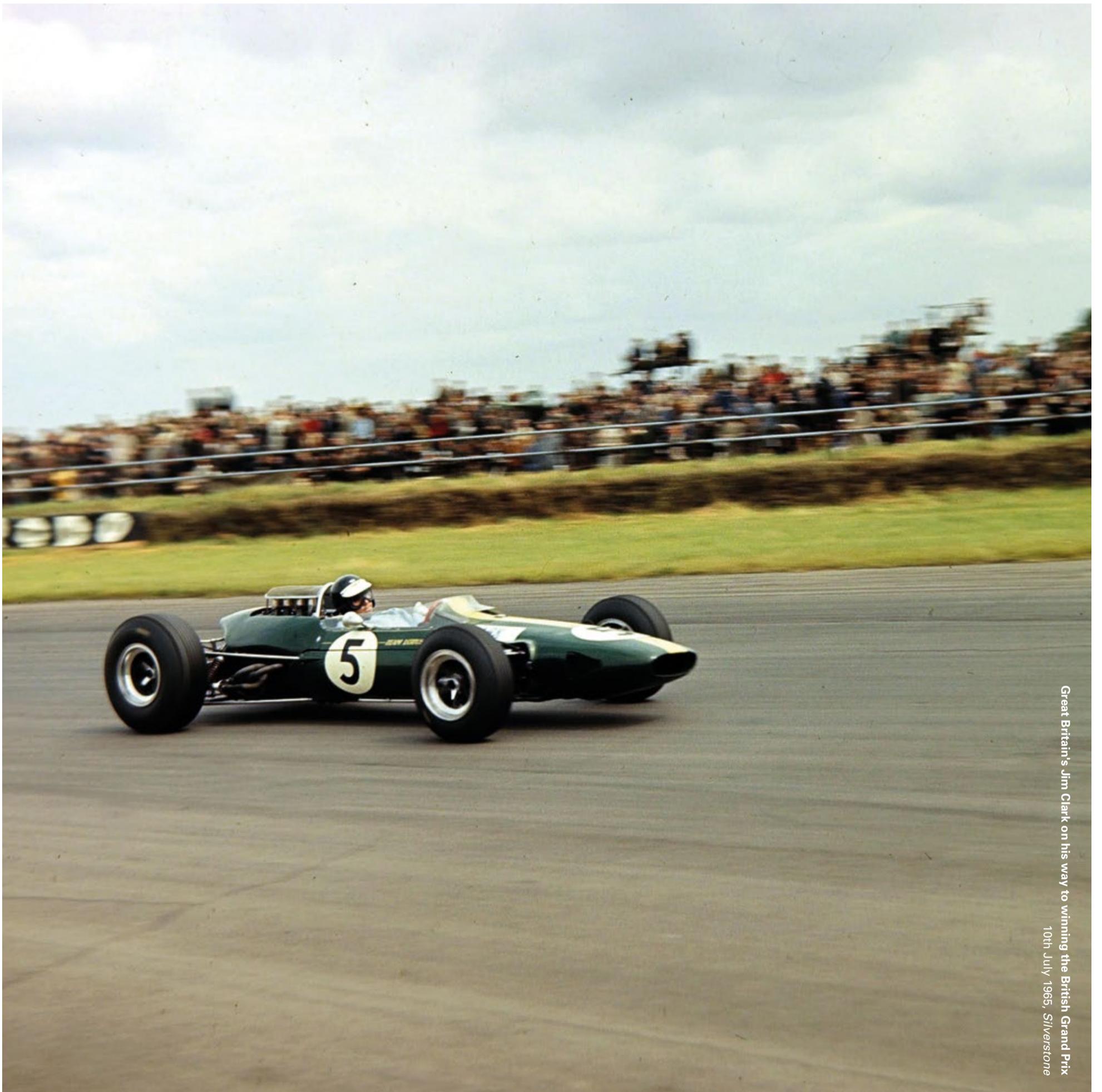


DS.EMOTION

# EXPORT

Brand, Design &  
Digital Communication

Issue 1  
Spring/Summer 2016



Great Britain's Jim Clark on his way to winning the British Grand Prix  
10th July 1965, Silverstone



