



Fairgr*und

We are Fairground

Offerings

02-2023

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Strategy

Brand positioning & architecture

Market research & analysis

Tone of voice

Naming

Creative

Visual identity

Art direction & copywriting

Packaging design

Typography

Illustration

Digital

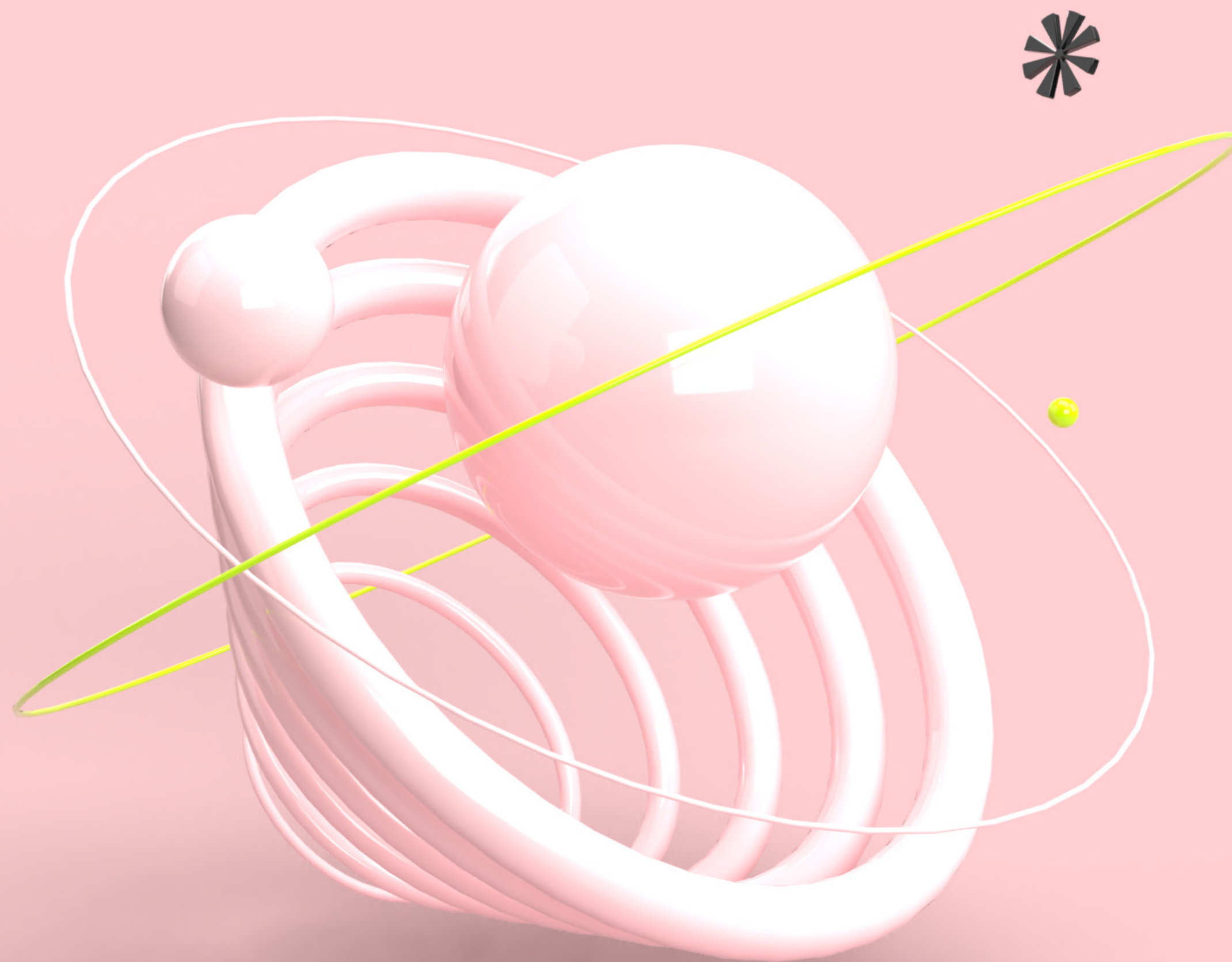
UI / UX / CX

Wireframing & prototyping

Toolkits

Social

3D & animation



3

Strategy

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Brand positioning

The process of creating a deeper connection to your brand and audience. Learning and evolving how your brand is perceived and the tone you wish to set for your brand going forward. What do you stand for? Who is your target audience? How do you want to talk to them? How do you stand apart from your competitors?..

