



case studies



### Client

Muse Advisory

### Project

Brand identity update

### Involvement

Refresh the complete brand identity including the logo. Produced full brand identity guidelines which included stationary, image library, word and powerpoint document template designs, and suggested on and off line marketing communication layouts. Also worked with their template designers to produce a suite of automated templates for internal use.

### Result

A vibrant fresh new brand identity which allows Muse Advisory to portray a more professional image and produce consistent materials across all mediums.

### Client's response

*"DesignBull were on brief, on budget and on time. The whole team is delighted with our 'new look' and the market feedback has so far been very positive."*

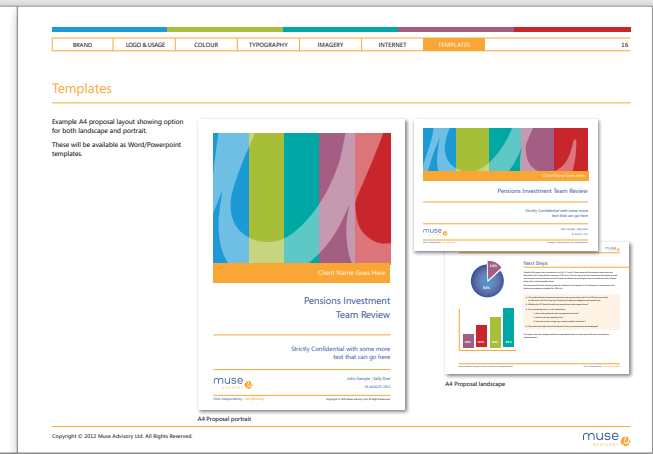
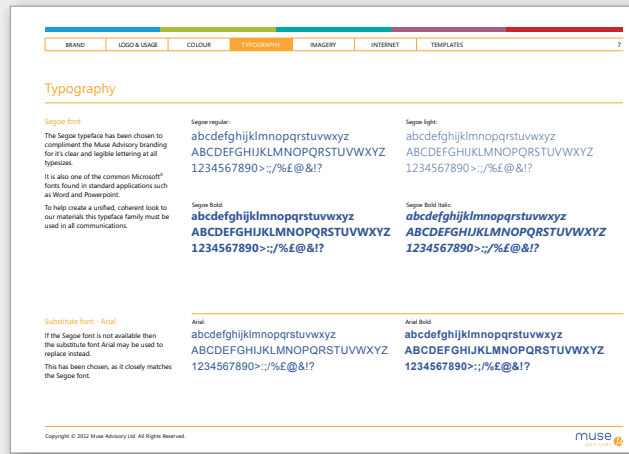
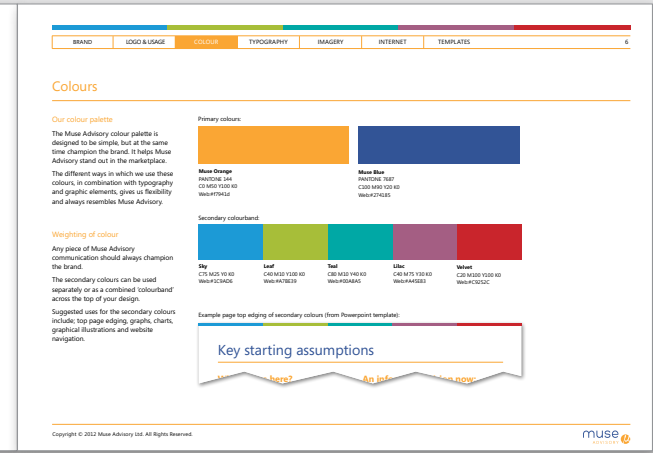
Mark Hodgkinson, Director.

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## Client

TRAC Recruitment Systems

## Project

Rebrand project

## Involvement

After nine years, a decision was made to rebrand the company to better reflect their position in the marketplace and the services that they offer.

The NHS Employers Conference was six weeks away, we were briefed to create a new logo, brochure, website and exhibition stand.

