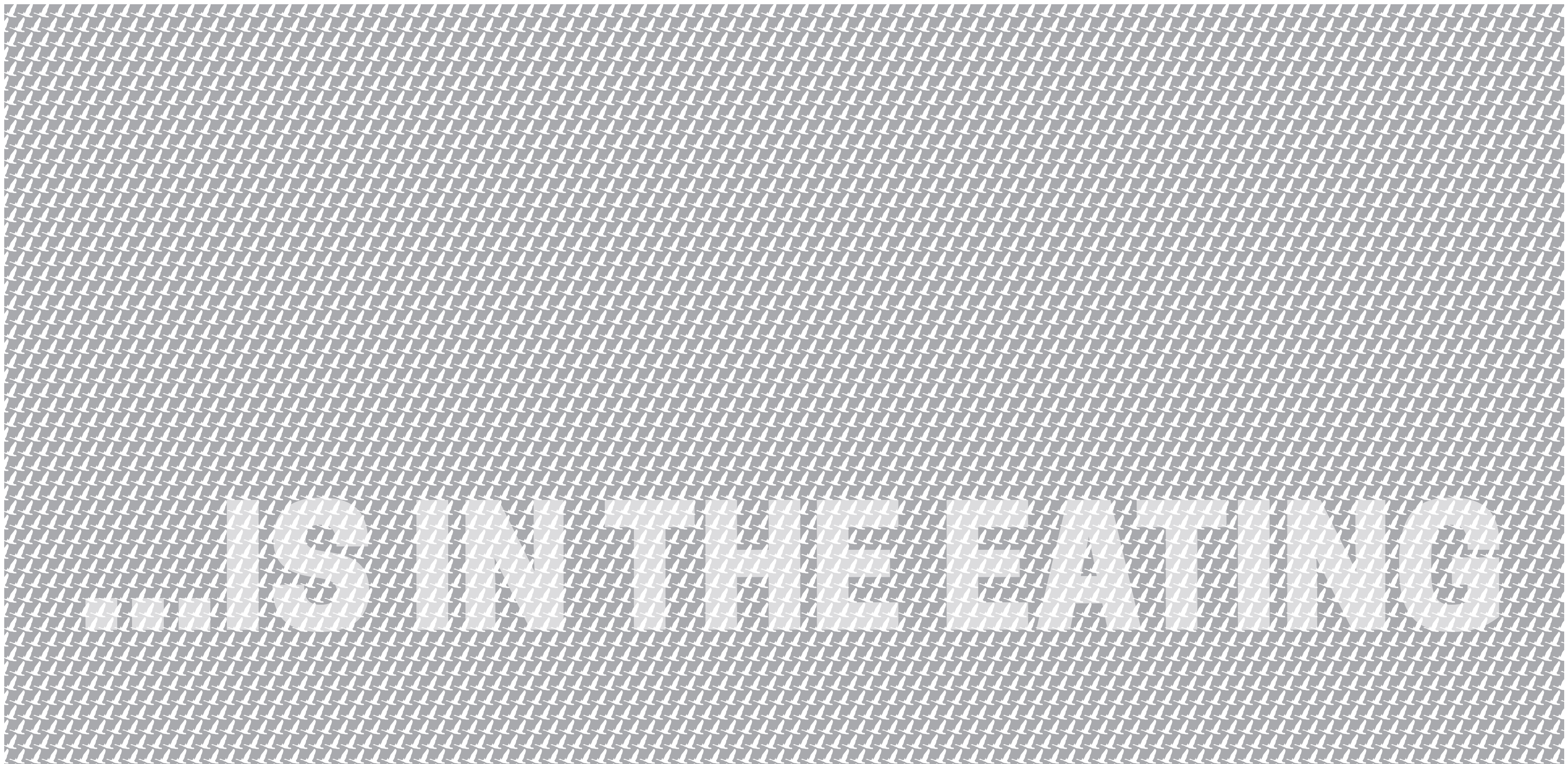


**THE  
PROOF  
OF THE  
PUDDING...**



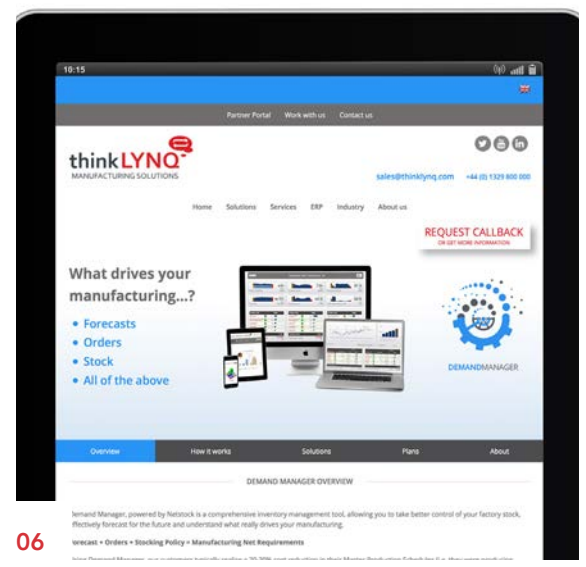
THE UNIVERSITY OF CHICAGO



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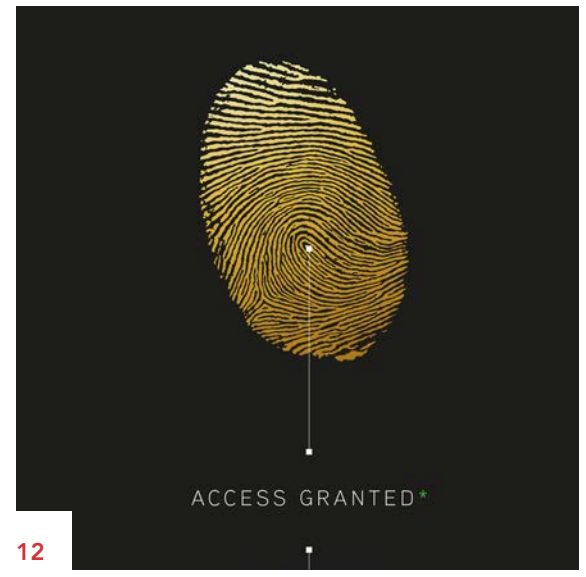
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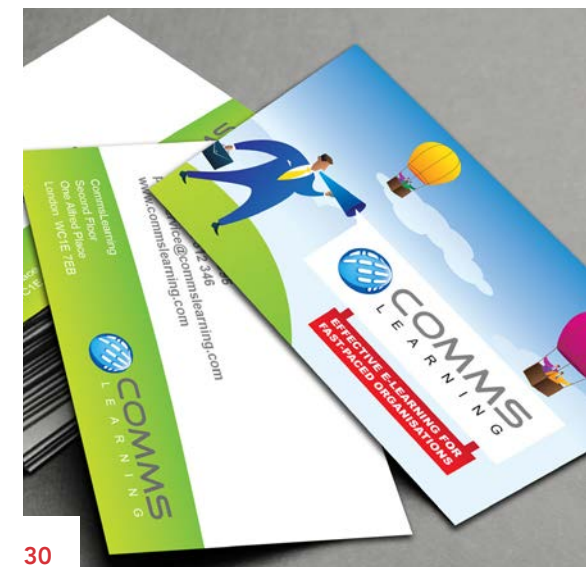
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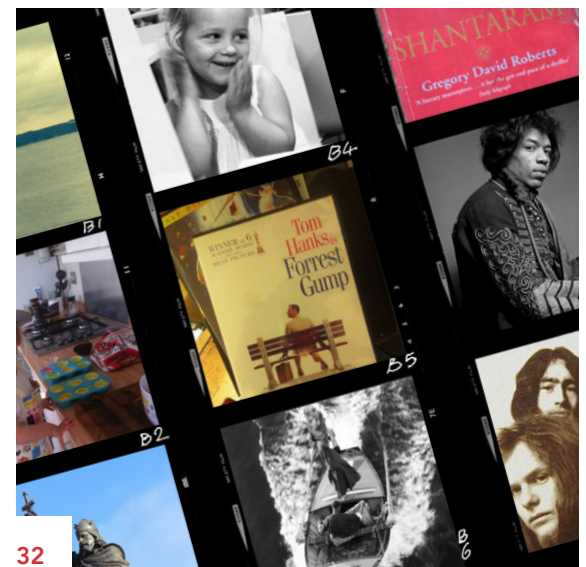
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32



**Logical Creative Marketing**

Typically we work with owners and senior managers in organizations that have some kind of issue with marketing. Some have spent more time and money than they intended without getting the desired returns.

Others have found themselves sorting out problems they expected their suppliers to solve. Nearly all want logical ways of confidently building their organisation, and creativity to differentiate them from their competition.

We can work with you in two ways. Either we carry out a project or series of projects for you. Or we work continuously with you as an integral part of your team.

This book is a selection of some of our recent branding, digital, and print projects.

If you like what you see, then pick up the phone or drop us a line...







**A little bit of background**

The thinkLYNQ team found LCM thanks to a recommendation. They engaged us to provide professional external input to their marketing strategy and brand re-alignment.

thinkLYNQ is a specialist in ERP solutions for the manufacturing industry and focuses on the SME sector.

