

Are you the one?

Are you the one who's looking for that special relationship?



Tail and head curling to meet – **Very passionate, productive relationship.**
Fish flips over – **Relationship won't last.**
Fish curls up from the sides – **Compatible but no passion.**
Twitching tail – **Changeable relationship.**

At Motive, we believe relationships are of the utmost importance.

We believe our success has been achieved by developing strong relationships with each one of our clients.

These relationships are able to flourish because we take time to learn about their businesses. By gaining a full understanding of their brands, their markets, their target customers and their marketing strategies, our highly experienced creative team has been able to provide design solutions for blue chip companies and small start-ups alike, that are effective, visually stimulating and frequently surpass expectations.

On the following pages, take a look at how the relationships with our clients have produced some outstanding creative work, then ask yourself:

Could we be the agency that's just right for you?

If we were to appear on Mastermind, our specialised chosen subject could be Teamphone.



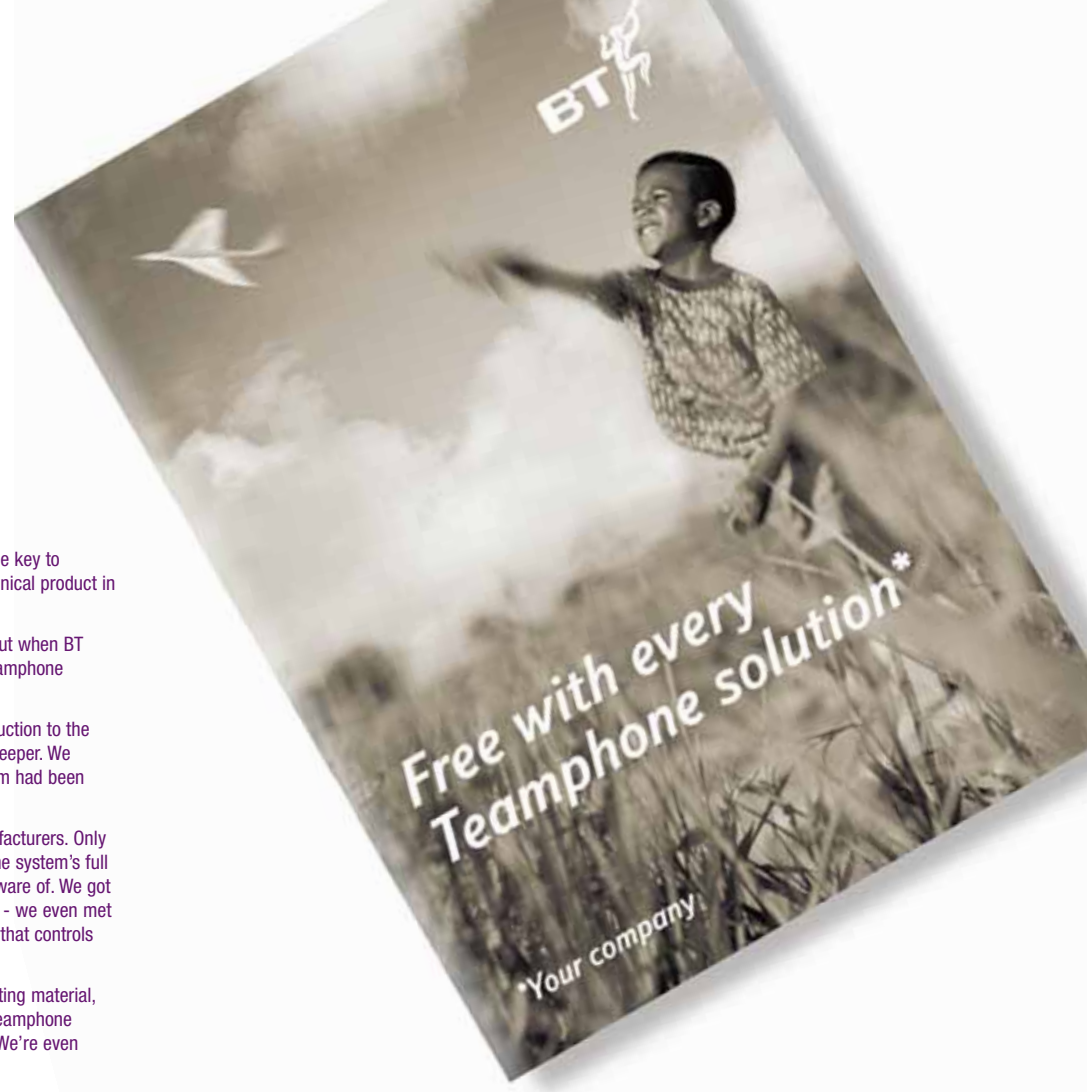
Understanding exactly what a system can do is the key to producing marketing material that explains a technical product in a simple and direct way.