Brand architecture

By organising how your company's brand portfolio is structured and by creating an effective integrated system of brand assets your brand will be able to be visualised and interpreted clearly and consistently. This will help strengthen the relationship between your target audience and your brand as they will be able to gain clarity around how your brand provides value to them.

Market research & analysis

Before we dive deep into creativity we first have to establish a foundation we can build upon. This is done through a process of service or product research, surveys and analysis that target the potential client base.

By doing this we gain valuable data in the form of opinions, feedback and testing, from which we can make informed decisions and determine deeper rationale later in the project.

Strategy

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Tone of voice

Is the way your brand communicates with its audience. This is determined by the values your brand holds and the feeling you wish to portray. It will also help your brand stand out against your closest competitors.

Tone of voice is all encompassing for the brand and is communicated not just in copy but also visually. The copy and visuals need to work harmoniously and compliment one another across all content formats.

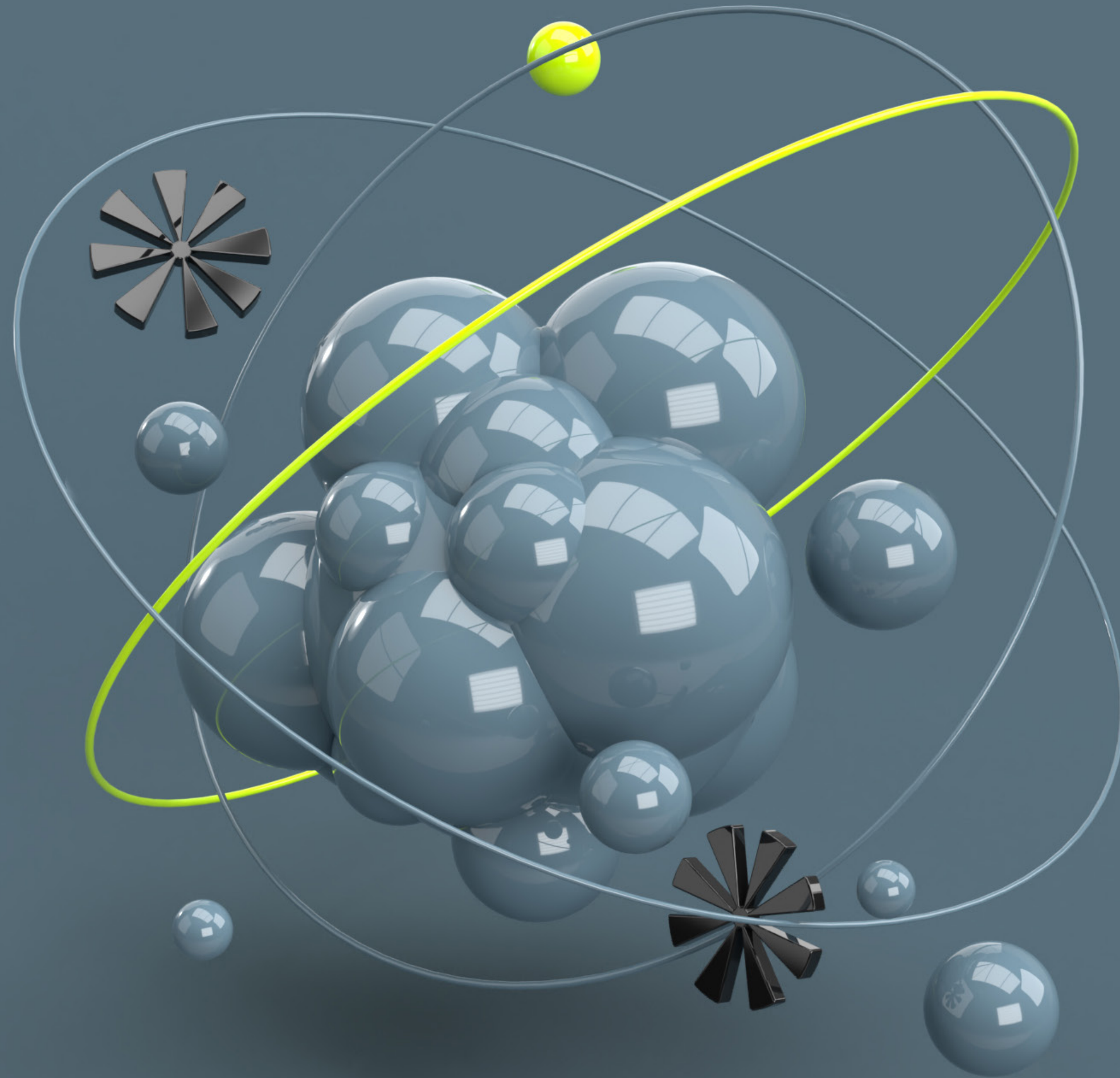
Naming

A name can be the start of something truly magical. Think Airbnb, Shopify, Deliveroo, Uber all of these companies are relatively new to the market but all are market leaders in their own right. This is down to great marketing, but also the strategy behind the name. A name needs to be ownable, easy to remember and sympathetic to their target audience.