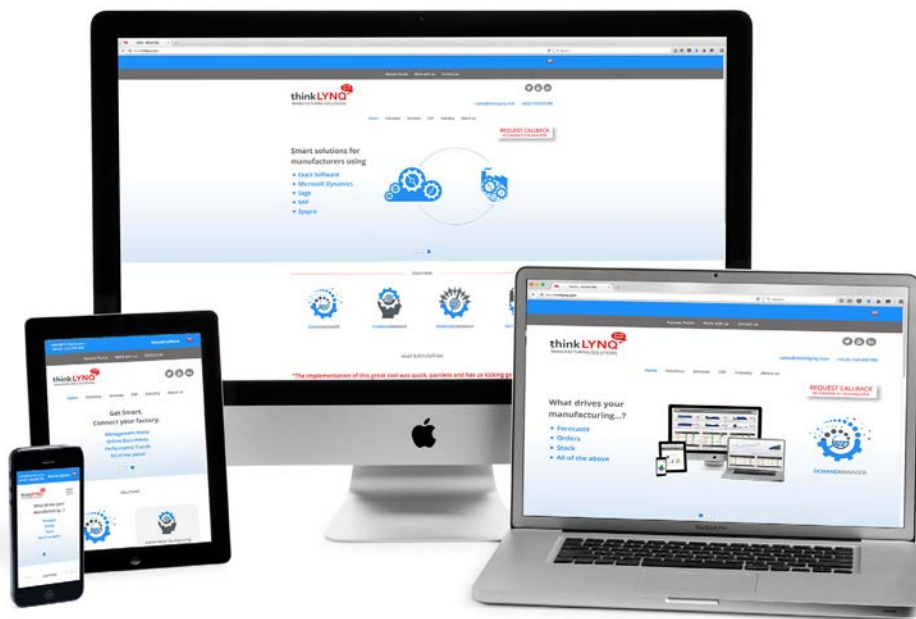
We have found over the years that in most cases, the best way to collaborate with a team in order to create a workable strategy is through running workshops with the key stakeholders. During the sessions, we gather information and discuss and agree ways forward. As a result of doing this with the thinkLYNQ team, LCM drafted marketing and brand strategies which were signed off by the board.

We then began to support the implementation, which kicked off with the design and build of a new website.

We created a main overarching site with a client log-in portal, bespoke industry and ERP sensitive registration forms and a sub-site area for each of the four thinkLYNQ industry solutions.

We produced new branding for each of the four thinkLYNQ products and created each graphic device to support and visually indicate the relevant solutions application.

New look product branding Demand Manger, Planning manger,



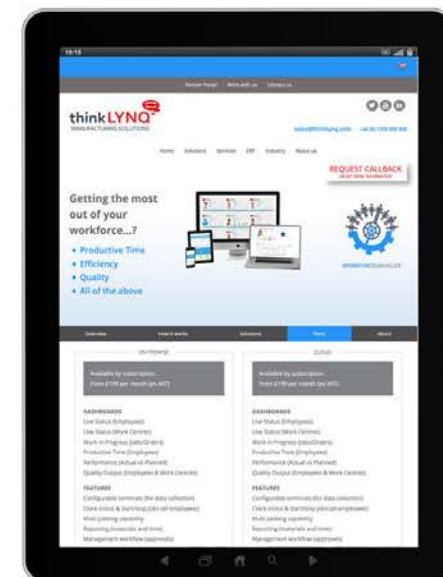
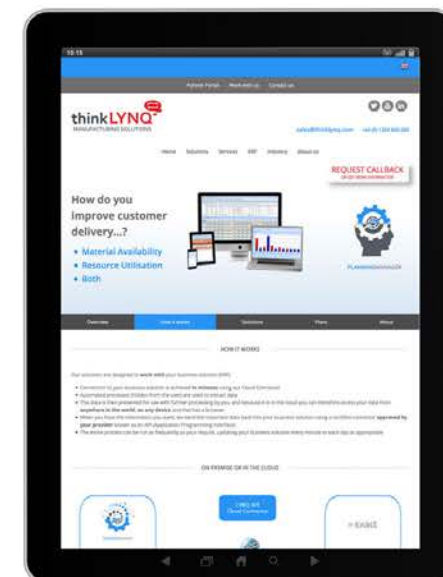
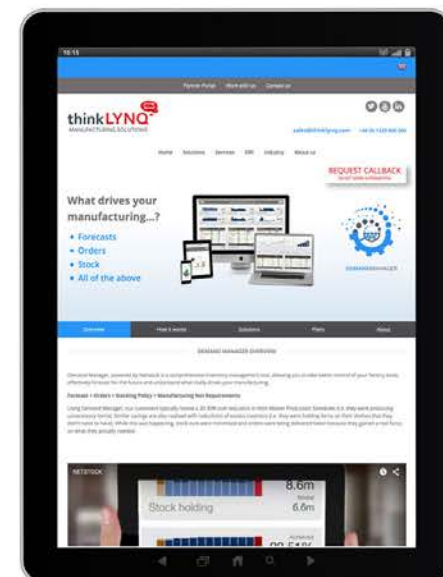
New LYNQ website Responsive across all devices



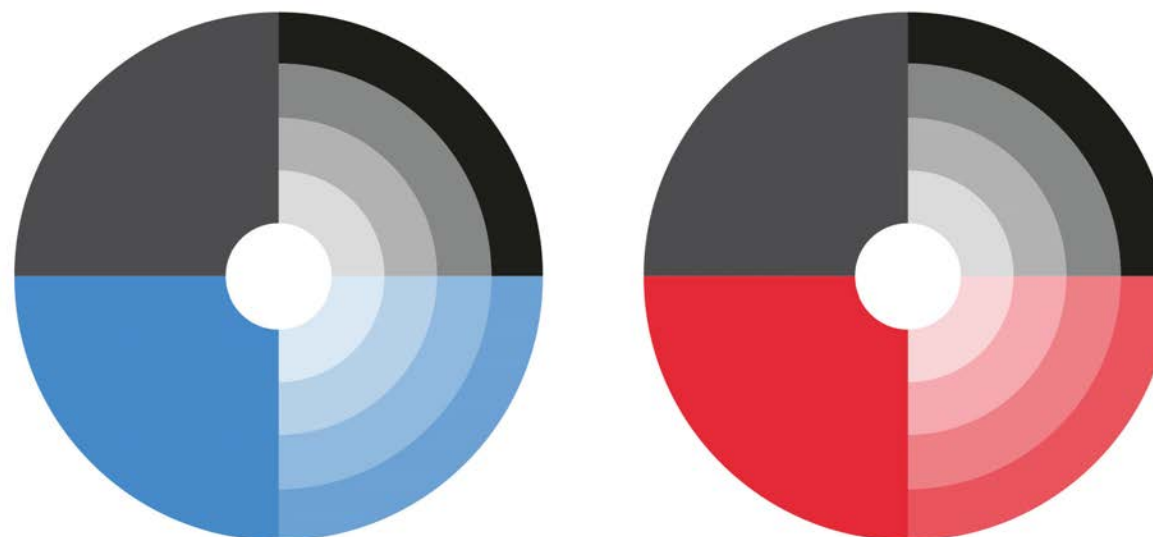
LYNQ brochure Front cover



LYNQ brochure Spread example



New LYNQ website Tablet onsite sales tool



Detail Colour palette & Typeface



Arial  
Light - Medium - Bold





**A little bit of background**

ansglobal approached LCM to run a workshop to re-align their brand, and how their product offering is presented.

During the workshop we decided that we would keep the name as it carries weight within the industry, but that because the brand name was inherited when acquiring the company, we now had to create the meaning behind the initials.

After breaking down the brands foremost values, ethics and deliverables, we chose "architectural – natural – solutions".

We then needed to tidy up the visual identity, giving it a fresh update for the brand font family, from Helvetica to Avenir, and adding the new strap line.

Another result of the workshop is that the new brochure will be a set of three 250mm large square books, that are housed in a hard case, covering the company overview, living walls and roofing solutions.

Before we started the new brochure set, we were asked to create a stand alone International brochure for an event being held in Dubai.



New ansglobal business cards



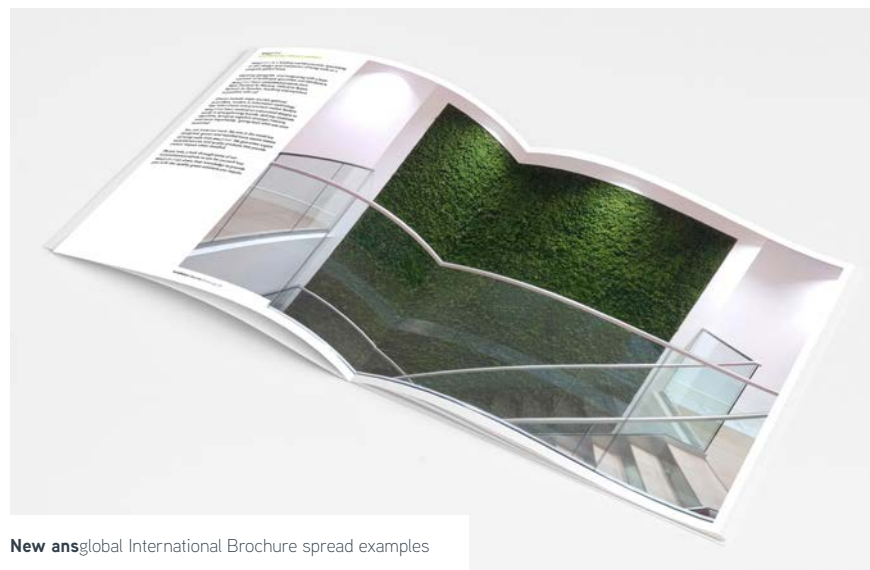
New ansglobal International Brochure



LYNQ brochure Front cover



LYNQ brochure Spread example



New ansglobal International Brochure spread examples





Cold Control



A little bit of background

After the success of the brochure, Cold Control asked LCM to manage the design and build of their new website.

