



# MILES MONTAGUE

LONDON 2013 | COMMERCIAL DESIGN & STRATEGY | CLICK2EMAIL



## BRAND STRATEGY

ADVISOR TO MINISTERS AND CORPORATE BOARDS. 'OUTSIDE PERSPECTIVE' AND SIMPLIFICATION OF COMPLEX MATERIALS FOR KEY TARGET GROUPS

## PROFIT GROWTH

THE *RIGHT* BRAND & 'ONLINE JOURNEY' WILL IMPACT REVENUE. 20 YEARS EXPERIENCE OF MULTI-SECTOR PROFIT GROWTH AND EXIT PREPARATION

## BESPOKE PRODUCTION

HIGH-END BRAND DEVELOPMENT AND BLANK-SHEET, TEMPLATE-FREE CREATION OF 'ONLINE JOURNEY' FROM PROSPECT TO CLIENT



# LOGO vs BRAND

LOGO: the mark which evokes your brand; the face which triggers the emotion and memory of a friend; the sign that points the way for new customers. A logo which fails to evoke your brand is a ship without a compass; a failed driver of business and a financial liability

BRAND: the impression of you evoked by your logo; the emotion and memory triggered by the face of a friend. Your brand is your market positioning, the feeling caused by your messages and communications, the visual design of your materials, the demographic and character of your customers, the values associated with your product/service, the tone of your corporate voice, your perceived scale and presence, and the impact of the journey through your website

PROFIT: the effect of great brand and logo

# RECENT PROJECTS

★ MALAWI GOVERNMENT: CONTRACTED BY AND WORKED WITH THE MINISTERS OF TOURISM, WILDLIFE AND CULTURE TO GROW CONTRIBUTION OF WILDLIFE TOURISM TO COUNTRY'S GDP, IN LINE WITH COMPETITORS KENYA AND SOUTH AFRICA...

