



INGENIOUS

**CASE
STUDY 23**

WILMSLOW GUILD
REPOSITIONING & REBRAND

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ABOUT THE CLIENT...



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.'

In 2012, Wilmslow Guild was an institution very much in need of an update. Recognising this, the Guild appointed a new Principal charged with re-invigorating the institution and leading it into the future, in particular embracing the digital era. Bear in mind that at this point the Guild did not even have a website and all enrollment was conducted via post or in person!

The principal appointed Ingenious as their agency partner to devise and deliver a phased marketing strategy to cover the rest of the decade.



THE STARTING POINT...

HAVING IMMersed OURSELVES IN THE BRIEF, WE PRESENTED OUR THOUGHTS BACK TO THE GUILD.

There was a lot of work to do, but from the outset we were very keen to bring the Guild's more mature students and long time customers (which made up the vast majority of their client base) along on the journey with us, in order to retain their support.

At this point, in addition to no website, the Guild did not have a brand or logo, or any sort of identity at all. Additionally, the only piece of marketing collateral they produced (in house) was a text based prospectus.

Our phased approach was as follows;

Phase One

To build a working relationship and trust with the Guild's members, we delivered a series of workshops outlining the future direction of the Guild.

Establish a basic, cohesive identity, followed by a new printed prospectus and 'brochure' website.

Phase Two

Design and build the 'full' website, complete with e-commerce and back office reporting capabilities.

Implement social media and marketing strategy.

Phase Three

Deliver a full rebrand of Wilmslow Guild.



PHASE 1...

We 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 put the first phase of the website in place, with an interactive PDF of the prospectus embedded into the site.

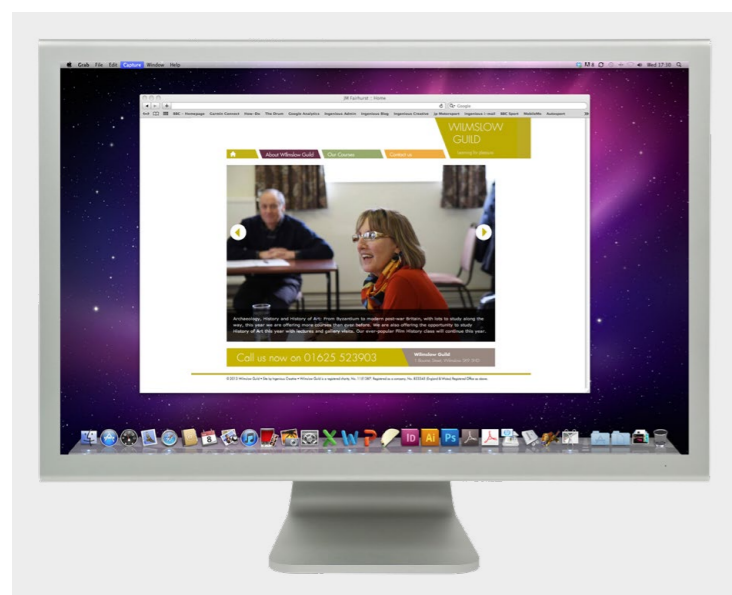


PHASE 2...

The 'full' website went live in time for the 2014-15 academic year. This was a major undertaking and saw a lot of hard work by us, the Guild and our development partners. In order to ensure the site was used to the full, we removed the postal enrollment opportunity from the printed prospectus, complemented by us setting up a series of tutorial sessions at the Guild to help those members unable to book online to do so with supervision if they preferred.



With the website up and running, and the traditional customers of the Guild almost universally adopting the online booking process, by the end of 2016 we were working on press and digital ads, along with a revised prospectus, to reach out to a new, younger audience.



The new prospectus, A4 landscape in format, included much more 'editorial' content than previously, such as a 'The Guild and Me' feature for members to tell their own stories about life at Wilmslow Guild.