Naturally we jumped at the chance, and went on to produce a super clean, easy to navigate WordPress solution.

Jacqui and her team were already working with Cold Control to generate PR coverage, and was asked to develop a new version of their brochure and leaflet series, including rewriting the content.

We revitalised their offering with new concepts and new imagery, so instead of using a photo of a fridge for example, we used ideas that portrayed temperature control.

We reorganised the main brochure into two sections to show clearly that Cold Control serves both industrial and domestic customers. We added a contents page so it was easier to read, and rewrote the copy so that it was shorter and punchier.



Cold Control Leaflet



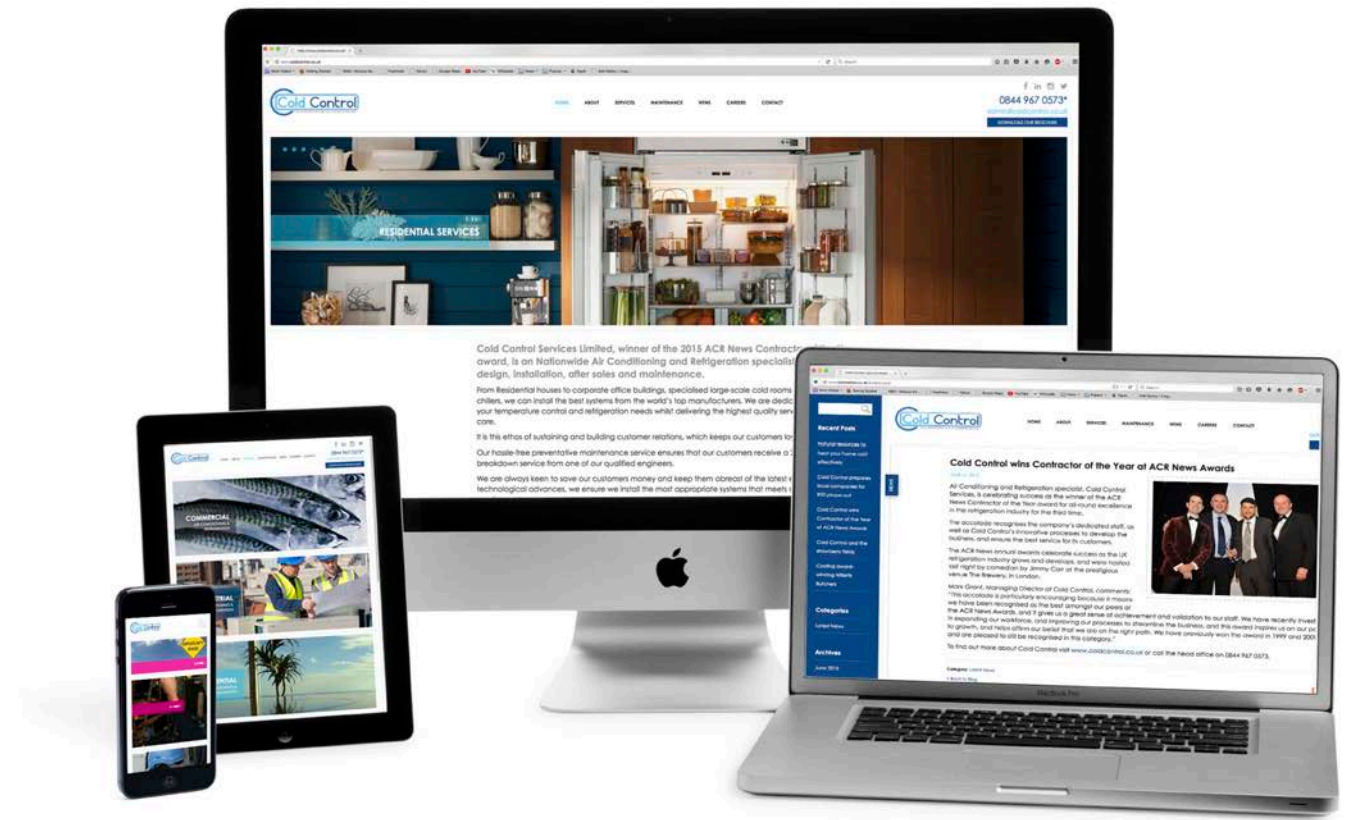
Cold Control Brochure



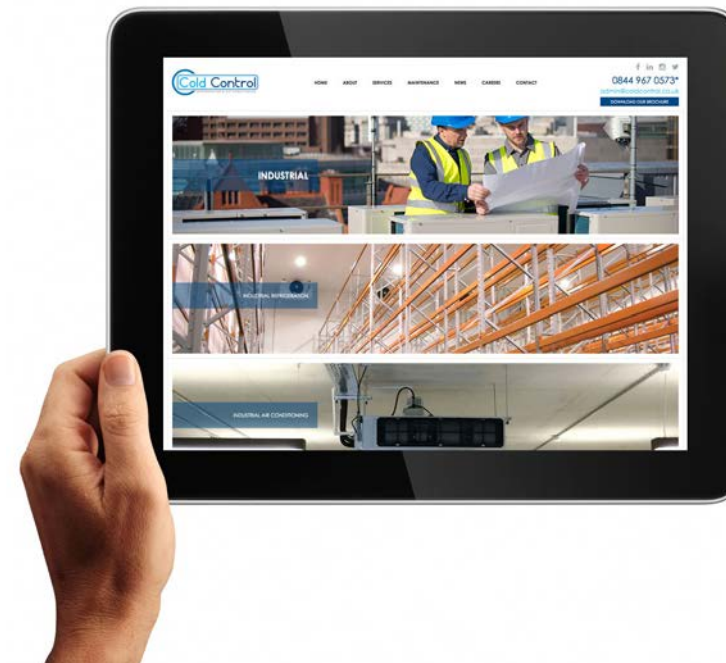
Cold Control Brochure spread example



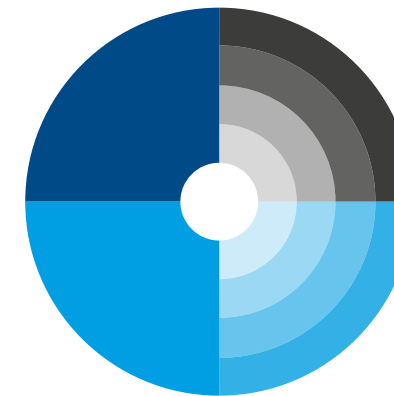
Cold Control Brochure spread example



Cold Control Brochure spread example



Website Tablet onsite sales tool



Detail Colour palette & Typeface

ABCDE  
 FGHIJ  
 KLNOP  
 QRSTU  
 VWXYZ  
 1 2 3 4 5 6 7 8 9 10

Avant Garde  
 Light - Medium - Bold

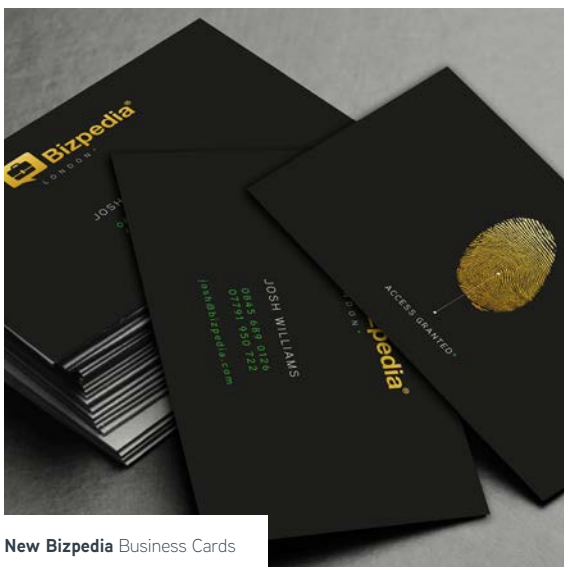




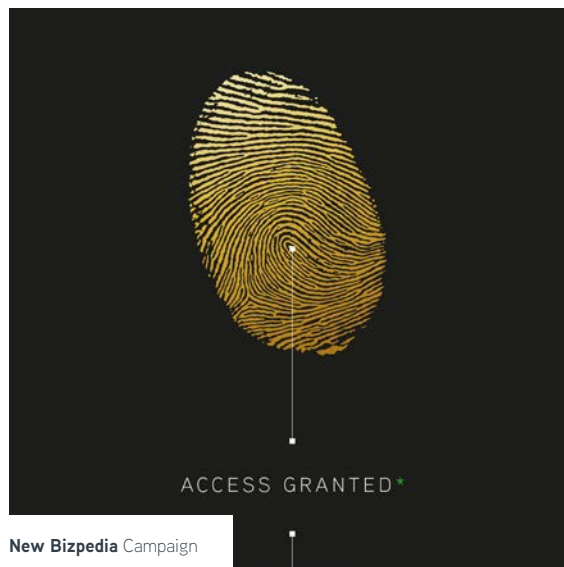
A little bit of background

Josh Williams is rapidly becoming known as the founder of Bizpedia, one of the most effective networking solutions for mid-sized and larger companies. He was recommended by a number of his contacts to speak to LCM.

