

CASE
STUDIES **02**

HELLO FROM INGENIOUS CREATIVE...

In this latest mailer we are pleased to feature work for Manchester Jewish Museum and a brand development project for an annual public sector conference

The *Majestic*
MADE IN MANCHESTER ENGLAND

THAT THIS CANNON
PRODUCED UNDER
THE UNION WORKS
CONDITION

FRIENDS OF MANCHESTER JEWISH MUSEUM CAMPAIGN

Client Profile...

Manchester Jewish Museum is located in the oldest surviving synagogue building in the city, and is the only Jewish Museum outside London. The Museum chronicles the lives of Jewish people in Manchester and their contribution to making Manchester the vibrant city it is today.

What We Did...

Created an integrated campaign to relaunch their 'friends' scheme. The new typography, coupled with an engaging and vibrant creative execution was applied to printed leaflets, membership cards, exhibition graphics and also applied to the new Friends section of the Museum's website.



FIND
OUT
MORE



FACTS & FIGURES...

Friends mailers distributed with key Jewish community newspapers and magazines.

MJM used social media campaign to further generate awareness of the scheme.

Initial feedback indicates the scheme has been warmly received, with membership numbers increasing steadily.

SOLACE SUMMIT 2012 'PROSPEROUS PLACES' BRAND

Client Profile...

SOLACE (Society of Local Authority Chief Executives and Senior Managers) is the representative body for senior strategic managers working in the public sector. The Society promotes public sector management excellence and provides professional development for its Members who come from all areas of the public sector.

What We Did...

Designed a brand identity for 'Prosperous Places' their 2012 summit event. The brand was then carried through a range of different materials, such as wayfinding signage, on-event materials and a delegate handbook.



TESTIMONY...

"One of Ingenious' greatest skills is quickly understanding the needs of their clients and providing them with the best possible service. Their enthusiasm and energy makes the entire team a pleasure to work with."

INGENIOUS

PANTONE
UNIVERSE
7461

PANTONE

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

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

VISIT OUR SITE