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## LATEST

# DSE ACQUIRE HC ADVERTISING

We're excited to embark on the next step of the DSE journey with the acquisition of HC Advertising based in London. Established four years ago by Laura Carroll, HC Advertising has made its name specialising in property and place marketing. The acquisition will bolster our client portfolio and the team in our London studio, which Laura will head up as Managing Director.

Matt adds "We were impressed by what Laura has achieved with her agency from establishing it four years ago and love her work ethic. The benefits to both of us were clear from our very early discussions. We think Laura has a lot to bring and will be a great figurehead for our London studio. She will build an even stronger team around her to ensure we continue to deliver best in class creative services to our clients."

Laura says "Becoming part of the DSE team is an exciting natural progression for me to fulfil my ambitions of delivering class leading brand, placemaking and property marketing. The experience, strength of team and breadth of portfolio work combined with HC's client base is an obvious coming together and means that we will be able to provide a greater depth of creative marketing services to our client base."

As part of the acquisition and growth plans, our London studio has relocated to new studios in Victoria. "With all the regeneration happening in the area, it's a really exciting place to be, combined with the central location and great transport links providing easy access to our client portfolio across London and the South."

Below— Matt, Laura & Angus



# FEATURE

# SILVERSTONE REBRAND

An updated identity brings the iconic Silverstone brand up to speed, aligning it with innovation and heritage.