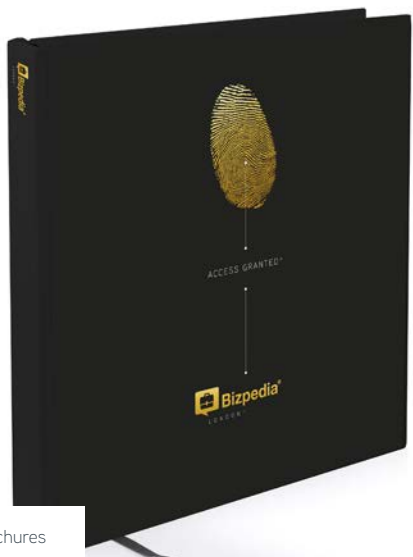
After developing a strategy together, we now carry out much of his marketing work, and are on the end of the phone for ideas, advice and encouragement.



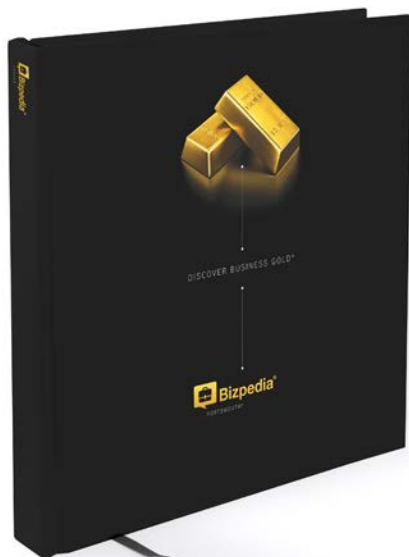
New Bizpedia Business Cards



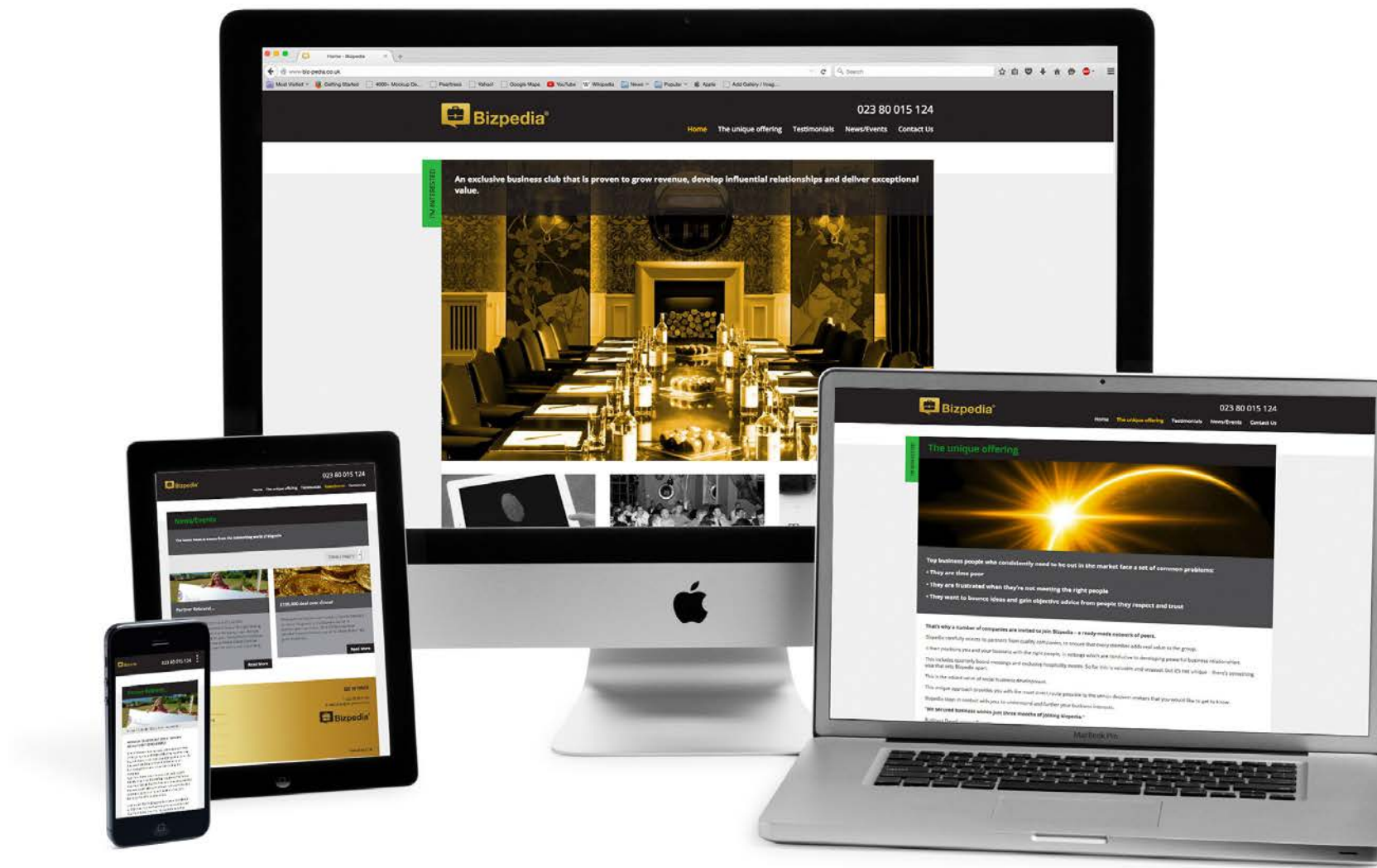
New Bizpedia Campaign



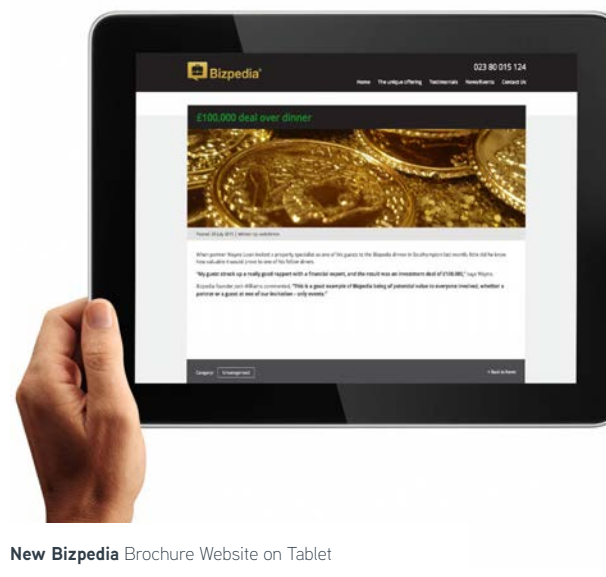
New Bizpedia Brochures



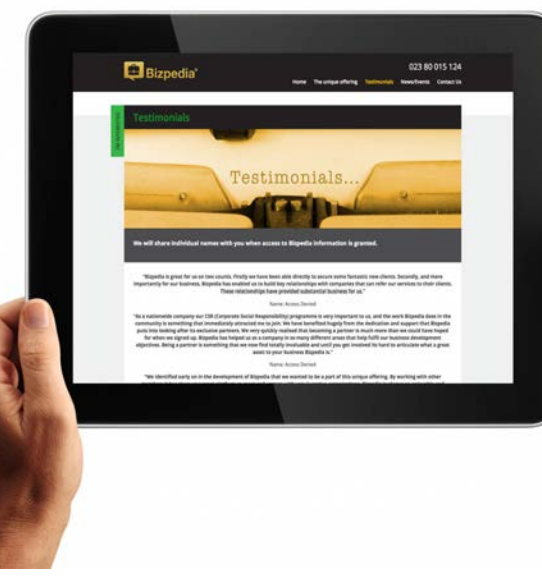
New Bizpedia Brochure



New Bizpedia Brochure Website responsive on all devices



New Bizpedia Brochure Website on Tablet



Detail Colour Palette





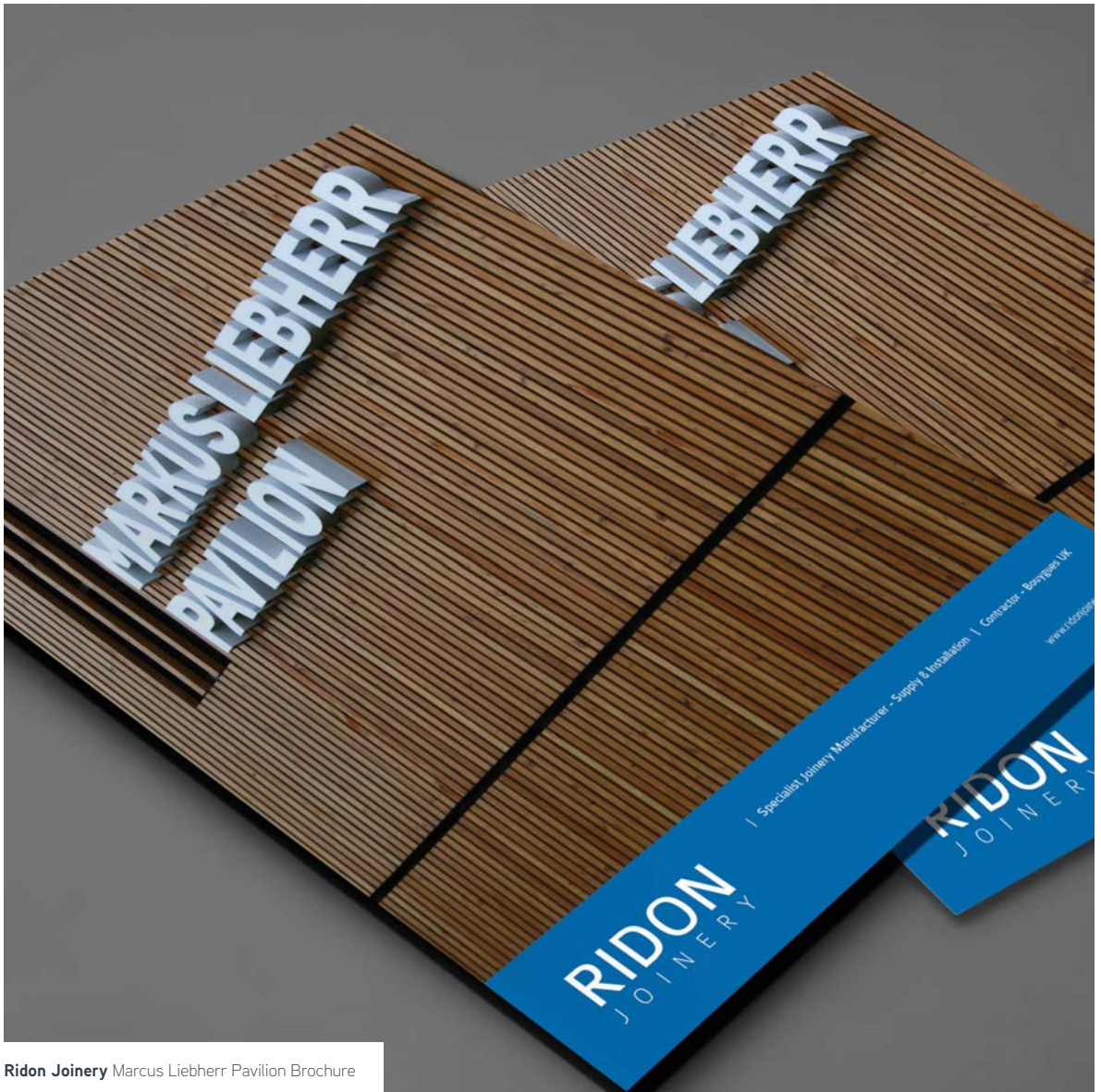
**A little bit of background**

In April 2014 Ridon Joinery were approached by Bouygues UK to supply and install the fitted joinery at Southampton Football Clubs new training facilities in Marchwood.

The team at Ridon Joinery asked LCM to produce another brochure for them to showcase the work that they had done on the new MLP Southampton Football Club training building. We went on location and shot over 200 images, which were then shortlisted for use in the brochure.

