s quite brave for a large, global-facing company like iManage RAVN, operating in the legal and professional services space, to go down this route. But as you’ll see, it was worth it. Once our concepts and over-arching designs were approved, we set about creating:

- **Exhibition Stand design**
- **Themes, PowerPoint designs and associated copy for each TED-talk**
- **Landing pages**
- **Social images and video to promote the event and wider campaign**
- **Help with workshops at the conference**

iManage RAVN

“The buzz around the stand was superb, attendees were engaging more than ever before and sharing photographs of our stand on social channels”.

Laura Whitehead, iManage EMEA Marketing Director.

EXHIBITION GRAPHICS

Year-round exhibition & event support

Throughout the year our clients have many different requirements for the exhibitions and user events run across EMEA and the US.

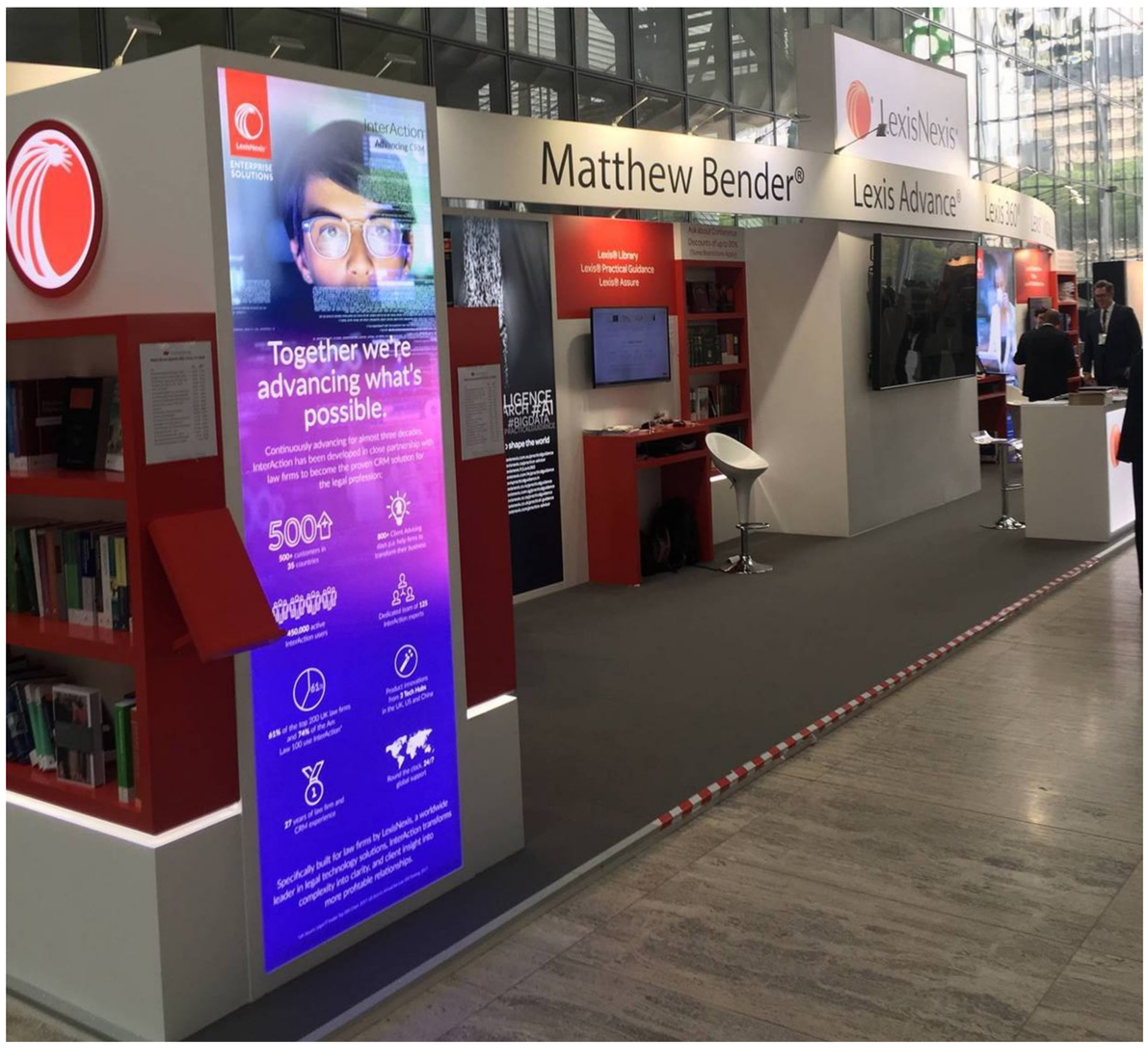
Aspire Creative assist RELX brands and other brands with a very wide range of requirements for these events, enabling us to demonstrate quite a wide range of experience and expertise.

LexisNexis - Ongoing support

LexisNexis require a range of solutions for what can be much smaller spaces across 20-30 events each year. They may have a branding opportunity at an event, but no actual exhibition space, or they may have a small 3x3 shell scheme provided by the organisers which require graphics. Each year we work with the organisation to ensure their ‘exhibition toolkit’ is ready for the forthcoming year. This toolkit is essentially a range of simple display solutions, onto which we place up to date graphics and messaging. The toolkit is then stored at the client’s premises and then can be used throughout the year.

Also throughout the year there may be new or unplanned stand graphics required, and we deliver them as and when required.

Throughout all of these uses we use our experience to guide the client to the correct potential graphics and display solution, and we also work hand in hand with stand manufacturers and event organisers as and when required.



User Groups

LexisNexis requires User Group events to stand out from the normal brand approach. A User Group event may also be for a particular product as well, and the marketing teams often require a differentiated theme for a particular event.

A great example of this are the graphics we produced for the Visualfiles User Group Event. The client wished to base their theme around Formula 1 racing as an opportunity arose for a well known F1 personality to speak at the event.

Aspire Creative developed a simple yet very bold visually striking approach for the F1 theme which included a clever way to communicate the 4 key messages for the Visualfiles product. We used a series of icons throughout the stand graphics, and supporting materials to really ‘drive’ home the messages for the product in the forthcoming year.

We produced graphics for the following items;

- **3x4 Pop-Up Exhibition Displays.**
- **1m wide pull up banners and simple printed banners.**
- **Graphics for screens around the main exhibition area and the event in general.**
- **Animated PowerPoint presentations.**
- **Exhibition handouts and promotional items.**
- **Graphics for email marketing invitations before the event.**
- **Graphics for exit questionnaires and other supporting materials.**

Visualfiles Share 2018
Building your tomorrow, today
200 Years of LexisNexis
Years of Lexis Visualfiles
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HIGHWAY • OFF-ROAD • ANTI-BALLISTIC • EXTREME
PRODUCT SECTORS
Runflat CBR Highway
Runflat CBR High-Speed is designed for Low to semi-low profile tyres and high speed use.
Runflat CBR Off-Road
Runflat CBR Off-Road is for heavy duty and off-road or 4x4 applications. Other systems are currently under development for speciality applications.
Runflat CBR Anti-Ballistic
Runflat CBR Military Lorem ipsum dolor sit amet, consectetur acing elit, sed do eiu smodtempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim
Runflat CBR Extreme
Runflat CBR Military Lorem ipsum dolor sit amet, consectetur acing elit, sed do eiu smodtempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim
THE CONCEPT
TESTING
PASS LEVEL REQUIRED
USA MILITARY
4 down - road test
2 down - road test & cross country
2 down - road test & cross country
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LexisNexis
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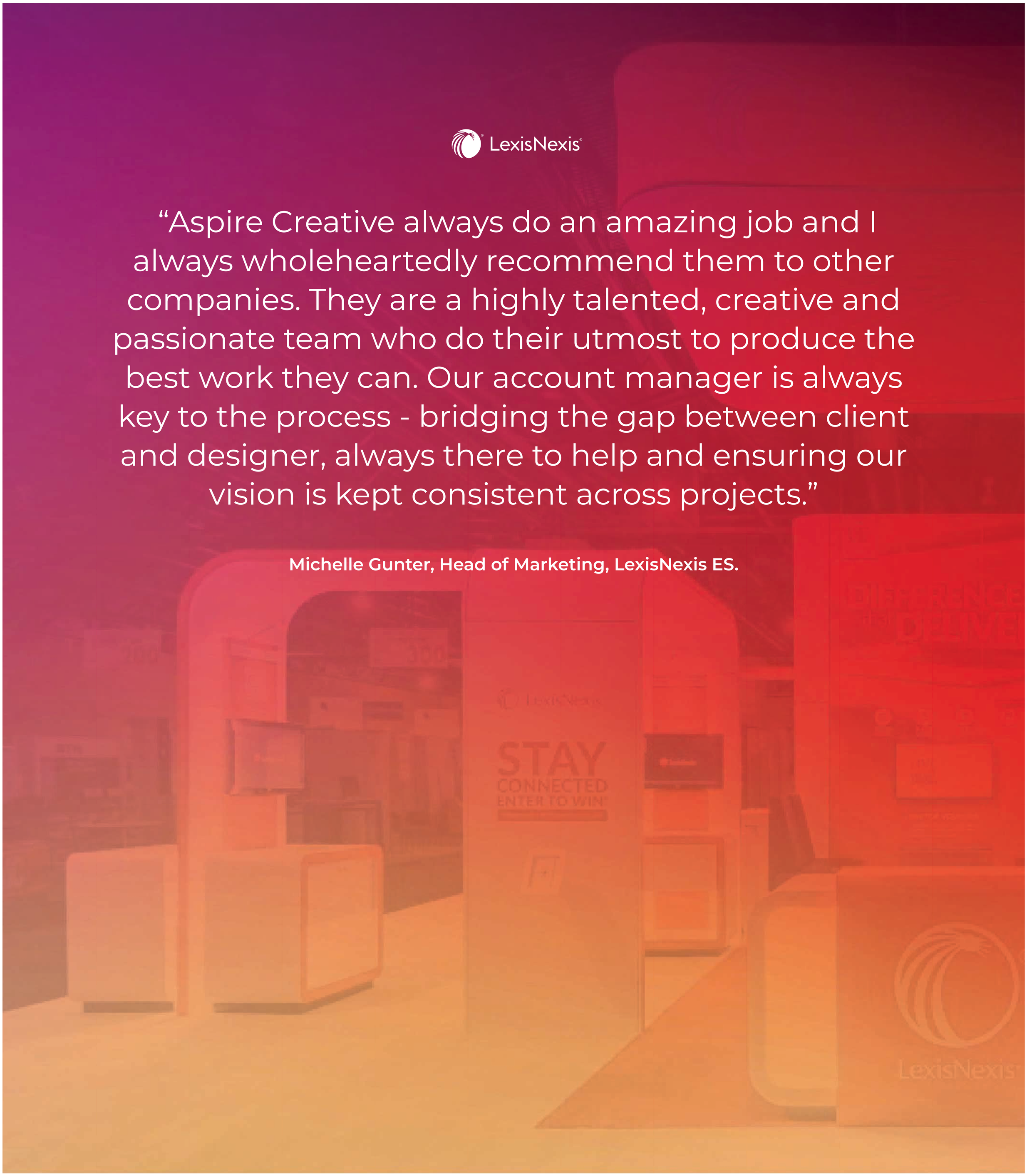
Andy Sparkes
General Manager



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BRAND STRATEGY	WEB	DIGITAL	CREATIVE
Strategy & Planning	Website Design & Development	Digital Marketing	Creative Print
Brand Positioning & Identity	eCommerce Websites	Corporate Videos	Photography
Integrated Campaigns	SEO & Usability Audits	Content Strategy & Development	Design & Advertising
Company & Product Naming	Software User Interface Design	Social & Communication	Signage & Interior Environments

EXHIBITION GRAPHICS

Graphics and creative exhibition solutions for AL-KO's worldwide trade shows.

AL-KO Kober is a worldwide leader in the manufacture of commercial and leisure chassis technology. Their premium products are sold all over the world and they attend many different exhibitions throughout the year.

For the last 10 years, Aspire Creative has helped produce graphics and different creative solutions for these exhibitions, from larger purpose-built stands to smaller, modular and off-the-shelf systems.

Often, space is limited either because the stand itself is small, or because there is a need to display large vehicle chassis. We work with AL-KO to produce graphics that work across all these environments, by balancing creative and bold solutions with a practical and informed understanding of the client's brief and exhibition space.

Making attendee navigation to the stand, and around the stand is always a top priority. When we create exhibition graphics, even for a very small space, we can use simple and quick 3D modelling to show the exhibition graphics in-situ so the client can understand how to best convey their key messages.

When the client is happy, we produce high resolution artwork to the correct specification for the stand. We have extensive experience of producing exhibition graphics for a huge range of display and exhibition solutions and are therefore able to advise the client on the right solutions for the intended purpose:

Pop-up and pull-up stands and banners.

Branded barriers and navigational signage.

Shell Scheme systems and exhibition solutions that are provided by the exhibition organiser.

Graphics for larger, modular systems.

Graphics for bespoke exhibition stands.

We also have extensive experience of creating graphics for waiting spaces and office environments.

For different events we work in different ways with AL-KO. For larger events we are happy to partner with Exhibition Stand Manufacturers. For smaller events we just communicate with the client and ensure they receive the fully produced graphic displays to their trade show. We work in this open way with all our clients, including RELX clients.

AL-KO
QUALITY FOR LIFE

Aspire Creative enables us to express our business requirements and our own personal ideas, whilst being there to completely take away complex projects off my desk and deliver truly outstanding creative, with an attention to detail I have not witnessed before.

When involved in our fast moving industry, across tradeshows, literature and campaigns, this is an incredibly valuable service and one which I feel I could not easily replace".

Paul Jones, Marketing Manager, AL-KO Kober Ltd.