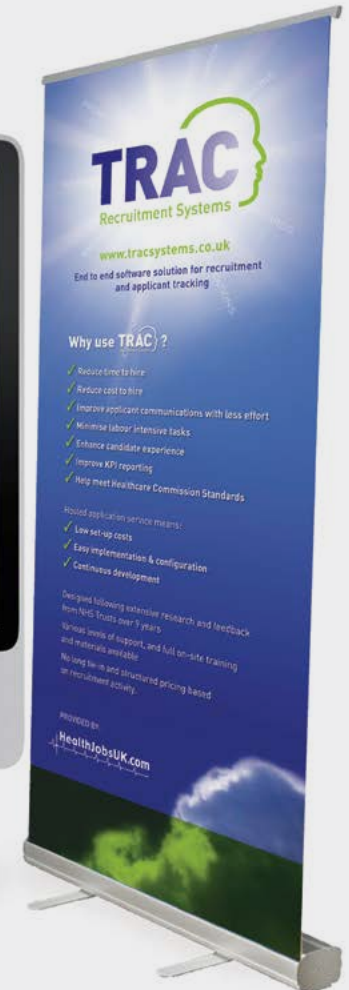
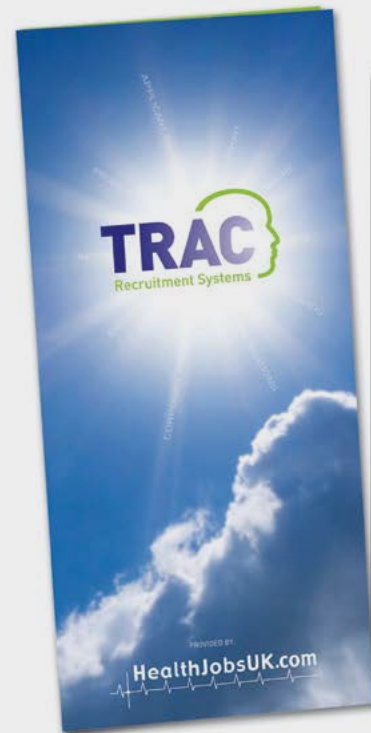
## Result

Considering the short timeframe, the client felt the whole process was very smooth. All marketing elements of the brief were delivered on time carrying our new brand identity.

## Client's response

*"At the Conference itself, we received a lot of positive feedback from delegates to our new identity and the more professional looking exhibition stand really stood out from all the rest."*

Cheryl Taberner,  
TRAC Recruitment Systems



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### Client

Tim Bennett & Associates

### Project

New brand identity, property website & collateral

### Involvement

Tim Bennett is a Bath-based estate agent who is dedicated to, 'personal representation' of the seller whilst maintaining its 'duty of care' to all buyers. Designbull worked on the brand logo, website, press advertising and signage.

### Result

"As a new business his advice and expertise in designing and achieving the strongest possible brand for my firm was helpful, informative and concise. I have consulted and used him on subsequent projects and can confirm these high standards have been further developed to become what I regard as an essential working relationship for my business."

### Client's response

*'In a market place where a lot of people pretend to have knowledge, flair and ability, Andy Fuller at Designbull actually delivers. I wouldn't use anyone else!'*

Tim Bennett - [www.timbennettandassociates.co.uk](http://www.timbennettandassociates.co.uk)

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# Tim Bennett AND ASSOCIATES



TOWN & COUNTRY ESTATE AGENTS





**Client**

AWARD Management Consulting

**Project**

New brand identity and website

**Involvement**

Created the brand logo, and logo identity guidelines which included website, stationery, document templates and A4 brochure.

**Result**

Since starting in 2008 Award Management Consulting specialised in governance performance and feedback from clients and prospects show that his new identity and literature are giving a return on his investment.

**Client's response**

*"The website and promotional literature have all been really well received and is starting to bring in the business!"*

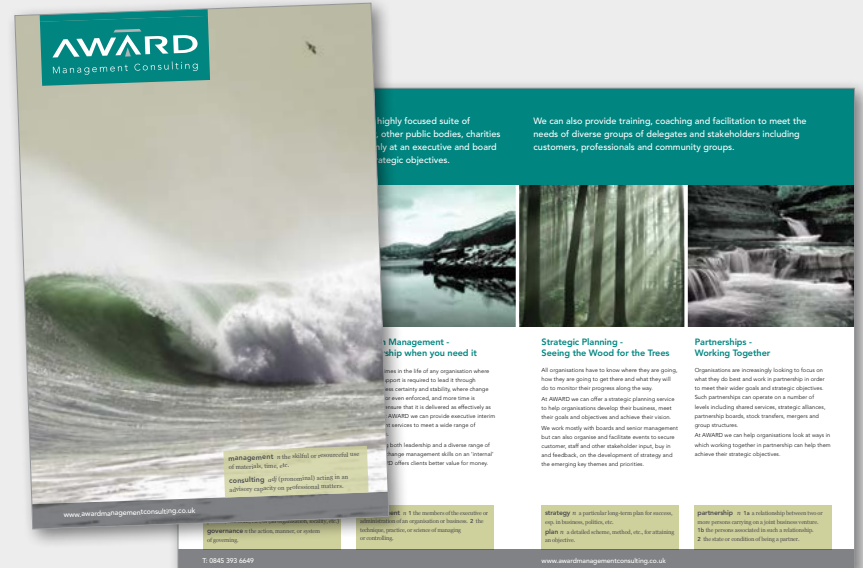
Alan Ward, Director

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**Client**

Send a Cow

**Project**

Brand maintenance, websites, marketing designs

**Involvement**

Working with Send a Cow since 2005 and helped grow the charity's awareness through their marketing designs over the years. From additional logo design to microsites to quarterly newsletters.

**Result**

Since working with Send a Cow since 2005 we've helped grow the charity's awareness through their various marketing channels over the years.