The new £40million football development and support centre is a top class training facility designed to continue the clubs incredible record of producing footballing talent.

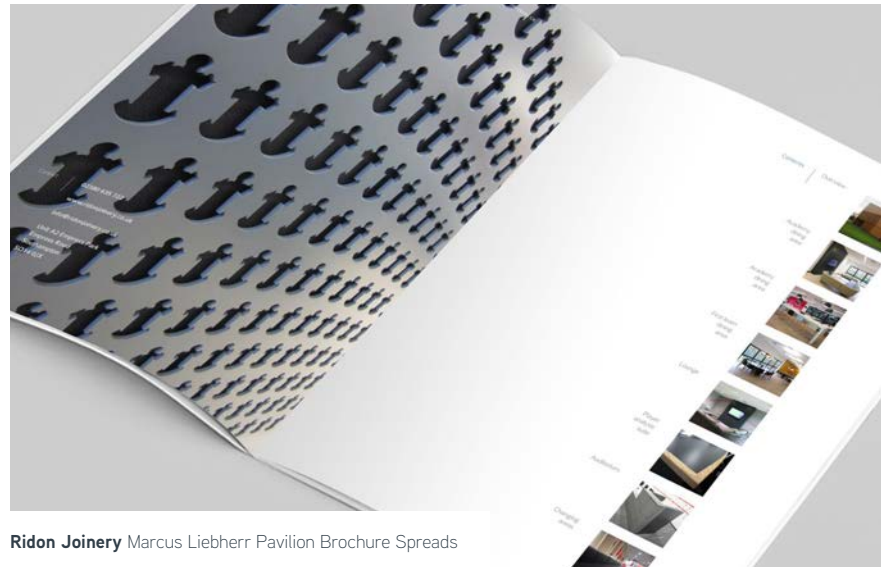
The project involved Ridon working closely with Bouygues UK, AFL architects and Southampton Football club to achieve a high standard of fit out, with the main focus being the first team lockers and storage areas.



Ridon Joinery Marcus Liebherr Pavilion Brochure



Ridon Joinery Marcus Liebherr Pavilion



Ridon Joinery Marcus Liebherr Pavilion Brochure Spreads







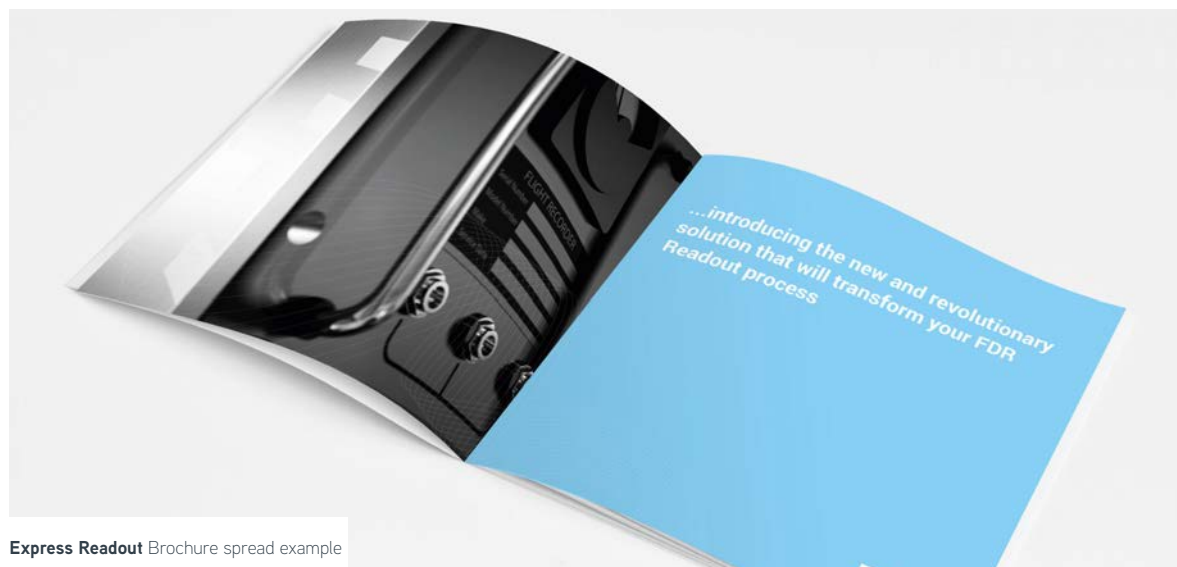
**A little bit of background**

Flight Data Services came to LCM to put together the new marketing strategy and the creative to brand then launch their new and revolutionary FDR readout solution.

After the initial workshop we followed the strategy calendar to achieve the concept, branding, campaign, book, banners and microsite within the two months before launch.

