

## Clare Park Retirement Residences - Strategic and Brand Development

For over forty years Clare Park has offered a retirement community for active elderly people seeking an independent lifestyle, in beautiful surroundings and a caring supporting environment.

Following the recent appointment of a new management team to the not for profit organisation, rhc were commissioned to complete a review of all marketing communications.

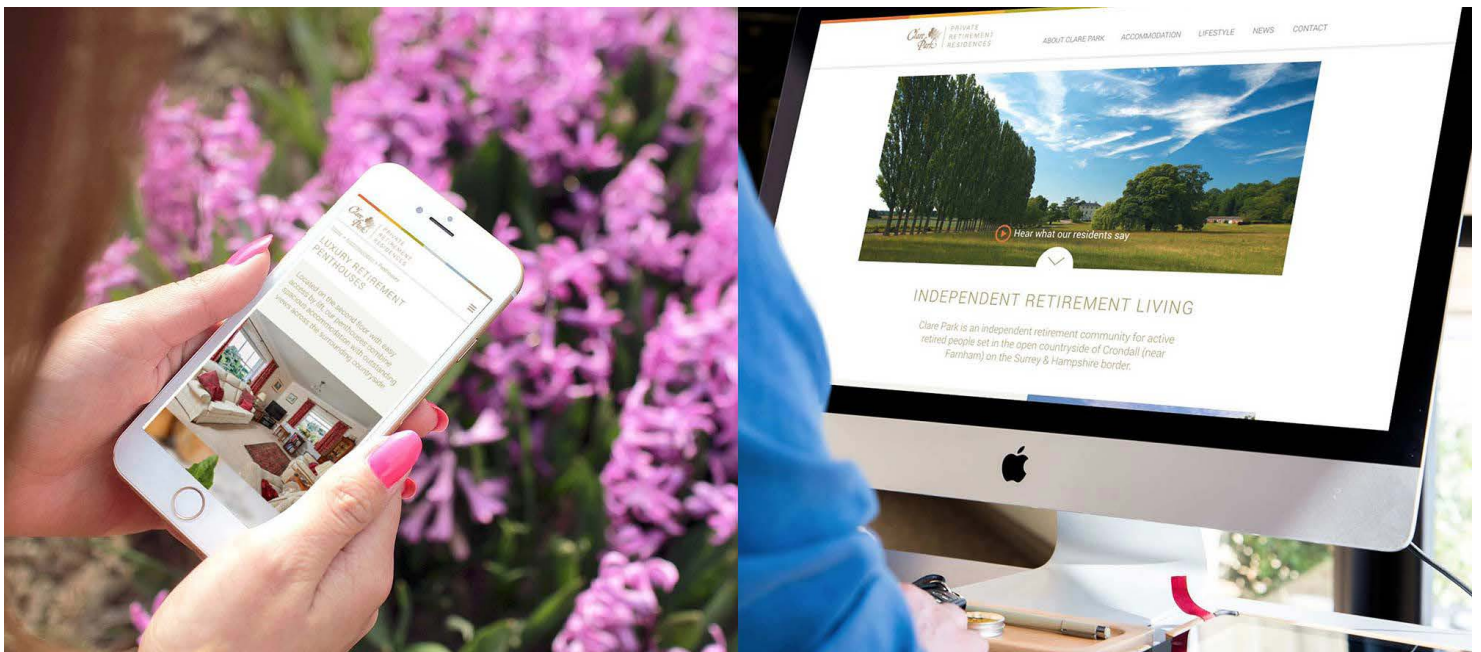
The result was the creation of a new suite of collateral, including 20 page brochure to feature the location, accommodation and facilities. While the new mobile friendly responsive website with video was specifically designed to boost search engine ranking and improve the user experience while making booking a visit to Clare Park easier.

Combined with a highly targeted Pay Per Click campaign, rhc increased website traffic by 322% and generated 30+ leads per month.