PRINT AND LITERATURE DESIGN

Literature design, artworking and project management for a global leader.

AL-KO Kober is a worldwide leader in the manufacture of commercial and leisure chassis technology. Based in the UK and Germany, the marketing departments create and deploy literature all over the world, from the US to APAC regions.

AL-KO have an extensive and complex product range, with products as diverse as automotive vehicle chassis, smaller caravan accessories, right the way through to training courses for technical staff.

Certain products and services are legally compliant for some markets but not others; many products focus on safety aspects, which need to be communicated correctly to comply with legal restrictions; and of course products have to be created to look attractive to both B2C and B2B audiences and drive sales. Also, much of the literature needs translating into local languages.

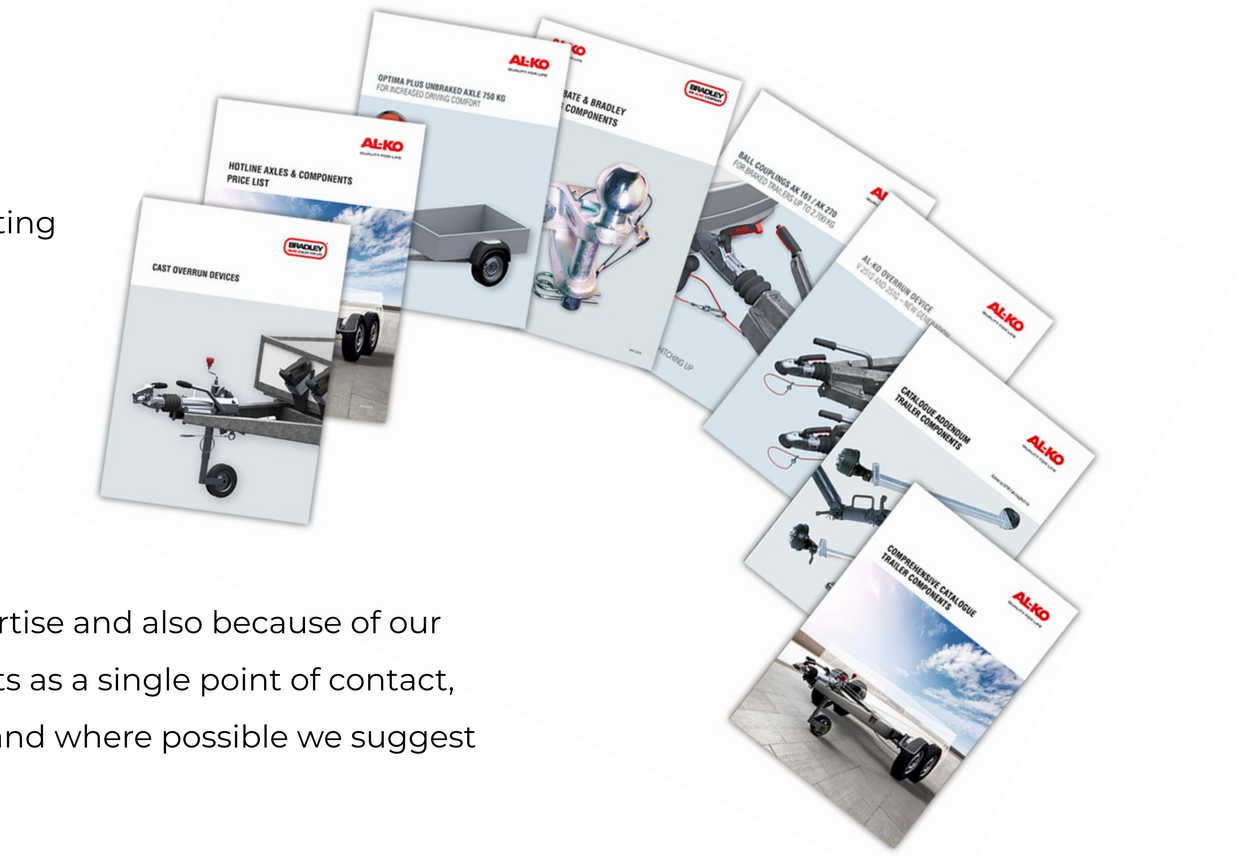
AL-KO required an agency to work at their various offices around the UK to help them design and produce these literature pieces.

We won the client account by demonstrating our experience and expertise in the production of really relevant and compelling literature that communicates sometimes complex products and services in a clear and effective way.

Safety first

The client highly rates our ability to work with different kinds of briefs and projects. Some literature is very formulaic and technical. Our account management team quickly developed the skills to understand these products and the way they needed to be designed to remain compliant and provide the right safety and technical information.

We also work on all the literature for their safety products. These might be seatbelt products, or say a clever braking device that stops a caravan from toppling over. For these kinds of projects our photography and creative team needed to solve very specific challenges - IE the problem of caravan instability (to sell the product), but not to convey this instability so much that the caravans themselves were being portrayed as inherently unstable and unsafe.



We also deliver smaller and more short notice print solutions, often used for global events, smaller campaigns and training programmes. AL-KO's marketing team describe us as a close partner; there to take complex or simple, short notice briefs off the desk of their various teams around the world.

Exceptional Account Management

AL-KO continue to use us because of our creative and literature design expertise and also because of our 'exceptional' account management. The Aspire Creative account director acts as a single point of contact, organising all work requests that come in. In many ways, we act as a 'filter', and where possible we suggest different ways of working to improve efficiency.

Say two requests came in that were similar - the account team would manage the projects so that the projects could be produced in tandem to reduce the design time. This has the effect of lowering costs and saving budget for other projects that may have more overall value to AL-KO Kober later in the year.

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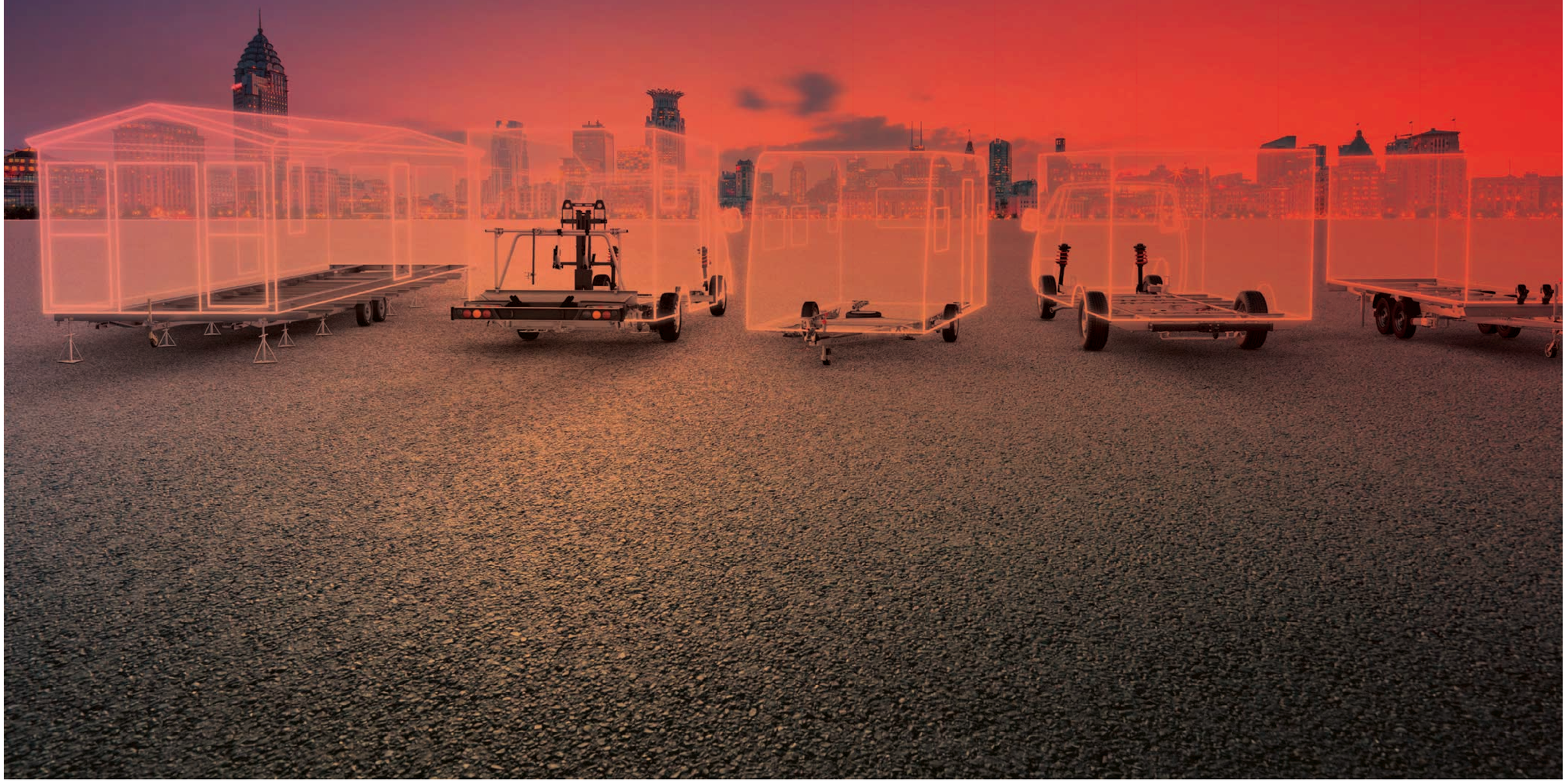

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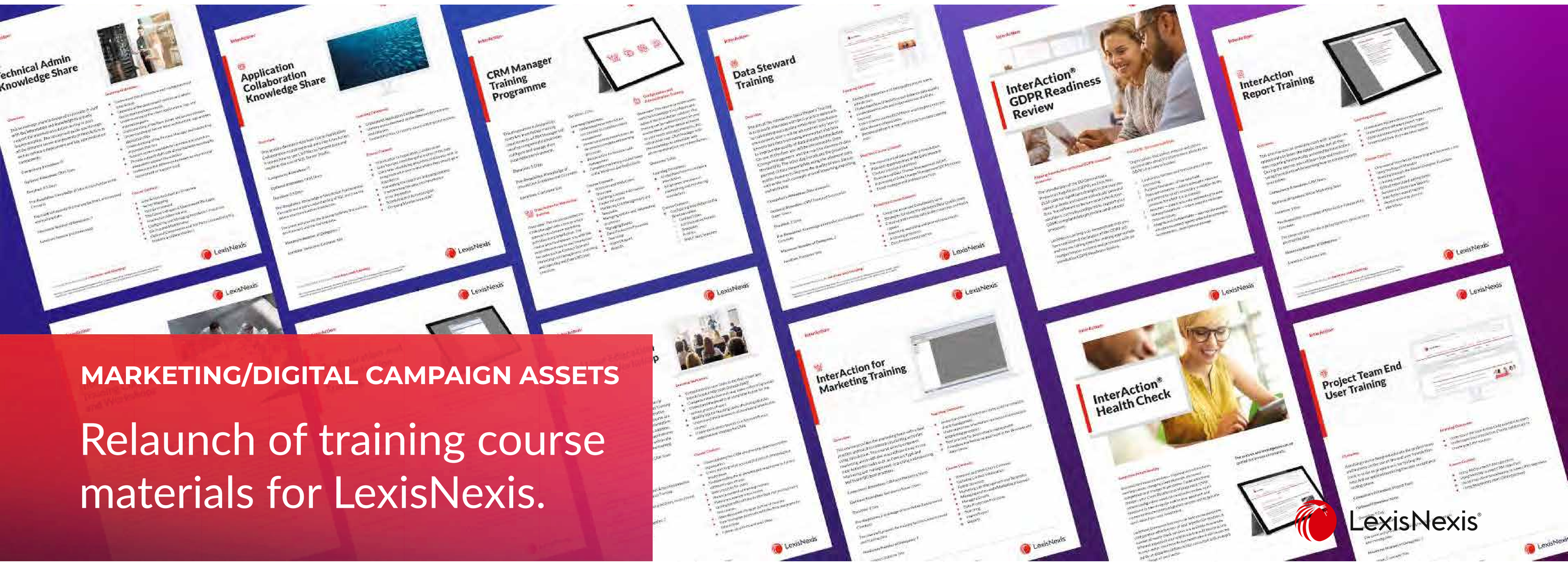


MARKETING/DIGITAL CAMPAIGN ASSETS

Relaunch of training course materials for LexisNexis.

LexisNexis InterAction deliver online and offline training to people all around the world. Their existing training materials were out of date and needed a refresh to more effectively convey the course material and the nature of each training course.

The entire training programme had changed and the new courses also needed to be launched to the UK market first, with a view to the entire programme going global.