People resonate with certain brands more, purely based on a name and this can be down to many different factors. Language, personal experience, sector, age and social standing are all subconsciously taken into consideration when deciding to be associated with a brand. When naming anything, these factors must be carefully and sympathetically taken into consideration.

It is also worth mentioning at this point the 'naming spectrum' and this goes from descriptive such as 'The Body Shop' to associative such as 'Netflix' to abstract such as 'Kodak'. When deciding on a new brand name this spectrum will also determine how your brand will be perceived by the target audience.

Strategy



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Visual Identity

When thinking about visual identity we must consider many elements all seamlessly being brought together in a cohesive and distinctive visual way. What makes up a visual identity varies dramatically depending on the project, but core brand elements include logo, colour, typography and messaging framework.

These elements provide the foundation of your brand and continuous, consistent use will develop a strong brand recognition. The core elements along with any supporting ones such as illustration, iconography and photography, will be outlined in a brand style guide to help maintain the required levels of consistency when applying to future work.

Art direction

Whether it is providing a concept or directing a photoshoot, art direction is all about the idea. This differs from the designer or cameraman who provides the output. All are equally as important as each other, but one side provides the emotional and visionary aspect of a project and the other provides the technical.

Copywriting

It is often overlooked in the creative process, but the words behind a brand are fundamental to producing any powerful, valuable creative. The copy can make or break a marketing campaign, or can be the deciding factor when someone chooses to engage or disengage with a website.

Creative

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8

Packaging design

Whether you are looking to create a new product or update an existing one we can deliver on your needs. There are many different aspects and emotions to consider when thinking about product packaging, how does it make you feel visually, what does it feel like to the touch, how do you feel when you open it?...

These days unboxing a product is an emotional event, we all know the feeling of opening up a fantastic, well thought out piece of packaging design. Memorable packaging makes people more likely to talk about it and purchase it again.

Much like with visual identity, packaging design should be a journey and above all evoke an emotional response.

Typography

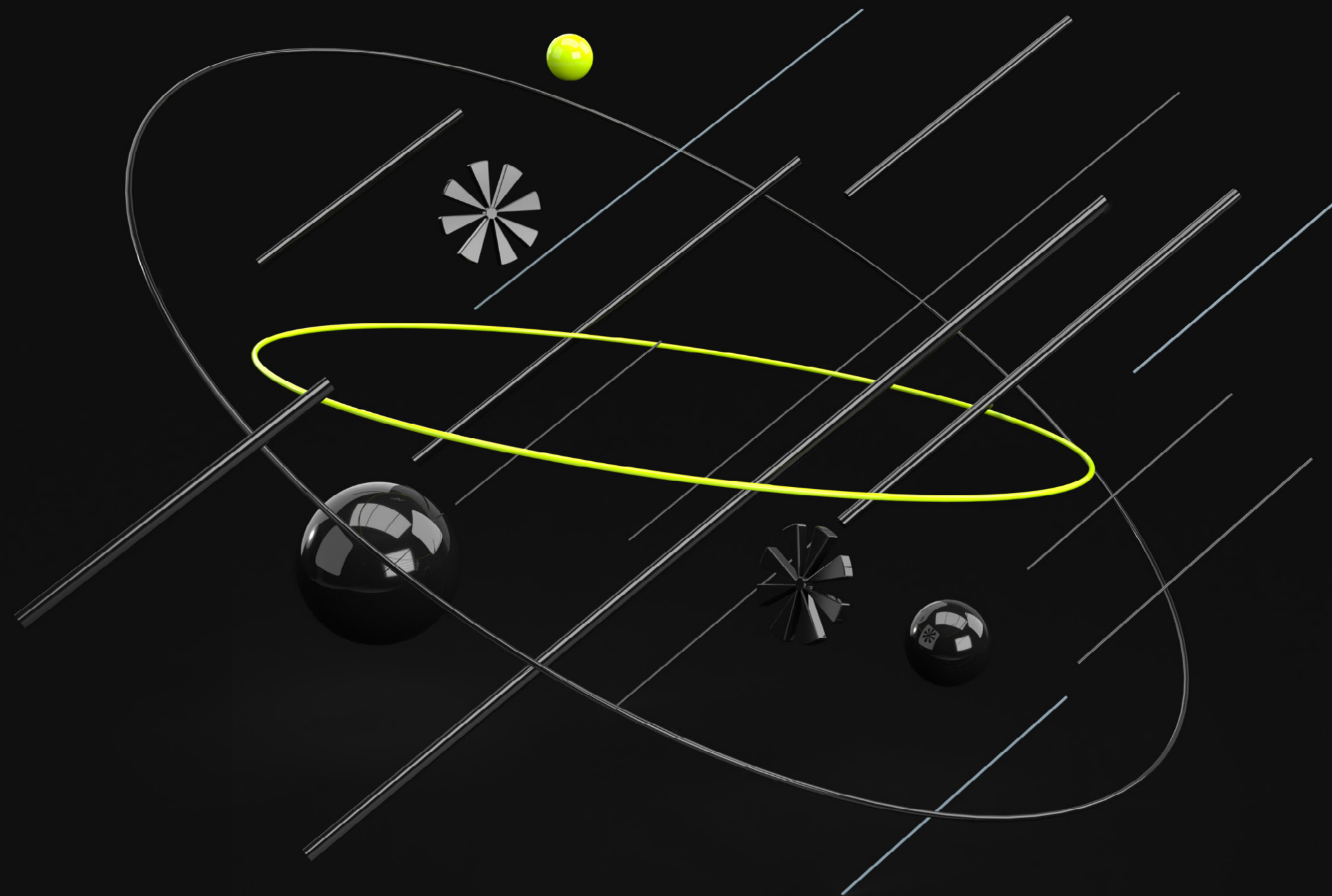
Not all fonts work well together. Finding the right font/s for your brand should compliment your image. Is the font sharp, bold, understated. It is important to always marry the attributes of the font with the image of your brand. Sometimes there may not be a perfect font that exists for your brand, we are able to create the type and fonts which will be unique and one off for your brand.

