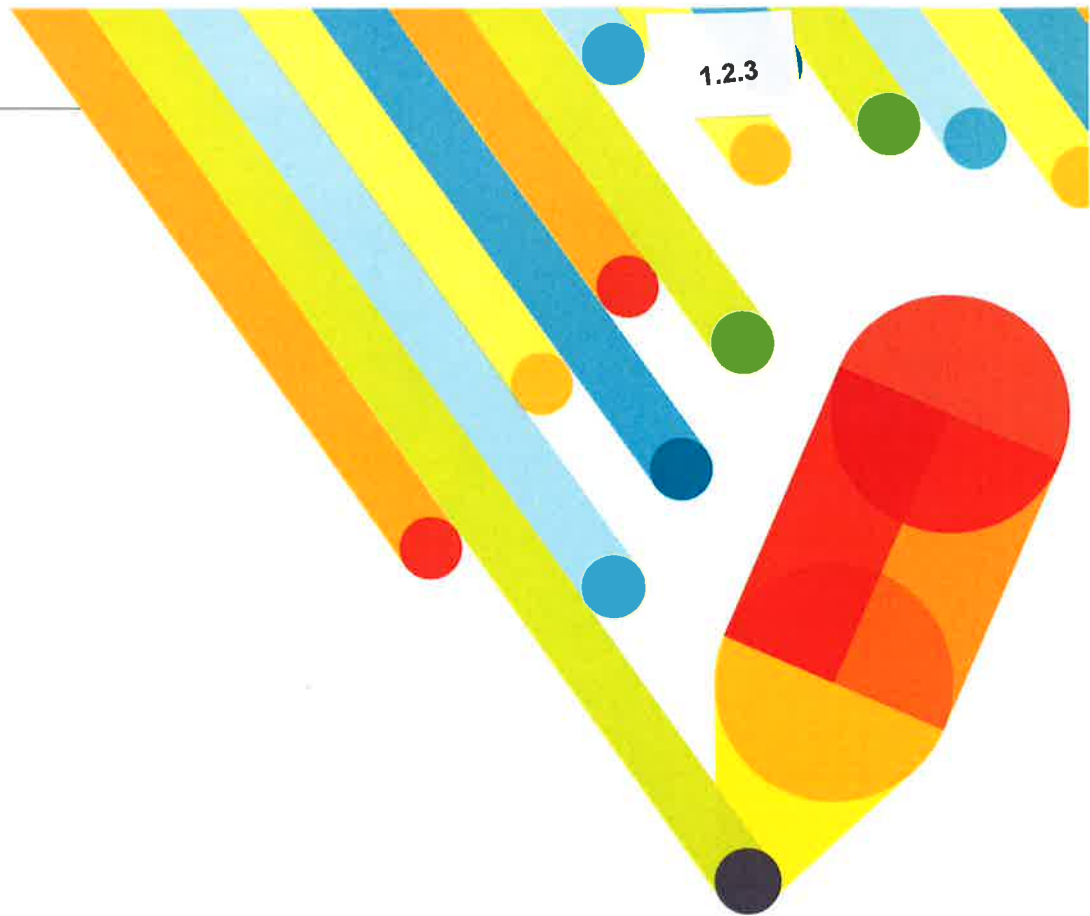


FOR PUBLICATION



1.2.3



Submission Title
LONDON FUSION

Category
**1.2 DESIGN AND IMPLEMENTATION
OF CORPORATE IDENTITY UNDER £100,000**

Client Company
LONDON CREATIVE AND DIGITAL FUSION

Design Consultancy
HONEY

Submission Date
27/06/14



1,088

People have signed up and numbers are increasing weekly

EXECUTIVE SUMMARY

A programme of interactive, tailored and in-depth support designed to help London's creative and digital companies collaborate, innovate and grow.

95%

Satisfaction recorded from client feedback

In the plethora of business service offers, both academic and commercially-based, it is not easy to differentiate an offer. London Fusion, funded by the European Regional Development Fund, is focused on the digital and creative industries, providing business support and guidance to entrepreneurs with good ideas. The offer is multi-layered, from workshops to, for the lucky few, funded one-to-one consultancy to innovation awards and pulls in the services of some leading academic institutions and research organisations.

The aim was to involve 1,000 businesses. As of today, with six months still to run, 1,088 have signed up and the numbers are increasing weekly.

7,500 hours of advice and 150 workshops so far have delivered a range of innovation business plans with consistently over 95% satisfaction recorded from client feedback.

A key constituency were the business and academic partners involved in delivering this offer. They needed to be convinced that it was in their interest to be part of this, rather than working independently to build awareness of their own brand.

