



Build a **stronger** **online presence** for your business in **2021**

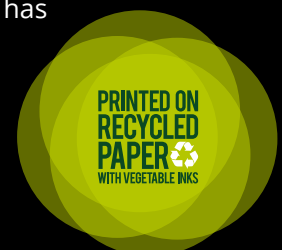
2020 was a challenge for us all, and it is hard to know what lies ahead and beyond 2021. But one thing this pandemic has taught all businesses is how critical your company's online presence is. Let us help your business with the marketing challenges ahead and strengthen your company's brand, website and social media channels.

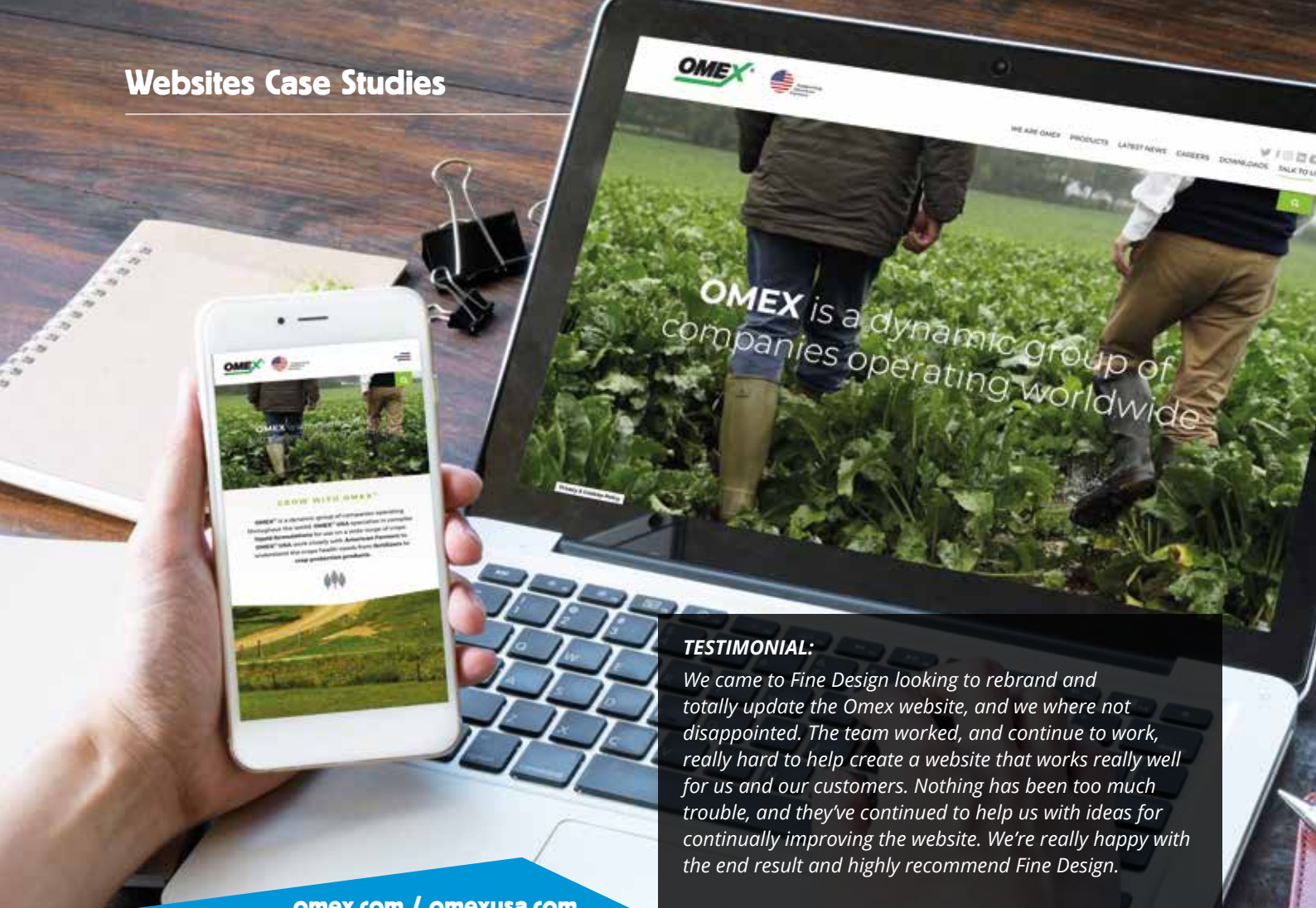
Astute businesses understand when their brand is tired and needs a refresh. A refresh, however, does not always mean a complete change. You want to stay familiar to your existing customer base, but at the same time inject some fresh DNA into your corporate identity and marketing materials. This is when hiring an understanding design agency pays real dividends.

