

Project Title: GO UK 'Be Inspired' brochure series

Category: 2.0 Print

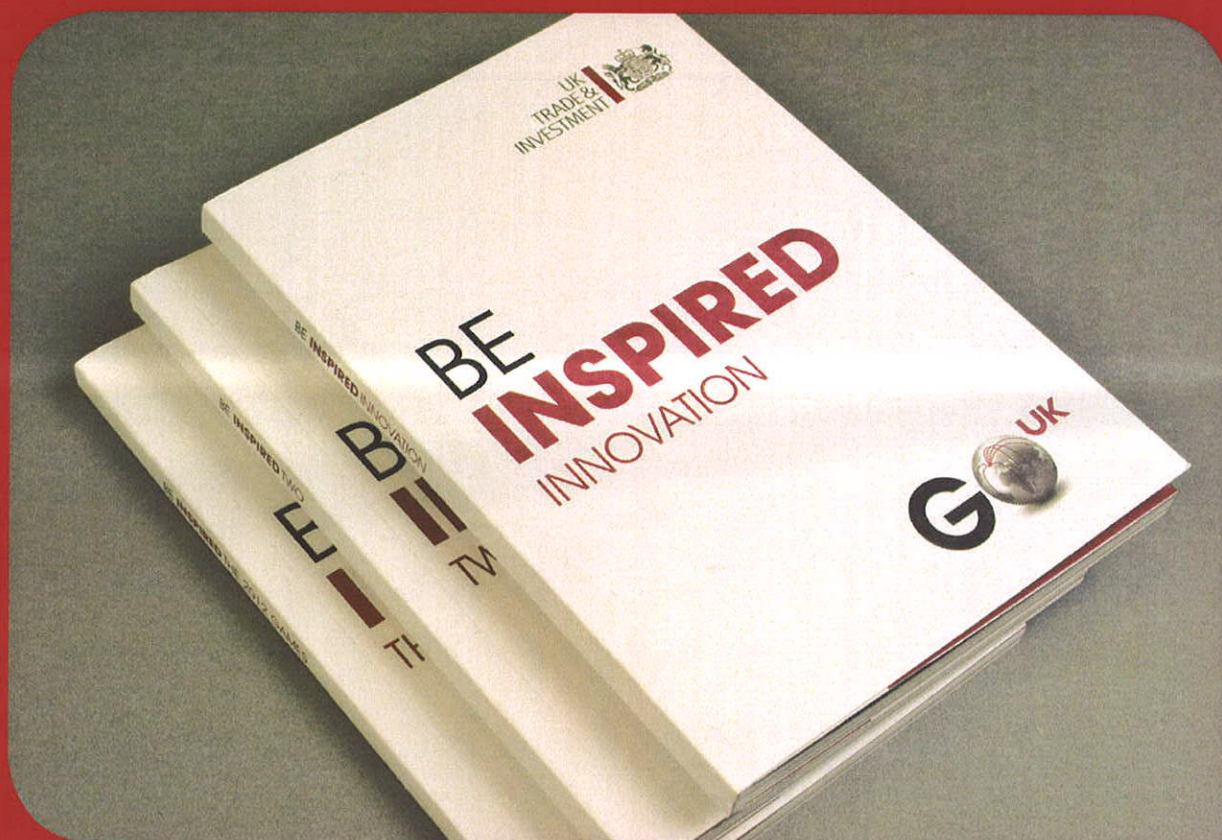
Sub Category: 2.1 Corporate

Client Company: UK Trade & Investment

Design Consultancy: Acumen Design

Current Date: 5th June 2011

FOR PUBLICATION



Executive Summary (300 words)

UK Trade & Investment (UKTI) had a marketing requirement – to help fill a gap in their existing inward investment marketing and create a new brochure series covering three themes – 2012 Olympic Games, Generic facts and Innovation. The series would be called 'Be Inspired' and be used as a marketing tool by UKTI investment officers worldwide to engage with the business community and sell the benefits of the UK as an ideal investment location.

