

June 2009



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Hello. We are Open™

A creative consultancy that integrates
strategy, design and technology.

Providing communication services to help
business and brands adapt and rethink
their future in digital terms. Engaging
not interrupting.

Approach./

Engaging and effective communications.

We are experts in design interaction between people, processes and technology that ultimately build brands, revenues and customer satisfaction. Helping clients deliver effective engaging dialogue.

Providing the communication services in a rapidly changing world, as the boundary between on and offline communication is disappearing. Our aim is to integrate technology-based communication into experience design in a way that's most effective. Open create user centered brand experiences that help businesses harness the competitive advantage of design.

Your brand should tell a consistent, inspiring story at every consumer touchpoint. For that, you need a new approach.

An Open dialogue.

Services./

Clients can call on our expertise in branding, printed communications, integrated user centred thinking, digital strategy, website development, online marketing, SEO, copywriting, content strategy, social media.

– Strategy & Consultancy

- Communication strategy
- Digital & Brand strategy
- Content strategy
- User experience design
- Information architecture

– Brand Communication

- Identity and brand development
- Internal communications
- Customer and trade communication
- Sponsorship support

– Digital

- Web design and development
- Web applications
- Intranet and Extranet
- Interaction design
- Content management
- E-Commerce
- Online marketing
- Mobile

– Content generation

- Asset management
- Photography
- Copywriting
- Illustration
- Audio, video and motion graphics

Clients./
Selected list.

3
Adidas
Arnolfini
Bonakdar Cleary
Cadbury Schweppes
Canon
Coca-Cola
EAT
English Sports Council
Experience
Five
Heineken
ITV
Lloyds TSB
Philips
SAP
SITA
Specialized
Sport England
Sweetbird
Unilever
VISA
WREN

Case studies./

The following projects illustrate the services we offer.

- 01 Unilever House of Comfort digital toolkit
- 02 ITV Beyond the Spot direct mail CD-ROM
- 03 Sweetbird Website development
- 04 SITA UK Website design and development
- 05 Specialized Website design and development
- 06 EAT Intranet development
- 07 WREN Website design and development
- 08 3 Digital marketing communications and support
- 09 Lloyds TSB Digital marketing



Unilever - House of Comfort digital toolkit
 Online experience and brand 'toolkit' for all Unilever Comfort global brand team staff.



Objective

- The proposal for the Comfort global brand team at Unilever was to design and develop a digital toolkit for their brand intranet, based upon the iconic Clothworld advertising campaigns.
- Providing an interactive online home for Comfort; containing all assets from iconic TV advertising to brand design guidelines.

Solution

- The site opens with Senior Vice President Keith Weed introducing the next phase in Comfort brand strategy.
- The user is guided into the 'House of Comfort' and exploration of the house is themed within room scenes.
- The look and feel creatively reflects the Comfort Brand qualities, creating a relaxed, homely, informative environment where the user can engage interactive content, download or preview presentations and video content.

Results

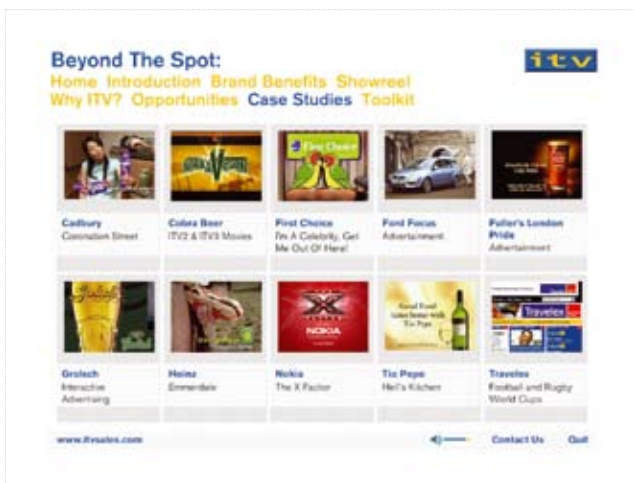
- The internal digital toolkit is unique to Unilever's global brand teams and has delivered beyond expectation.
- Ongoing feedback will be measured from global brand teams, and internal audiences, this in turn will shape quarterly updates and future content reviews.

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ITV - Digital marketing Beyond the Spot CD-ROM
 "A superb, timely, relevant and easy to use initiative...
 circulated to all our brand teams."

Oliver Cleaver, Media Director of EMEA - Kimberly Clark



Objective

- To showcase ITV as the best opportunity for advertisers to exploit sponsorship of key spots, using highly creative bumpers and trailers.

Solution

- Develop a direct mailing of a high value and highly informative CD-ROM.
- Produce a CD-ROM to carry a comprehensive range of content, from interviews with advertisers to showreels of successful campaigns and examples of forthcoming sponsorship opportunities.

Results

- Once produced and packaged, the CD-ROM was mailed to 10,000 recipients.
- It was generally recognised as challenging the perceptions of ITV held by many other advertisers.

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Sweetbird - Web Development

“The website is an integral part of our communication strategy, not just to customers but also to our independent retail channel.”