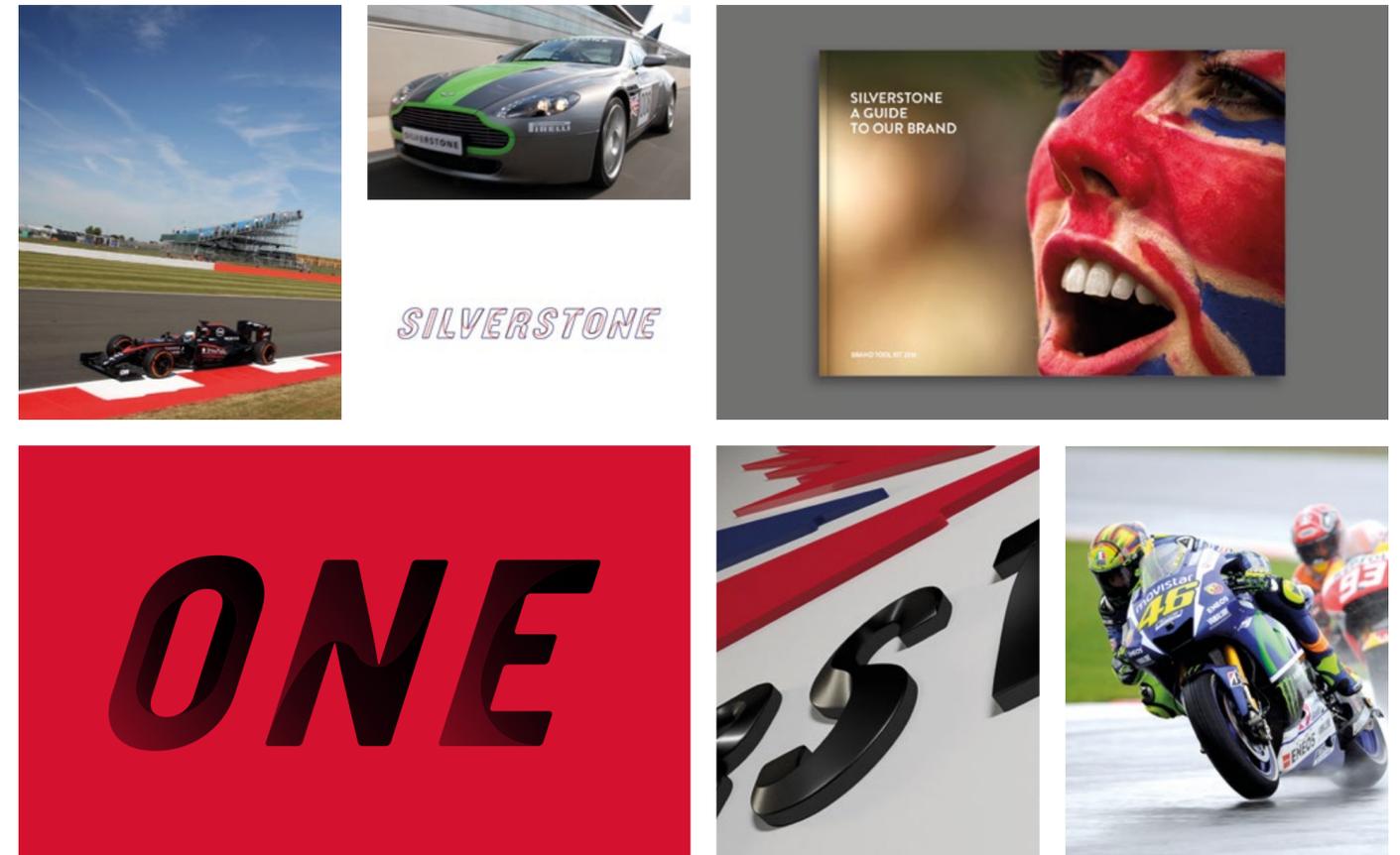
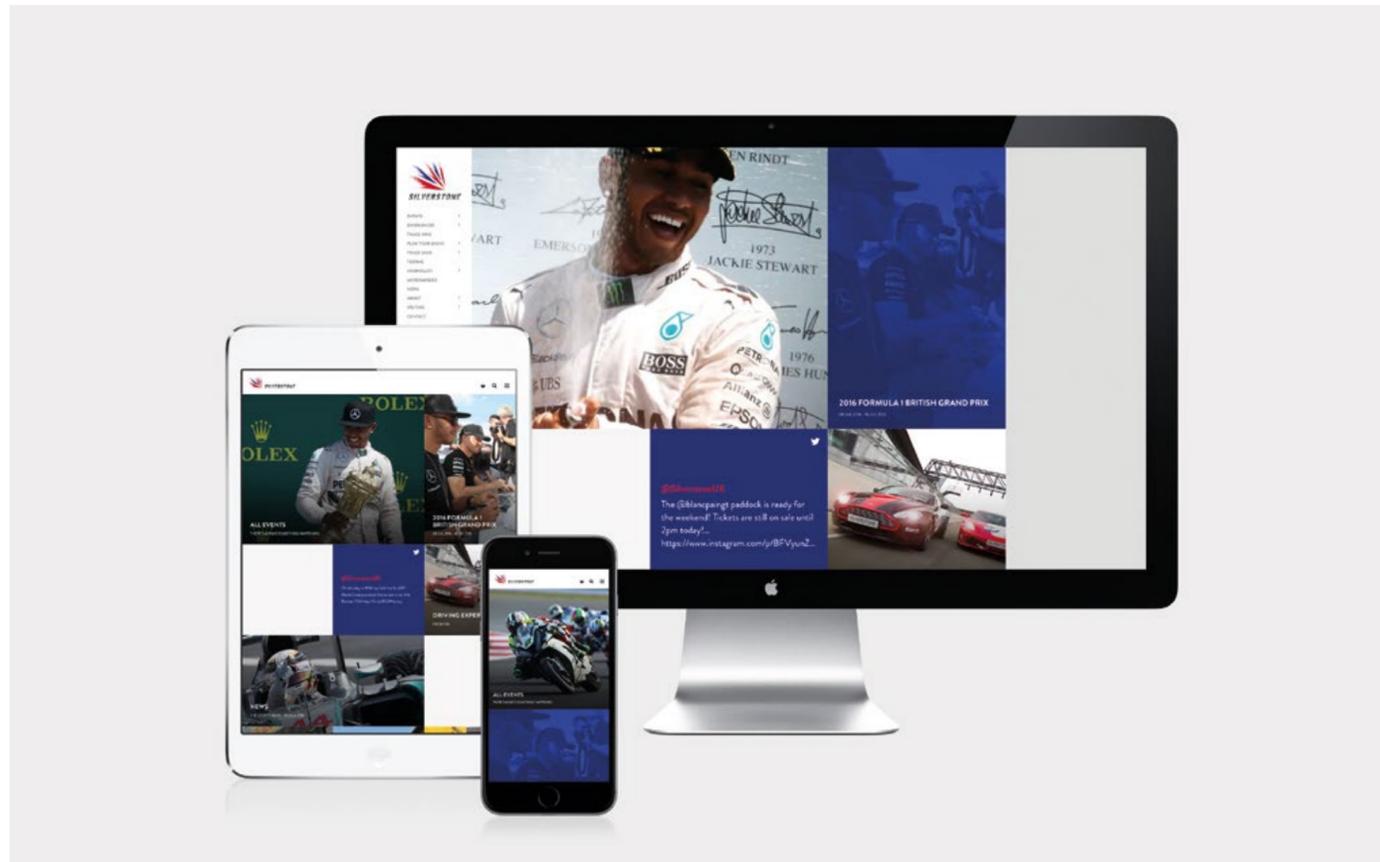
With major transformation at the world-famous track and foundations for the future in place, Silverstone wanted to realign their current brand.