For this project direct immediate results are hard to quantify, as the investment of a large international company in to the UK can never be attributed to one thing. The biggest measure of the design effectiveness of this project comes from the views of the UKTI staff around the world, who's job it is to use this tool as part of their investment role.

The 'Be Inspired' series provides a useful tool to engage with overseas clients. They show a surprising, quirky side of UK plc which can help UKTI engage clients on a different level ... thereby helping dispel many stereotypical preconceptions and myths.

Danuta Wurm, UKTI

No, there is no other collateral which fulfils the same purpose. The Be inspired campaign is rich, diverse and enables us to pick relevant designs for each market; something that has enabled us to promote the UK more effectively.

Sylvie Glandier, UKTI

Other measures include:

Campaign was a contributing factor in generating an estimate of over £500,000 of press coverage

Provides a ready-made piece of collateral for UKTI to promote the UK through the spotlight of the London 2012 Olympic and Paralympic Games

Become the most sought after inward investment marketing tool by UKTI Investment staff around the world, being more than twice as popular as other like-for-like collateral

Improved customer engagement worldwide, generated multiple leads for UKTI inward investment officers

Project Overview

Outline of project brief

UK Trade & Investment (UKTI) issued a tender to their rostered design agencies - to help fill a gap in their existing inward investment marketing and create a new brochure series covering three specific themes - 2012 Olympic Games, Generic facts and Innovation. Acumen Design won the tender based on the strength of our initial conceptual ideas. The series would be called 'Be Inspired' and be used as a marketing tool by UKTI worldwide to engage with the business community - literally to inspire investors through the following key objectives:

- to enhance the UK's reputation as the preferred investment location and trading partner;
- to present impressive facts about the UK in a visually inspiring way, to grab the attention of high level overseas CEOs with the potential to make a high quality investment into the UK; a group with very little time to read promotional literature;
- to strike the right balance between corporate and fun to appeal to the high level business audience: getting serious messages across in an engaging way;
- to create a piece of marketing collateral which would adapt to different uses including a high quality brochure but also event materials and on screen material;
- to create a piece of marketing collateral which would effectively promote the UK's USP as host country of the London 2012 Olympic and Paralympic Games, while also conforming to LOCOG's brand protection guidelines;
- to create material which promotes the UK's innovative and creative abilities through the actual copy, but also through the design of the brochure itself: to be 'the best of British';
- appeal to a global audience taking into account the local cultures of over 30 key investment target markets, and a range of sectors.

Background

UKTI is the Government Department that helps UK-based companies explore international export opportunities and help overseas companies bring their high-quality investment to the UK's dynamic economy - acknowledged as Europe's best place from which to succeed in global business.

UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. They provide companies with the tools they require to be competitive on the world stage.

During the financial years 2010 - 2011, UKTI ran a campaign called GO UK - an integrated overseas marketing and communications initiative which aimed to enhance the UK's reputation as the preferred investment location and trading partner, thereby meeting UKTI's strategic objectives on trade, foreign direct investment and high value projects.

Overview of market

Our client identified three main overseas target audiences

1. businesses ranging from SMEs to large corporates currently doing business with the UK
2. investors or potential investors
3. businesses looking to the UK as a trading partner or for goods and services

However within these three groups, our main target to impress were CEOs with the potential to make a high quality investment into the UK; a group with very little time to read mainstream promotional literature. Anything we produced had to impress very quickly to even have a chance of them looking further in to the substance of the facts and detail.

While UKTI have an extensive worldwide network, to help sell the merits of the UK direct to businesses, they all also need the help of the media and in particular journalists. The value they bring to promoting a message very quickly to a wider audience than can be achieved by direct communication could not be under estimated. Very similar to CEOs, the press are very time sensitive and can be impatient - they need information direct and to the point. Journalists are often difficult to impress and to make them take a fresh look at something by removing their preconceived ideas is a challenge.