Some may accuse us of being overly fastidious, but when BT asked us to help them with the launch of their Teamphone system, we wanted to know everything.

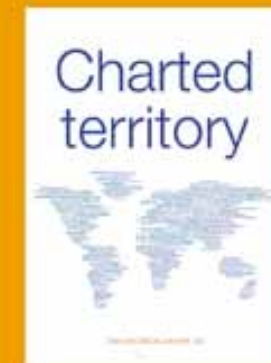
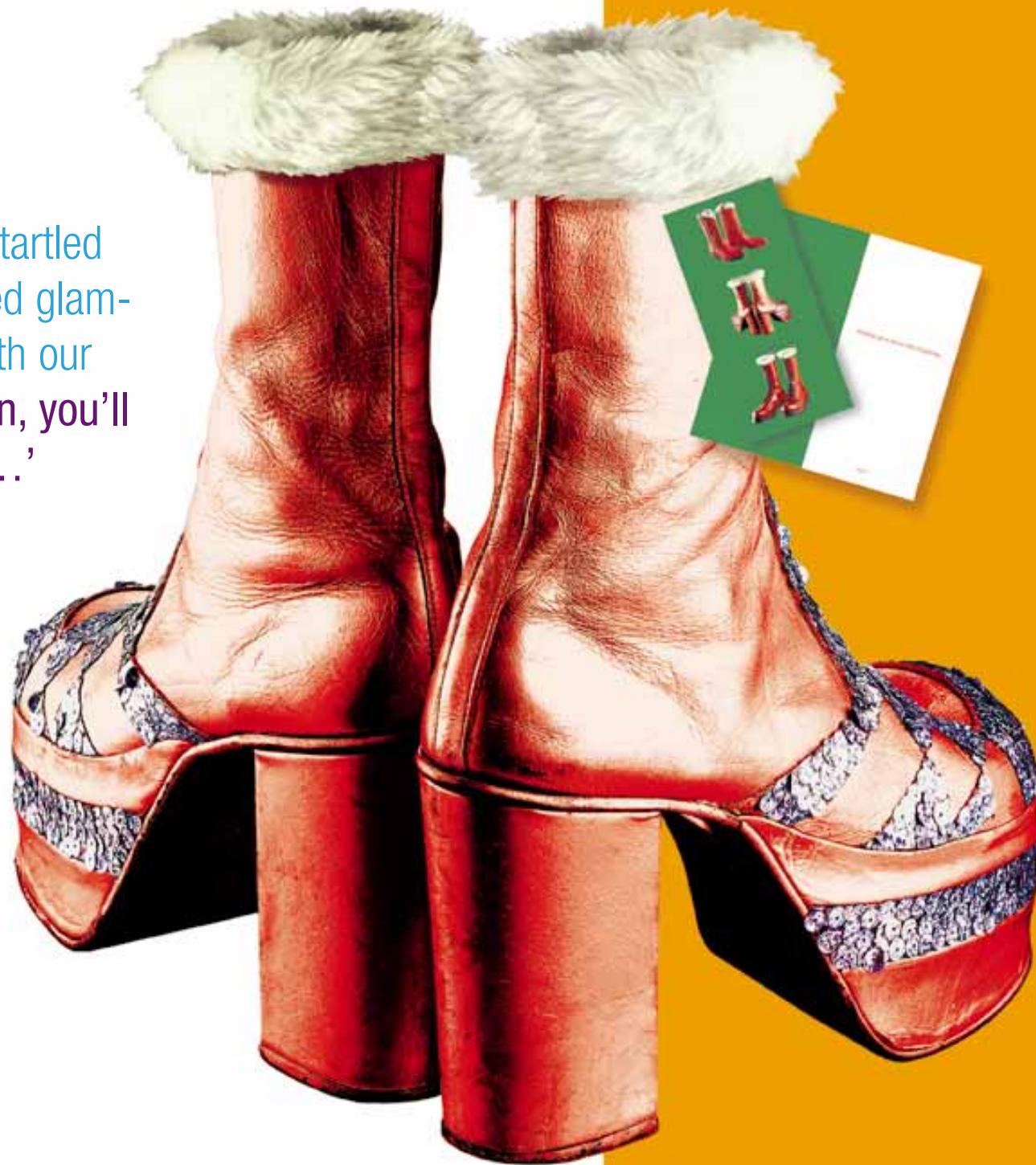
Although the initial briefing gave us a good introduction to the product, we knew we would have to delve even deeper. We wanted to know first hand exactly what the system had been designed to do.