Illustration

Custom illustration has become a very popular and effective way of distinguishing your brand. It can provide value when trying to visualise distinct scenarios.

Not only does illustration provide visual flexibility, but it also gives the opportunity to further enhance your impact with the use of animation.

Creative



9

Digital

UI / UX / CX

Our digital offering covers user interface, user experience and customer experience. The user interface is how the elements appear on an app, website or digital execution. The user experience is the journey. This is where logic and efficiency come into play. Aiming to get the product user from A to B in the most effective and least stressful way possible, without sacrificing too much of the brands overall experience.

Where customer experience differs from user experience is that it engages the customer at every point of the journey. This could be how the business markets itself, sales, customer service or any other interactions within the business journey. It also is different from user experience as it focuses on feeling or emotion and not just actions. Customer experience requires deep analysis of a brand addressing pain points along the way.

Wireframing

This principal step allows you and us to establish a structure and flow to the site or application. We create lo/hi fidelity wireframes in order to test the user flows and to ensure logical functionality. Before we add the visual design elements it is much simpler to establish a clear user journey using basic structural wireframes.

Prototyping

Once we have a clear user flow and structure on our wireframes we can then start to think about how people will interact with them. At this stage we start to link the wireframes together simulating the use of the product. We then identify any pain points within the user journey and functionality of the product.

By a process of usability testing we then start to implement solutions, optimising the final user experience before adding any of the finalised visual aesthetic.

Digital

Toolkits

To us a toolkit is the collection of your brand assets which is as easy to access for you as possible. Whether this is a tailored online experience where you can store and download your assets on demand, an adobe library which can be shared and distributed as needed or a directory link on a cloud drive which can be accessed by a shared network. Whatever works best for your business, we are able to cater for.

Social

The era of social media has become a leading way to market your brand and a very useful tool to spread your message far and wide. We help to create and evolve this environment with impactful messaging and visuals that promote brand awareness and campaign specific content.

3D

We partner with some amazing 3D visual artists that produce pixel perfect artwork. These 3D assets can be to visualise a product, be part of a brand's assets or to be an engaging part of advertising or campaign specific content or messaging.

Animation

Motion captures the audience. This highly engaging form of design starts with an idea. Whether you need to promote your brand in the form of a video or to explain a product in detail using character animation, motion graphics help break down and digest content.

We start with a script, this can be supplied by the client or we have talented copywriters at the ready. Then it is on to the storyboards and this is where the animation really starts to take shape, this crucial stage implements a structure and flow of the overall narrative. Once everyone is happy we can then go into the final build stage of the animation, focussing on the scene aesthetic and audio.

Digital