



# Design and Artwork



## Case Study



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### Client Testimonial

*The Brookes & Co team understands the market and is fun to work with, so it's a positive relationship all round. Hands-on from prop sourcing and styling to art direction; they're an agency that just gets on with it.*

**ROB GILES, HEAD OF MARKETING**

### Background

Appointed by Grange as a PR partner in 2014, Brookes took the lead in repositioning the decorative garden structures and fencing company as the go-to manufacturer and supplier in the market. Following a period of intensive shareholder and customer research, we were influential in a number of key marketing and brand management projects including the development of their new corporate identity.

In 2017 the company tasked Brookes with developing a consumer-facing brochure to embody Grange's forward-thinking ethos and to showcase its inspiring product range.

### Brief

Combining our knowledge of the product and brand with our experience in the garden sector, Brookes was tasked with developing concepts for Grange's new brochure that would reach out to the consumer target audience. Previously, the approach to market was to target the trade to ensure that their product offering was appropriate to market requirements, so to tap into the consumer's purchase-making process would be a fresh approach for Grange.

The brief included the management of the complete process from concept design, styling, photography recruitment and management, location sourcing, artwork and print management.

# Brookes & Co



ANTICLOCKWISE: BROOKES & CO STYLED PHOTO, GRANGE PRODUCT BROCHURE FRONT COVER AND INNER PAGES AND BROCHURE ICON LIBRARY



## Output

Brookes & Co took the brochure from concept to fruition. Our work included creating a choice of design concepts, co-ordinating photography and styling photo shoots, developing artwork, drafting copy and sourcing print partners.

The new consumer-facing brochure enables readers to quickly and easily digest product features and benefits. Including on-trend photography and a helpful guide, the brochure offers an accessible, appealing overview of Grange's full product range and the company's position as a leader in the fencing sector.

At Brookes, we like to make sure we've always got our finger on the pulse when it comes to industry trends. Whether through visiting exhibitions, keeping up to date with trend forecasting, and accessing the latest market intelligence from the likes of Mintel, we make sure we're always up to speed so we can offer our clients informed marketing advice and design strategies. When Grange approached us for help with their new consumer brochure, we incorporated our learnings into the consumer-friendly brochure design and lifestyle photography, helping to turn Grange into real trendsetters with our industry insights.

Contact us on 01889 598600 or visit [www.brookesandco.net](http://www.brookesandco.net)



# Brookes & Co

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