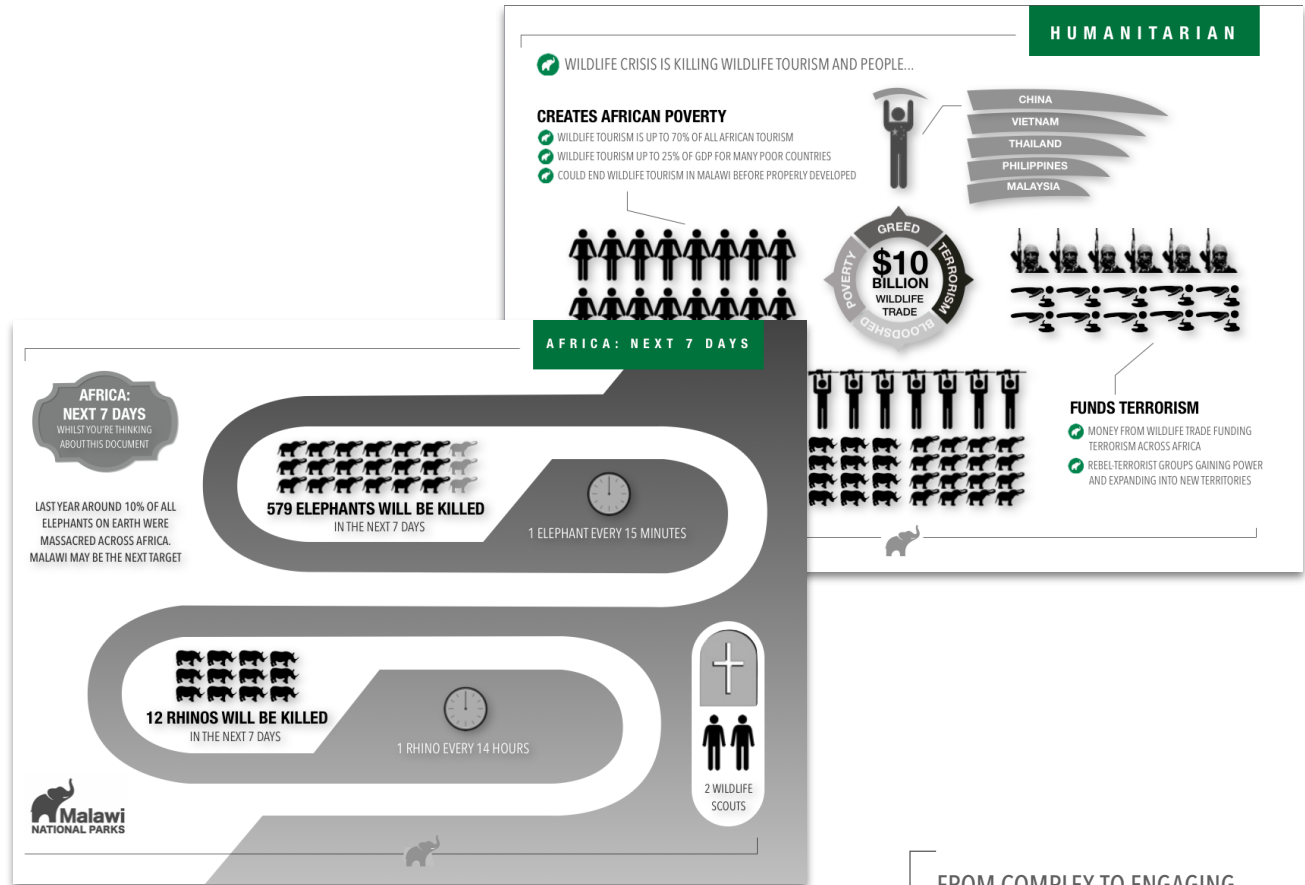
ADVISOR TO GOVERNMENT



## AFRICAN GOVERNMENT

ADVISED MINISTERS ON REASONS FOR POOR WILDLIFE TOURISM REVENUE. RENAMED & REBRANDED FROM DNPW TO 'MALAWI NATIONAL PARKS', CREATED GOVERNMENT LOGOS AND PROJECT TO REFORM WILDLIFE LAWS & MAKE PARKS SAFE FOR WILDLIFE & TOURISTS, BUILT WORLD-CLASS WEBSITE, CREATED 'BUSHPASS' TO GROW PARK FEE INCOME, AND MORE. LAUNCHES 2014

★ **GOVERNMENT DOCUMENT CONVERSION:** LIKE BUSINESSES, GOVERNMENTS STRUGGLE TO MAKE THEIR MATERIAL PALATABLE TO TARGET AUDIENCES. TASK WAS TO TURN COMPLEX, DULL, TEXT-HEAVY MATERIAL INTO CLEAR, ATTRACTIVE, PROFESSIONAL DOCUMENTS...



FROM COMPLEX TO ENGAGING  
THE JOB WAS TO TURN A LARGE VOLUME OF DULL REPORTS AND WILDLIFE STATISTICS INTO ENGAGING DOCUMENTS WHICH 'SELL' FUND-RAISING CONCEPTS TO POTENTIAL UNITED NATIONS BACKERS. CREATED A LARGE VOLUME OF ORIGINAL INFOGRAPHICS TO EFFICIENTLY CONVEY COMPLEX PROCESSES AND STATISTICS

★ THROUGHOUT THIS DOCUMENT: A SMALL SELECTION OF RECENT BRANDS CREATED FOR CLIENTS



ENTERTAINMENT INDUSTRY BRAND  
 A WARTIME 'AGED' THEME, REMINISCENT OF  
 THE 'DON'T PANIC' POSTERS. THE BRAND HAD  
 TO WORK IN SINGLE COLOUR FOR USE ONLINE,  
 FUN YET PROFESSIONAL

ORIGINAL BRAND



## Television Industry Advice

CORPORATE BRAND  
 COMBINING CREATIVE AND CORPORATE  
 THEMES, THIS BRAND IS SIMPLE AND CLEAN  
 BUT DECIDEDLY TELEVISION INDUSTRY. PART  
 OF A COMPLETE DIGITAL MAKEOVER