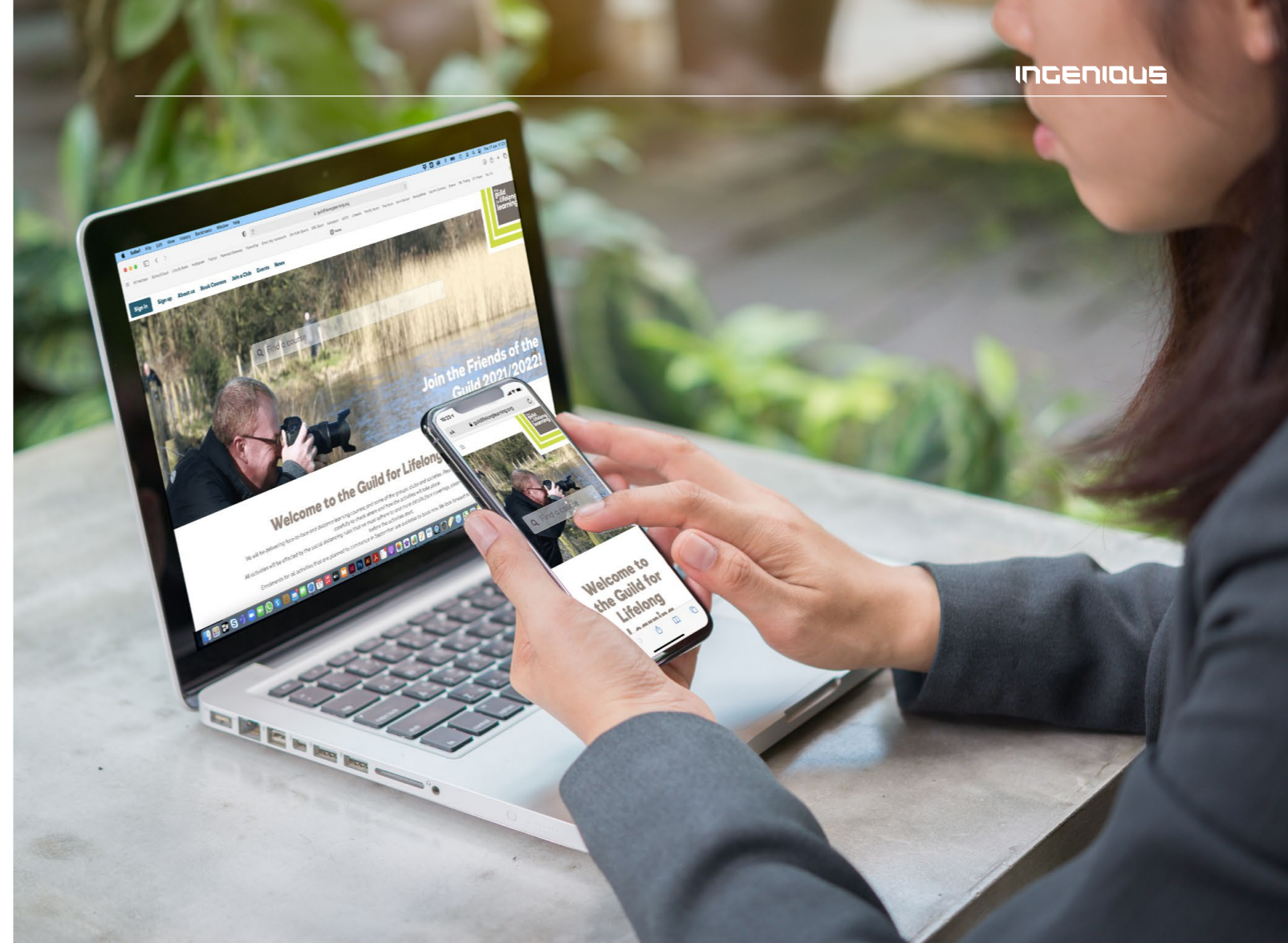
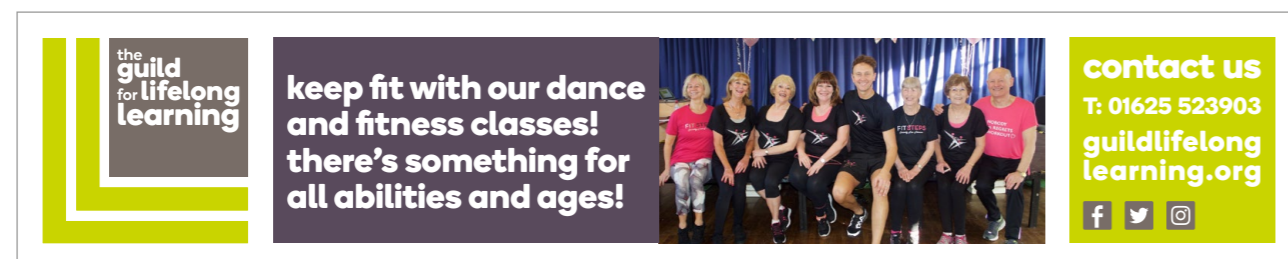
PHASE 3...

At the end of 2019 we began phase three of our plan. Whilst progress was somewhat delayed by COVID-19, just as at the beginning of the project, we delivered a series of presentations and workshops with interested stakeholders and members of the Guild, and asked them to help us devise a new name for the institution.

The rationale for change was twofold - one, the charity has been known by various names including: Wilmslow Beacon Guild, The Beacon Guild, Wilmslow Guild and now The Guild for Lifelong Learning, so continuous evolution is very much at the heart of the institution. Additionally, because the charity operates in numerous venues throughout East Cheshire and South Manchester it removes the geographical link to save confusion about the location of courses.

In order to retain some visual links with the outgoing look and feel, the core brand's colour ways are very subtly updated from the previous logo. A contemporary sans-serif font has been deployed throughout, and the overall visual language is much more vibrant and striking, with strong colours and lots of white space used in layout. This also makes the brand easy to use when the team at The Guild are creating email marketing campaigns and other 'in-house' collateral.

Our work to date has seen design a new brand (and associated guidelines) as well as templates for posters, plus digital and print items such as the all new prospectus. A new website has been built by The Guild's development partners Cog Mobile and will be further enhanced in the coming weeks and months.



INGENIOUS

INGENIOUS CREATIVE

Jordangate House
Macclesfield
Cheshire SK10 1EQ



@ingeniouscre8iv



@ingeniouscreative

ingeniouscreative.com