**Client's response**

*"The quality of Designbull's work has been recognised more widely within Send a Cow, and our communications team have now used them for specific design briefs."*

Vicky Woods, Fundraising Manager  
Send a Cow

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**Client**  
NDC

**Project**  
Rebrand consultancy business

**Involvement**  
Created new corporate brand identity, design and development of a new responsive website, design and creation of corporate templates and business cards.

**Result**  
Since the launch the of the new brand in November 2012, NDC have received a very positive response from existing clients, partners and markets to their new brand identity.

**Client's response**  
*"We are delighted with the rebranding exercise carried out by Designbull. They have fully managed to capture our vision and exceed our expectations."*

Saira Welford, Commercial Director

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# going-there

Global Relocations Services

## Client

Going-There

## Project

Brand marketing designs & collateral

## Involvement

Going-There are a busy relocation services company that has a presence in over 90 cities worldwide and have required on-going design services to fit their various marketing needs. From strap-line creation, interactive online tour, interactive presentation, leaflets and brochures.

## Result

Designbull have helped define their global brand and are assisting them in both online and offline marketing.

## Client's response

*"Andy at Designbull has been a valuable asset to GT Global. He has always managed to design and deliver at short notice, bespoke leaflets, presentation movies and other brand material."*

Diana Busk, Managing Director - GT Global  
www.going-there.com/tour

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Global Destination Services. Making it simpler.

**Yes, really, we can.**  
We're present in 90 cities around the world. And we're all one organization, tightly close in the industry has the same reach. GT is a highly focused boutique with the capacity to deliver a surprising range and depth of service. Frankly, nobody comes even close.

**Destination Services** refers to all the ways and means of facilitating a "soft landing" for an employee whose life or job is transferred to a new city, foreign or domestic. This can include everything from securing the house, identifying a school, navigating the transport system to knowing where to shop, how to get around, and importantly in a foreign city, identifying local resources such as an English-speaking dentist, converting a driver's license, a pediatrician, all-night pharmacy and so on.

**Service Model:** There are two dimensions to our service.

**1 Our Destination Consultants:** Destination Consultants are our own seasoned professionals in each city, primarily expatriates themselves, they inherently understand a newcomer's needs and how to address them. They tame the host city and provide the support and tools to enable a successful transition.

**2 And GT's unique self-help tool:** going-there.com is the only relocation self-service web tool designed to create corporate efficiency and cost-savings, while empowering the employee and family to help themselves.

**What we offer:**

- Centralized operations, single-point responsibility and strong process management.
- Global uniform pricing and billing structure, all in one currency.
- Global consistency service delivery.
- Technology that empowers the employee to be self-reliant, able to tune-in quickly to the destination city.
- Reduced (or in some cases eliminated) program days left need to purchase from a relocation vendor.

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The Going-There City Lease Matrix  
Updated August 2010

CITY	STANDARD TENANT LEASE PERIOD	OFFICE	AGENCY'S COMMITMENT	RENTAL/LEASE MODEL	AGENCY OFFERED (PROPERTY CLASS)	TYPICAL RENT (PROPERTY CLASS)			COMMENTS
						1 Bedroom	2 Bedroom	3 Bedroom	
ADDIS ABABA	1 year paid in advance	1 month lease	6% of annual rent	Typically rent through landlords, who have a low level of involvement	unfurnished	400 - 1000 USD per month	400 - 1000 USD per month	400 - 1000 USD per month	Not all housing agencies are active in Addis Ababa or other major cities, but the majority are active in the city.
AKRABIDARA	1 year	2 month lease	1-2 month rent	Yes, with agency's office	unfurnished	500 - 1200 USD per month	500 - 1200 USD per month	4700 - 6300 USD per month	
BAKERSFIELD	Month by month or 1 year	1 month lease	None (paid by landlord)	Yes, with agency's office	unfurnished	500 - 500 USD per month	500 - 500 USD per month	500 - 500 USD per month	
BANGKOK	11 months	10 month lease	1 month lease	Yes, 1-2 month rent	Yes, furnished or unfurnished (Agency/landlord/tenant choice)	40 - 1200 USD per month	40 - 1200 USD per month	40 - 1200 USD per month	
BANGKOK	1 year	1-2 month lease	1 month lease	Yes	furnished	400 - 1000 USD per month	400 - 1000 USD per month	400 - 1000 USD per month	
BEIJING	1 year	2 month lease	None (paid by landlord)	Yes	furnished	400 - 1000 USD per month	400 - 1000 USD per month	400 - 1000 USD per month	
BIRMINGHAM	1 year	1 month lease	None	Yes, 1 month's notice	unfurnished	100 - 200 USD per month	100 - 200 USD per month	100 - 200 USD per month	
BOSTON	1 year	2 month lease	1 month's lease (paid by landlord or tenant depending on locality)	Depends on market	unfurnished	11,000 - 12,000 USD per month	12,000 - 13,000 USD per month	13,000 - 14,000 USD per month	It is possible to collect rent in advance in Boston, which is common in other major US cities.
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