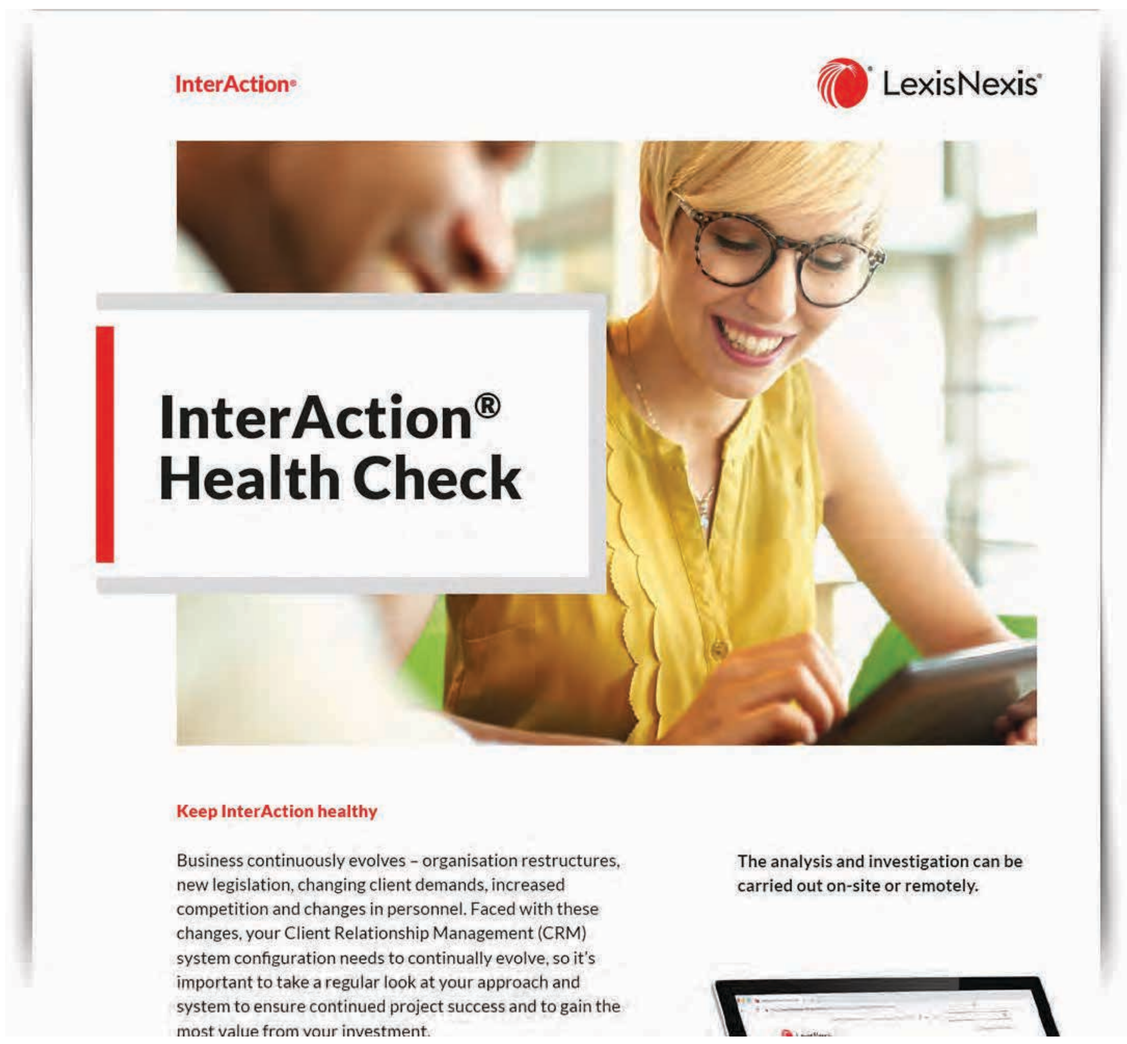
A campaign was required to deliver the right information to the right people. The course materials catered for a wide range of abilities and to improve the effectiveness of the campaign we didn't want potential course attendees receiving courses that were below their level, or too high above.

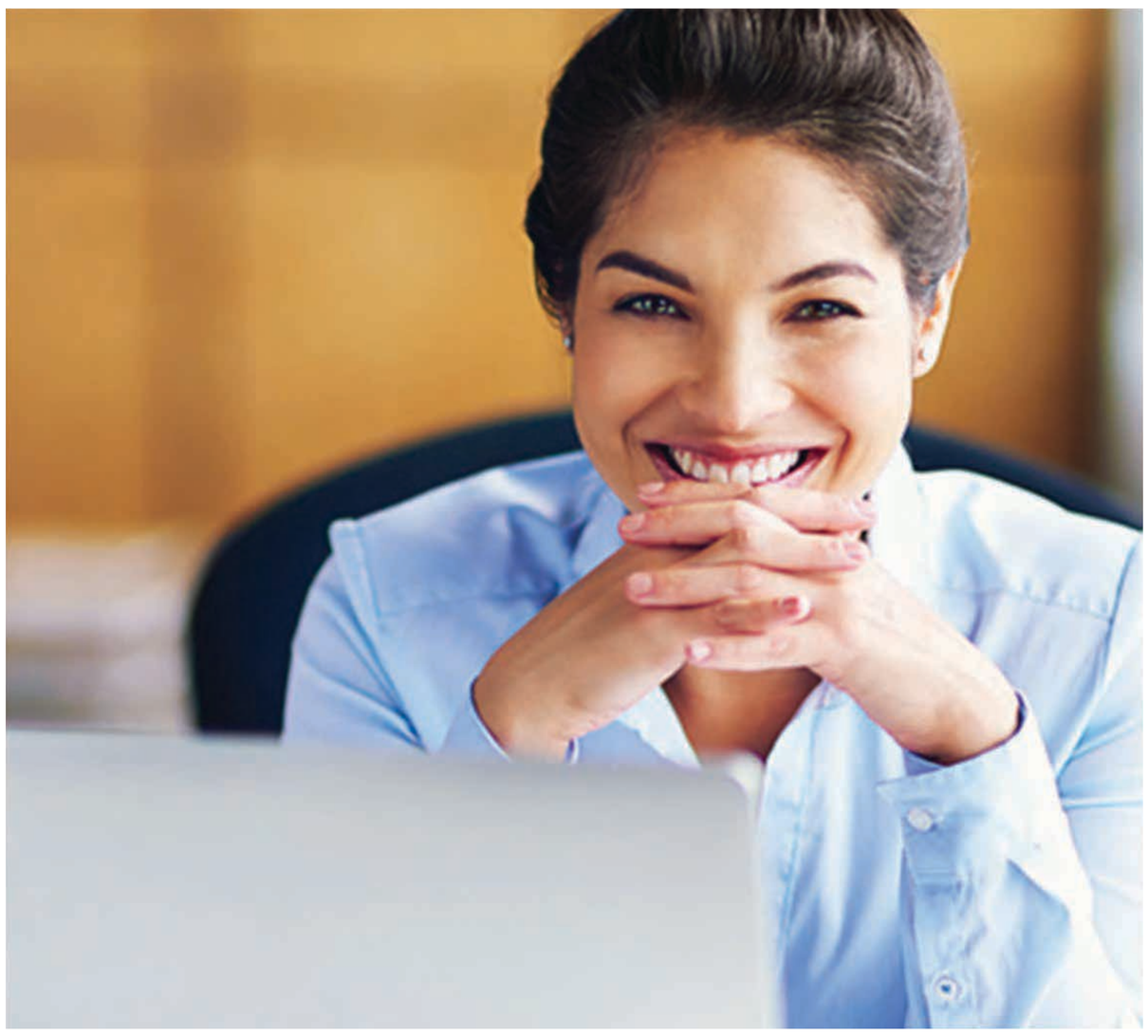
We therefore helped the client distill the data from their CRM to create a campaign approach for categories of prospects. From this, we developed an asset plan which detailed every marketing/digital asset required for the campaign.

This plan was produced by our in-house project management system called 'Teamwork'. With the plan in place, milestones and deadlines could be created to provide an accurate Gantt chart.

From this, we created all the necessary tasks and subtasks for the campaign. We invited the client to teamwork so she could also see all the project data. Combined with our regular project reporting this ensured she was always confident of delivery.

The budget was relatively tight for this campaign, so we used all the data to estimate every single task we had to perform and tracked this within the same system. We came in under budget.





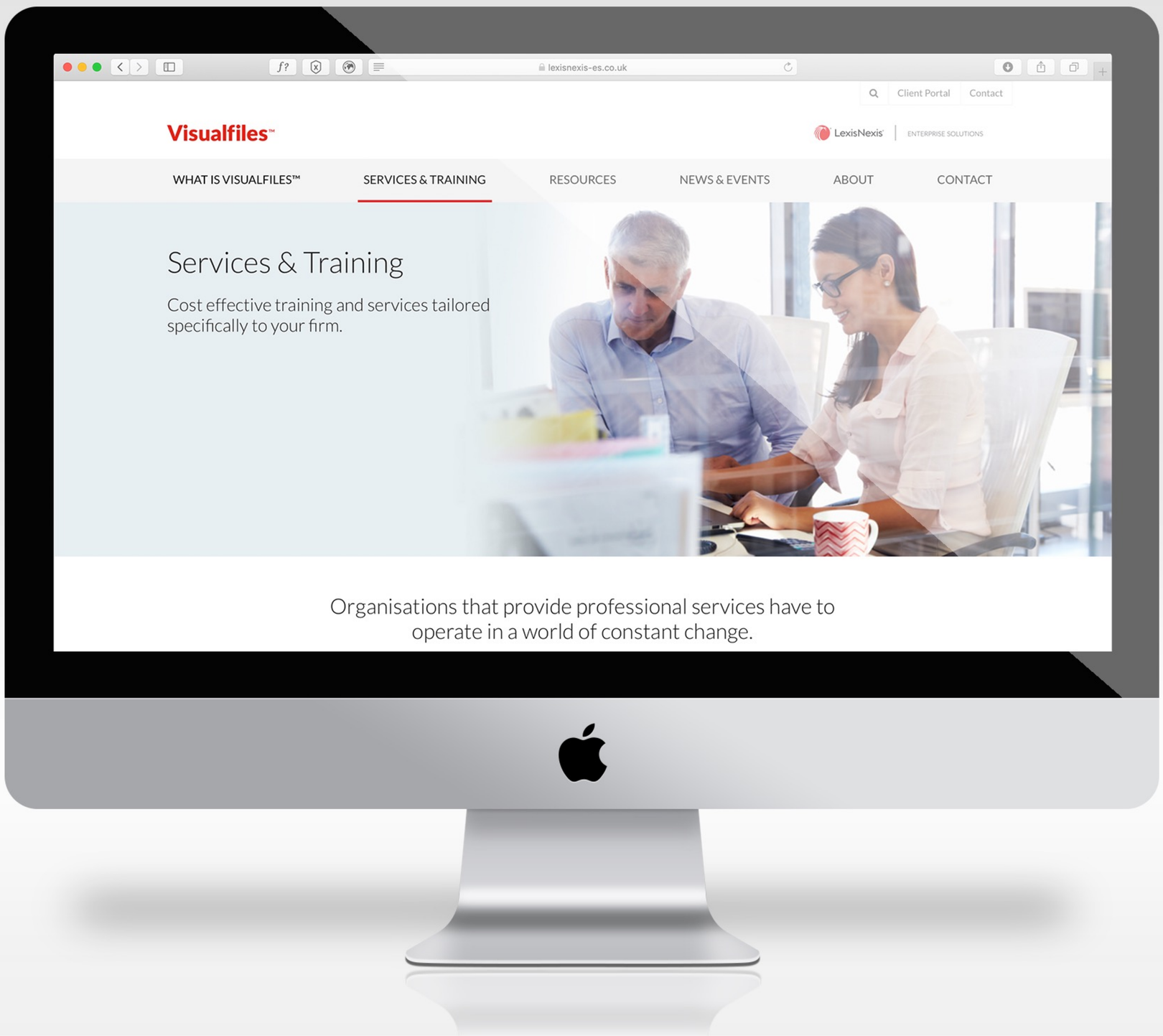
You Know of These Four Best Practice Data Quality Scenarios in InterAction, Right?

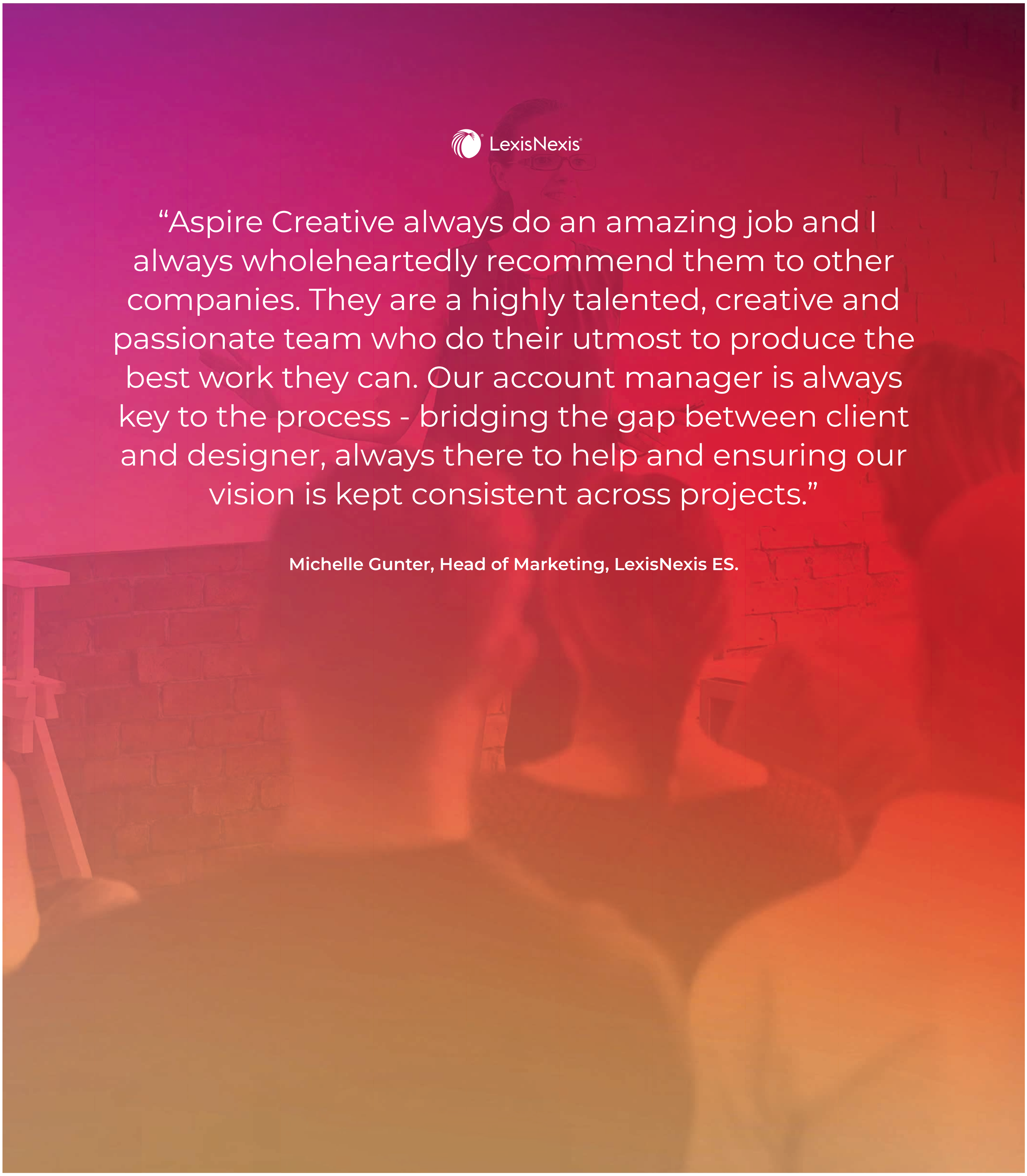
Loreen Jamieson, Client Advisor, LexisNexis InterAction

What we delivered

In around a month, we delivered marketing and digital assets that included;

- **A large range of imagery for Email Marketing - including image sourcing and a small scale photo shoot.**
- **LinkedIn Display Advertising.**
- **Advertisements for retargeting campaigns.**
- **Digital Assets to promote the campaign - such as infographics and FAQ leaflets.**
- **Internal documents.**
- **Graphics for training videos.**





“Aspire Creative always do an amazing job and I always wholeheartedly recommend them to other companies. They are a highly talented, creative and passionate team who do their utmost to produce the best work they can. Our account manager is always key to the process - bridging the gap between client and designer, always there to help and ensuring our vision is kept consistent across projects.”