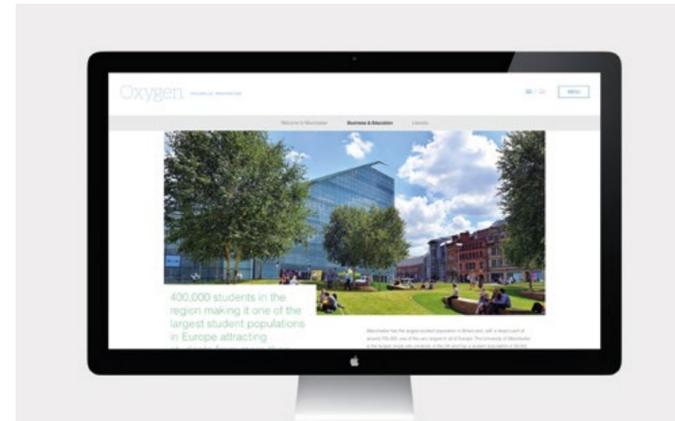
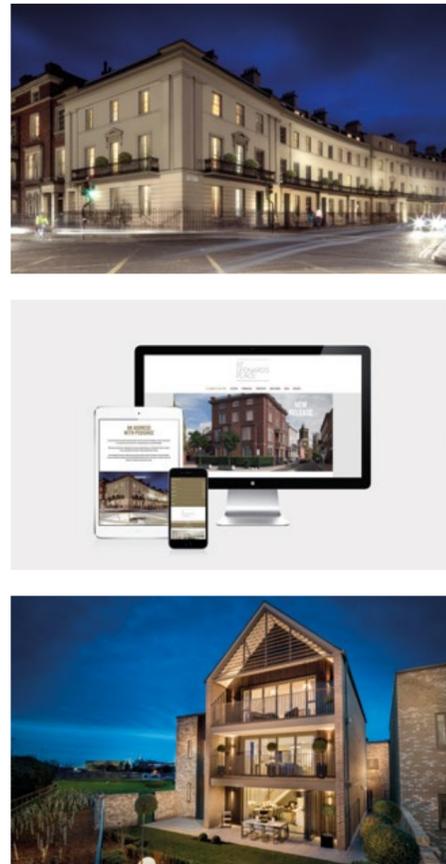
We have sharpened the original speedmark logo, inspired by the vanishing points in the Union Flag and aimed to signify movement and energy, to give cleaner lines making it more three-dimensional.