Nobody can afford to alienate their existing customers but, equally, we want new clients to feel confident and impressed by what they see. Qualified and experienced designers will help to evolve the visual aspects of your brand so that it looks familiar, but also feels new.

Over the years we have completed quite a few corporate refreshes which have allowed our customers to keep their brand consistency intact and reach out to new audiences.

Developing your brand is good business sense, and there is never a bad time to look at what options you have. In so many cases, it is not how much a brand has changed to stay successful, but how little.





TESTIMONIAL:

We came to Fine Design looking to rebrand and totally update the Omex website, and we where not disappointed. The team worked, and continue to work, really hard to help create a website that works really well for us and our customers. Nothing has been too much trouble, and they've continued to help us with ideas for continually improving the website. We're really happy with the end result and highly recommend Fine Design.

omex.com / omexusa.com



Does your website need updating or does it need a whole new look?

The way we access information today is the single biggest influence on web design.

More than colour, more than video, the processes we use as people define how our favourite websites are designed. When we are exposed to new information, our instinct these days is to have a quick check on our mobile device, and then we make a mental note to follow it up later or discard it. Sometimes, if the conditions are correct, customers will make a purchase or enquiry on the spot.

The key is that customers can access the information they need quickly. It does not matter if you are marketing to other businesses or retail customers; your online presence needs to work as well on mobile devices as it does on a desktop computer. Progressive web apps (PWA) can help you achieve this. A PWA is a website that acts like a downloaded app on a mobile device, so there is no need for your prospective customer to download anything from an app store.



ahworth.co.uk



Accessibility is one of the most important steps in growing your online presence. Another crucial aspect is exploiting the data from your website and search engine optimisation (SEO). When a potential customer enters your product or service type into the search box on Google, naturally you want to be higher up on the results page. Our monthly SEO maintenance package will give you the information your business needs to increase search engine returns.

Once a customer clicks a link to your website, the information it contains needs to be accurate and up to date. For small business and sole traders, updating the site at the time of need is not always a convenient option, and we recommend setting some regular time aside.

Having all the latest features on your website is good, but we prefer a tailored approach. Video, strong imagery, infographics and audio all have their place on a website and are unquestionably helpful in telling your story. The trick is to make these elements work for you.

When the time comes for you to update and refresh your website and social media channels, we can help you put the right package together.



Is your **Online & Printed Literature** up to date?



Tozer Seeds
75 years timeline history book 1944-2019

Corporate literature is that one marketing issue that simply will not go away.

However strong or creative your brand might be, the necessity for having your marketing information, facts, figures and offers in a readily digestible form is absolute. Your clients or potential customers want that salient information, and they want it to be easily accessible.

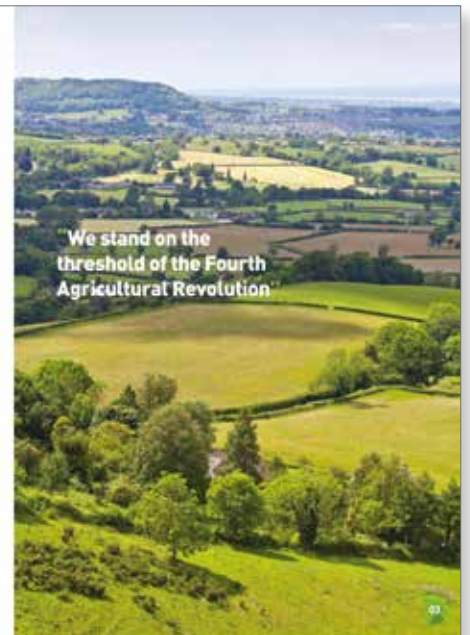
Portable Document Formats (PDFs) are well established and are an industry standard for presenting corporate information. PDFs are easily downloadable from a website and can be created and stored very straightforwardly. Another option is the Flipbook, these work for us because they offer an experience that is not too far from having a brochure or newsletter in your hands.