Michelle Gunter, Head of Marketing, LexisNexis ES.

LEAD GENERATION CAMPAIGNS

‘Design driven results’ for LexisNexis and BigHand

We take the time to understand your target audience, understand what makes them tick - and then deliver a solution that generates the results you need.

Here are just a a few examples of our lead generation campaigns. These examples demonstrate how an understanding the firm and the individual prospect within that firm can generate truly outstanding results for your product, service and for your brand.

LEAD GENERATION

>900% ROI for CRM Software provider

The Challenge

LexisNexis InterAction is the one of the leading CRM solutions for Law Firms. The commercial team at InterAction asked Aspire Creative for help with a new campaign to target completely new prospects. They needed an approach to help them ‘stand out from the competition’, to generate impact and ‘get them noticed’ by busy sales and marketing directors in law firms.

The Solution: Micro Targeting

Previous client email campaigns and calls to this audience had provided no real results, and any real intelligence on the audience was limited. Therefore, Aspire Creative developed a Micro Targeting Campaign to approach the top 26 prospects for InterAction, and to ensure the marketing and sales teams really understood these contacts.

Considering the cost of the InterAction Solution and the fact it is essentially a ‘relationship intelligence’ tool it was clear that any campaign had to demonstrate that InterAction ‘walked the walk’ - IE that they understood their audience in a deep and meaningful way.

Therefore Aspire Creative worked with the marketing and sales team to develop a programme that included:

- Extensive background research into each contact including:
  - Telephone based research.
  - Internet research, research of prospects social accounts, blogs etc.

This provided the data for us to understand the person, their role within the organisation and the pressures they were facing (that a CRM solution such as LexisInterAction could help with).

After this, we needed a novel approach to support any email marketing and the wider online and social campaign.

The aim was to produce something that was so differentiated, that the sales and marketing directors would be compelled to share our approach on social media themselves.

The Journal

We developed a personalised, hand-sketched and written journal for each prospect.

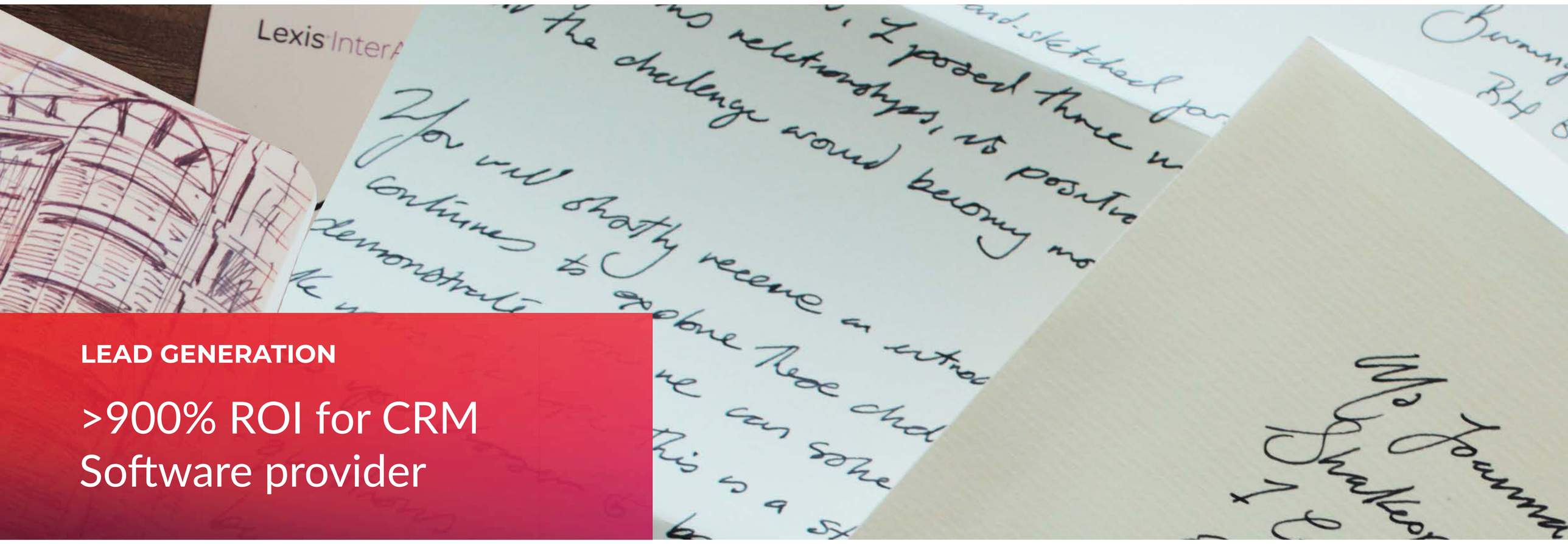
Each journal conveyed key information for each to demonstrate InterAction’s understanding of their business and personal challenges. The journals detailed their main issues were with CRM software and developing new business in general.

We also carefully included information about the InterAction solution, without turning this into another piece of ‘sales literature’ (which the prospects regularly received from competitors).

As expected, each journal became a very personalised direct mail piece accurately showing how well InterAction understood it’s target audience, and how perfect the solution was for that prospect, and their firm.

What we delivered:

- Campaign strategy
- Research into each prospect and firm
- Bespoke ‘Journal’ for each prospect at each firm
- 6 pages of content, personalised to each recipient
- Firm specific content which addressed their unique and individual pain points
- Hand-written, hand wrapped and sent to each prospect
- Supported with personalised digital and email campaign
- Social Media Marketing and Monitoring
- LinkedIn Advertising



LEAD GENERATION

>900% ROI for CRM Software provider

Results:

The campaign generated significant interest from 11 out of the 21 prospects, which in itself was a superb 50% response rate for any campaign of this kind.

Two of these prospects took on the solution within the same financial year, providing a 900% ROI for the campaign in that year alone.

InterAction also received fantastic feedback from the campaign, which also helped build their brand within an audience much wider than the 20 people targeted in this campaign.

Prospect Feedback:

This was the very positive feedback from some of the recipients:

'Well, that's quite the introduction'
Shared on social media by Forsters LLP

"If this guy had called me there and then I would have answered the phone - fantastic approach"
Senior Law Firm Partner

"We all thought it was a lovely and unique marketing approach! Happy to meet for a coffee"
Law Firm Head of Business Development

'Well, that's quite the introduction' - Forsters LLP

LEAD GENERATION

34% increase in retained customers/subscribers

Often a simple literature format will be right for a project, but sometimes the client requires a design that is a little different.

This might be because they need impact, or to stand out in a particular market. It could also be that a more innovative approach enables the reader to more easily understand the information.

Martindale Welcome Pack

Martindale-Hubbell required a literature solution to 'Welcome' new subscribers to their training and online directory service. They were losing subscribers - many were getting to the end of the first year and cancelling the service.

Understanding the audience

Aspire Creative helped the client research the martindale.com users and lapsed subscriptions. We identified that the new subscribers found the on-boarding process complicated and time consuming. We therefore started to look at ways we could change this perception and help them get a greater benefit from the solution. We also looked at ways they could 'onboard' quickly and more easily.

Through research, we identified the following:

- **Busy lawyers often didn't see the value of the subscription that was generally purchased for them by the firm.**
- **This was compounded by the fact that generally some very basic profile information was never submitted by the lawyer, meaning they sometimes never saw the true benefits of the solution.**
- **The whole solution became 'intangible' to the individual subscribers, and 'lost' within their busy daily lives.**

The Solution

We therefore developed the concept of a ‘Welcome Pack’; that communicated the high value of the subscription, and provided enough information to get subscribers started as quickly and easily as possible.

The Welcome pack Contained:

A Starter Guide.

The Starter Guide led the subscriber through the initial stages of setting up the subscription. The format was designed to make this as easy as possible for them;

- We developed a tent-card design which would stand up next to a subscriber’s PC so it was easy to read.

- Each section of the guide was tabbed so they could see the process (much like a digital progress bar on a website).

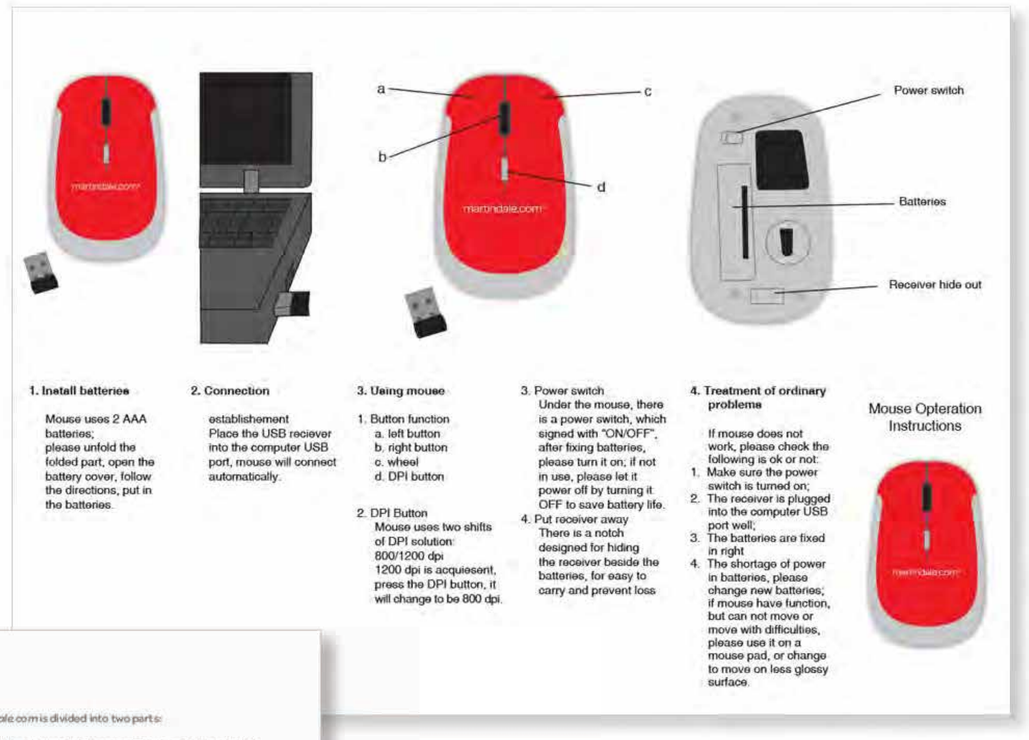
- The content was improved - making the copy and directions as concise and clear as possible.