On our request, BT put us in touch with the manufacturers. Only after a long meeting with them did we discover the system's full potential, some of which even our client was unaware of. We got a chance to see it in use in an office environment - we even met the software engineer who wrote the programme that controls the system.

It meant that when we came to design the marketing material, we knew exactly why someone would want the Teamphone system and what, precisely, it could do for them. We're even looking to buy one ourselves.



Last year, in response to Karen's startled expression 'What? 70's red sprayed glam-rock boots. How does that fit in with our Christmas card?' we replied 'Karen, you'll just have to trust us on this one...'



Karen is our main contact at EMI. She's the marketing manager for the EMI Group. As a result she's a very busy woman. She likes working with smaller design companies because she likes to get to know the people she works with. People she can trust.

People that can come back with great creative work and still surprise her. People who understand her and the company she represents. People who won't just let her win at pool (although she plays a mean game).

She considers us to be among them.

Karen's trust has allowed us to work on a wide variety of projects for EMI. These have included brand awareness pieces for the music press and advertising for the MTV Europe music awards.



We know Yellow Pages' business

inside

and out.



Did you know that the Yellow Pages directories are used approximately 1.2 billion times every year? And that 27.5million copies are delivered to virtually every home in Great Britain?

Since its inception in 1966, Yellow Pages' popularity and capacity to provide accurate, reliable information has grown immensely. Throughout this period they have attracted users to its products and services by presenting the Yellow Pages image in a consistent and highly recognisable way. Although they appreciate the need to market their business to their customers, they have also recognised the vital benefits of ensuring that their employees 'live the brand' – something we have been helping them to do since 1995.

We understand that a company's internal communications are as important as their service offering. This is why we have been working with Yellow Pages human resources division to produce literature that effectively communicates the many innovative policies and working practices for which they have been recognised with numerous awards.

We also developed a key piece of literature for Yellow Pages to help them consolidate and clarify one of their biggest business assets – all the different trademarks that go to represent the Yell, Yellow Pages, Business Pages, Talking Pages and Business Database brands (over 100 at the last count).

Ignoring the traditional corporate guideline approach, we endeavoured to introduce a 'why' to the equation as well as just a 'how' to implement their various brands effectively, offering sound business reasons for looking after their intellectual property.

We have produced a wide range of business-focused material for the Yell group over the years including the 2000 redesign of The Business Pages, recruitment advertising and brand implementation.

Always living up to the name 'Motive', we build upon strong business objectives to communicate vital strategic messages.



This is how we were greeted when we met the partners from Al Volo. We knew straight away that the opportunity for a brand identity that fitted their exuberant Italian characters would require **a fresh approach.**

'Buongiorno!'



AL VOLO
Fine Italian food *on the go*



Add a few other vital ingredients:

The business itself. Quality Italian lunches.

Their method of client interface. Delivery by pedal power straight to the busy city worker's desk.

Mix them all together and we had a recipe for an identity that needed to hit with full flavour but also had to have that level of sophistication you come to expect from the Italians. A complex mix, you might surmise, but we tackled the problem with our usual 'gusto'

(incidentally, a word that was very nearly adopted as the company name).

After a great deal of preliminary sketching our clients were delighted with several of the options presented to them (their words, honestly) and we settled on a route that essentially was FUN and brimming with personality. The idea consisted of a highly recognisable illustration style that echoed the playfulness that ribbon pasta or spaghetti exudes.

We created a main character, 'the chef on a bicycle' (whom we lovingly christened 'Al') to act as a focal point for the identity. However, 'Al' was not to have free reign when it came to the implementation. The unique illustration style was further developed to great effect using other characters to communicate different aspects of the brand, such as service, freshness, anticipation and delivery.

The Al Volo brand menu continues to expand...

We think you could be the one.

If you feel the same way please contact
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