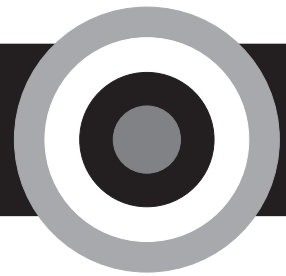


**Case Study:** \_space to think differently, Nov 2007- to date

**Client:** \_space architecture and management

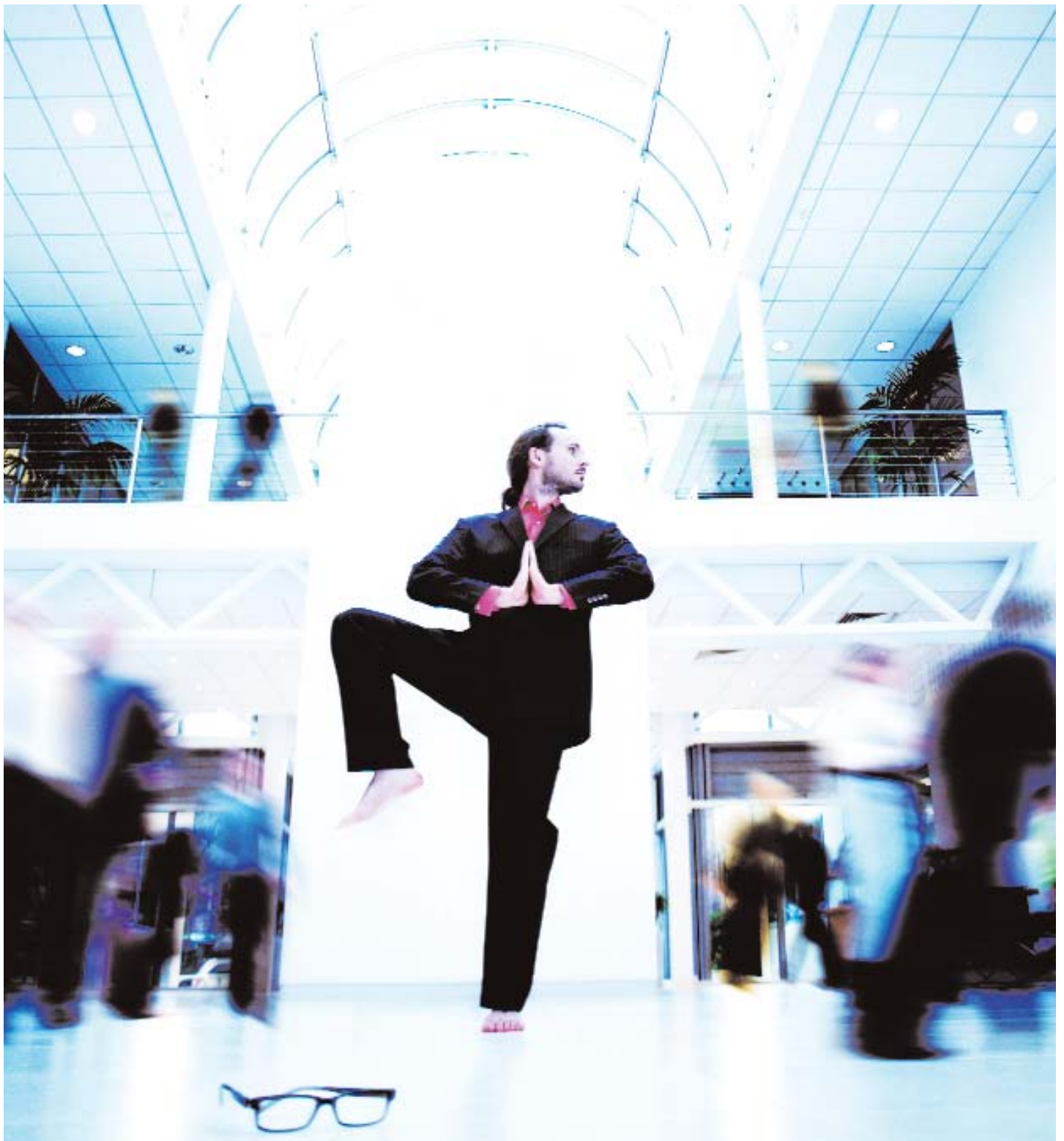


## CAMPAIGN OBJECTIVES

Waring & Netts is one of the North East's most respected architectural practices, in existence in the North East for 50 years. It was this anniversary year in which the firm decided to embark on a striking new brand identity to herald its national expansion plans.

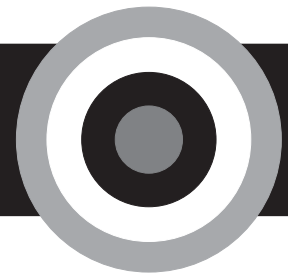
## TARGET AUDIENCE

Staff, customers, contractors and business communities of North East, Yorkshire and North West and national architecture, design and build communities.



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## CAMPAIGN STRATEGY AND TACTICS

O Communications had worked for 12 months previously with the leading architecture firm, and our relationship led to us engaged from the early creative concepts right through to the PR and communication of the new identity to all stakeholders.

Our objectives were to clarify the company's new identity and reasons for the change of name to a wide range of stakeholders from staff to customers, contractors, government agencies and suppliers and launch a national brand identity that would take the firm into its next 50 years, and create a sustainable national business.

We created a highly targeted PR campaign to communicate the identity that does not just become about a new logo, but about creating a sustainable brand for the future.

This strategy focused very clearly on one key campaign message that underpinned everything - 'space to think differently' ie. \_space is a firm that creates buildings that provide space to think differently, and in doing so it is a company that thinks differently itself.

We created advertising concepts that blended the imagery and copy seamlessly and created the web copy for the firm's new online presence - [www.creating-space.co.uk](http://www.creating-space.co.uk).

In conjunction with the advertising and direct mail/events, we began a phased PR Campaign to communicate the rebrand in the regional and trade press.

We decided early on that a straightforward 'change of name' approach would not work for \_space. We had to think differently.

Utilising the firm's new charitable arm, \_space foundation, we created a community initiative with the education charity, Young Enterprise - 'space to think differently' and its associated PR allowed us to communicate the objectives of the \_space brand - innovation, young people, community.

We supported a launch event at \_spaceworks, where the new brand was revealed and press were invited. A highly creative photograph was secured as the whole building was night-lit in the new corporate colour - hot pink - which ran across all target media titles.

We set up a series of one to one interviews and a targeted series of news releases centering on the creativity of the business, from the \_space organic café it launched in its innovative building, to the \_space gallery to demonstrate its staff artwork, pilates classes at \_spaceworks at lunchtime, and the swapping of company cars for environmentally-friendly space shuttles.

We then began on the company expansion, with the regional PR launch for \_space Leeds office, with another press attended launch event and series of press stories around the \_space ethos in the Yorkshire media.

We continue to promote the \_space brand, however having successfully communicated the rebrand, we are now concentrating on the four key messages every month - People, Projects, Point of View, and Putting Something Back (into the community). We are about to replicate the successful Yorkshire launch in Manchester as \_space opens its North West office.

Our approach brought life to the communications campaign by putting the key messages at the heart of it.

## RESULTS

44 press clippings generated between October 2007 and June

Ad campaign creative work devised

Created campaign strapline "Space to think differently"

Negotiated media space for campaign

Two Launch events

Brokered relationship with YENE for education initiative

Trade & National media campaign launched

Copywriting of new marketing collateral - leaflet, mailer

Copywriting for website