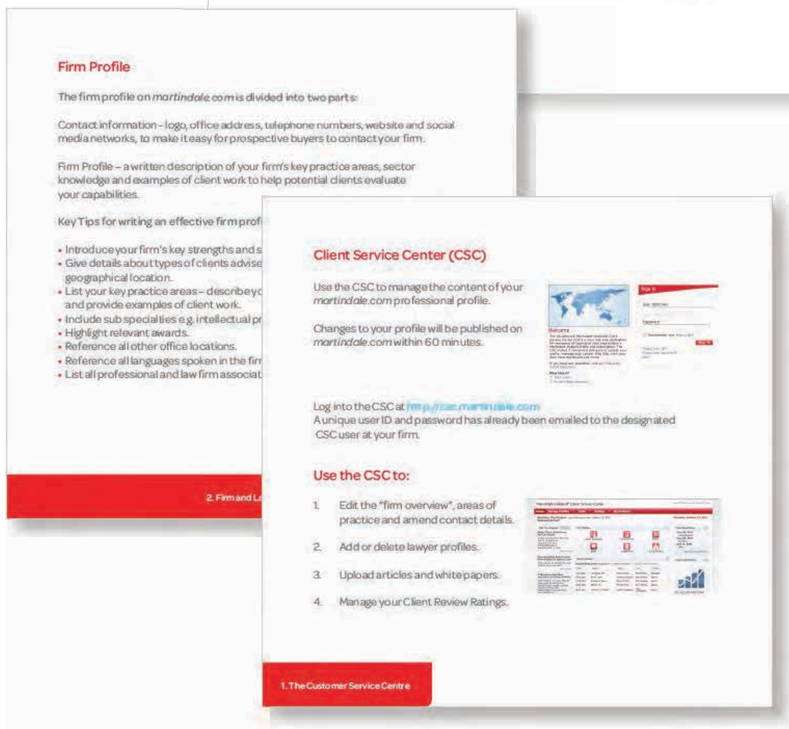
The Packaging

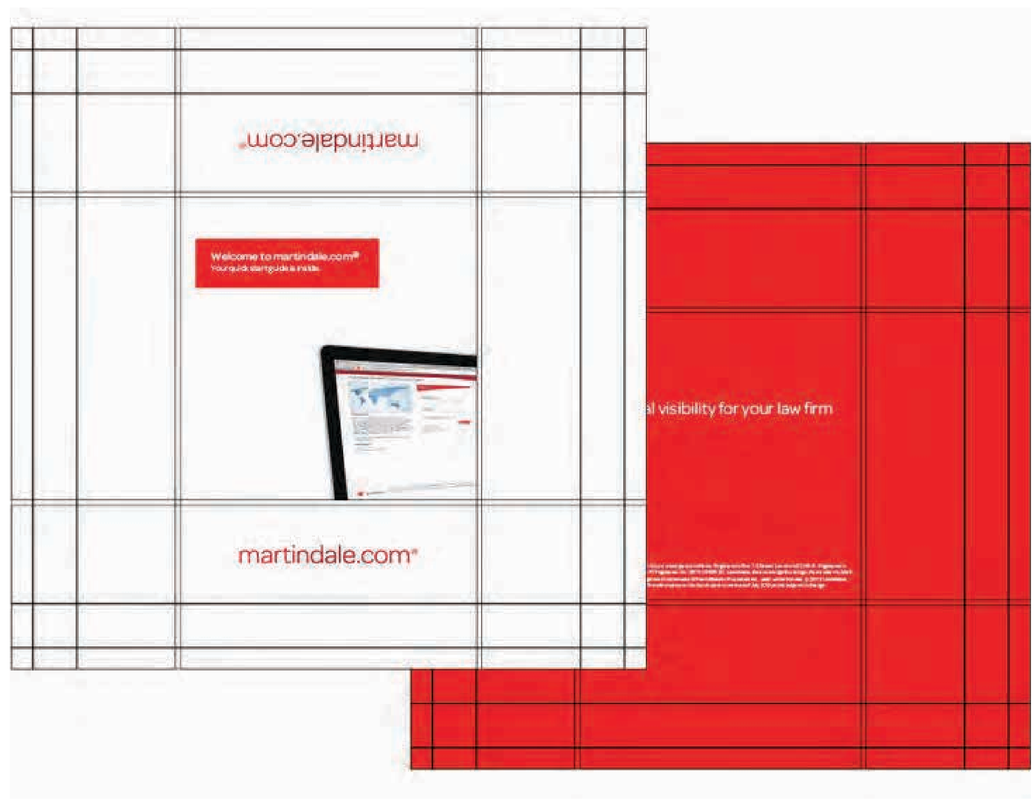
We created packaging that had the same high-value feel as an iPhone box.

- Premium feel, created by high quality card, matt finish and a foil blocked logo.

- Bespoke inner - so that the promotional mouse and the starter guide fitted neatly within the pack and was secure enough to withstand the post.

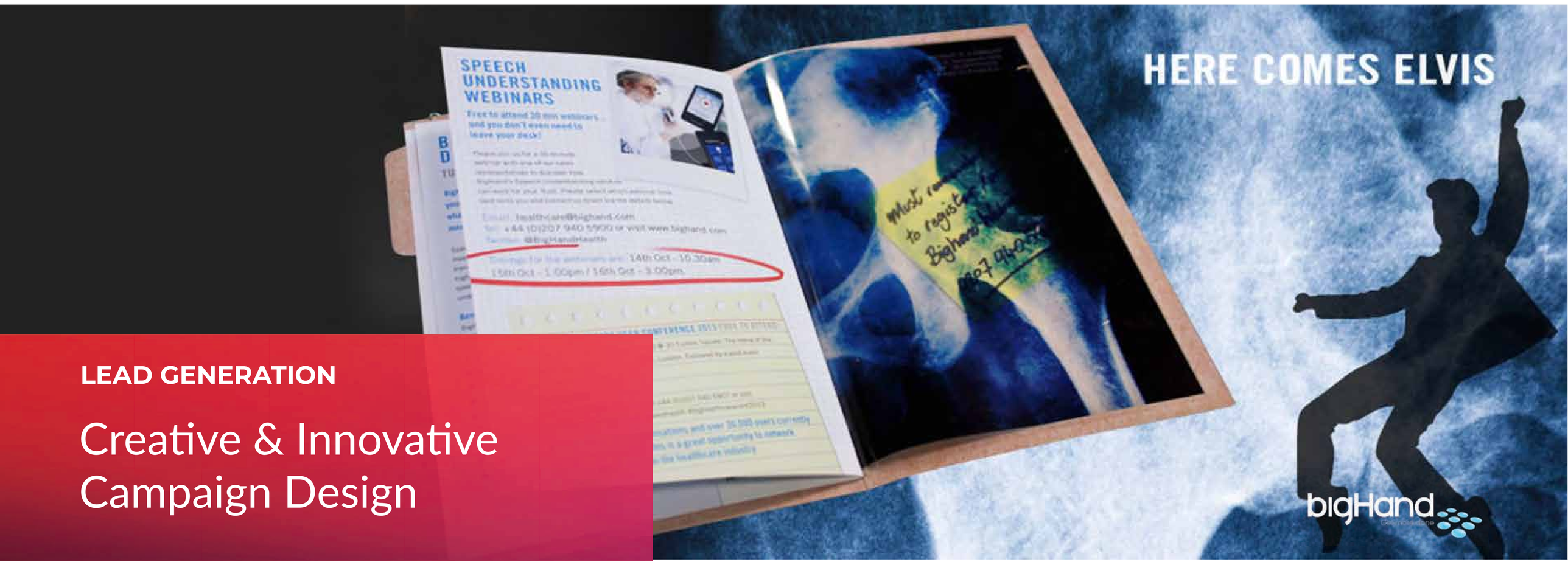






The Outcome

The solution, and a series of on-boarding emails and other resources - reduced the subscription churn by over 34% that year, which was a fantastic result for the business.



LEAD GENERATION

Creative & Innovative Campaign Design

Bighand Prospecting Literature

Bighand provides leading mobile dictation software but had experienced difficulty breaking into new markets. Also, their standard literature didn't communicate what is an advanced product in an engaging or compelling way.

Outcome

We devised a print solution for the healthcare market that made healthcare professionals sit up and take notice, conveying the accuracy of BigHand's speech recognition - as the audience were currently using inaccurate software.

We developed the 'Elvis/Pelvis' literature - which highlighted in a humorous way the inaccuracies in the prospects' existing dictation solutions – and how BigHand software could help avoid communication errors.

- **The solution was designed to mimic a doctor's notes folder, containing exactly the right level of information to secure the interest of the reader.**
- **We created a section detailing quirky examples of words that could be 'misheard' by a poor system - such as 'Elvis' and 'Pelvis'.**
- **A great final touch was an 'X-ray' of a pelvis printed onto clear film, and a simple call-to-action with details of the upcoming seminar.**
- **Printed on a range of diverse materials including card, paper and acetate, wrapped in clear plastic, labelled and sent directly to recipients.**
- **All design, copy, project management, print and fulfilment came within the desired budget of £5k.**
- **Prospects praised the combination of 'stand-out' approach, and the correct level of content to get them interested.**
- **Huge success in boosting:**
  - **Visitors to the BigHand seminars. They were oversubscribed for their healthcare event.**
  - **Successful entrance into the market and a significant increase in sales.**

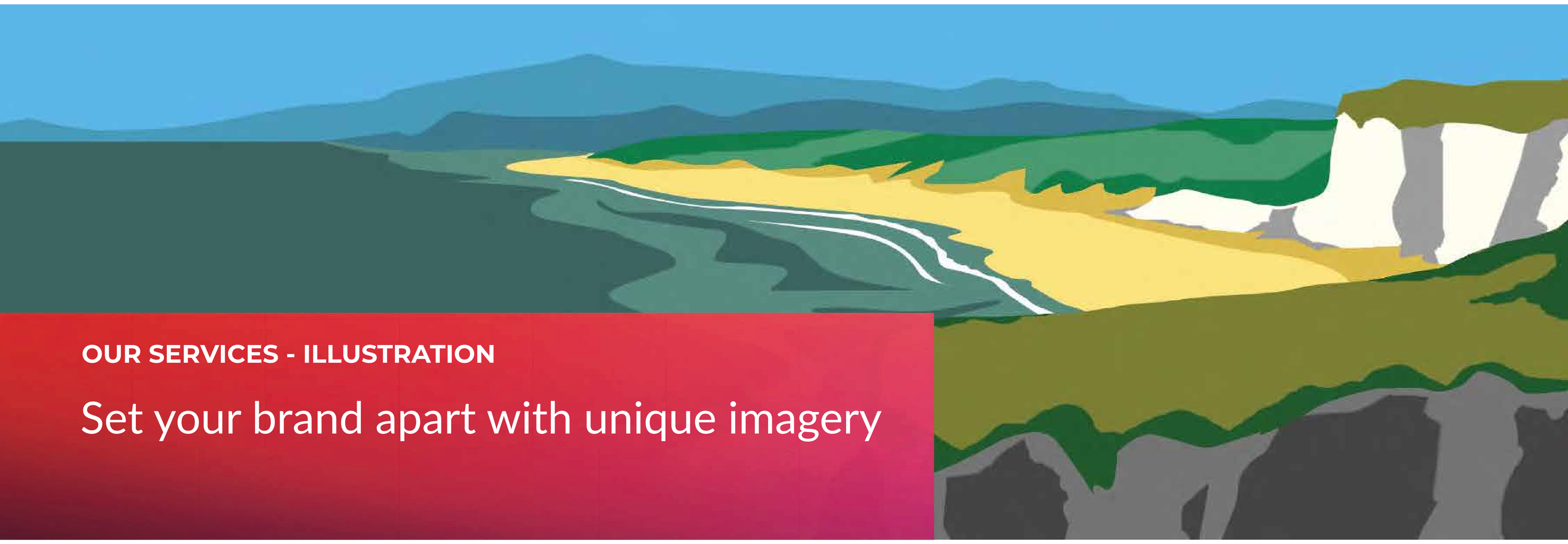
Martindale Hubbell

“The relationship that we have with the team at Aspire Creative is excellent. They have worked on a range of projects including the implementation of new branding across all elements of marketing collateral as well as devising compelling tactical campaigns for prospecting programs.

Their creative input and commitment to produce a quality output is second to none - they always deliver a range of concepts to help ensure that our communications have impact and complete projects on time and within the allocated budget.”.

Bryn Hughes, International Marketing and Communications Manager,

Martindale-Hubbell



OUR SERVICES - ILLUSTRATION

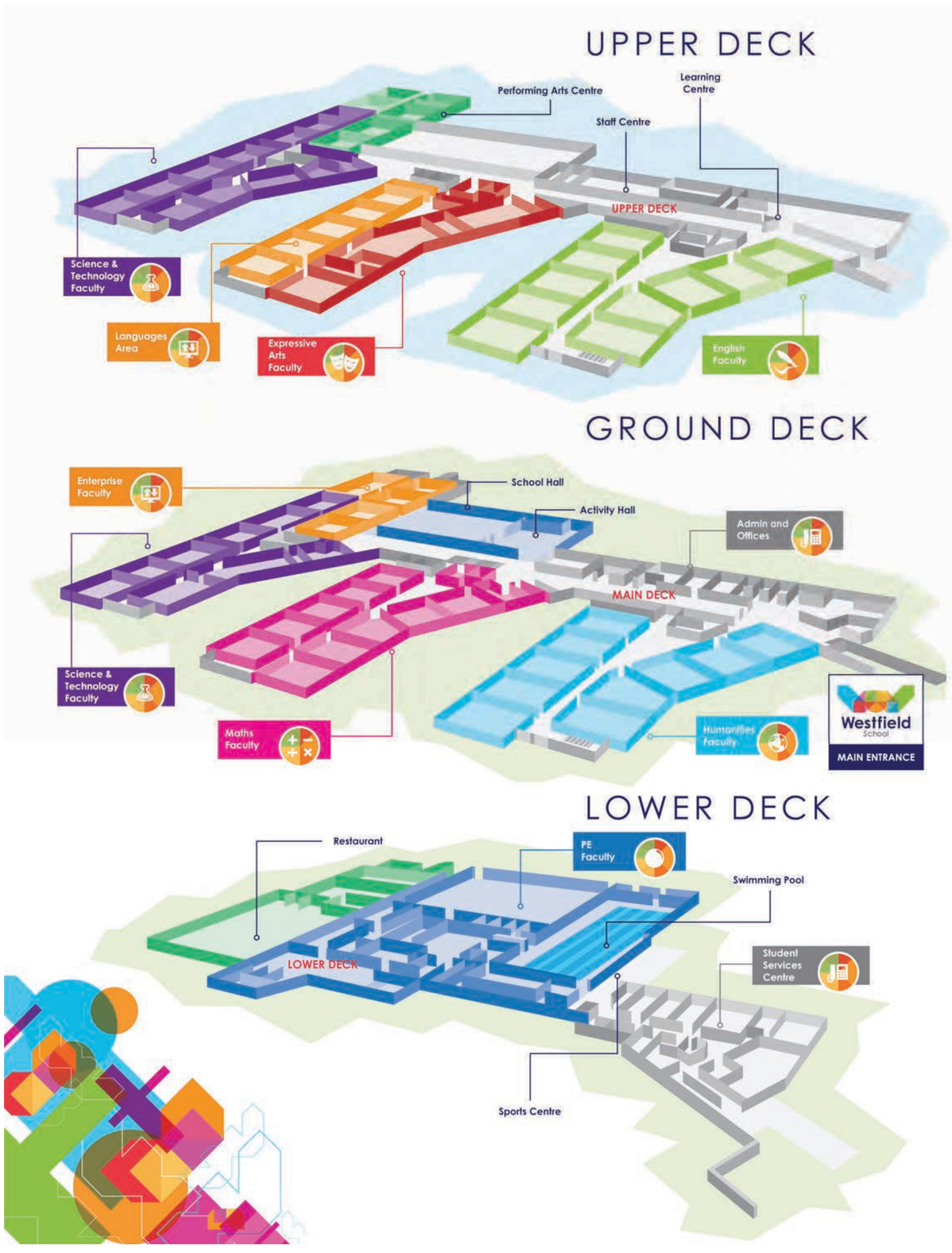
Set your brand apart with unique imagery

In-house bespoke Illustration, the perfect way to personalise your project and develop a unique brand.

