


# The **art** of brand building support



**Are you frustrated with  
the lack of time and  
support you have to turn  
your company vision for  
growth into reality?**

**The Art Department** is a leading communications company based in Aberdeen with an office in Edinburgh and business partners in Norway.

We have been in business for 20 years and work for some of the fastest growing and most profitable companies in Scotland. The following pages describe an affordable, flexible and scalable service that we offer company decision makers with ambitious plans for growth.



[www.artdepartment.co.uk](http://www.artdepartment.co.uk)

## Part One

# For CEOs, Directors & Managers

The business case  
for creating your own  
art department

### TURNING VISION INTO REALITY

Dynamic and ambitious company leaders tend to share the same frustrations.

They can see many opportunities for company growth but don't have the time available to drive through the communications and marketing strategies required to turn this into reality.

Even with the employment of marketing assistants or in-house designers there still never seems to be the time available to effectively manage such people.

What tends to happen is an ad-hoc approach to company communications which can all add up to significant expenditure with little effect in realising plans for growth.

**We can help you to grow  
brand value, staff loyalty,  
market share and profit.**

**Build the art  
department into  
your monthly  
costs and fast-  
track your plans  
for growth...**

## **THE BENEFITS**

- › **A self-managed and dedicated team will be working for you every month.**
- › **Actions for growth will be accelerated.**
- › **A proven process-driven approach will be applied.**
- › **Multiple levels of expertise to call on.**
- › **A sense of things finally happening to turn your vision into reality.**
- › **A monthly fee comparative to the salary of a marketing assistant but with much higher R.O.I.**

**We offer three areas of  
business support:**

**Brand Strategy & Planning**

**Design & Production**

**Digital Marketing**

# Brand Strategy & Planning

## **BRAND VALUE**

We will put in place a Brand Strategist who will work with you on a monthly basis to ensure that the design and production we deliver is aligned to your vision for company growth.

This continuing focus on developing your brand will drive increased value into your business through staff retention, staff attraction and streamlined marketing at a level that will greatly differentiate you from your competitors.

With our comprehensive experience we believe that we can offer more value per £1 of spend on our continuous support in comparison to a more traditional approach involving the employment of a marketing assistant within your business.

**Our highly experienced Brand Strategist will become a valuable member of your team – driving significant value into your business.**

# The benefits of introducing a permanent brand manager to your team

## YOUR NEW RESOURCE

- › A self-managed specialist who will hit the road running versus a more inexperienced marketing assistant needing a high degree of support and your time.
- › Someone with years of international experience versus someone having to be coached on the job.
- › A person with a deep understanding of how to grow companies through brand strategy.
- › An important bridge between the creative work from the Art Department and the business strategy of your business.
- › A flexible approach to your marketing expenditure in comparison to employing someone part time or full time. (You can use our brand strategist as many days per month as required).
- › 25 years of brand strategy work with hands-on experience in many corporate disciplines including: Sales, Marketing, HR, Operations, Finance and Management. Within all these areas we know where brand strategy can add significant value to your business.

# Common scenarios that our support will avoid

## **DOES THIS SOUND FAMILIAR?**

All too often we have seen companies create a marketing assistant role only to end up having to think of activities to keep that person busy.

These tasks seldom form part of a larger business strategy and often lack any significant impact on company growth. This can lead to feelings of disillusionment on both sides resulting in the person either leaving or being made redundant.

In other scenarios where there is no assistant role created, the ideas and implementation often relies on an ad-hoc approach driven by a director who has very little time to dedicate to such an activity.



**Having a vision for growth comes naturally to dynamic business leaders. Having the time and resources to implement it tends to be the problem.**



# Our guiding principles are growth through brand strategy

## **ACCELERATED SUCCESS**

Brand strategy permeates all areas of a successful business and its influence can be all encompassing.

If a company does not embrace an effective brand strategy they almost always revert to a base strategy of survival through sales performance often with a low-priced sales strategy.

The problem with this is that these strategies are easy to copy and will not provide a sustainable advantage.

The greatest companies grow and are ultimately successful because the company and their employees embody the brand and embrace the brand's guiding principles in their decision processes.

**IMPORTANT: Strategy consultants often give you homework to do. That's not our style. We listen, we plan, then we act using our design and production expertise to deliver.**

**NO HOMEWORK, JUST ACTION!**

# Success requires vigilance

## **NO LONGER A 'TO DO' ITEM**

The successful implementation of a brand strategy requires a consistent effort and a dedication to the principles.

Unless a person or department is entrusted with the implementation of a brand strategy as its primary function, inevitably it will become just another item on the 'to do' list.

With your brand manager acting as your brand champion this problem will be solved.

The day-to-day challenges of running a successful business also diverts the attention of even the most ardent brand advocates.

Advocacy of an expert dedicated to the successful implementation of the plan will help to ensure it remains front of mind.

# Design & Production

## **CONSISTENCY IS THE KEY**

The design and production element of your art department will be a dedicated team of individuals.

Over time they will build up a great understanding of your company, your vision and your communications strategy that will have been shaped with the help of your brand strategy manager.

The design and production team will take instruction from your brand manager and ensure that all agreed objectives, budget levels and deadlines are met.

Using our brand matrix as the blueprint for all communications, the design and production budgets will be allocated from the accumulation of the monthly retainer for this work.

**Embedding a design and production team into your business model will result in your communications reaching new levels of engagement.**

# Digital Marketing

## **THE VALUE OF DIGITAL**

Digital marketing can play a significant role in supporting business growth with minimal costs involved.

Digital savvy companies no longer use a news section on their website to promote their news. They use Blogs, Facebook, LinkedIn, Twitter, YouTube channels and email campaigns.

High calibre staff are attracted to companies who have engaging news and articles posted via digital channels.

