

Project case study

**Montezone UK
Printed advertising design**

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1.

Project details

Summary

Having created Montezone UK's logo and developed their web site, they approached us to design printed advertising for a specialist club magazine.

Scope

Montezone UK's approach to printed advertising was the same as they used for their web site:

- clear, concise branding;
- excellent use of colour; and,
- crisp photography and uncomplicated typography.

The client asked us to design adverts for the monthly club magazine. These adverts had to reflect their branding and retained the appeal of the Montezone UK business model.

Story

We already had a relationship with Montezone UK, having completed a few jobs, including the design of their logo, web site and stationery. The client was keen to continue this partnership and suggested designing their print adverts to appear in a specialist club publication.

For us, this was a logical progression, possessing a good insight into the business and having developed and designed Montezone's identity.

2.

Solution

What we did

Through discussions with the newsletter producer, we obtained the printers' specification. Then we designed various eye-catching layouts that aligned to Montezone UK's identity. We were keen to create an easily repeatable design so that readers became familiar with and recognised the new brand.

After deciding the preferred layout with the client, we began the detailed design of the first advert. It was an introduction to Montezone UK and an invitation to visit the web site. Future adverts increased in detail and scope. Occasionally, we added interest with background images to prevent the adverts from becoming monotonous and stayed.

3.

Conclusions

Successes

The adverts drove traffic directly to the web site. Following the publication of each advert, the web site witnessed spikes in traffic. Such traffic lingered on the web site for longer and viewed more content than average.

We occasionally varied the impact of the advertising through background photography or seasonal imagery. Such techniques helped keep the advertising fresh and engaging for readers.

Challenges

The adverts appeared in an A5-sized magazine. This size is problematic for copy and often results in small-sized typography. We mitigated this challenge by limiting the number of elements in each advert and maximising the copy space.

Impacts

The printed adverts were always sharp, clear, and professional. In every edition of the publication, Montezone UK's adverts stood out from the others.

Feedback taken from the client and readers suggested that the adverts were well received and succeeded in their aims. The adverts were positively responsible for increased traffic on the web site and increased sales.



Figure 1: Advert in printed publication

Figure 2: Standardised layout for consistent brand identity



Figure 3: Occasional motifs to maintain interest.