



Brand Identity & Strategic Marketing

R D IDENTITY STRATEGIC MARKETING CORPORATE LITERATURE WEBSITES E-MARKETING DIVERSE DESIGN



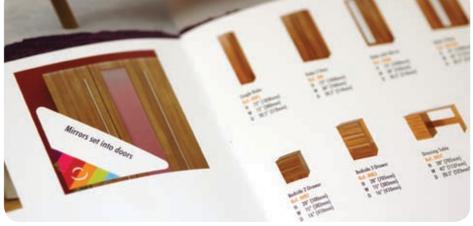
## Case Study

### **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**





# Strategic Marketing



# Corporate Literature





# 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 importan 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