ORIGINAL BRAND

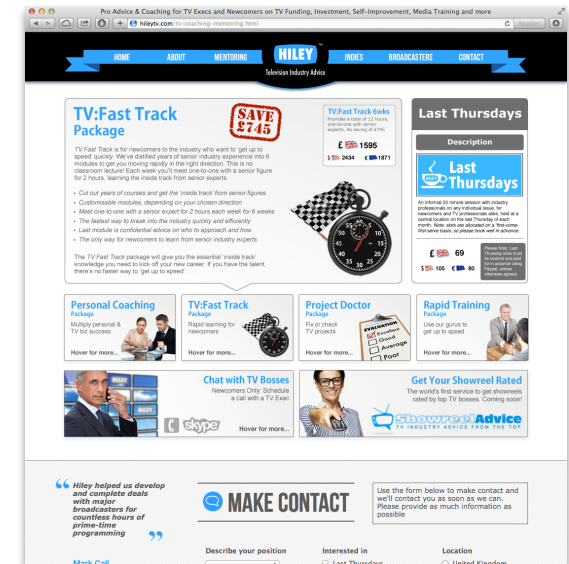


★ HILEYTV: APPOINTED BY CEO OF CONSULTING GROUP TO INCREASE PROFITABILITY. DEFINED 3 KEY TARGET GROUPS AND CONCEIVED/CREATED PIONEERING CONSULTING 'PACKAGES' FOR EACH TARGET GROUP. DESIGNED BRAND, SITE AND WORDING TO MAXIMISE 'CONVERSIONS'...

COMMENDED BY ADOBE



## Television Industry Advice



PIONEERING BUSINESS WEBSITE  
 ESTABLISHED CLIENT GROUPS AND DESIGNED SITE TO DIVIDE AND CONQUER. CREATED A SERIES OF PIONEERING PACKAGES (ABOVE) TO SIMPLIFY THE FORMERLY COMPLEX PRICING SYSTEMS FOR THE CREATIVE TARGET AUDIENCE. ADOBE FEATURED DRAFT SITE AS AN EXAMPLE OF GOOD DESIGN ON THEIR WEBSITE. LAUNCHES 2014 [WWW.HILEYTV.COM](http://WWW.HILEYTV.COM)

★ THROUGHOUT THIS DOCUMENT: A SMALL SELECTION OF RECENT BRANDS CREATED FOR CLIENTS



TV CHANNEL BRAND

COMPLETE RENAME AND REBRAND OF A SKY CHANNEL TO 'THE ACTIVE CHANNEL'. THE WORK MULTIPLIED PROFITABILITY OVER A 6 MONTH TIMEFRAME

ORIGINAL BRAND



CONSULTING BRAND

CREATED NAME AND BRAND FOR A PROFESSOR OF BUSINESS AND SUCCESSFUL AUTHOR TO MULTIPLY BUSINESS FROM CORPORATE CLIENTS

ORIGINAL BRAND



★ POSH VOICEOVER: APPOINTED TO GROW PROFITS FOR A LONDON-BASED VOICEOVER COMPANY. RENAMED AND REBRANDED BUSINESS, DESIGNED AND BUILT WEBSITE, TRANSFORMING TEMPLATE-SITE TO BESPOKE, ENTERTAINING SPACE FOR CREATIVE TARGET CLIENT-TYPE...