“This mark symbolises the essence of the brand,” says Tom Heaton, Creative Director at our Manchester studio. “The first step was to clarify the speedmark and how it works with the font we created.”

The typeface has been inspired by the racing line which runs through all the letters, creating a dynamic three-dimensional effect complementing the re-worked speedmark, all of which has been drawn by hand before being applied digitally. Silverstone says “the new brand has an inherent simplicity and understated confidence” and has been designed with “bold, iconic and effortlessly simple design cues.”

Rolling out the new brand across marketing and underpinning the launch of the new website, Silverstone Managing Director Patrick Allen says: “Designed with customer and user journey in mind, the new website showcases our complete brand evolution and full product range whilst being an engaging and informative experience for visitors.”





# RESI

DS.Emotion is leading the way in residential marketing across the UK, including projects in Leeds, London, Manchester, Aldershot, Oxford and Cambridge. With a network of studios in Leeds, London & Manchester and 24 years of place and destination marketing experience, we're creating place brands and marketing campaigns for new residential developments for clients including Moda Living, Hill, Peel, Wokingham Council, Grainger, Savills and JLL.

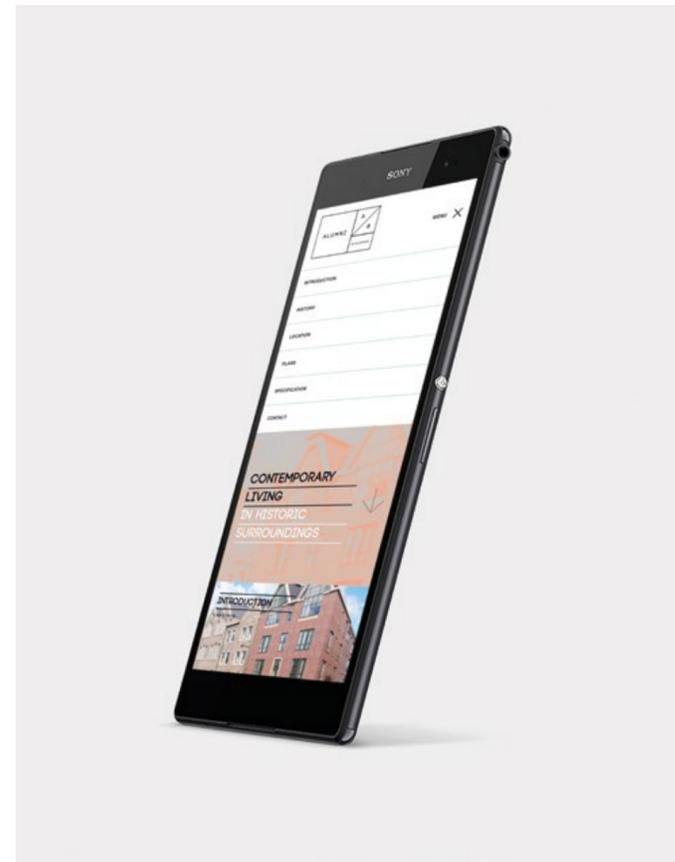
With projects of a combined value in excess of hundred of millions, we're excited to be helping shape the places we will inhabit in the future.

We're currently working with a number of progressive and visionary developers who are creating the future of how people want to live and considering amenities, technology and sustainability. Each of our projects has its own unique proposition relevant to location and target audiences.

Our client Hill, behind the Virido development in Cambridge, has sustainability as a key priority. Creating a prototype home, the developer ran a competition for a family to live in the home for a year in order to monitor energy usage and assess how the property performed. It's been interesting to see the results which have then informed some of our marketing messages.