Helen Ostle, Communications Manager - Sweetbird



www.hellosweetbird.com

Objective

- Sweetbird is a new brand of smoothies, syrups and sauces for coffee houses.
- A multi-faceted, content managed website was required to promote the brand to both consumers and business, and to help coffee houses sell the products.

Solution

- Produce new, fully content managed website to reflect the quality and irreverence of the brand:
- Dynamic content determined by web address.
- Selected imagery and animation displayed at random.
- Customer feedback forms with data mining.
- Macromedia Flash animations.
- Rollover menus with translucent drop shadow effect.

Results

- Growth in business through independent channels, leading to development of more flavours and product ranges.

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SITA UK - Online communications

“Open have always come through with the most effective sites that are as easy for us to manage as they are for our visitors to navigate.”

Rhiannon Williams - SITA UK



re:duce
re:use
re:cycle re:think

www.sita.co.uk

Objective

- SITA UK is the leading provider of recycling and waste management services in the UK, with a large number of facilities and offices across the country.
- Their web presence needs to be informative, authoritative and reassuring, with a variety of different types of information content being accessed by different groups of people.

Solution

- Develop a family of websites that channel different visitor types to the information they need with ease.
- Create a postcode look-up system to search for the SITA site nearest to a given postcode, with filtering by type of site. Provide the address and contact details of the site, as well as the distance in miles from the postcode.

Results

- The websites we have created for SITA have become the standard by which other waste management organisations measure the success of their own web presence.

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Specialized - 3D Retail Environments

Bringing the concept to life through the creation of 3D virtual environments.



Objective

— To demonstrate to potential partners, the likely implementation of the Retail Services Programme in a retail environment.

Solution

- Created 3 separate retail environments to accurately represent the ideal Concept Store, Store-in-Store and Fixtures installations.
- Each layout was converted into a 3d animated walk-through with many of the individual fixtures items being accurately represented.
- The walk-throughs were included on a CD-ROM within the books produced as part of the same programme.

Results

— Brought the overall concept to life for target audience and therefore increased dealer engagement with programme.

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EAT - Intranet development

Rapid growth businesses need effective integrated solutions to ensure consistent brand communications.



www.eat.co.uk

Objective

- EAT provides high quality food and coffee through a growing number of shops across the country. A company Intranet was required to provide effective communication across all parts of the business.

Solution

- Develop a fully content managed company Intranet.
- Redesign the website, to accommodate dynamic content linked from the Intranet.
- Google maps integration.
- Staff newsletter system.
- Brand asset library.
- On-site training and user documentation.

Results

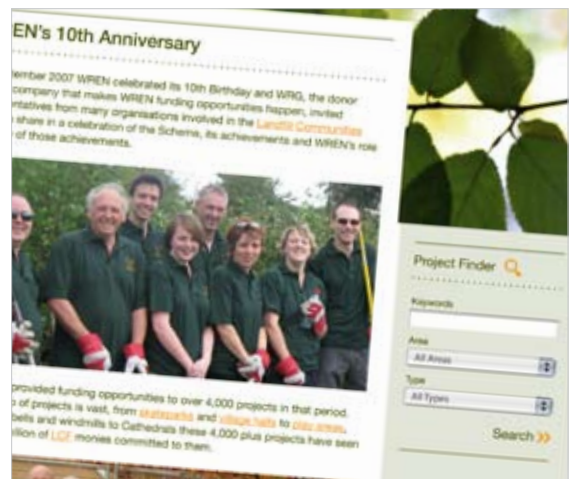
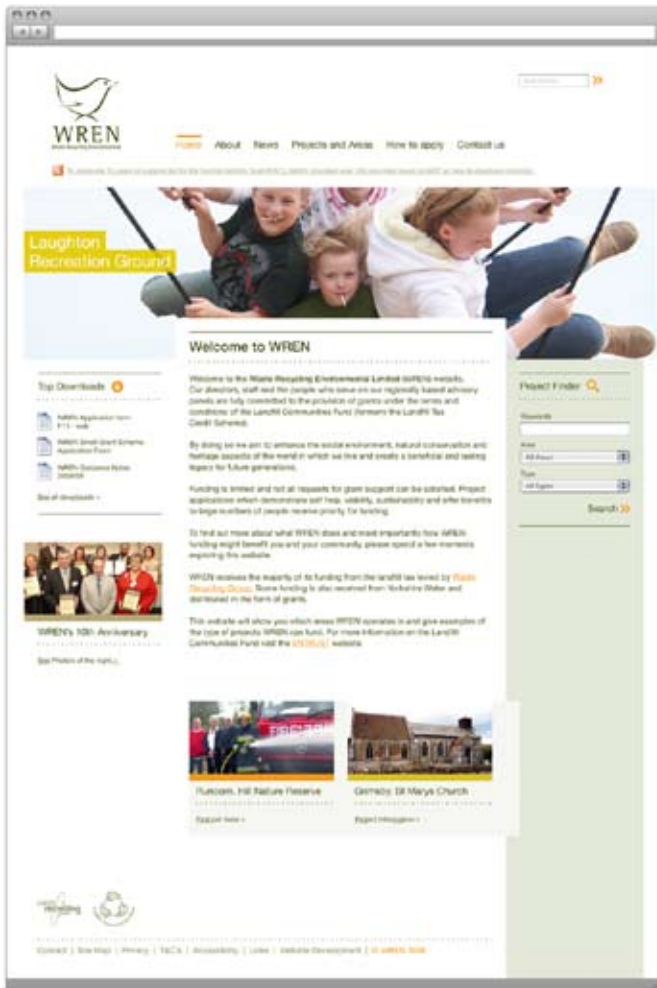
- Continued company growth – now almost 100 shops in the UK.