Our designers create original, bespoke digital and hand-drawn visuals for a wide variety of uses. We develop illustrations for publications, and one-off projects and for campaigns, branding, products & packaging, and animations.

Our talented team advise and help with your requirements and to create a clear brief for the illustrator. We then provide you with concepts and ideas and lead you through the process to create the right solution for any illustration requirement. We offer a wide range of unique styles and creative ideas for many end uses.

Our team can develop any content you require for a project - please take a look at the selection of our work and get in touch for a no-obligation discussion and a few ideas to get your project started.

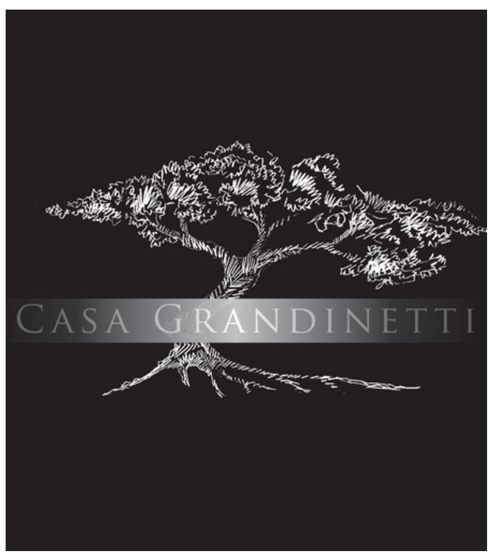


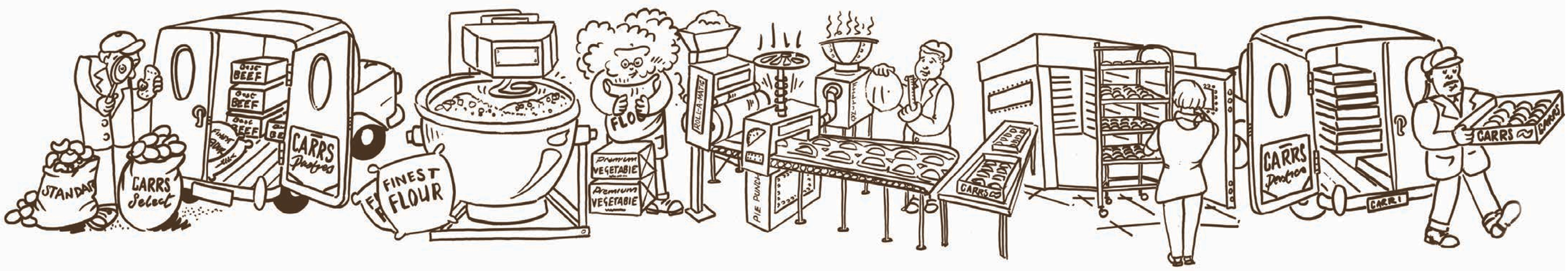
Bentley Motorhomes

Bentley Motorhomes commissioned us to create a new name and brand for their signature range of motorhomes - the ‘Artisan’ range.

We developed a bold illustrative style for the brand, and a unique illustration style to represent each of the vehicles. Each vehicle was named after a UK location so we developed an illustration of a famous landmark for use in advertising, brochures and the website for each motorhome.

More illustration examples...





OUR SERVICES - PHOTOGRAPHY

Set your brand apart with unique imagery

To create something unique and engaging for your new website, product launch or creative project you sometimes need that little bit extra. One of the ways we can provide this is through the use of custom studio photography opposed to stock photography. Your own photography can showcase your brand, values and character. If a picture can say a thousand words, imagine how much a whole range of bespoke photographs can communicate.

Our photography services range from simple product shots for eCommerce systems, through to location based photography in the UK and Europe. We use in-house skills and we can also partner with leading industry photographers to produce compelling imagery for your company, product or service. We provide a range of services that are tailored to your needs and your budget, and can advise on all aspects of photography.

Our photography services:

Portraits

Office lifestyle

Product Photography

Location Photography

The University of Sheffield

Education

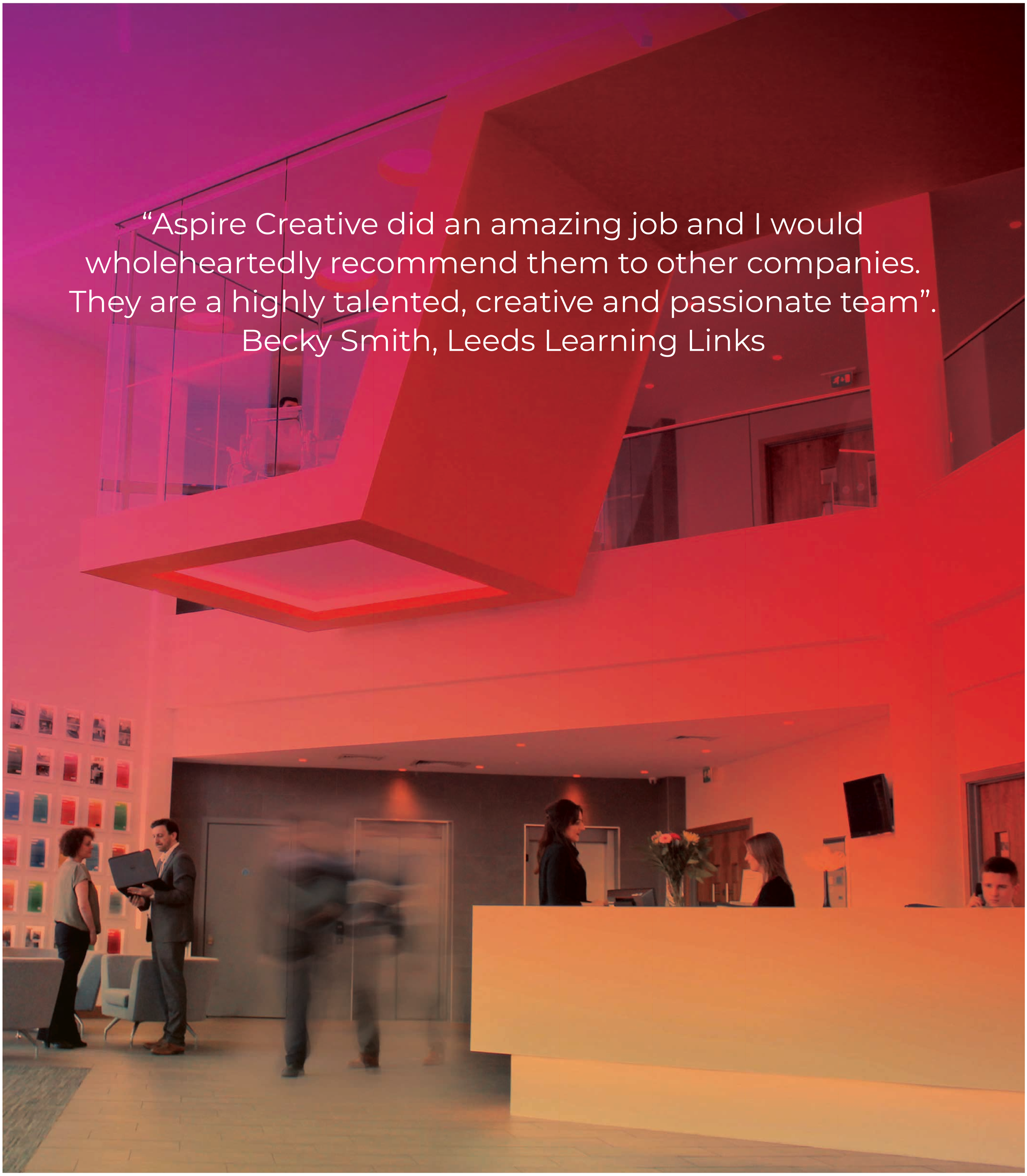
Education

Business & Industry

Business & Industry

Product photography

Product photography



ASPIRE | CREATIVE

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STUDIO | NORTH

Technology Centre
Advanced Manufacturing Park
Brunel Way, Catcliffe
Sheffield, S60 5WG

OFFICE | SOUTH

1st Floor Holborn Gate
330 High Holborn
London, WC1V 7QT

BRAND STRATEGY	WEB	DIGITAL	CREATIVE
Strategy & Planning	Website Design & Development	Digital Marketing	Creative Print
Brand Positioning & Identity	eCommerce Websites	Corporate Videos	Photography
Integrated Campaigns	SEO & Usability Audits	Content Strategy & Development	Design & Advertising
Company & Product Naming	Software User Interface Design	Social & Communication	Signage & Interior Environments

OUR SERVICES - ENVIRONMENT DESIGN

High quality, high output - Large scale graphics and space transformation

We've helped many brands transform their working environments into great places to meet, work and shop. We've helped RELX brands with office fit-outs - making the organisation's values shine through and making the offices a brighter place to work. We also provide graphic design services for exhibitions, including both indoor and outdoor events.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia conseq.

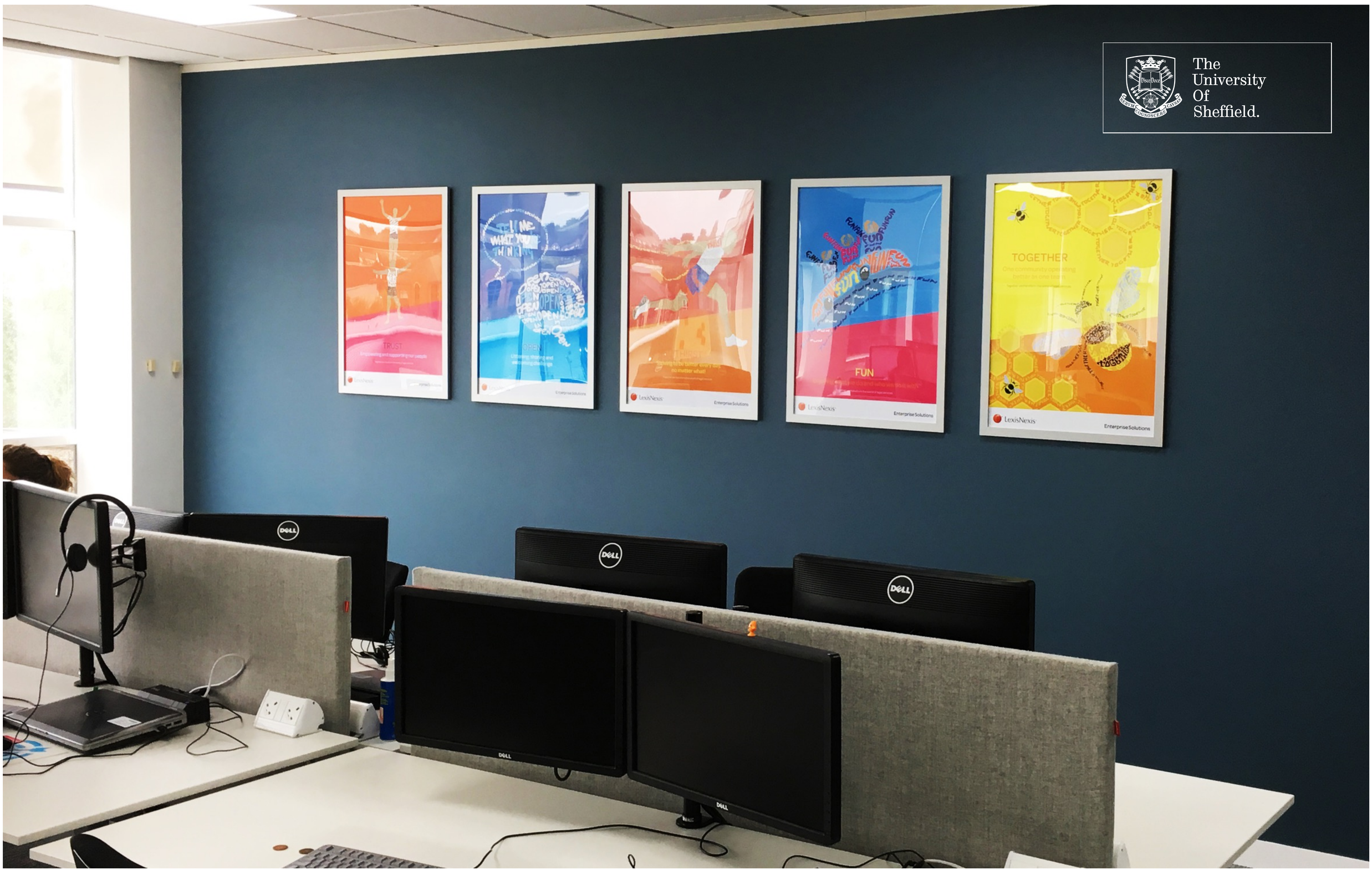
Video links:

InterAction EMEA (www.lexisnexisinteraction.co.uk)

