



INGENIOUS

**CASE
STUDIES 04**

HELLO FROM INGENIOUS CREATIVE...

This fourth edition of our case study mailer showcases a rebrand of an education institution established in 1926, plus an exhibition project for a collective of North West museums and galleries

WILMSLOW GUILD BRAND, WEBSITE AND PROSPECTUS

Client Profile...

The Wilmslow Guild was founded in 1926. Today, it continues to fulfil its original aims which are: 'To provide a centre in which men and women may find opportunities for the enrichment of life through education, fellowship and co-operative effect for the welfare of the community.'

What We Did...

Created a new look and feel for the organisation, then applied it to stationery, an 'at a glance' course directory, then produced a full prospectus for 2013-14. This A5 document was produced on lovely tactile uncoated stock to give the piece a real feel of prestige.

Online, we have put the first phase of the website in place, with an interactive PDF embedded into the site, powered by 'issuu'. The second phase of the site, with a searchable course database and online booking facilities, is currently in build and will be in place for next year, planning for which starts now!



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FACTS & FIGURES...

WG's new brand and identity has been warmly received by their long-standing existing members.

Course bookings for 2013-14 are strong, with a like for like increase of over 25% compared to 2012-13.

A second phase of the website has been commissioned and plans are in place to roll out a new advertising campaign.



MANCHESTER JEWISH MUSEUM CHAGALL IN THE NORTH WEST

Client Profile...

Long standing client MJM asked us to work on a collaborative project with Tate Liverpool, Manchester Gallery and Manchester Metropolitan University to design and implement a range of collateral to support their individual 'School of Paris' projects.

What We Did...

We created a range of collateral for the 'Chagall in the North West' exhibition at MJM. This involved flyers, posters, advertising and also interpretation and information panels for the show itself. We then designed an exhibition and events programme which was specifically created to complement all the partners' various individual pieces of activity and not sit under the brand of any one organisation.



FACTS & FIGURES...

- MJM have reported an increase footfall - in excess of 15% - since the exhibition opened.
- Tate Liverpool's exhibition has also attracted record visitors to the gallery.
- A series of family friendly workshops and guided tours have helped to increase the appeal of the events programme.



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"Land the Village" (detail) Marc Chagall, 1911.
Photo © SCALA, Florence
"La Soubrette" Chaim Soutine, c. 1933.
"The Green Donkey" Marc Chagall, 1911.

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
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VISIT OUR SITE