BUSINESS MAKEOVER



BESPOKE RETRO BRAND AND SITE  
 A CONVENTIONAL MULTI-INDUSTRY TEMPLATE SITE WAS TRANSFORMED INTO AN ENTERTAINING, PROFESSIONAL VOICEOVER COMPANY. BRAND AND SINGLE PAGE SITE APPEALS TO 'CREATIVE' TARGET CLIENTS AND FEATURES SCROLL-MOTION, ROLLOVER VOICE-SAMPLES AND AN ENTERTAINING STORY FOR USERS. LAUNCHES 2014

★ THROUGHOUT THIS DOCUMENT: A SMALL SELECTION OF RECENT BRANDS CREATED FOR CLIENTS



AFRICAN GOVERNMENT BRAND  
RENAMED "THE DEPARTMENT OF NATIONAL PARKS & WILDLIFE" TO "MALAWI NATIONAL PARKS" AND TURNED DATED BRAND INTO TOURISM/FAMILY FRIENDLY BUT AUTHORITATIVE NEW BRAND

ORIGINAL BRAND



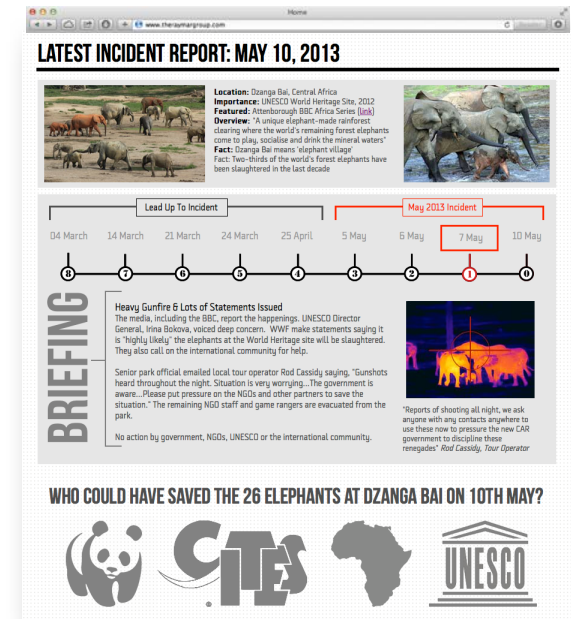
MILITARY OPERATION BRAND  
CREATED BRAND FOR GROUP OF SAS OFFICERS. OPERATION WILL PROTECT NATURAL ASSETS FROM TERRORISM. HAD TO WORK ON UNIFORMS & LETTERHEADS!

ORIGINAL BRAND



★ **RAYMAR GROUP:** COMMISSIONED BY A GROUP OF SAS OFFICERS TO CREATE A BRAND AND SECURE ONLINE MINISTERIAL BRIEFING. MINISTERS GIVEN A PASSWORD WHICH TRIGGERS AN ANIMATED SECRET BRIEFING, COMPELLING THEM TO CONSIDER THE OPERATION

SECRET  
MILITARY  
BRIEFING



## MINISTERIAL BRIEFING

CREATED AN ONLINE BRIEFING FOR A GROUP OF SAS OFFICERS SEEKING TO SECURE GOVERNMENT APPROVAL FOR AN OPERATION TO PROTECT NATURAL ASSETS FROM ORGANISED ATTACKS BY TERRORIST GROUPS. CREATED ENGAGING 'GADGET COVERED' (ANIMATED) BRIEFING FOR MINISTERS AND MILITARISTIC 'WORLD IN HANDS' BRAND.

[WWW.THERAYMARGROUP.COM](http://WWW.THERAYMARGROUP.COM)

★ THROUGHOUT THIS DOCUMENT: A SMALL SELECTION OF RECENT BRANDS CREATED FOR CLIENTS



MUSIC COMPANY BRAND  
A SOHO SOUND STUDIO EXPANDING ITS  
OPERATION TO REPRESENT ARTISTS. CREATION  
OF GROUP BRAND AND SUB-BRANDS FOR  
URBANFOX :MUSIC, :RECORDS, :STUDIOS ETC

ORIGINAL BRAND



CORPORATE BRAND  
TRANSFORMED DATED BRAND TO  
CORPORATE CIRCULAR LOGO  
(REPRESENTING CLIENT'S REQUEST FOR  
EVOLVED TOUCAN AND FINGER)

ORIGINAL BRAND



★ PHILEAS FROG: CLIENT IS A FROG WHO HAS TRAVELLED TO RECORD-BREAKING 80 COUNTRIES! CREATED CONCEPT FOR BOOK (NOW WITH PUBLISHER) AND ONLINE TRAVEL ACCESSORY COMPANY; BOTH REQUIRING DIFFERENT BRANDS FOR DIFFERENT AUDIENCES...