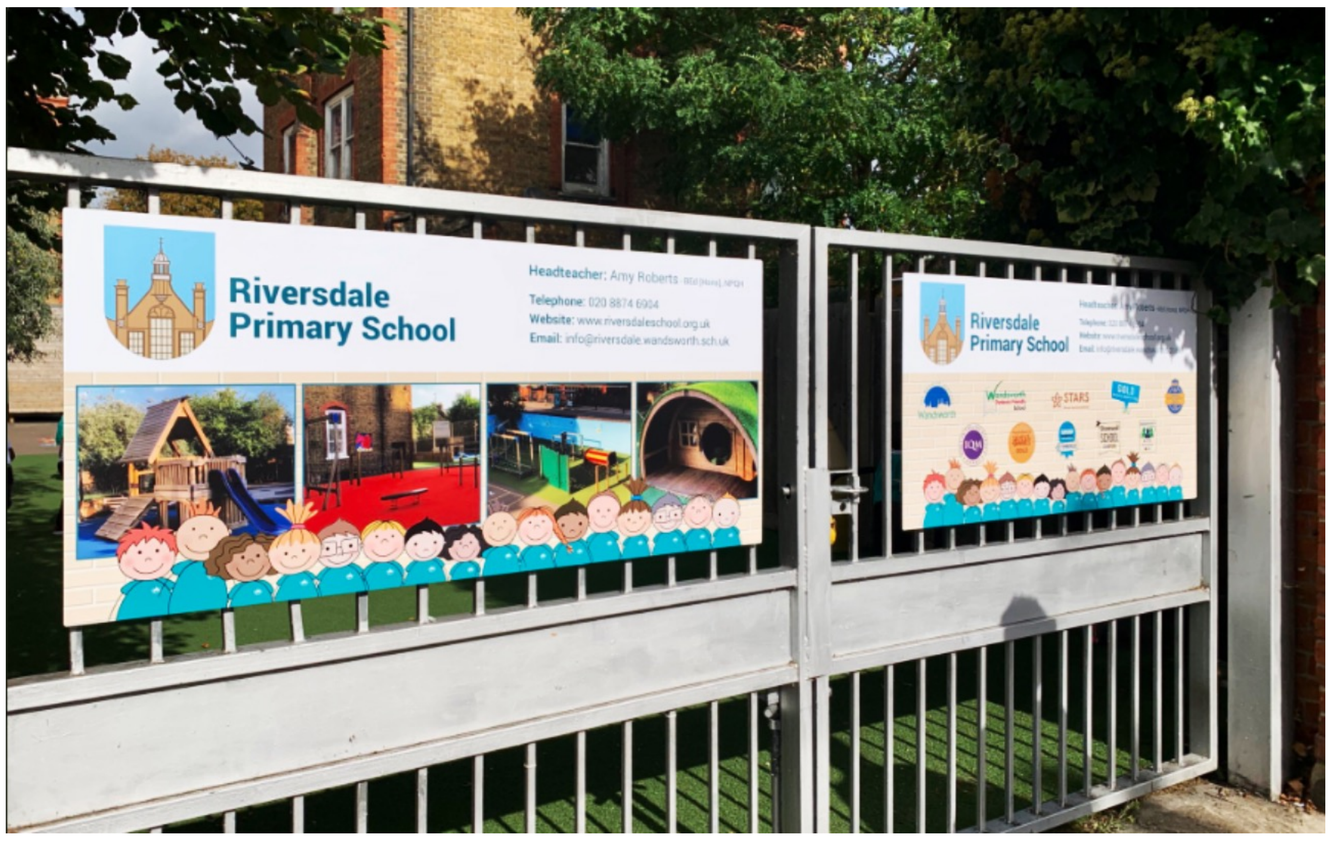
InterAction US (www.interaction.co.uk)

Visualfiles (www.lexisnexis-es.co.uk)

LexisNexis UK (www.lexisnexis.co.uk)



EDUCATIONAL AND OFFICE SPACES - INTERNAL / EXTERNAL GRAPHICS


Riversdale
Primary School
Headteacher: Amy Roberts
Telephone: 020 8874 6904
Website: www.riversdaleschool.org.uk
Email: info@riversdale.wandsworth.sch.uk
Riversdale
Primary School

BOB AWARDS
Bringing Out Brilliance
TRUST
OPEN
THIRST
FUN
TOGETHER
First Quarter
Second Quarter
Third Quarter
Fourth Quarter
LONSDALE
LVERDALE

AL-KO

Modern AMC chassis brought to market. AMC Production starts
1988
Purpose built manufacturing plant opens in Southam, UK
1999
2003
AMC yearly production reaches 1000 units
25th anniversary of AL-KO UK
Launch of AL-KO ATC Bruntingthorpe
2007
2010
AMS Mammut launched
2012
30th anniversary of AL-KO UK
Launch of the AKS Stabiliser
AL-KO
QUALITY FOR LIFE
1982
Company taken over by AL-KO from B&B
1994
Launch of the AKS 2000 – the precursor to the current AKS range
2002
Launch of Vario II Caravan Chassis
Launch of AL-KO Secure and the new AKS 3004 stabilizer
2004
WINNER
WHICH CARAVAN AWARDS 2008
ACCESSORY OF THE YEAR
2008
Which Caravan awards ATC the 'Accessory of the year'
AL-KO celebrates 80 years of global business
2011
166,000 chassis conversions produced worldwide

Lydgate
Infant School
Welcome to Lydgate Infant School
4 - 7 Years
Aiming High and Having Fun!
All Visitors Report to School Office
Tel: 0114 266 2450
Email: enquiries@lydgate-inf.sheffield.sch.uk
CROSSPOOL COMMUNITY PRE-SCHOOL
FREE PLACES FOR 3 AND 4 YEAR OLDS

WE'RE
CARRS Pasties
A FAMILY RUN BUSINESS PASSED DOWN
Through three generations
WE'RE PROUD TO HAVE BEEN BAKING OUR Finest Pasties SINCE 1938
FOR THE GOOD PEOPLE OF
BOLTON
CARRS
Pasties
SANDWICHES MADE TO ORDER

Robins & Day

nacro
changing lives
reducing crime
Welcome

THYME SQUARE
YOUR LOCAL BISTRO CAFÉ & DELI TAKEAWAY
GREAT FOOD, LOCAL PRODUCE
THYME SQUARE
BISTRO CAFÉ & DELI TAKEAWAY
NOW SERVING
Eat-in or takeaway.
Great food, local produce

BRAND/VISUAL IDENTITY PROJECTS

A world class brand for a leading Yorkshire law firm

Wake Smith is a contemporary Yorkshire law firm, rooted in tradition with a lasting legacy of client service since 1802. Its lead practices are in private client, business services, and dispute resolution as well as a range of high-growth sectors and thriving service lines. The firm has always been progressive its thinking and its management, and is well-regarded by clients and universally respected by peers.

The Management Board's view was that the firm's identity and brand needed to better reflect its current values. A move to a contemporary, open-plan headquarters also seemed like the perfect opportunity to reinvigorate the strategy and reimagine the identity of the firm in one bold step.

We worked with the leadership team to help build the brief for the creation of a new brand. It was clear Wake Smith needed to retain something of their past brand to keep the connection with the 200 years of history so we set about achieving this objective.

Outcome

We decided to retain the heritage of the brand by retaining their existing colour and existing typeface. This was also practical, as the 'shift' from the old brand to the new would be more manageable - IE legal documents in circulation with the old logo would look less out of step with the new.

To reinvigorate the brand and achieve a modern approach to the logo and corporate identity, we combined their existing colour and existing typeface with a new, clean and professional logo symbol. This symbol – called the 'W Mark' was perfect for a number of reasons – it provides a very clear and identifiable symbol for Wake Smith without having to spell out the full name. Also, it would provide easier recognition for the brand.

The logo also cleverly combines the 'W' and 'S' from 'Wake Smith' in one simple shape. The multi-coloured green approach also conveyed the many areas of legal services they are experts in, and provided them an extended colour palette which they could use throughout their marketing.

From there, we delivered a complete corporate identity, across literature, exhibition materials, their website and developed detailed brand guidelines for them, along with a complete suite of on and offline materials.

The result is a firm with a renewed confidence, a world-class brand and a clear plan for the future.

BEFORE

wake smith
solicitors

AFTER

wakesmith
solicitors

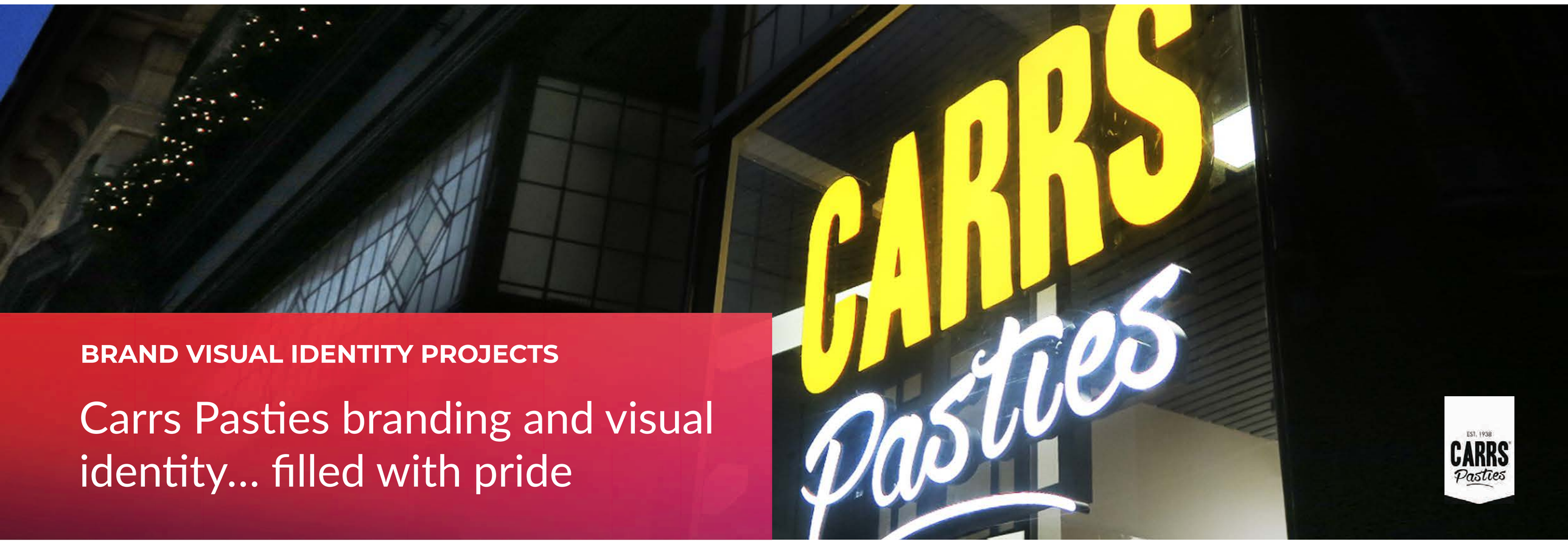
What we delivered

- BRAND STRATEGY
- Creation of a new logo and corporate identity
- Advice and creation of building signage for their new city centre offices
- MARKET RESEARCH AND BENCHMARKING
- INDUSTRY RESEARCH
- COMPETITOR ANALYSIS
- DESIGN
- COPYWRITING
- Creation of a range of marketing materials
- Powerful content management system (CMS) allowing for easy management of information by the Wake Smith marketing team

wakesmith
solicitors

“May I take this opportunity to thank you, and all of the team at Aspire Creative for our superb new logo and all your help with creating our brand so far. You’ve shown a lot of knowledge, creativity and indeed patience, all which were invaluable in getting us to such a fantastic end result. ”

Mark Sewell, Partner, Wake Smith



BRAND VISUAL IDENTITY PROJECTS

Carrs Pasties branding and visual identity… filled with pride

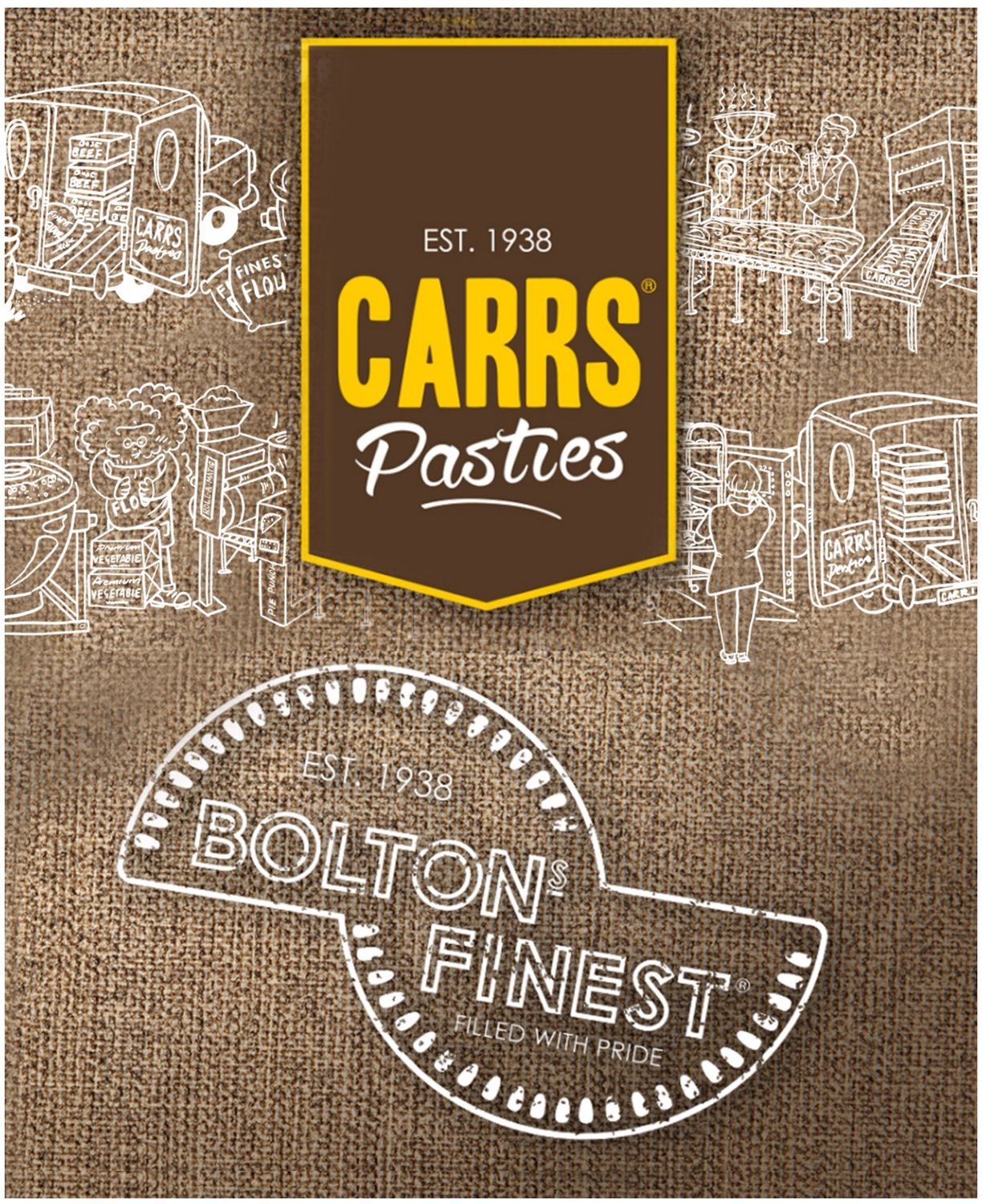
If ever there was a brilliant client project to get our teeth into, this was it. Carrs Pasties is a fabulous family-run firm in Bolton, producing mouth-watering pasties and sausage rolls, sold through a network of own-brand local shops, together with trade sales and local retailers.