### Client feedback

*Just what was needed, a truly engaging and inclusive piece of marketing communication both online and off. A month after the website went live, it is producing a considerable increase in enquiries. And everyone loves the new fresher look and feel you have created for Clare Park marketing collateral.*

**Christopher Corlett MBE BEM, General Manager  
Clare Park Private Retirement Residences**



## initiallylondon.com - e-commerce store

Initially London is a speciality retailer offering a curated selection of classic bags, accessories, linens and gifts featuring embroidered personalised monograms.

rhc were asked to take over the running and maintenance of their existing e-commerce store. After a comprehensive site review, it was decided to migrate their current store to the Shopify platform that offered a more robust environment.

Working closely with the business owners, rhc were commissioned to develop a bespoke monogramming customisation app that allowed shoppers to create the perfect bespoke monogram using over 50 font styles and thread colours.

Once the new site was launched, rhc deployed Google Product Ads to increase traffic and sales further.

**+463%**  
Total sales

**+401%**  
Total orders

**+18%**  
Increase in average  
order value

### Client feedback

*Well, I've said it before, and I'll say it again, a fantastic job, done by a top team. I think the stats show for themselves that the relaunch has worked.*

**Jane Wiest, Initially London, Founder & Director,**  
**[www.initiallylondon.com](http://www.initiallylondon.com)**



## GCC - Rebrand and Reposition

Business led, technology driven, people centric, GCC provide IT solutions, services and support to small and medium sized businesses, from offices in Birmingham, Bristol and Gloucester.

Following 20 years of growth GCC commissioned rhc to review and rebrand the company without losing existing brand equity.

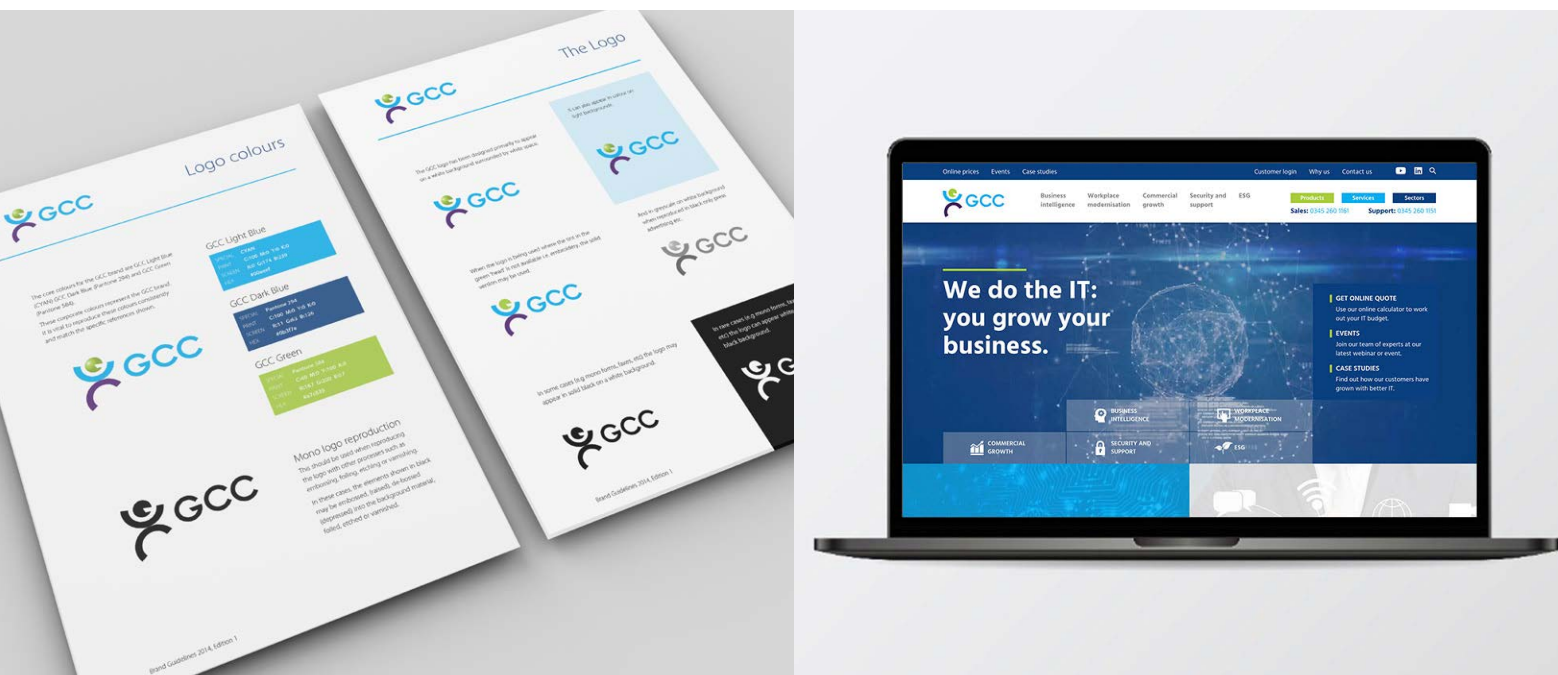
A comprehensive consultation established a clear strategy and design of the new brand architecture followed. This included the creation of a new rationalised logo, positioning statement, and full GCC brand guideline document. All the marketing material needed to support a new and completely revised CMS 'responsive' mobile friendly website - including brand stationery and promotional print was then designed, produced and rolled out.