The pressure was increased compared to a normal design project due to the fact not only did the content have to talk about the UK's innovative and creative abilities, UKTI wanted this brochure series and subsequent collateral to be an example of these qualities themselves.

One of the biggest challenges of the project come from the very large range of stakeholders involved which would then require an extensive sign off process - both internal (UK and overseas) and external (delivery partners). In particular for Be Inspired; the 2012 Games, we worked in collaboration with LOCOG to ensure that brand protection guidelines were followed while maintaining consistency.

Project launch date

The brochures series was completed and delivered in February 2011.

Some of the concepts were adapted to work as display panels, delivered in March 2011.

A powerpoint presentation was delivered in April 2011.

The campaign will run for at least 12 months but may be extended.

Size of design budget

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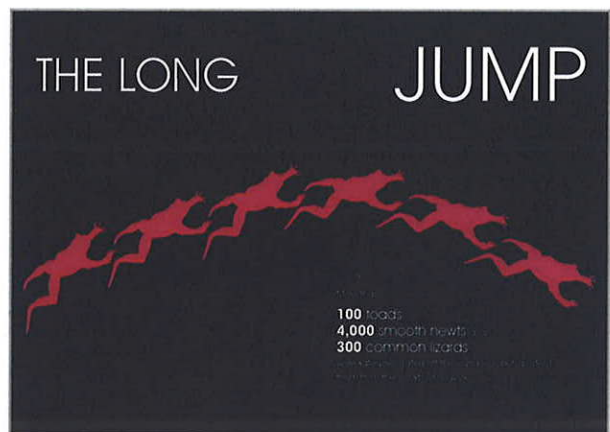
Outline of design solution (484 words)

This project was one of the most challenging and enjoyable projects the Acumen team have delivered. The brief alone had lots of requirements but we also had our standards and values to embrace, to deliver creative thinking and effective communication.

With all this in mind we created some clear goals for ourselves and the project - to create something visually stimulating and engaging, but also achieve the right balance between being highly creative, bold and interesting while still communicating powerful information. Our creative had to enhance the key fact each time and not dilute it, and this had to be consistent across all 60 facts.

This brochure series had to be consistent with other GO UK campaign material, and within the over arching comprehensive UKTI brand guidelines. But to achieve all of the project objectives and create something new, refreshing and at times surprising, we had to push the boundaries established in previous marketing.

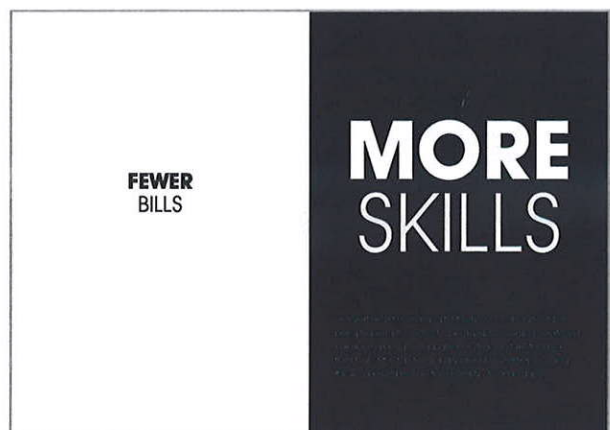
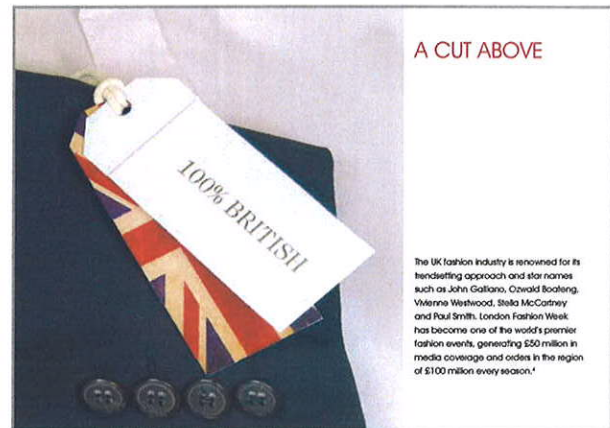
At the start of the project we identified an internal challenge that we had to manage - to ensure we controlled the budget while still delivering maximum creativity. We pulled together a team of 4 senior designers to work on the project which would offer different views and ideas. We also arranged a brainstorming session to discuss our ideas with our client, initially just discussing written suggestions. This enabled us to leave no stone unturned in regard to creative thoughts while not wasting vast amounts of studio time. While Acumen lead on the conceptual ideas, working closely with our client very early on ensured the clarity of the key fact was not lost.