The secret recipes have been passed down the family for generations since the first pasty was baked in 1938. But while the succulent dishes remain true to the original, Carrs wanted to bring its branding and visual identity up to date.

Meat and potatoes

Back in 2014, Carrs Pasties chose us ahead of national agencies because we demonstrated our grasp of what the family wanted. We "got" them, and they "got" us. A perfect combination, just like meat and potatoes.

Essentially, we pledged to build on their important local heritage, showcase their quality and create a corporate identity that would stand them shoulder-to-shoulder with much larger UK bakeries and fast-food retailers.



Working with Bolton's finest

We were struck by the friendly and family feel around the business. It's this homely quality that loyal customers love, too, and we set about creating a brand and a website that captured it perfectly.

The New Logo

At the core of the new brand is the logo. The all caps lettering establishes the brand's strength and boldness, and retains an element of the past logo. The script or 'handwritten' lettering underneath alludes to the personal touch that Carrs value so much. The lettering is contained within a ribbon shape, like a seal of quality, conveying the exceptionally high quality of Carrs Pasties ingredients. This shape was also developed to allow the logo to be easily used across all communications. Combined, the finished result is a strong and differentiated approach that stands out, and yet is sensitive to the history of Carrs Pasties.

Filled with Pride

Carrs also asked us if it was possible to somehow retain the shape of the old logo within their overall corporate identity. We'd already considered the idea of an additional 'quality mark' and had developed a clever strapline as a part of the brand work - 'Filled with Pride'. We put all of this in the creative oven and out came the 'Bolton's Finest Mark'. Carrs loved the design and strapline so much, we organised the Trademarking of the Bolton's Finest Mark and the Carrs Pasties Logo in 2019.

Old logo

New logo

Brand mark

Illustrations

Our team also developed bespoke illustrations, and handled the photography of their team and customers. The Illustrations conveyed the light hearted and family approach of Carrs Pasties, and were perfect for all kinds of uses, from packaging to the new website.

Copy writing

We also devised a simple, straightforward approach to copy writing for Carrs. We helped them with the copy for their website, and with communicating the key messages for each product in their growing range. We worked closely with them to ensure the tone of the copy was true to them, and helped them understand how to develop copy themselves.

Piping hot values

“Filled with pride” is a lovely line that’s not just a clever play on the pasties’ finest ingredients, an important part of the brief, but it also demonstrates a core element of the Carrs Pasties values.

As part of our brand positioning work, we created this line for marketing purposes and for building out the company’s mission, vision and values. We mixed in lots of ideas, put them together and when they were pulled out of the oven, we’d created three piping hot and perfectly made values statements:

1. Fill everything with pride

- Our products taste so good that customers will buy them time and time again
- We work together to be happy in our jobs – so pride shines through all we do

2. Do the right thing

- Realise there’s a better way? Make it known. Shout it out
- Don’t have an answer? Admit it and work to find a solution

3. Work as a family (work together)

- We’ll work hard and enjoy what we do… to be great at what we do
- We’ll work together as a team, speak openly and with respect

Bringing it all together

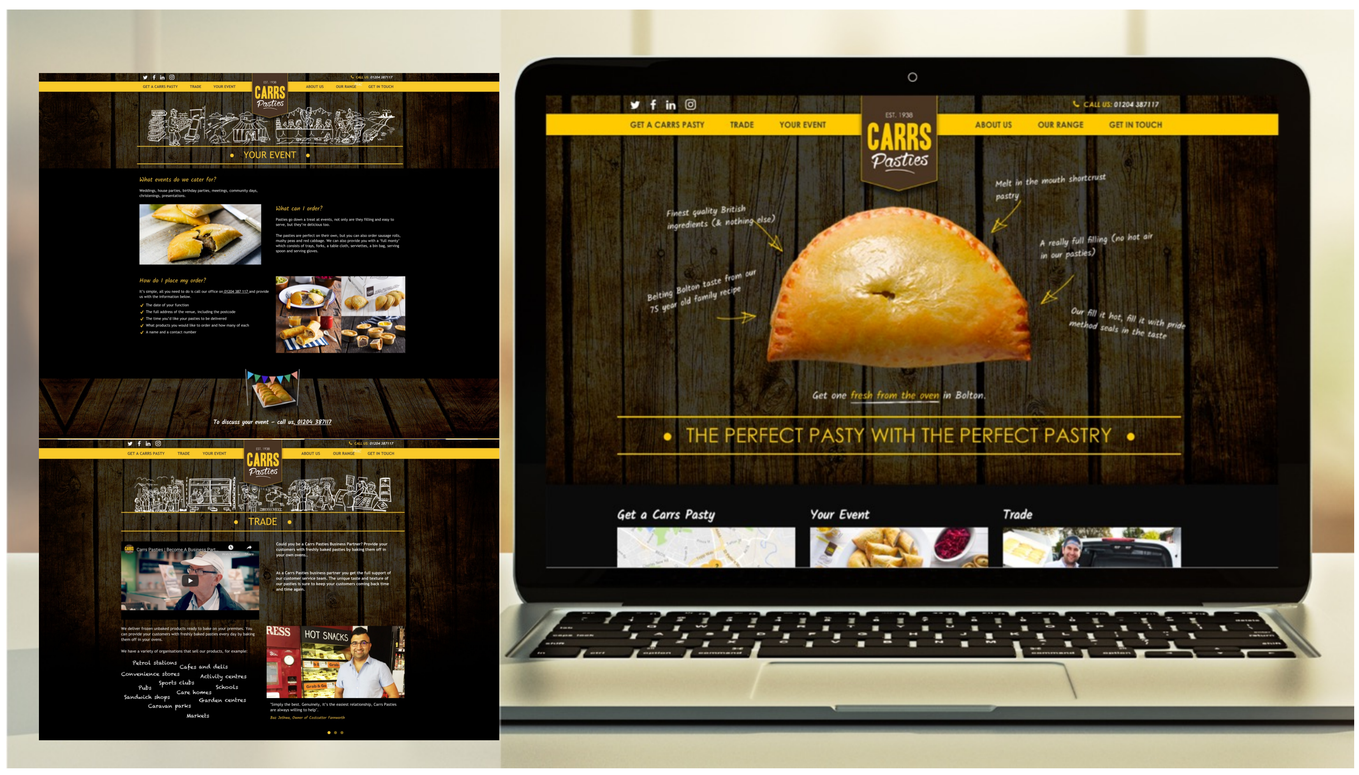
A great brand now shows off Carrs Pasties and its approachable, knowledgeable staff as producers of superior, traditional food. ensuring the history and local feel remained.

A fresh look and feel

Their new brand identity has worked wonders for Carrs Pasties, and has certainly helped them to achieve their ambitious growth plans.

We also rebuilt and redesigned their website to make it more logical and easy to use, with a clear hierarchy of information, and a look and feel that was the perfect showcase for their new brand guidelines.

The result is a coherent, relevant, contemporary identity which still retains a sense of history and heritage. Their staff have found this inspirational, and the marketing team benefits ongoing from an impactful and consistent brand that allows them to get noticed. All in all, their refreshed brand gives Carrs Pasties a strong foundation on which to build a whole raft of future marketing, lead generation and new business activities.



“Carrs Pasties has tripled its revenue in five years. This success has come from working together as a close family, and from our relationship with Aspire Creative, who played a significant part in our growth through their excellent strategic marketing support, website and never-ending creativity!”

Joe Carr, Managing Director, Carrs Pasties

BRAND VISUAL IDENTITY PROJECTS

New branding and marketing materials for Sheffield Forgemasters

With a rich heritage in one of Britain's oldest industries, Sheffield Forgemasters now makes some of the largest and most complex cast and forged steel components in the world. Navies, nuclear power stations and offshore platforms are among its high-profile customers.

The business uses the latest techniques and equipment and innovates continuously, but its branding was not as modern as it needed. The challenge was to introduce a vibrant new look and identity, one that offered clarity and purpose but still reflected the proud sense of history.

Why Aspire Creative was appointed

Sheffield Forgemasters went through about 20 proposals, and we were selected to move forward, thanks to some key factors:

- They liked our approach and ideas to address the branding and move it on sensitively.
- We demonstrated a capability of understanding global markets.
- We formed strong personal relationships during the initial meetings.
- We "got" them, and they "got" us.
- We were able to operate within budget and deliver on the desired timescales.

Innovation Through Integrity

We established this new strapline for Sheffield Forgemasters, one that sounds solid and personal, and reaffirms modern thinking while acknowledging hundreds of years of experience. It enabled us to develop a new brand and identity guidelines, from which we could bring new clarity and purpose to all the company's marketing collateral.

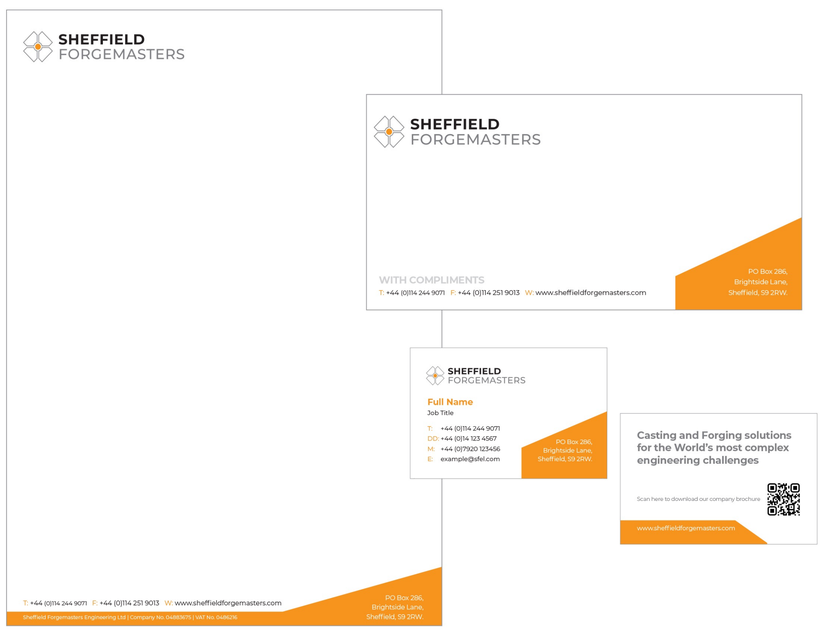
Where previously there was a tangle of information, a consequence, perhaps, of layering decades of business restructures and changing practises, we removed the noise and brought singular clarity. We moved seamlessly across many areas of operation, from producing icon sets and new business cards to new exhibition stand displays and email signatures. And we've left the business with a complete set of brand guidelines and a guidebook to follow, ensuring consistency in the use of design and messaging across the board

Our work across the board

Once the branding and identity were agreed, we set about producing new material across the business, including creative design, SEO research, web design and development, copywriting, photography and print.

For visitors and potential customers who want to "take something away" from the website, we designed, wrote and produced a 44-page downloadable brochure featuring all the client's capabilities and services.

We enjoy working collaboratively with clients, and in this case, we trained our Sheffield Forgemasters contacts in the use of Adobe XD software, so they could see our work in progress and feel a real part of the redesign process. This led to a richer client/supplier relationship which is something Aspire Creative always strive for.



SHEFFIELD FORGEMASTERS

Thanks for all the effort to you and the team and for putting up with the lastminute.com approach. The site looks brilliant!!

John Hunter, Marketing Manager

Forgemasters

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BRAND STRATEGY

Strategy & Planning
Brand Positioning & Identity
Integrated Campaigns
Company & Product Naming

WEB

Website Design & Development
eCommerce Websites
SEO & Usability Audits
Software User Interface Design

DIGITAL

Digital Marketing
Corporate Videos
Content Strategy & Development
Social & Communication

CREATIVE

Creative Print
Photography
Design & Advertising
Signage & Interior Environments