

MYSTERY

PUBLIC SECTOR CASE STUDY

Brand Revitalisation at West Dean

How to get your brand strategy back on track

page 1 of 2

'We selected Mystery to create our new identity because their presentation was dynamic, creative and full of energy. They showed an excellent understanding of what we wanted to achieve and worked in a very collaborative way which we all enjoyed'

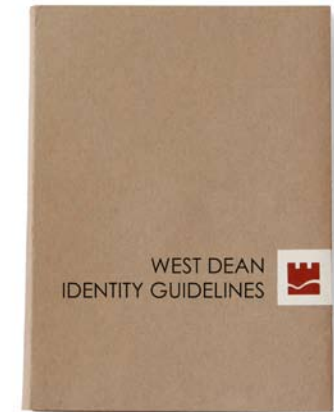
Robert Pulley,
Principal, West Dean College

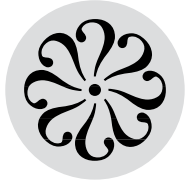
Forty years ago the renowned arts patron, Edward James, established a charitable Trust at the beautiful estate of West Dean near Chichester, Sussex. Today, West Dean is home to an arts & crafts college, a tapestry studio (one of only two in the UK), award-winning public gardens, a conference centre and a farming estate, all of which are under the charitable umbrella of The Edward James Foundation.

There was no brand consistency between these separate business streams as each had managed their own communications. In the world of ever-increasing competition the Foundation decided that revitalising the brand was central to taking the organisation forward as a united collective. The objective was to develop a coherent identity scheme that benefited each business stream by connecting them to a central brand whilst allowing the freedom to continue managing their own communications.

Mystery was invited to take part in a (paid) pitch that included some of the biggest design agencies in the country.

Mystery's creative team hosted brand workshops with the client to expand and clarify the brief and identify the key values of the brand and messages to the target market. Mystery's 'Brand Positioning Exercise' helps define the proposition and establish a unique brand personality.





MYSTERY

'There were two crucial challenges in this brief' says Dan Einzig, MD of Mystery 'Firstly, creating a coherent brand and sub-brand structure that reflected the brand character in a beautiful way and secondly satisfying the numerous stakeholders involved'

The resulting identity was created to establish a strong sense of 'place' for West Dean. Mystery designed the logo and produced identity guidelines in order to ensure consistent communications across the various business streams. Mystery also designed the college prospectus, leaflets, merchandise & brochures.

If you would like to re-vitalise your brand or improve your marketing communications then please call Dan on 020 7456 7833 or email dan@mystery.co.uk to arrange to see the portfolio. We look forward to hearing from you.