Existing staff and clients can be kept up to date with regular digital postings.

Regular digital activity helps to position you as knowledge leaders in your field.

A Search Engine Optimisation (SEO) strategy will ensure that your website is found on page 1 of the major search engines.

No print costs, no distribution costs, an ability to analyse marketing data immediately, a platform with no set-up costs. These are all significant reasons why digital marketing with an investment in great content and strategy is at the heart of the most successful companies.

## Part Two

# Cost, process, action and credentials

Investing in an art department  
will save you time and money.

### **FIXED MONTHLY COSTS ALLOW FOR SIMPLE BUDGETING WITH NO SURPRISES**

For all three services (Brand Strategy / Design and Production / Digital Marketing) we invoice this through a monthly retainer – **see separate quote.**

You can choose to invest in a combination of one, two or all three services and unlike PR services we will not be asking you to commit to a full year.

We are happy to offer you the opportunity to add more service levels at any time and if you wish, you can cancel a service at any time.

We are confident that you will appreciate the value and benefits of our monthly support and will decide to make this a permanent feature within your company structure. That is why we see no need for holding you hostage to any agreed term or contract.

**Setting up a team of specialists to act as your department tasked with driving through your vision of growth can be implemented immediately.**

# Identity

# Print

# Digital

# Environment

## CHANNELS OF COMMUNICATION

Using our brand matrix your brand manager will map out the best delivery channels for delivering your message to both internal and external audiences, to existing, new or potential clients, to people familiar with your brand or to people who have no recognition of who you are or what you do.

Whatever the audience, your department of expert designers, artworkers and programmers all possess excellent levels of skills that will enable us to deliver high quality communications across the wide range of channels identified within the matrix below.

1	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Audit Name/Identity Guidelines	Audit Corporate Literature Stationery	Audit Website PPT Template	Audit Signage (Exterior) Signage (Interior)

2	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Brand Manual Merchandise	Sales Literature Ad Campaign Internal Comms.	SEO + Support Email Campaign Presentations	Livery (if applicable) Reception/Interiors Exhibition/Display

3	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Toolkit	Reports Direct Mail Newsletter	Social Media Corporate Film App development	Advertising (Outdoor) Ambient / Guerilla

# Dull, Adequate or Engaging?

## **LEVELS OF ENGAGEMENT**

Many business to business (b2b) companies get by with communications that are at worst, dull and at best, adequate.

Like all successful companies they will have worked extremely hard. Growth will have come from a combination of years in business, personal contacts, good management, good processes, a good product or service and a good understanding of customer service and the market they operate in. For some there may also be a case of being at the right place at the right time.

The point is that these companies have achieved success without seeing the need to go beyond 'adequate' for their communications.

But for others, irrespective of how long they have been in business, the idea of adequate communications no longer fits their idea of success.

These are the people who place value in having engaging communications for fast-tracking growth. They have a desire to stand out, do things differently and add value where others don't.

**Are you this person?**

Companies & organisations that have trusted us with their brand...



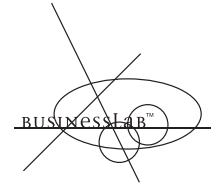
**Bond**



The art of brand building support



**subsea 7**



**nestrans**

**ASCO**





swiss pb



SCAPE HOMES

walkodile®  
walk. learn. safe.

FUTURA  
INVESTMENTS

matheson FINANCIAL

axis LIMITED



Simpson's  
HOTEL BAR RESTAURANT



Fifth Dimension

h&r insurance

KIRKGATE HOMES

Grampian CareData  
INFORMATION AT YOUR FINGERTIPS

ingen

monitor



MESTON  
REID & Co  
CHARTERED ACCOUNTANTS

parade

ClerkMaxwell™

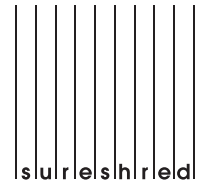
M MODS

C21  
data services

bauhaus  
hotel + kitchen

KEPPLESTONE  
manor  
LUXURY SERVICED APARTMENTS

csk  
INTEGRATED SOLUTIONS



INTELLISCAN

sigma



MOTO GP

active™  
sustainable energy systems

UNION  
SUPPLIES

AUPeC

a:eeon®



S H E T L A N D K N I T W E A R

2M  
FINANCIAL



FISHERIES RESEARCH SERVICES

HBS  
HOLDINGS PLC

**“The standard of work from the Art Department is consistently high.”**

**Roy Carter**

Regional Director, Communicators in Business (CiB) Scotland

## AN AWARD-WINNING TEAM

We have won numerous national and international awards that are highly contested by agencies at the top of their game. This independent judging of our work backs up our belief that we offer the very best in strategic thinking and creativity.



**We are one of only a few Scottish companies to have won an IVCA award for our work as this is open to international competition.**



**“Having an art department built into your monthly costs can be a real game changer.”**

## **WE ENJOY GREAT FEEDBACK**

We love receiving compliments and positive feedback from happy clients – it tells us that we deliver to expectations.

**The Art Department is a company that we know gets results.**

Peter Bond, Executive Chairman, Bond Aviation Group

**The creativity and commitment in producing high-quality work was of great benefit to me and the company.**

David Bloom, Global Bus. Dev. Manager, Subsea 7

**The finished work from the Art Department has been outstanding and will undoubtedly play an important role in driving PR coverage and wider appreciation of this significant brand initiative.**

David Cox, Director of Fine and Rare, The Macallan

# Are you interested?

## WE WELCOME FEEDBACK

We would be delighted to meet up and discuss turning your vision for growth into reality through increased communications, better positioning and taking recognition of your brand to the next level.

For an informal chat, contact:

**Gerry Kelly**

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