Express Readout Brand

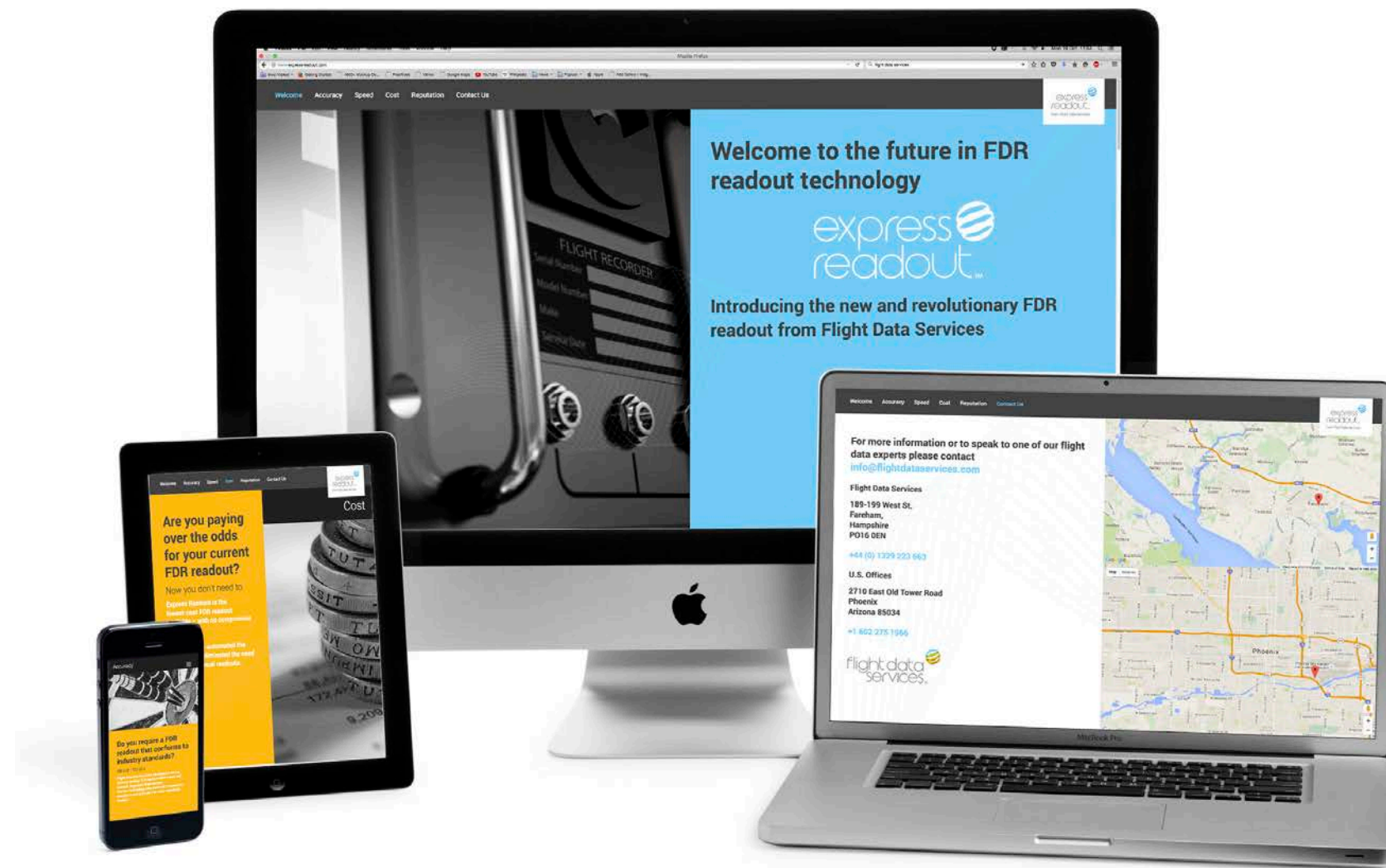
Express Readout Brochure



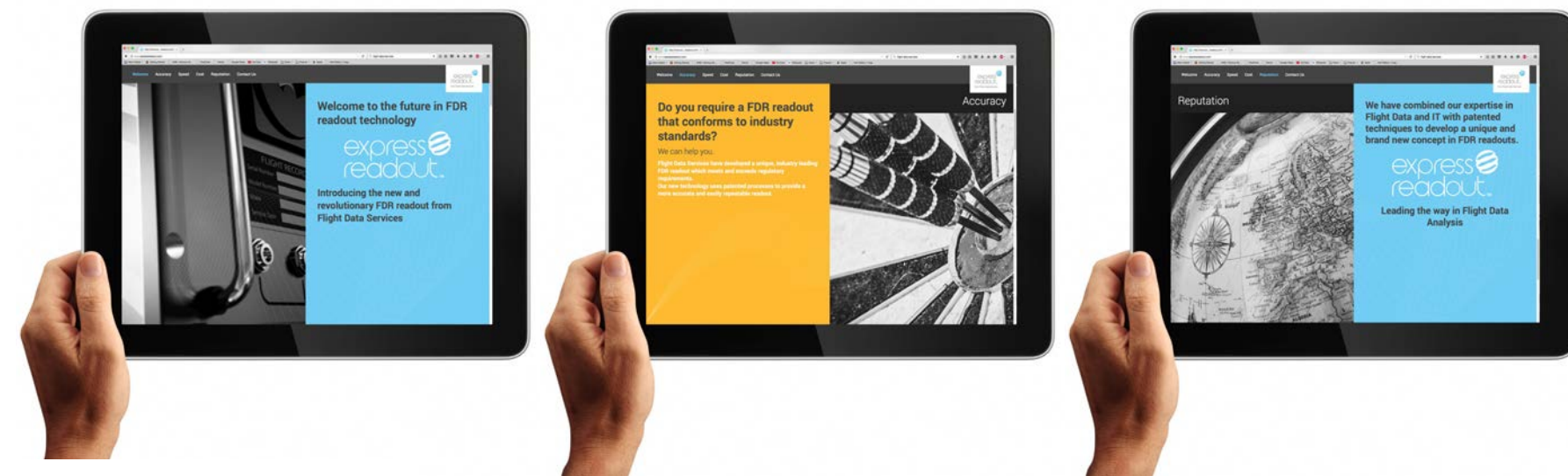
Express Readout Brochure spread example



Express Readout Brochure spread example



Express Readout Microsite responsive on all devices



Express Readout Microsite





**A little bit of background**

A local joiner asked us to help with re-branding his highly respected family business. After training with his father since leaving school this was a project that HAD to meet the clients highest expectations...

Since the rebrand and web build the company have expanded into national, multi-million pound projects.



Ridon Joinery Business Cards



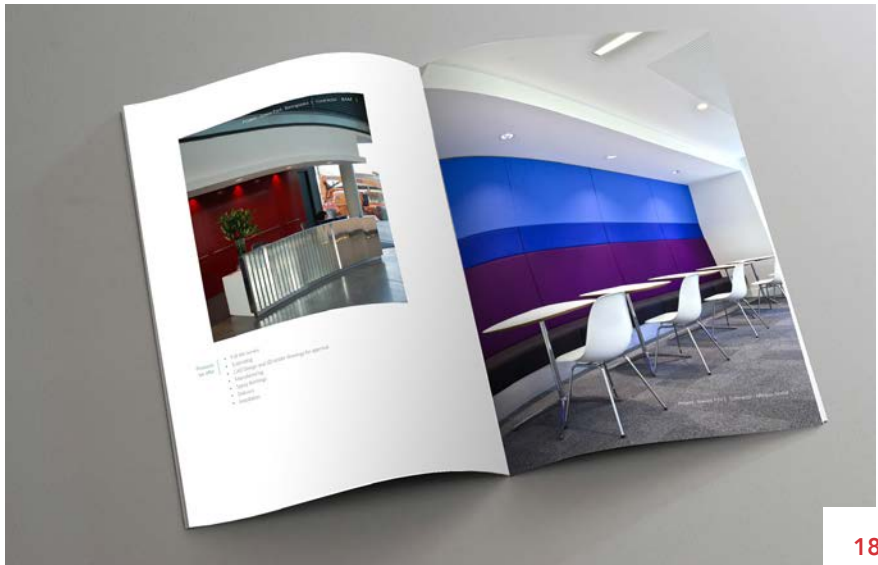
Ridon Joinery Brochure



Ridon Joinery Website responsive on all devices



Ridon Joinery Brochure spreads







**A little bit of background**

Hemdean Builders created a new sub-group for the St.Thomas Church project on Southgate Street Winchester, and approached LCM to help with the branding.

We created the brand by using the main front windows architectural design for the graphic device, shown in the gold, and a clean sans serif typeface for the name.

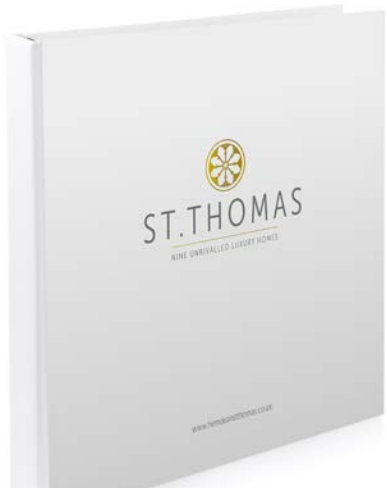
Four parts of the buildings history were chosen to fill the timeline across the length of hoarding, for pedestrians to find out a little more of the Churches importance.



New ansglobal business cards



New ansglobal International Brochure



LYNQ brochure Front cover



LYNQ brochure Spread example



New ansglobal International Brochure spread examples







A little bit of background

Flat cap beers is a micro brewery based in Cornwall.

We were asked to undertake the branding, web design and also the packaging. All of the illustrations and photography were created in-house.