Our main design strategy was to create imagery that would be thought provoking, and to ensure this level of interest was consistent from the first page through to the last page. To do this each key fact had to be assessed on its own merits. To maintain interest with the reader, and to communicate such a wide range of facts, we consciously decided to use different graphic styles, including photography, illustration and typography. We also ensured tonal ranges with spreads varied and suggested changing the fact order where necessary to achieve this.

Due to the range of stakeholders involved, wherever possible we created several creative options for each key fact. All design visuals were sent to strategic UKTI offices around the world to ensure the visualisation of the fact still resonated locally.

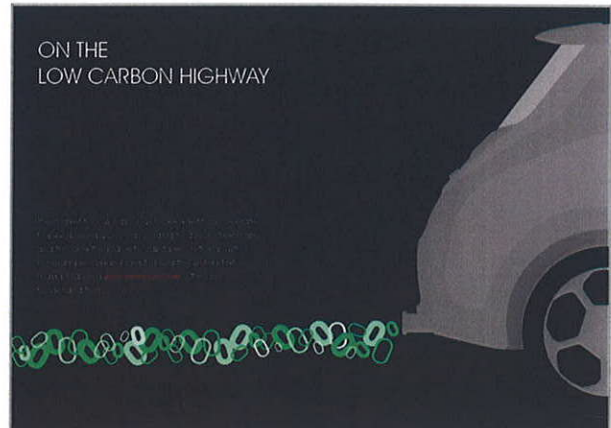
For many of the pages Acumen researched the subject matter in more detail, not only illustrating the key fact as originally offered, but also analysing the story behind the fact. By looking at some of the subject in this much depth we delivered the perfect end product, perhaps adjusting the copy to ensure it worked most effectively with the best design concept. We consistently analysed each message to ensure the key fact was clear and obvious enough to be absorbed quickly - not hidden behind attractive imagery.





READY FOR ANYTHING

The Scouts movement, with its motto 'Be Prepared', has proved a very successful UK export since it was founded in 1907 and that motto applies to British business culture too. Maybe that's why the UK has built the largest internationally traded insurance and reinsurance market in the world, earning around \$200 billion a year.*

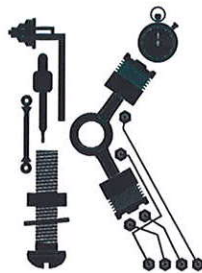


ON THE LOW CARBON HIGHWAY

The UK is a global leader in low carbon technology and innovation. The UK's manufacturing sector is helping drive the global economic recovery and generates around 13% of the UK's total wealth.

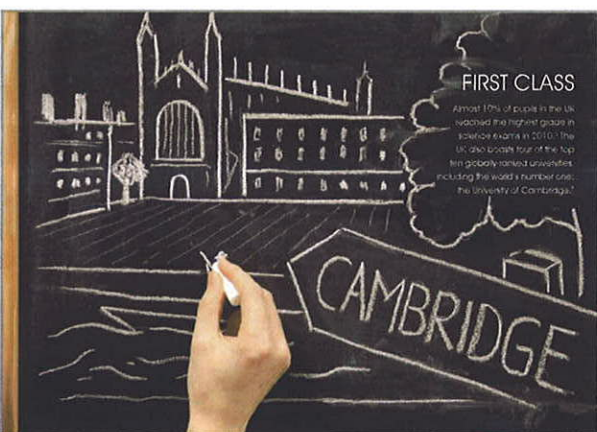
FROM THE WORKSHOP TO THE WORLD

The UK's manufacturing sector is helping drive the global economic recovery and generates around 13% of the UK's total wealth.