Working closely within the new brand guidelines, brand photography and video content was also created to enhance GCC credentials presentations (PowerPoint), capability brochures, case studies, presentation folders, exhibition banners and pop-ups.

### Client feedback

*Thanks for doing such a great job within budget! Subtle changes in some areas yet huge in others, but collectively it all works. Partners and clients have seen the change and liked it, especially the clients we feature as case studies on the new 'mobile friendly' website!*

**Chris Harthman, Chief Executive, GCC**





## Holiday Inn - Content Managed Events Microsites and SEO

After a successful tender, InterContinental Hotels Group, who operate the Holiday Inn and Crowne Plaza hotel brands, awarded rhc the project to market Christmas season events across 64 UK hotels.

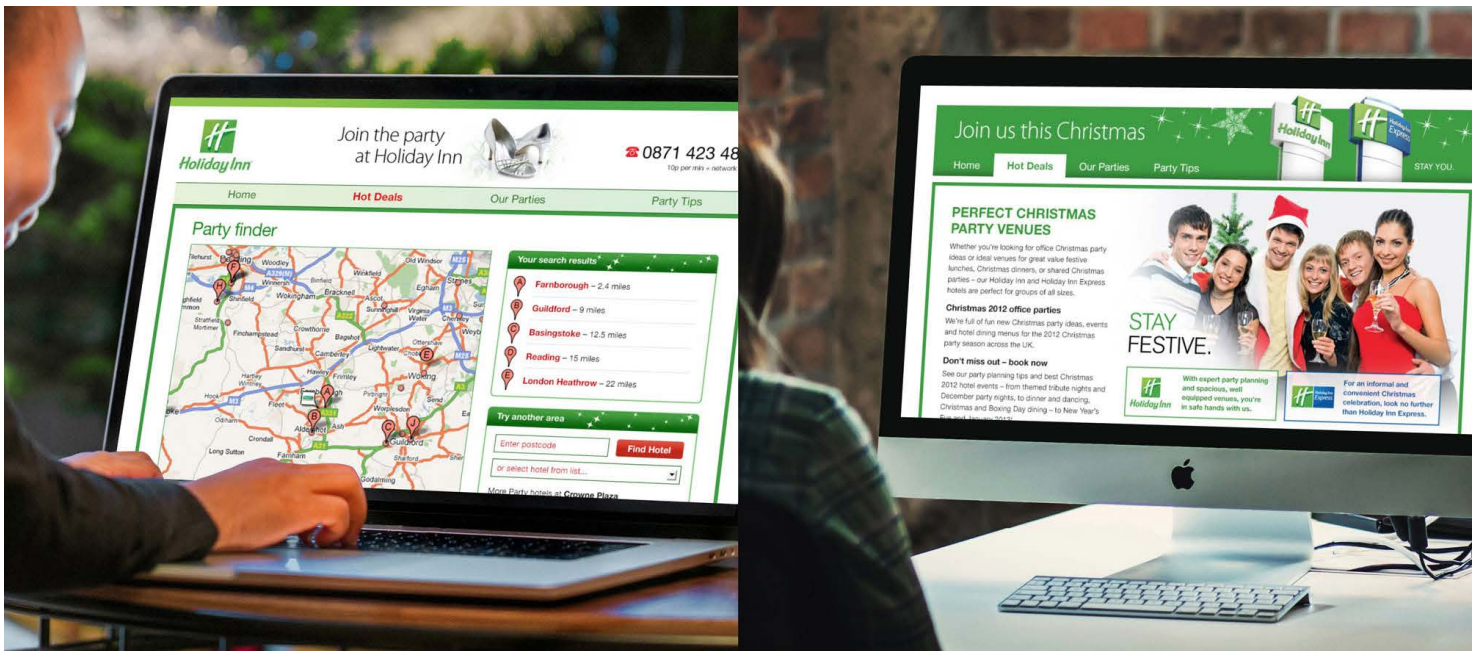
rhc designed and built two bespoke content managed Christmas sites - including hotel finder and hotel specific pages with brochure downloads. Securely hosted by rhc, these websites are search engine optimised and supported by a comprehensive Google Pay-Per-Click Marketing campaign.

