

**CASE  
STUDIES 01**

**HELLO FROM INGENIOUS CREATIVE...**

**This is the first of a regular series of mailers.  
In them, we will feature recent key projects  
that demonstrate our philosophy of  
delivering 'work that works' for clients.**



# CHEADLE HULME SCHOOL WHAT IS A WACONIAN? CAMPAIGN

## Client Profile...

Cheadle Hulme School is dedicated to the intellectual, personal and social development of young people. CHS believe in the importance and value of co-education in enhancing the experience of their pupils and preparing them for the modern world.

## What We Did...

Created an integrated advertising campaign using press and online advertising to pose a question, then answered it with the use of testimony from current and former Waconians (pupils) in a series of video sequences on a fully responsive website specifically aimed at pupil recruitment.



## FACTS & FIGURES...

Over 1,000 unique hits in the first four days of the campaign.

Average site visit duration: Over four minutes – the content clearly engages the visitor.

Client reports that all School Open Days have been oversubscribed since campaign launched.

VISIT THE SITE



# MACCLESFIELD BARNABY FESTIVAL

## *Client Profile...*

There has been a Barnaby Fair in Macclesfield since the 13th century, but in recent years this great local tradition had all but died out. In 2009, Barnaby was reinvented as a festival of arts, culture and fun, showcasing the town's diverse creative talent in a series of inspiring events.

## *What We Did...*

Delivered a substantially refreshed design direction for this, the third running of the festival. We also designed and distributed a 'teaser' flyer to give advance notice of key ticketed events. The 'full' festival brochure, plus new signage and banners were complemented by an all-new 2012 website.



## **FACTS & FIGURES...**

Website saw a 15% increase in traffic and 20% increase in unique visitors over the 2011 site.

Site demonstrates a low (30%) bounce rate - suggesting an engaging design & structure.

Positive design comments were recorded on both printed feedback forms and social media channels.

**VISIT THE SITE**



**INGENIOUS**

**WE HOPE YOU LIKED LOOKING AT OUR WORK...**

**We'd love to talk to you about what we  
could do for you and your brand.**

**In the meantime, you can find us here...**

**T 01625 410228**

**E [info@ingeniouscreative.com](mailto:info@ingeniouscreative.com)**

**You can also follow us on  
[twitter@ingeniouscre8iv](https://twitter.com/ingeniouscre8iv)**

**VISIT OUR SITE**