BRIGHT SPARKS

This booklet presents some amazing facts and unusual features that have helped make the UK a uniquely fertile environment for business innovation.



FIRST CLASS

Almost 10% of pupils in the UK reached the highest grade in science exams in 2010. The UK also boasts four of the top ten globally ranked universities, including the world's number one, the University of Cambridge.*



Summary of results

The following pages describe various aspects of the success of this project. However Design is the key to these achievements through ensuring the information presented in this way is more engaging, more interesting, more valued and ultimately more effective, than when compared to other similar publications that perhaps have tried to perform the same marketing message in the past.

Changes in perception

UKTI ran a high-level survey seeking feedback on the power and success of the 'Be Inspired' campaign, which sampled an audience of senior marketing managers and investment officers, based mainly overseas. Survey responses were overwhelmingly positive:

- 91% said that in their experience the 'Be Inspired' series contributed to changing clients' perception of the UK in a positive way.
- 91% said that in their experience the 'Be Inspired' series helped clients learn something new about UK
- 81% said that in their experience the 'Be Inspired' series inspired clients to find out more about the Business opportunities in the UK.



The 'Be Inspired' series provides a useful tool to engage with overseas clients. They show a surprising, quirky side of UK plc which can help UKTI engage clients on a different level to the more "business" type conversations. The brochures are an excellent "foil" to the usual, more corporate style of UKTI publications. Their mixture of clever copy and creative visuals ably illustrate the more innovative, funky side of UK plc, thereby helping dispel many stereotypical preconceptions and myths. ”

Danuta Wurm, Head of Advertising and Sponsorship, UKTI

A number of survey respondents also commented that the brochures succeed in providing an original piece of collateral which is completely different to anything else available.



No, there is no other collateral which fulfils the same purpose. We try to use the existing material produced by London as much as possible, especially at a time when we have to save money. The Be inspired campaign is rich, diverse and enables us to pick relevant designs for each market; something that has enabled us to promote the UK more effectively. ”

Sylvie Glandier, Head of Marketing Europe, UKTI

Improved customer engagement worldwide

Like many forms of marketing and advertising, direct immediate results can be difficult to quantify. UKTI produces a wide range of marketing, across different campaigns to be used as a tool for staff to engage with overseas investors. Very often this enables the initiation of a bigger conversation which may ultimately lead to investment in or trade with UK plc.

Therefore one measure of the effectiveness of this campaign is to compare the orders of the brochures through the BIS publication service compared to other similar collateral.

Within 16 weeks since publication 4875 'Be Inspired' brochures had been ordered in total.

To put this in context, we can compare this to the order pattern of 6 other pieces of UKTI collateral* - all similar in that they are aimed at an inward investor audience and are presented in a similar small and graphic format, intended for use at events or to hand to clients. Within the first 16 weeks of publication the average number of copies ordered of each of these is 50 per week, whereas an average of 102 'Be Inspired' brochures were ordered per week; 'Be Inspired' were snapped up at over twice the speed UKTI expected. Orders are placed by overseas post dependant on their need for collateral. Therefore this very quick uptake of the brochures reflects the recognition of the network that the collateral effectively met their need. The orders are evenly spread across the entire global network, from Brussels to Bangkok, reflecting the global appeal of the design.