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WREN - Digital strategy
 Website (design and development), extranet build and
 database integration.



Objective

- Unify the WREN brand across digital and print media.
- Increase awareness of WREN and to increase on-line applications.
- Create a more engaging user experience through navigation and functionality.
- Improve search engine ranking.
- Upgrade the technical structure and framework.
- Develop Extranet and database integration.

Solution

- Develop digital brand guidelines.
- Deliver comprehensive content managed functionality.
- Integration of Flash, video, and interactive maps.
- Provide secure permissions system to delegate site and project administration.
- On-line step-by-step application forms.
- Generate regular statistical reports and monitor traffic on website.
- Phased roll-out to incorporate website, extranet and database integration.

Results

- Launch due in January 2009.

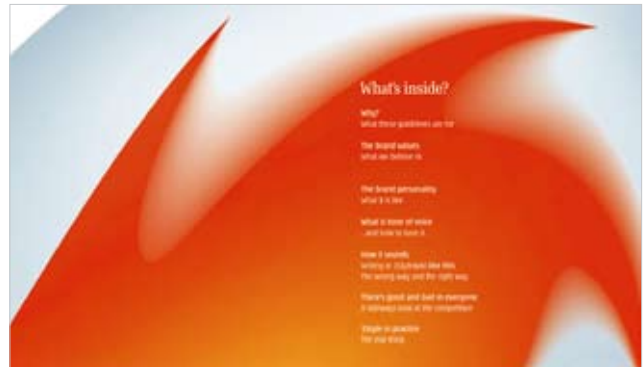
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3 - Digital marketing communications

Reduced inbound calls to Customer Services means more efficient use of the company's staff and other resources.



Objective

- Communicate various important aspects of 3's service to their customer base.
- Produce brand-reinforcing digital assets for use on the main 3 website.
- Develop a means to manage the brand elements and allow distribution to agencies and press.

Solution

- Create a variety of digital communications to explain and educate, whilst also reinforcing the quirky brand ethos.
- Targeted email campaigns.
- Product focused micro-sites and an interactive bill calculator, titled 'Your Bill Explained'.
- Web and CD user guides, screen savers and animations.
- Flash handset comparator.
- Fully content managed, multi-level password-protected brand management intranet.

Results

- A reduced amount of inbound calls to 3's Customer Services.
- Efficient and effortless management of brand assets.

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Lloyds TSB - Digital marketing

Increased enquiry rate for insurance product by 16% (target was 5%).

Lloyds TSB Insurance
It's a small price to pay
Get a quote

Lloyds TSB Insurance
Pet insurance
It's a small price to pay
Get a quote

www.insurance.co.uk/pet

Dear Jane,

Over half of pet owners made unplanned visits to the vet in the last two years*

Your pet is an important part of the family, but if they become ill it can be expensive to give them the care they deserve. And with vet's fees continuing to rise, it makes sense to cover yourself against unexpected costs.

Pet insurance from Lloyds TSB Insurance Services Limited, part of the Lloyds TSB Group, may be an affordable way to look after your pet. From only 15p a day** for your cat, or 23p a day† for your dog, we cover vet's fees of up to £3,000 a year.

We offer a range of other benefits too, including:

- ✓ up to £1,000 for help recovering a lost pet
- ✓ up to £500 if your pet is lost and stolen
- ✓ up to £750 for kennelling if you're in hospital
- ✓ up to £3000 for cancelling a holiday if your pet needs emergency treatment

For eligibility conditions [click here](#).

Visit www.insurance.co.uk/pet to see how much you could save.

Yours,

Andrea Carter
Head of Customer Development

Get a quote straight away and 10% discount when you buy online or call
0800 731 8820
 Quote Ref: ET018.
 Lines open: Mon-Fri 8am-8pm.
 Sat and Sun 9am-5pm.

Objective

- Promote insurance products to targeted audiences.

Solution

- Develop suite of banners, micro-sites and other assets to support individual LTSB campaigns:
- Essential Business Advice CD-ROM.
- LTSB Insurance digital marketing.
- Screentrade digital marketing.
- Client extranet.
- Banner advertising campaigns.
- Email marketing campaigns.

Results

- Increased enquiry rate for insurance product by 16% (target was 5%).
- Award-winning creative work (Insurance Industry Marketing Awards).

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Effectiveness./

Everything we do, we do for a reason.

We are business focused and will always recommend ways you can track the effectiveness of our work, believing every pound spent with us is an investment not a cost and you should expect a return. So we measure as much as we can to make sure we're effective.

Contact./

For further information on how Open™
can help you, please contact

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