Flat Cap Beers Brochure



Flat Cap Beers Brochure spread



Flat Cap Beers Branded Packaging



ABCDE  
FGHIJ  
KLNOP  
QRSTU  
VWXYZ  
1 2 3 4 5 6 7 8 9 10

Helvetica Neue  
Light - Medium - Bold





# Innovation Space

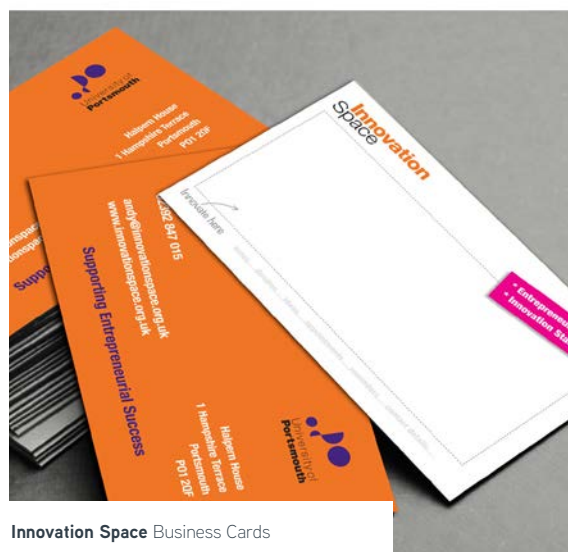


Innovation Space Visula identity

## A little bit of background

The University of Portsmouth encourages entrepreneurs in a number of ways, and one of its most visible is the development of its Innovation Space. LCM worked with the management team to create a marketing plan and strategy, and is providing ongoing consultancy to support its implementation.

Part of the implementation involved branding the space and creating a publicity campaign including advertising, leaflets and posters which are positioned to attract key targets.



Innovation Space Business Cards



Innovation Space Flyers (two of four)



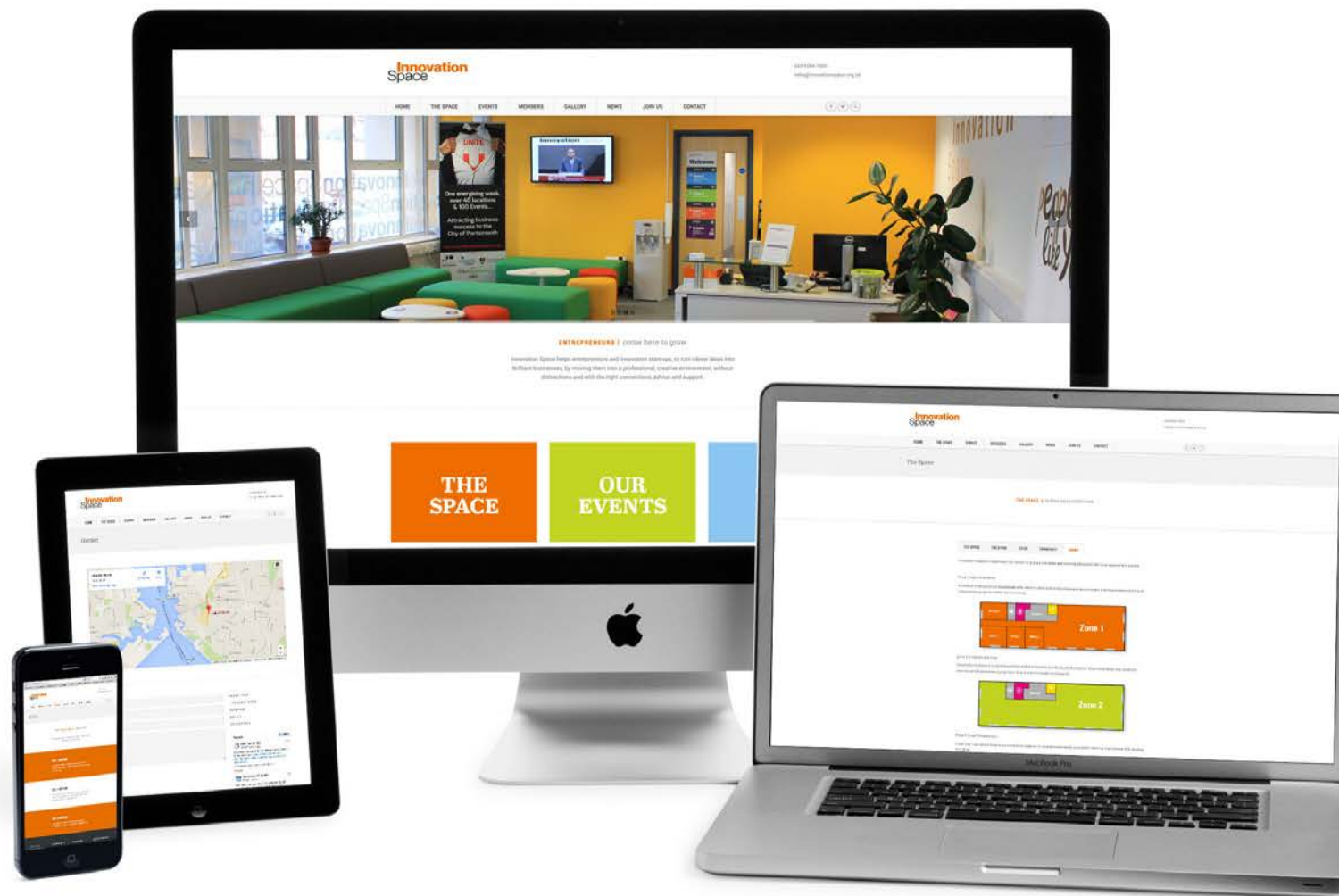
Innovation Space Internal comms & Signage



Innovation Space A-Board & Roll-up banner



Innovation Space Beer Mats



Innovation Space Website responsive on all devices





**A little bit of background**

As a charity, Parent Voice relies on the community it serves. Their message needs to be clear and simple, but structured in a way that carries import and authority.

Using rich, bold colours and background textures, we have achieved strong design statement for the organisation which has been well met by their users and has enforced their presence within their community.

The company had experienced good growth, and when new competitors started to crowd the market, knew they needed a new plan. LCM helped them with this, such as rewriting their website to ensure it generates enquiries.

Parent Voice were thrilled with the work we did for them (and indeed continue to do), that they involved us in the branding and promotional material for the Bridging Worker Service.



Secondary branding Sticker logo device



Parent Voice Leaflet



Parent Voice Business Cards



Parent Voice Independent Support Leaflet



Parent Voice Roll-up banners



Parent Voice Adverts



ABCDE  
FGHIJ  
KLNOP  
QRSTU  
VWXYZ  
1 2 3 4 5 6 7 8 9 10

Colaborate  
Light - Medium - Bold

Detail Colour palette & Typeface





A little bit of background

With a focus on Bournemouth, Portsmouth and Southampton, InvestSouth seeks to create an entrepreneurial environment that fosters growth in six key sectors: Advanced Engineering, Cyber Security, Digital Media, Healthcare, Social Enterprise and Smart Cities. Their ultimate aim is to develop regional clusters in these areas to rival those of other cities in the world.

InvestSouth wanted to increase the number of successful companies originating and developing in the South Coast region. Their goal is to contribute to the job creation and economic health of South Coast UK.

After branding Invest South for their launch in 2013, LCM were asked to manage the rebrand in line with the new initiative taking part at The Spinnaker Tower, Portsmouth.

We created a completely fresh concept, visual identity and collateral for the event, that promotes the coastal location of their services.