Matt adds "This type of project is really exciting to be involved in as we need to be creating place brands that people desire, can see a long term future in and want to invest in."

Digital is a key channel to connect with audiences when and how they want to so we've put a lot of emphasis on our digital communication channels, ensuring they carry the right level of content and are accessible across all platforms. Choosing where to make your home is an important decision and we ensure the user experience is a positive one at every touchpoint.



Above— Ninewells and St Leonard's Place

Right— Oxygen, 6 Loom St, Axis, Alumni Buildings, Octavo and Virido



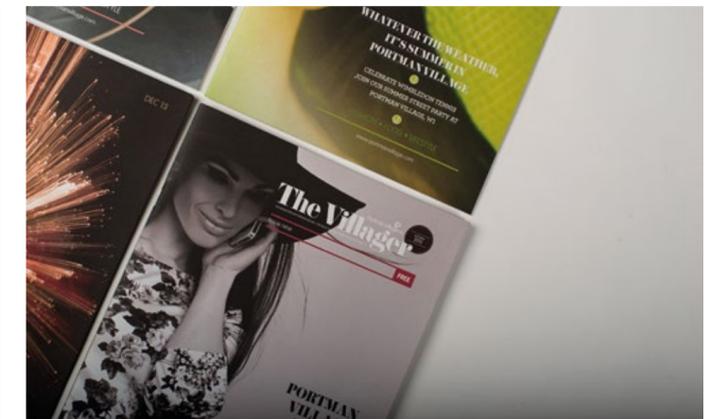
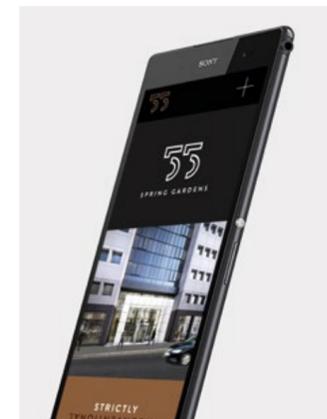
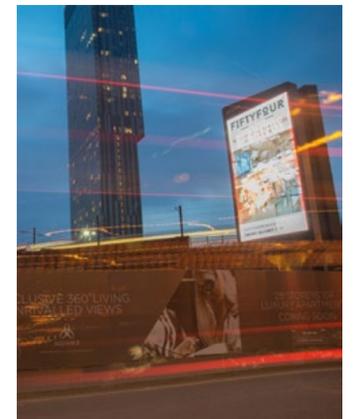
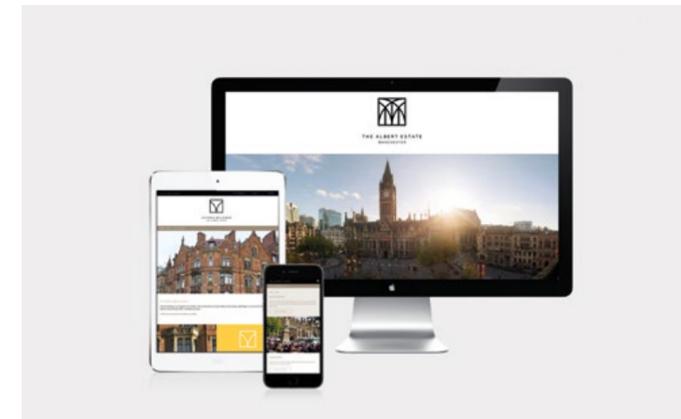
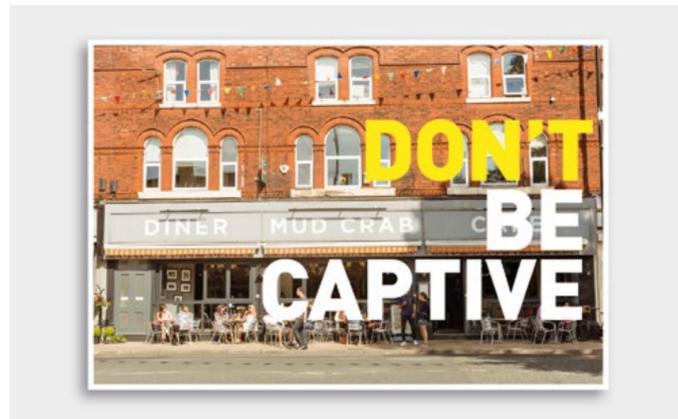
# COMMERCIAL

