



**Case
Studies**



BRILLIANT

Brand Identity &
Strategic Marketing

B R A N D
I D E N T I T Y
S T R A T E G I C
M A R K E T I N G
C O R P O R A T E
L I T E R A T U R E
W E B S I T E S
E - M A R K E T I N G
D I V E R S E D E S I G N



Case Study

One-Call Furniture

Our brief was to update and strengthen One-Call's brand identity as part of a long-term strategy to increase business acquisition by appealing directly to the consumer, whilst not confusing or alienating retail clients.

Brilliant proposed names and visual styles for One-Call's furniture range itself, settling on **360° Bedroom Furniture**.

This project was chosen by the Design Council as a case study for the Designing Demand Programme which helps businesses discover how to become more innovative, more competitive and more profitable by spotting opportunities, briefing designers and running design projects that deliver.



**Brand
Identity**



Case Study

Marson

Our brief was to update Marson's brand image as part of a long-term strategy to establish their reputation as the leader in laboratory furniture manufacturing.

Brilliant initiated a full marketing audit, culminating in a fully detailed strategic marketing plan — assisting Marson in breaking into new market segments and locations. Brilliant took full control of W.E. Marson's branding and communication media, and coordinated their marketing and promotion opportunities.

Brilliant's budgeted and carefully coordinated review of Marson's marketing and brand identity has resulted in significant increases in new client acquisition and increased prospect conversion.

Case Study

Motability

Our brief was to provide creative solutions for forthcoming literature that would develop the Motability brand and move key messaging forward across all of Motability's marketing collateral. The aim was to increase both awareness of the scheme and application figures.

January 2008 saw a record 21,837 applications to the Motability Scheme, beating the previous record of 18,155 applications in July '07, an increase of 20.5%.

"We have found the Brilliant team a real pleasure to work with. Their knowledge of Brand building, marketing and creativity fit exactly with our requirement for a responsive and refreshing design and marketing partner."



Strategic Marketing

Corporate Literature

← Earn more Money

Spend my Earnings →

My Account →



Websites & eMarketing

Case Study

Payzoola

Payzoola represents a new concept in reward websites, specialising in mobile phones, tariffs and accessories. By making purchases through Payzoola, the customer can gain extensive rewards, which they can later exchange for products of their choice.

Payzoola required a fresh identity to stand head and shoulders above the competition, and to communicate the benefits of their unique service to consumers. It was also important for the website interface to be user-friendly and to focus on its main function — rewarding customers for their online mobile phone purchases.

www.payzoola.com



Diverse Design

