

**GREAT
DESIGN
IS OUR
BUSINESS**

REDFRED[®]
GREAT DESIGN | GREAT MARKETING

WHAT MAKES US GREAT?

WE'VE BEEN MAKING **GREAT** DESIGN SINCE 2005 & CONTINUE TO DO SO

As a brand design and marketing agency we deal in creativity and thrive on the challenge of helping businesses become more successful. We are proud to count JCB, Flybe, Brush, Pentair & The University of London amongst our clients.

Whatever their sector, our clients tend to share with us a forward thinking, strategic approach and a dedication to be outstanding in their market.

We apply our substantial creative mojo to brand strategy and brand guidelines. We handcraft corporate identities, exhibition design and packaging. Our website design and app development helps our clients convert leads and generate sales.

We believe that great design is an investment rather than a cost. Our expert creative and project management staff have the skills and drive to help our clients achieve exceptional results.

We work in close partnership with our clients to ensure all projects progress efficiently and provide a tangible return on investment.

Our expert designers and strategists have worldwide experience gathered from UK, Europe, USA, The Middle East, and Australia. We have an office in Melbourne (AUS) and Nantwich (UK). We solve the problem of getting your message noticed and understood by providing intelligent design solutions. We will use our experience to develop and nurture a relationship between you and your customers and ultimately grow your business.

“GREAT DESIGN IS AN INVESTMENT RATHER THAN JUST ANOTHER EXPENSE”



GREAT DESIGN IS **STRIKING & MEMORABLE**

“THE STORE WOULDN'T BE AS **STRIKING** AS IT IS WITHOUT YOUR INPUT”.



Flint + Flint approached REDFRED to help with a pitch to open an aesthetic clinic within Harvey Nichols' Manchester store. The big idea for the clinic was to create an “Anti-Spa”, to move away from sector clichés such as bright, white, glossy interiors to something more chic, cool, edgy and modern. REDFRED created a pitch document to provide something more than a mood-board but still offering a vision of the clinic using textures, typefaces, colours, materials all of which were employed in a series of 3D visualisations. The pitch proved to be successful and we were asked to take the concept and apply it to the actual space. We designed the wall graphics, signage and supporting marketing collateral.

The concept clinic has been a huge national success and regularly attracts celebrity clients. On visiting the Flint + Flint clinic, a senior representative for Harvey Nichols said that it was “The best concession in the country”.

GREAT DESIGN CAN LEAD TO **GROWTH**

“GREAT DESIGN AND A HEALTHY DOSE OF PRAGMATISM”.



Mrs Darlington's invited us to redesign their existing packaging back in 2008, which had been in existence for some time. Our initial concepts were the first steps on an evolution of the packaging and we began a very good working relationship with the family run business. A few years later, in 2014, we were asked to revisit the packaging design and continue the development. In the time that had passed Mrs Darlington's export business had expanded from a few European countries, to stockists from all around the globe. Their product range had also grown to a whopping 80 products. The new packaging was evolved to reflect the requirements of both the UK and the overseas markets.

Mrs Darlington's can now be bought in the USA, New Zealand, Australia and Malaysia, to name just a few. We're very proud that in 2017 they were voted Best Preserves Brand by readers of The Fine Food Digest, ahead of brands such as Tiptree Preserves.

GREAT DESIGN IS RESPONSIVE

“THE ENQUIRIES THAT WE RECEIVE FROM OUR WEBSITE HAVE DOUBLED”.



Hall Smith Whittingham had recognised the need to replace their outdated website for a number of years. As a forward thinking law firm they wanted to embrace the new wave of responsive web design and to engage with their clients using social media. The website and social media was to be managed in-house and so a user friendly management system was requested. REDFRED delivered the design solution using Wordpress and a specific user interface that we believe is the most intuitive for every day use. The new website was delivered to universal approval and the new design has helped to generate new business through better search engine rankings and more effective engagement with clients.

INTERESTED?
GREAT.
GET IN TOUCH.

WEBSITES & DIGITAL
BRANDING
MARKETING STRATEGY
DESIGN & PRINT
VIDEO PRODUCTION

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GREAT DESIGN | GREAT MARKETING

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