

branding

BRIEF

To develop an umbrella branding campaign, running through all printed collateral and shop graphics, to give impact and cohesion to one of East Anglia's largest estate agencies.

DELIVERABLES

- A4+ presentation folder
- advertisements
- A4 brochures x 5
- large format graphics
- acrylic brochure holders
- website graphic design
- window graphics
- Gallery property magazine

TuckerGardner

complete branding campaign

1 branded brochure holder



branding

Early this year we undertook a sizeable review of our marketing, which encompassed brochures, website, internal displays, a magazine launch and general advertising. At the same time we also launched a couple of additional services that needed to be readily associated with the main brand whilst still being independently identifiable. To our mind this was a fairly challenging brief, working to try and find a fresh angle that needed to work across all media. All for an established brand with quite rigid parameters about what could and could not be changed.

The result of the above was the launch of our “The Art Of...” campaign. An integrated solution that cleverly ties in all the various aspects of the company (old and new) and which genuinely works across all media. However, the most impressive aspect is how painlessly it was achieved. GDA demonstrated a level of intuition and commitment that we have rarely seen with the result that the amount of management time invested was kept to an absolute minimum. What a refreshing change.

John Adamson
Managing Director
TuckerGardner

TuckerGardner complete branding campaign

- 2 homepage design
- 3 Gallery magazine detail
- 4 large format printing