The design solution has provided not only a differentiating and relevant identity to the target group but also a strong, easily managed identity that partners can work with and can benefit from its visibility. No partner has declined the identity system; indeed, it has been enthusiastically embraced.

London Fusion Project Manager, Andrew Sirs-Davies of The Work Foundation, comments,

"Feedback I get all the time from events and presentations is all immensely glowing about our branding. It reflects us as a high quality, professional offering."

Word count: 253

OUTLINE OF PROJECT BRIEF

- To establish London Fusion as the most appropriate partner for entrepreneurial SMEs in the creative/digital business.
- To highlight the benefits of working with London Fusion.
- To lay out a range of services in a way that is understood by and desirable to small entrepreneurs.
- To provide an identity system that is acceptable to all the delivery partners.

DESCRIPTION

As many in the marketing business are aware, creative and innovative imagination does not always go hand in hand with commercial skills. London Creative and Digital Fusion (London Fusion) was set up with funding from the European Regional Development Fund (ERDF) to address exactly this issue. It is a programme of interactive, tailored, in-depth support, blending workshops and one-to-one tutorship, and, for a lucky few, £10,000 Vouchers providing intensive support.

It is a collaboration between universities and Independent Research Organisations (IROs) to provide support to digital and creative entrepreneurs, servicing a rapidly growing, potentially world-class industry sector, based in London. Providers include The Work Foundation, RCA, Queen Mary, University of London, Lancaster University, with input from a range of organisations as varied as Goldsmiths, Kingston, The Tate, Central School of Speech and Drama and NCUB.

IT OFFERS SUPPORT AT THREE LEVELS:

1. INSPIRE

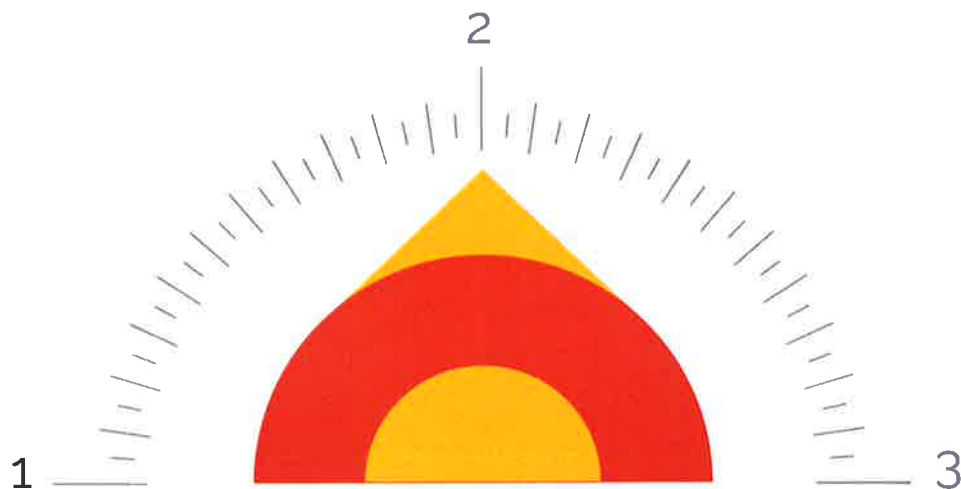
Identify business opportunities that could lead to a wider customer base, competitive advantage and increased revenues and profit.

2. FUSE

Help plan how to quickly and economically realise these opportunities.

3. CREATE

Broker collaboration deals for best return on investment and minimal risk



OVERVIEW OF MARKET

London has a huge number of Business Support providers across local and national government organisations, university-based enterprises and commercial operations.

Our task was to make an immediate splash across the whole of London to deliver to quarterly targets set by our Funders. We needed to attract quality SMEs in Digital and Creative sectors with potential for growth and we needed to be clear that this was not just free money, that it demanded true innovation - a massive task.

Our offering of free Business Support and Vouchers of up to £10,000 is a very appealing product, but with the risk that it would attract ineligible companies (e.g. one man band start-ups who need valuable Business Support.). The design system and information structure needed to be very clear about inclusion criteria.

We started with literally nothing – no brand, no marketing collateral, no website, just a project team. We were unknown in a very crowded space. Our challenge was to hit the ground running, positioning London Fusion to appeal to the right audience.



Our other consideration was to create a brand that our collaborators saw as valuable, so that we had a cohesive, impactful presence. So, the internal audience was as important to this project, specifically:

- having a consistent and uniform marketing kit available to all stakeholders across the whole of London – we couldn't run the risk of each stakeholder University just running away with their own institutional branded offering
- being able to appeal to strategic channel partners (UKTI, Industry Associations) who would enable us to approach their high growth companies. Having a high quality brand has enabled us to build great strategic relationships really quickly, and deliver high quality branded presentations at high profile speaking engagements.