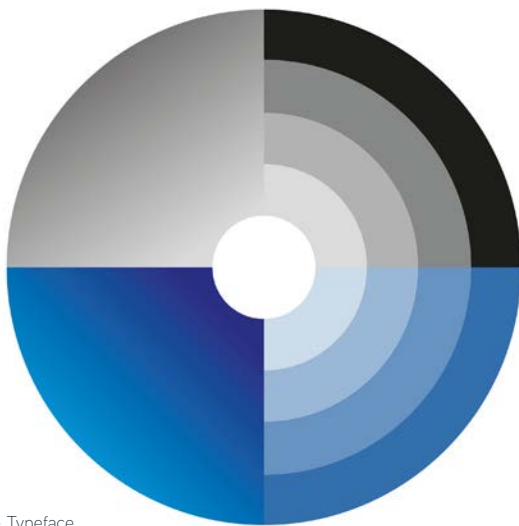
Invest South New brand styling



Invest South Business Cards



Invest South Posters



Detail Colour palette & Typeface

ABCDE  
FGHIJ  
KLNOP  
QRSTU  
VWXYZ  
1 2 3 4 5 6 7 8 9 10

Futura  
Light - Medium - Bold

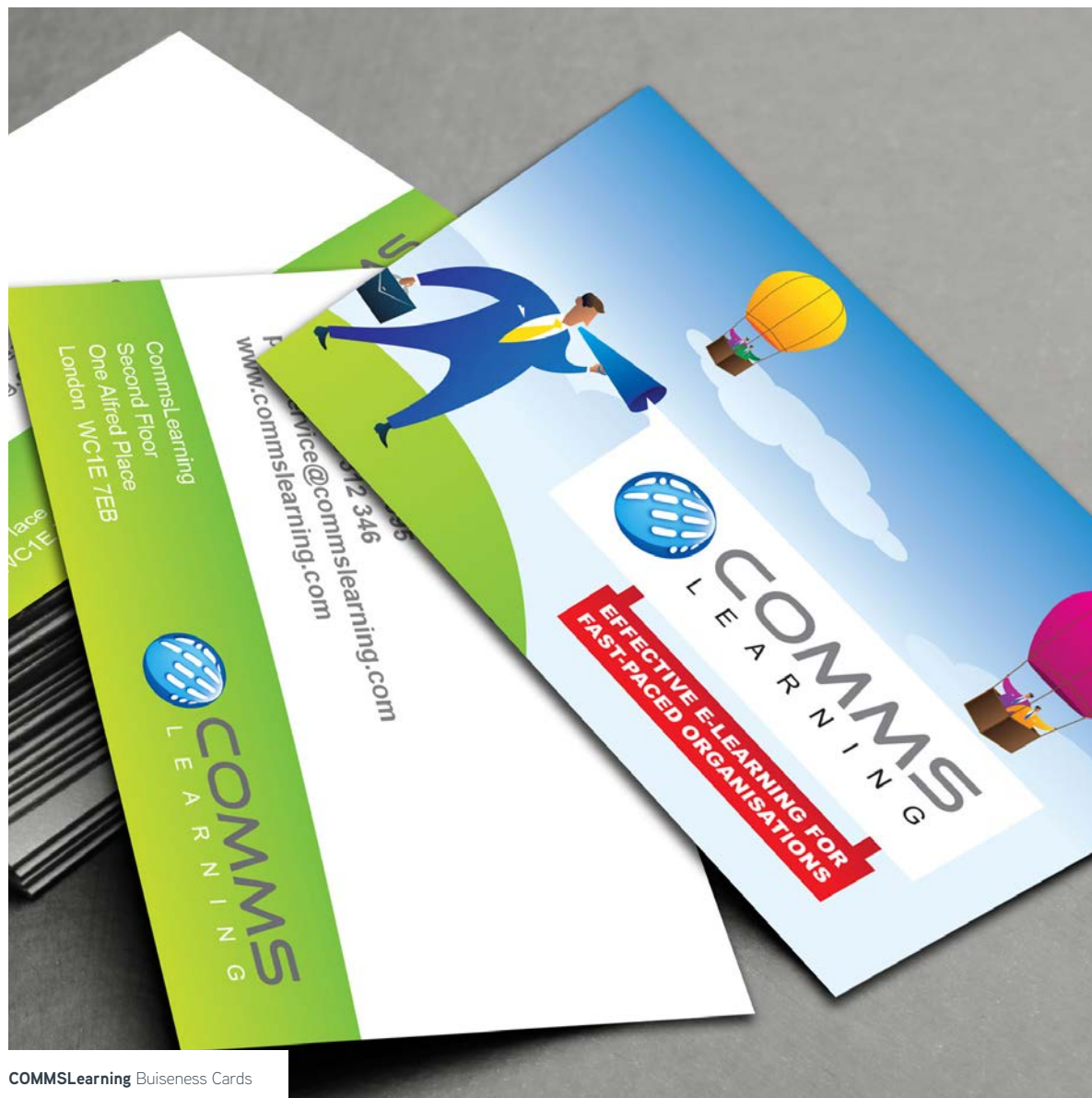




A little bit of background

London-based CommsLearning came to LCM for a new revitalising marketing strategy and online visual overhaul.

After the immediate success of both, we were asked to produce eshot templates & graphics along with a collection of e-books.



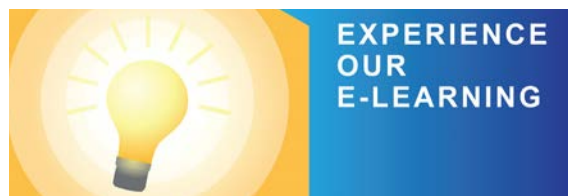
COMMSLearning Buiseness Cards



COMMSLearning Banners



COMMSLearning Web page



COMMSLearning Eshot headers (two of six)



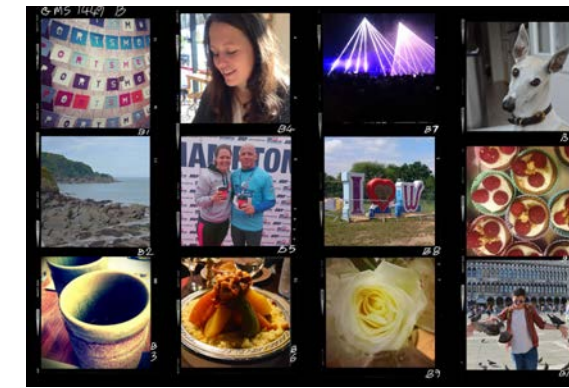
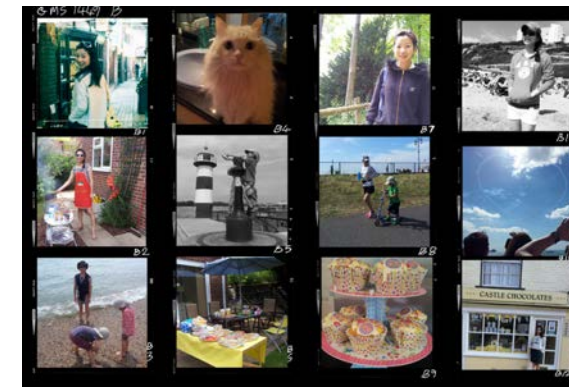
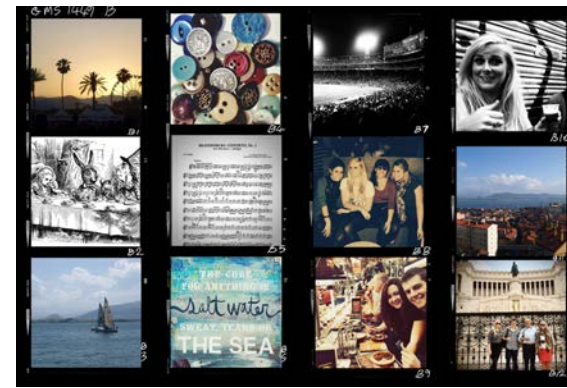
COMMSLearning Brochure



COMMSLearning Adverts







## Lizz Clarke

### Managing Director

Lizz founded LCM in 1989 when, as a young working mum she was offered the position of Marketing Director at a famous international training organisation and negotiated instead to carry out the work as an outsource from home. The client's marketing success was extraordinary and highly visible, her reputation grew and so did the team around her. She has worked with major organisations including The European Space Agency, ASDA, BT, LVMH and around 600 companies with turnovers of between £1-100m.

Lizz's strengths are in devising marketing growth strategies, developing creative PR and marketing campaigns and copywriting.

## Jimmy Robertson

### Creative Director

Jimmy is one of the most creative people we know and will pour his energy into working and re-working design and brand concepts to ensure that your designs are exciting, fresh and individually yours. His enthusiasm will allow him to reel off idea after idea in no time and once he settles on a design, the results are breathtaking.

He has good industry knowledge, knows what's new and what's trendy, and isn't afraid to tackle even the most challenging design concept. Having run his own business, Jimmy brings to LCM (and your organisation) a wealth of expertise and a knowledge of creating design that brings an ROI.

## Jacqui Malcolmson

### Head of PR & Operations

Jacqui joined us from Lockheed Martin, and from her first week when she assumed responsibility for managing a brand new client, she has been a total star. She was promoted to head of PR, Search Engine Marketing and Social Media at the beginning of 2014, and so far she has never written a press article that hasn't been published.

She is often commissioned by editors to write unbiased press features, which are then published with the client's by-line so they gain the industry kudos.

'The Jacqustar', as she is affectionately known, particularly likes working with what she calls 'sensible people' such as engineers, lawyers and accountants, because she is herself eminently logical.

## Ying Wang

### Financial Manager

Ying started her AAT (Association of Accounting Technicians ) course in 2005, and at the same time joined the Mary Rose Museum as an Accounts Controller. During the eight years that she worked for the Mary Rose, she completed the AAT qualification and is now study CIMA as a part-qualified charter Accountant . After the Mary Rose, Ying worked for one year at aspex, Portsmouth's contemporary art gallery as Finance manager, before joining the LCM team as Administration and Finance Manager.

She provides us with really good management information, and looks after everything behind the scenes, so the rest of us are free to concentrate on our client work.

## Chloe Willcox

### Marketing Executive

Chloe is LCM's newest team member, joining us from an in-house marketing position and has already adapted her wealth of knowledge to client work.

Chloe's love of writing means that she is always thinking of new ways to play with words to make sure that your copy is the best it can be, and gets the attention it deserves through copywriting, social media and with engaging e-shots.

She is tenacious with her work and always keeps the goal in sight. She is working on LCM's own marketing as well as a number of clients, making sure that the message is always clear and on-brand.

## Lee Harris

### Web Developer

Lee has been building websites for nearly 10 years, and was predominantly self-taught until he was contacted by a local web company who had seen his work and wanted some help. This company then offered him a job, firstly as Junior Developer but that didn't last long. Just weeks later, he became Senior Web Developer looking after his own work and that of two others. He started to learn some serious technology including Magento, and when his wife was given the choice of being made redundant or relocate, the couple took the latter option, which meant Lee was back on the market, and LCM was lucky enough to scoop him up.

Lee is an all round developer, and has the advantage of being able to work on both the front and back end. He uses HTML5, CSS3, jQuery, PHP and ASP. He specialises in responsive development with a broad range of knowledge in the most popular CMS systems including WordPress and Magento.





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