As a result of rhc's efforts the Christmas websites generated an extra £2 million in bookings for the privileged Holiday Inn and Crowne Plaza hotels. The brand is enjoying increased visibility, with top 10 search engine rankings for all major Xmas related keywords and top 3 rankings for priority keywords.

### Client feedback

*Many thanks - The websites are superb. We are confident that, despite the economic situation, IHG will make great efficiencies and maximise profit for the Christmas season.*

**Tamara Strauss, IHG Marketing Manager for UK&I.**  
**InterContinental Hotels Group**



## Pedersen & Partners - Strategic and Brand Development

Pedersen & Partners is a leading international executive search firm operating in 51 countries, providing an integrated and high-quality executive search service. Helping their clients attract top quality leaders and managers both locally and internationally.

rhc were commissioned to redefine and reposition the brand prior to Pedersen & Partners strategic push into emerging markets. To articulate the P&P brand personality and promote it consistently both internally and externally, keeping it fresh and relevant in the market while retaining all the existing brand equity.

Following a review and rationalisation programme rhc applied the new brand architecture in a strategic way to maximise its effectiveness. Not just in terms of the logo or type style but also tone of voice, positioning and context, brand imagery and colour. New marketing communications material included brochure, mobile friendly website, social media and advertising.

rhc also developed the brand guidelines, designed to ensure consistency at every touchpoint and fulfil a whole range of key strategic goals when implemented correctly.

### Client feedback

*You rock! Thank you - you cannot imagine how grateful I am to you and your team. The new website looks amazing.*