This newsletter is replicated in Flipbook form on our website.

Flipbooks allows the reader to control the screen in much the same way they would turn the pages of a book. For many internet users, particularly those who dread scrolling vertically through electronic documents, a Flipbook can be a reassuringly familiar experience. Familiarity with a real-world activity can make all the difference to your website. It is one of the many reasons why video can be such an effective marketing tool.



Printed literature can also be used as digital flipbook or pdf.



We set up a mobile studio at the clients factory to shoot product images

Do not overlook the power of a well-designed and well-printed brochure. Certainly, the mail is not an instant means of delivery, but a beautifully turned out catalogue made from high-quality recycled paper is a difficult thing to ignore. Place a superior product in the hands of your potential customers, especially a brochure, and you will have their attention. An arresting design, thoughtful images and easily absorbable text are three essential ingredients.

Another essential ingredient is the stock on which your corporate literature is printed. We can use 100% recycled, repurposed, and materials from well-managed forests (FSC) or other recycled sources. We can also print using Soya based inks, avoiding all Mineral oils. These days, companies cannot afford not to take their environmental responsibilities seriously. Whether you choose real mail or email, your business will still need to be compliant with the General Data Protection Regulations (GDPR), but we can easily talk you through those steps. Physical mail still has a higher response rate than email, and it shows customers that your business is committed to an altogether more tangible and realistic approach to marketing.



We designed and printed the New Leaf Irrigation A4 48pp product brochure and supplied high & low resolution pdf's along with a digital flipbook version for their website.

We can help you with your **packaging & label designs** for any new or existing products!



Packaging is a courier for your brand. As consumers, all of us return home and open the cupboard to choose the ingredients we need to prepare a meal or select the food for whatever pets we may have.

In addition to the products they contain, the packets we reach for carry the branding of the products we have come to trust. Marketing does not stop after the moment of purchase. The design of your food packaging continues to display your branding after the customer has completed their shopping and put the product away.

Purrform is a producer of high-quality raw cat food. We have been developing their brand for several years now, and recently their cat treats range. The new packaging is consistent with their brand, but we have developed a means for customers to differentiate treats clearly. The key for us was a combination of colour, photography and branding. Images show the customer what they are buying, enhanced by the use of metallic colours that suit the overall brand.

Although we are happy to start a package design with your existing branding, we can easily start from scratch. The design of packaging requires a holistic approach. There are the obvious practicalities of making a packet that suits the product you want to sell. The end-user wants their product to make it home in a usable condition. Statutory considerations mean that a sell-by date, barcode and nutritional information, where they are needed, are clearly displayed.



We have many years experience in designing Price Look-Up labels, commonly called PLU produce labels, these uniquely identify bulk produce sold in grocery stores and supermarkets.

Packaging design for Worth Family Farms printed on film

READY TO COOK

— EST. 1895 —
WORTH FAMILY FARMS
of Lincolnshire

Peeled Maris Piper Potatoes

Worth family farms, established 1895.



2.5kg e

Potatoes bruise easily, handle with care
 KEEP REFRIGERATED

Use by:



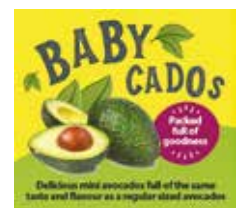
Our clients make informed choices. We create physical concepts for their packaging designs in order that they can get a realistic idea of how the finished product will look. Once the optimum design has been chosen, we can expand it into a series of proofs that can be adapted to bottles, boxes, labels, pouches and squeezable tubes. To enhance the buying experience, we can editorialise the packaging by adding recipes and fun information.

Bringing the various elements together into a single coherent design, one that accurately represents your products and makes them appealing to customers, is a rewarding and exciting process. It begins with your expertise and experience, and progresses by working with our creative design team.

Whether you are a start-up business or an established brand, Fine Design wants to be a trusted extension to your sales and marketing mix.



Garage pack design for Clark Drain



Fine Design Ltd would like to be seen as a **trusted extension to your own sales and marketing**, whether you are a start-up business an established brand, or bringing a product to the market place.



Let us help your business with...

- Branding
- Websites
- Digital Media
- Food Photography
- Packaging
- Exhibitions
- Literature
- Signage & Vehicle Livery

finedesign
CREATIVE AGENCY

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...making the pieces fit

