

**CASE
STUDIES 10**

HELLO FROM INGENIOUS CREATIVE...

This time we focus on recent work for The Advanced Propulsion Centre, an automotive industry body who aim to position the UK as a global centre of excellence for low carbon propulsion development and production



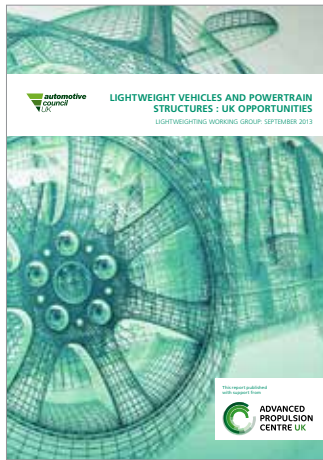
THE ADVANCED PROPULSION CENTRE: MARKETING COLLATERAL

Client Profile...

The Advanced Propulsion Centre was formed in 2013 and is a £1 billion, ten-year commitment between government and the automotive industry. The APC is a private limited company, an industry-wide collaboration of innovators and producers of low carbon propulsion systems. The APC facilitates partnerships between those who have good low carbon propulsion ideas and those who can bring them to market. The Advanced Propulsion Centre was created to help bring these groups together and help them access funding.

What We Did...

Ingenious have been responsible for the majority of The APC's marketing communications materials since January 2015. Whilst the client's identity was already in existence, Ingenious have begun to develop this into a comprehensive and flexible brand identity and visual language as well as delivering a broad range of design for print and exhibition projects, including an Annual Report, plus a neat little 'z-card' device that allows visitors to navigate around The APC's 'National Propulsion Showcase' exhibition space.



ADVANCED
PROPULSION
CENTRE UK



ADVANCED
PROPULSION
CENTRE UK

Cleaner air for
from Intelligent



Building the Propulsion Nation

2014 - 2015 THE FIRST YEAR OF DELIVERY

YEAR

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4

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10

- A unique creator
- The stakeholder
- Recognise and contribute to UK production
- Want to get involved and take positive steps to engage with the APC
- Are more likely to consider a career in the motor industry and to develop their skills further.

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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...

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**You can also follow us on
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