RETRO TRAVEL GOODS BRAND

'PHILEAS FROG' IS A TOY FROG WHO BECAME THE GUINNESS 'WORLD'S MOST TRAVELLED TOY MASCOT'. NOW PHILEAS IS BECOMING A BRAND OF TRAVEL BAGS, BOOKS AND OTHER GOODS. ONE BRAND WAS BASED ON A VICTORIAN ADVENTURE THEME (LARGELY HAND DRAWN) THE OTHER A MORE MODERN LOOK FOR A PHOTOGRAPHIC BOOK (ABV)



★ SHOWREEL ADVICE: CONCEIVED A BRAND AND SITE FOR AN EXISTING CLIENT TO GENERATE NEW REVENUES FROM A 'SPIN OFF' BUSINESS. THE SITE PROVIDES A MECHANISM FOR ENTERTAINMENT INDUSTRY EXECUTIVES TO RATE ACTORS' AND PRESENTERS' SHOWREELS....

CONCEIVED  
NEW DIVISION



SHOWREEL ADVICE PORTAL  
CONCEIVED A BRAND AND CREATED A SITE FOR A CLIENT WANTING TO LAUNCH THE FIRST PROFESSIONAL ONLINE SHOWREEL RATING SERVICE. QUALIFIED JUDGES CAN SIGN UP ONLINE AND LOGGED IN USERS CAN ACCESS A SHOWREEL-VIEWING & JUDGING PAGE.  
LAUNCHES 2014

★ THROUGHOUT THIS DOCUMENT: A SMALL SELECTION OF RECENT BRANDS CREATED FOR CLIENTS



ENTERTAINMENT INDUSTRY BRAND  
ASSISTED EXISTING CLIENT IN CREATION OF  
NEW DIVISION TO SERVICE A SPLINTER MARKET  
IDENTIFIED DURING ANALYSIS OF CORE  
BUSINESS. LAUNCHES 2014

ORIGINAL BRAND



FITNESS SUPPLEMENTS BRAND  
TRANSFORMED A DATED BRAND INTO A  
CLEANER LOOK (MERGING THE L INTO THE A)  
FOR RETAIL PACKAGING OF SUPPLEMENTS TO  
A FITNESS TARGET CLIENT-GROUP

ORIGINAL BRAND



# RECENT PROJECTS

★ CORPORATE FACEBOOK PAGE: TARGETS 'NEWCOMER' CLIENT-TYPE, CREATED CONTINUITY BETWEEN CLIENT'S WEBSITE AND FACEBOOK PAGE (AN OPPORTUNITY EXPENSIVELY IGNORED BY COMPANIES), PROVIDES LIMITED FREE ADVICE TO STIMULATE PAID ADVICE REVENUE...

FACEBOOK  
CONTINUITY



## FACEBOOK & WEBSITE SYNERGY

THEMES AND MESSAGES FROM CLIENT WEBSITE RECREATED ON FACEBOOK PAGE, TARGETING 1 OF CLIENT'S 3 TARGET CLIENT TYPES. INCLUDES CUSTOM TABS, CUSTOM COVER PHOTO, GRAPHICALLY-RICH TAB PAGES (ABV) WITH ADVICE 'REVEALED ON LIKE' MECHANISM, AND MORE. ONLINE BUT LAUNCHES 2014: [WWW.FACEBOOK.COM/HILEYTV](http://WWW.FACEBOOK.COM/HILEYTV)



# COMMERCIAL DESIGN vs DESIGN

COMMERCIAL DESIGN: the creation of corporate identity, brand and online experience which  
- based on an in-depth understanding of a business and the mechanisms which trigger new  
customers - increase profitability

DESIGN: pretty pictures