

**CASE
STUDIES 03**

HELLO FROM INGENIOUS CREATIVE...
Our third edition of our series of mailers features work for Cheadle Hulme School and a rebrand of a company who provide materials to aid primary science teachers





CHEADLE HULME SCHOOL LOOKING TO THE FUTURE

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.



Giving the CHS Way
Donor Report 2013

What We Did...

Designed and produced a piece of printed literature that highlighted the diversity of those individuals that support the School, be it through making a financial donation, or the giving of their time. The double gatefold square format folds out to reveal the entire group of donors, who all came to School to take part in a photo shoot, shot by the wonderful Lumi Studios and art directed by us, of course!

Jim Gardner and Millie Blower (née Kirby)
Old Wacomians (Class of 1958)

Jim and Millie were at School together in the same year, and were both happy to return to the school to give something back to the School.

They are both proud about the School and glad with the 60th Year, as time at CHS formed an early, important part of their lives, which will be never forgotten by them. Headmaster Mr Lockhart, it begins to get her feet back to a book.

Through the Bursary Fund, students can go on Great Trips and have wonderful experiences, like we did, regardless of their background." - Jim and Millie

Jackie Pross
Current Parent & Parent Governor

An active member of the CHS community, Jackie supports the Bursary Fund as it gives access to the opportunities in the town for those who are experiencing different times, either as a result of illness, bereavement or a sudden loss of income in these increasingly challenging times.

"I felt compelled to do something after hearing about the plight of one such family who were tremendous supporters of the School and had been for many years. Life can throw anything at us and I'd like to think that at CHS we are a community that cares and believes in offering a safety net when we can." - Jackie Pross

Donor Report 2013

The news included over 100 donors, through events, we have raised £1000 for the Bursary Fund.

The message of the donors was "Thanking you for all you do for your school."

"The Lovers' Bursary is a fitting way for outgoing students to show their appreciation to the School for all the opportunities it has given them, and a chance to leave their mark on the School." - Ben Moore

Damian Walsh
Old Wacomian (Class of 1980)
& Current Parent

After seeing how much CHS has improved over his own school days Damian wanted to do something to ensure it carries on for a long time and has decided to have a go at the School.

As someone who remembers the past part of the School's development in the 1970s, Damian plans to have a gift in his will to maintain and develop the School's buildings.

"Anyone who feels that the School has given them a foundation on which to build their life should support the School and provide opportunities for current and future students." - Damian Walsh

Kate Vokes (née Oglesby)
Old Wacomian (Class of 1987)
& current parent

Kate supports the School through the Optical Charities Trust, a philanthropic organisation founded by her family.

The Trust funds the Three Green Partnership which sees Sixth Form students provide free optometric services and eye tests for Three Green Primary School, many of whom have learning difficulties. Kate funds an Outreach School Programme for Year 6 children at local upper primary schools.

"By giving through my family's Charitable Trust, we are enabling the School to broaden its outreach and its impact on the local community and ensure CHS continues to play an important role in the wider community." - Kate Vokes

TESTIMONY...

"Another lovely piece of work and a wonderful set of images as well!
Thanks so much for all your efforts."

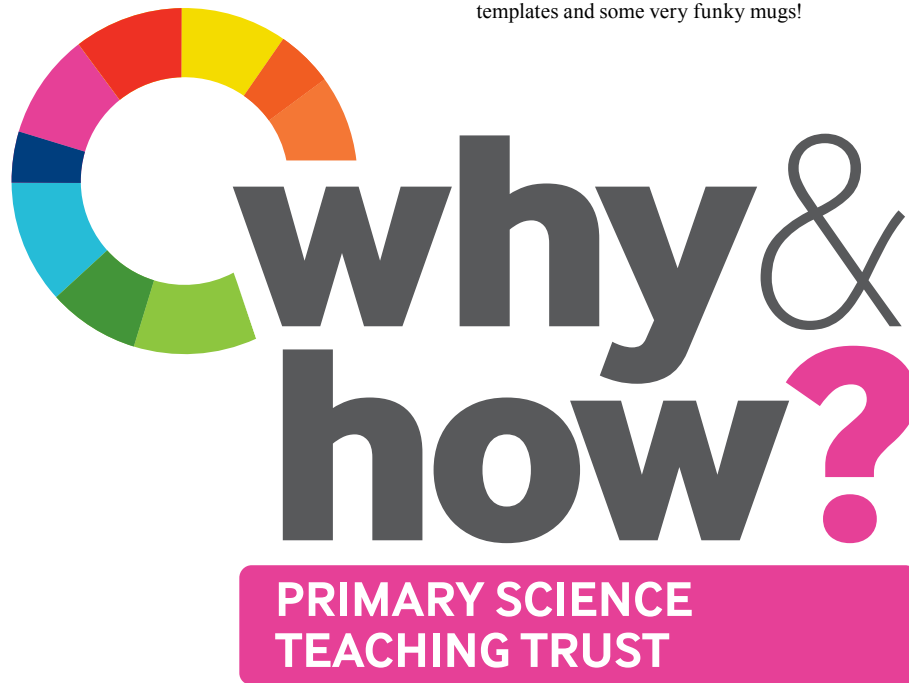
PRIMARY SCIENCE TEACHING TRUST REBRAND

Client Profile...

For the first decade of its' life, The Primary Science Teaching Trust was supported by a global Life Sciences company. It became independent earlier this year, and asked us to deliver a new brand and corporate identity that would reflect the evolution of the Trust.

What We Did...

After consulting KS1 & KS2 primary teachers, we began to understand that at this level of learning, the 'discovery' factor and the inquisitive nature of the work was the most fun for all concerned. We called this 'Why and How', a concept that was adopted as the new Trust name, supported by the appropriate strapline. Collateral produced to date includes a kit of exhibition materials, presentation templates and some very funky mugs!



TESTIMONY...

"Your fantastic understanding of our audience and ability to work with us strategically as well as creatively has made the daunting prospect of a rebrand a very pleasurable one. Thank you!"



Professor Dudley E Shallcross
Director

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INGENIOUS


**why &
how?**


**milk &
sugar?**

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...

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

VISIT OUR SITE