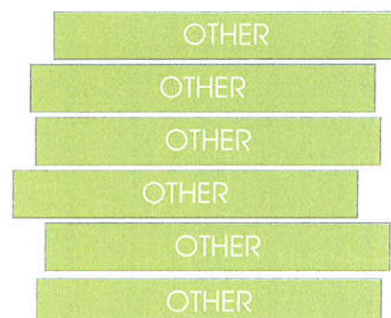
**Contact centre leaflet, European HQ leaflet, Shared services leaflet, Investor z-card, UK Icons, Investor map.*

The brochure series has been so effective as a marketing tool for UKTI staff around the world a further 12,000 copies have just been ordered with Be Inspired The 2012 Games the most popular.

Average order per week of 'Be Inspired' brochures – 102



Average order of per week of similar investment collateral – 50



More evidence of the campaigns effectiveness in helping UKTI engage with a worldwide audience is to look beyond just the number of publication orders, but analyse what events the brochures were ordered for and the calibre of business contacts shown.

Since the brochures and portable displays were printed and made available for ordering, this collateral has been ordered for over 100 events across the global network including:

ChemSpec Europe and Chemspec USA; Barbados' annual manufacturers show; UKTI Leadership conference; numerous British Embassy garden parties and receptions; Inward Investment seminars in São Paulo, Belo Horizonte and Porto Alegre; The European Business Awards series of events throughout Europe; UKTI Hong Kong's Spring reception.

The European Business Summit attracted:

Over than 2500 participants

From over 60 nationalities

More than 100 top-level speakers

12 European Commissioners

CEOs, top executives, academics,...

(Prime) Ministers & Member State Representative

More than 200 journalists

The event banners have proved very popular, with over 50 ordered so far from a choice of various other inward investment focused designs - making them the most popular since they were released.

Generating investment leads

Improved customer engagement worldwide, generated multiple leads for UKTI inward investment officers. Exact details are Confidential.

Improved Olympics engagement



When dealing with the restrictions around London 2012 Olympic branding, the 'Be Inspired 2012 Olympics' brochures are integral in promoting the Games and business around the Games across our global network. Without this brochure, we would have had no equivalent collateral for many events as this is the only piece of UKTI collateral which promotes the UK through the spotlight of the 2012 Games for which we have a full approval from LOCOG. This is thanks to including them early on in the design process and working collaboratively to ensure we adhered to their brand protection guidelines. In Slovenia it was used in a photo exhibition along the Ljubljana river, attracting up to 3,000 visitors per day.

Rosie Ghezelbash, Marketing and Content Executive, UKTI

Improved press coverage



The brochures are ideal to hand out to journalists as a quick but interesting guide to the UK. At recent Press Tours we have handed them out to a total of 30 journalists from across Europe to give them an overview of the business environment in the UK. The press coverage generated was estimated to be worth over £500,000 - and although the brochures formed only part of the tours we can assume that they were one contributing factor in achieving this.

Antonia Laternser, Marketing Manager Europe, UKTI

Other influencing factors

The 'Be Inspired' campaign covering the themes of 2012 Olympic Games, Generic facts and Innovation has been delivered mainly through the printed brochures (4000 copies of Olympic Games, 2000 copies of the other two) with portable banner stands and a Powerpoint presentation for some of the most interesting facts. No other marketing or advertising has been produced.

As previously mentioned UKTI role is to promote UK plc both overseas and within the UK and deliver a wide range of marketing to achieve this. We have tried wherever possible to give specific evidence that relates directly to this 'Be Inspired' campaign however the overall worldwide perception of the UK is an amalgamation of all the work UKTI do. UKTI recently won an award for such promotional work.



TPO NETWORK
AWARD WINNER 2010

UK Trade & Investment
Winner 2010: Best Trade
Promotion Organisation
in the developed world

Research resources

Feedback via 'Survey Monkey' to senior marketing and investment managers within the UKTI global network. Specific event details for The European Business Summit were gained from the Summit official website. Statistics regarding publication orders were gained from the BIS Publication department.