The commercial sector continues to be very busy for us with projects throughout Yorkshire, the North West and the South. As the quality of the workplace becomes increasingly high on the agenda for occupiers, so is how this is communicated within the brand and marketing we create. Employees are making decisions based not just on which companies they would like to work for but in which locations and working environments they want to work. Brands and campaigns showcasing the benefits not only create a desirable building or place for decision makers, but also translate into the recruitment and retention of the right people.

Our understanding of place making is essential in creating the right messages which can work on a number of levels to achieve the best results. Here's a small snapshot of some of our successful projects and campaigns.

Left— Thorpe Park Leeds, Wellington Place and Towers

Below— The Albert Estate website, One St Peter's Square marketing suite, Bury, 54 Princess St digital advertising, The Villager newsletter, 55 Spring Gardens website and The Albert Estate Journal.



## LEISURE

# A REFLECTION OF YOU

Rochdale Riverside is set to create a new 200,000 sq ft mixed-use destination and extensive public realm for the town and wider catchment.

“The new scheme and wider public realm will create a fantastic focus for the town, a place to be proud of. We wanted to create a brand and brand mark that was forward looking but which also respected Rochdale’s rich heritage.” commented James Newson, Design Director.

Through recognising the town’s initiative to re-open access to the River Roch and making it an integral part of the scheme, we have created a mark that celebrates this stunning new public realm but is also easily recognised as the icon for the thriving town.

Steve Rumbelow, Chief Executive of Rochdale Borough Council, commented: “We are delighted to unveil a new image for Rochdale Riverside, which is befitting to the transformational progress being made in Rochdale Town Centre. We have a real momentum in Rochdale and a renewed sense of confidence in the future.”



## LEISURE

# WARRINGTON— TIME FOR A CHANGE

All successful places have their own personality. When we create a new place it is crucial that we identify what the personality will be and how it will connect with business and consumer audiences along with the immediate landscape. These were key factors when creating the Time Square brand positioning for Warrington, ensuring it was the right fit within the wider context of city and its future vision.

Using the agreed name of Time Square provided the opportunity to build on a recognised location while improving perceptions to match the vision laid out by stakeholders. Successful place brand creation or repositioning is achieved through messaging which is true to the proposition, with consistency across all communications.

The logo mark is a simple yet elegant graphic for Time Square and works as a visual anchor which the creative can stem from. The square has been rotated 45 degrees to balance the typography, creating something more unique and a new perspective for Time Square.



# PRINCIPLES OF PLACEMAKING

Without great public places, there would be no great cities. The skating rink and the other public spaces around Rockefeller Center are one of the most-visited tourist attractions in New York City. People travel thousands of miles to experience such revered places as the Piazza San Marco in Venice, the Champs Élysées in Paris, Las Ramblas in Barcelona, Central Park in New York, Covent Garden, Trafalgar Square and Carnaby Street, others need only walk down the street to find places they cherish. Great public spaces can be world-renowned, or they can be important because the people in a particular neighbourhood value them.