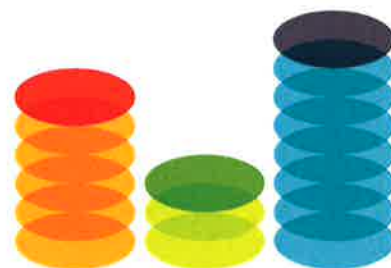
The brand achieved exactly that. Very quickly our 'competitors' became collaborators with London Fusion as they recognised the value of our offering. We ran many joint events with other projects and channel partners.

Word count: 565



DESIGN BUDGET

£15K



OUTLINE OF DESIGN SOLUTION

The focus was around the core benefit of connectivity, the fusion of the broad business skills of the advisors with the drive and technical knowledge of the entrepreneur.

A strong, contemporary use of colour works with the graphic icons to make a lively, eye-catching announcement of a new service, anchored by the formality of the London Fusion typeface, which gives the reassurance of academic rigour.

To address the eligibility issue, and prevent time wasted on inappropriate submissions, and Eligibility Pathway was incorporated into the website and the brochures incorporated a flyer that, by a series of filtering questions, enabled Fusion to target the most appropriate companies.

The identity was worked across an introductory leaflet, online and paper, a website and material to support presentations and workshops.



Online - Home page

Word count: 126

Master logo



Introductory leaflet



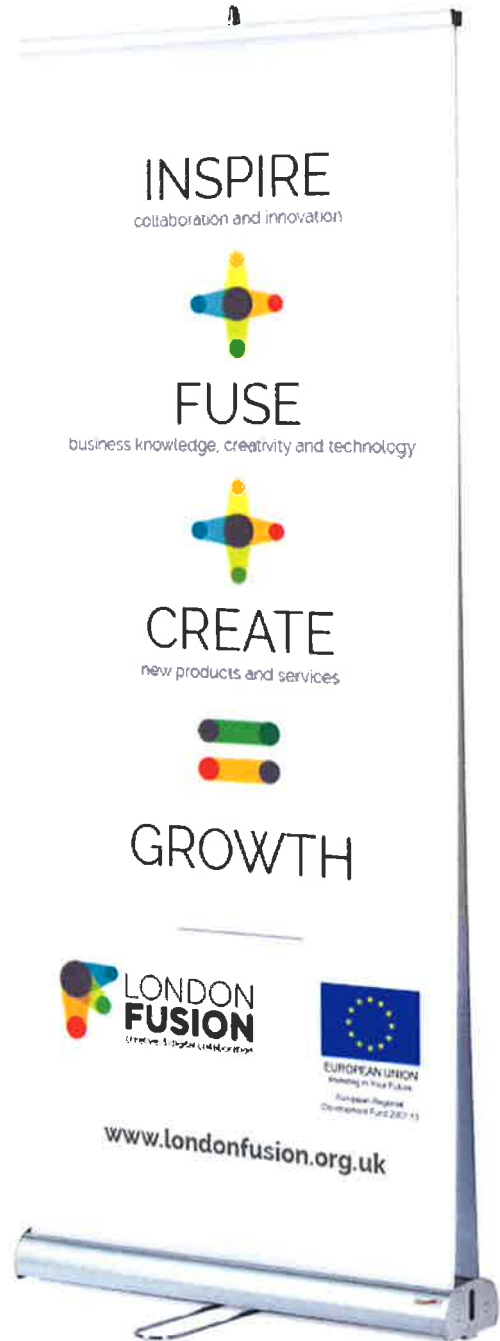
Creative Messaging



Online



Banner





SUMMARY OF RESULTS

The aim was to involve 1,000 businesses. As of today, with six months still to run, 1,088 have signed up and the numbers are increasing weekly.

7,500 hours of advice and 150 workshops so far have delivered a range of innovation business plans with consistently over 95% satisfaction recorded from client feedback.



From the perspective of the universities and other organisations involved in this, they were hoping to engage with SMEs to create Knowledge Exchange and collaboration. The results have been impressive. Goldsmiths are so impressed they are putting on a Showcase event in November with invitation to Mayor's Office and Government Ministers. Academics gain real world experience of working with fast moving SMEs, which benefits students and teaching.



SUMMARY

In terms of the numbers achieved and the expectations created and shaped, this project has established London Fusion as a significant and valued support to an area of business where London has a chance to be a world player.

Research Resources

London Fusion

“

I've been told I have the best job in London. A week in the lifetime of Fusion project is so stimulating. So many of the collaborations between companies and with University partners have generated genuinely inspiring innovation. Companies have told us that they really don't want Fusion to come to an end.

There is no doubt that the identity played a major part, across all our collateral, to create a buzz around this project

”

The London Fusion Project Manager
Andrew Sirs-Davies
The Work Foundation