### Our principles of place making

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| 1. Have A Vision                    | 6. Treat Each Phase As The Whole |
| 2. Create The Right Mix And Variety | 7. Sustainable Approach          |
| 3. Community Engagement             | 8. Meet Dwell Be                 |
| 4. Develop Partnerships             | 9. Close Management              |
| 5. Exploit Meanwhile Uses           | 10. Open Communications          |



### How do we put in place our principles of placemaking?

Through our proven process of discovery and stakeholder engagement, we identify what is defining or unique about a place. Discovery of the role of a place and its proposition are our starting points. Refining these findings into key values and the essence of a place is what defines the vision and provides a unifying proposition for all stakeholders to buy into.

Identifying a places true personality and communication of this to the target audience helps to develop awareness and build affinity.



# IMPORT

# GROWING THE FAMILY

## Carl Hopkins

NON-EXECUTIVE DIRECTOR

Carl Hopkins has been appointed as Non-Exec Director to aid with the strategy for the next phase of growth. Following launching a third studio in Manchester just over two years ago and a sustained period of growth that saw revenues increase 30% in the last financial year are on track for a further 25% uplift in revenue for this financial year.

Carl has over 30 years' experience in marketing, advertising, design and branding, as well as business ownership. Beginning his career at direct marketing agency, JDA, Carl rose through the ranks to eventually take over the business in 2000. Growing the well-respected company from 48 to 75 staff, and taking turnover from £9.6 million to £19.4 million in a matter of years.

Angus comments "Carl's experience in growing an agency will be invaluable to assisting us in our strategy for growth. He is a great cultural fit with our team and we are already feeling the benefits of his contributions. We are very excited about working with Carl going forward and achieving our ambitious growth plans. It's an exciting time for DSE as we are seeing our core specialisms or brand, placemaking and destination marketing being bolstered by huge growth in demand for our digital offering."



## Nadia Prince

ACCOUNT DIRECTOR

We are delighted to welcome Nadia Prince to the Leeds Studio. Nadia joins us as an Account Director and brings over twelve years' agency experience working for major retail operators such as Asda, Argos and Well Pharmacy. Nadia will be leading the Civica and Silverstone accounts amongst others.



## Rachael Whale

DESIGNER

Rachael Whale has joined our Manchester studio as a Designer. Rachael has four years agency experience working with clients including Old Spitalfields Market, The Jockey Club and United Utilities. Rachael will strengthen the Manchester studio creative offering and has already created place and product brands and marketing materials for our growing Manchester client base.



## Beth Middleton

DESIGNER

Beth has joined the Leeds studio as designer, Beth is returning home to Leeds after a couple of years working in London where she worked with clients including B&Q, Meadowhall, Fitness First, Eurostar and the Dog's Trust. Beth also won the prestigious D&AD Wooden Pencil Award for her work on a John Lewis brief. We welcome Beth to the team where she will be working alongside the existing creative team and making her mark on up-coming projects.



## Neelie Allen-Battye

PROJECT MANAGER

Neelie joins as Project Manager in the digital team. Neelie comes with seven years experience having worked in a large award-winning digital agency where she worked with clients including Proctor and Gamble, NHSBT and Cluttons. Neelie will be working alongside Alex Richardson, our Head of Digital, re-creating a successful working partnership, having worked together previously. Neelie's experience lies in developing best in class digital communications, project management and reporting.



# MARK MAKING

We love crafting new identities. Below are some of the marks and logotypes we've created recently:



# CULTURE

- 1 Huge congratulations to Nadia who got hitched across the pond in NYC
- 2 Flexible working in our Manchester studio as James Henson (ashtangaanatomy.com) hosts yoga on Tuesday evenings
- 3 Laura (5'5") and Jack (6'8") seeing eye-to-eye (metaphorically) at our London studio
- 4—5 Off-road driving and water-skiing in the Lake District, courtesy of Watch This Space and WAKTU
- 6—9 We entered the annual Martin House Dragon Boat races held at Roundhay Park. With a record 42 teams we came a respectable 5th, missing out on a place in the final by 0.015 of a second. Back next year for a win!



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**DS.Emotion supports homelessness charity, Emmaus UK**  
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