**Mark Anderson, Global Marketing & Communications Manager.**



## The Royal Green Jackets Museum - Website

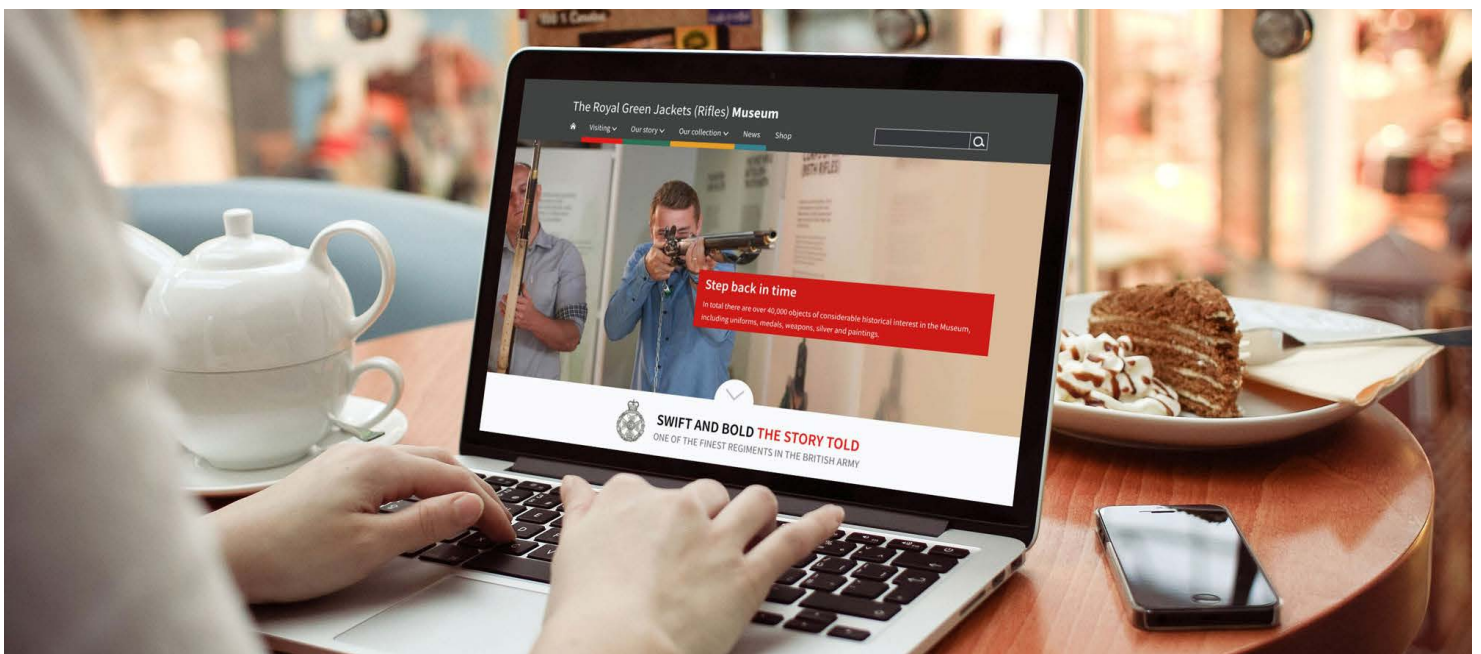
The Royal Green Jackets (Rifles) Museum is one of the best regimental museums in the Country. It is also one of Winchester's five military museums. Visited by thousands every year, the museum records, visually, graphically and entertainingly, the history of three of the finest and most famous regiments in the British Army. The highlight of the museum is the Waterloo diorama. It features a 25 square metre model of the battlefield with 30,000 model soldiers and horses, plus a 5 minute sound and light commentary describing what happened on 18 June 1815, the day of the famous battle.

The finished website is built in a robust Content Management System enabling the Curator and staff to regularly update content. The site boasts Google map integration, responsive mobile friendly layouts and a short introduction video. The website is now producing a considerable increase in traffic volumes and the museum has seen a steady increase in visitors.

### Client feedback

*Congratulations to all involved in the website, I have just had a quick look at the various sections, it loads quickly and is very user friendly. A great improvement. Well done to everyone involved.*

**Brigadier G. de V. W. Hayes CBE, Trustee Chairman,  
The Royal Green Jackets (Rifles) Museum, Winchester**





## Worlds End Studios Chelsea - Rebrand

WES is a unique and thriving serviced business centre of around 60 companies in Lots Road, Chelsea, London, close to Chelsea Harbour and the Kings Road.

It is a unique 'commercial space' boutique with all the services needed to run and build a business in an exciting vibrant and buzzing environment around three open courtyards.

It is positioned as a cost effective alternative to direct competitors such as Regis, Garden Studios, Serviced offices UK and The Office Group.

Following a marketing workshop by rhc, a creative strategy and brief was defined to create and deliver a comprehensive 'brand refresh' - Not just in terms of the logo or type style but also tone of voice, colour, imagery, positioning and context.

### Client feedback

*Working in collaboration with rhc we have successfully repositioned the brand, creating a much more contemporary identity and brand personality for our business, yet remained loyal to our core proposition and the unique nature of our service. The whole process has really invigorated us all and we are very pleased with the buzz it's creating.*

**Peter Bennett, Director,  
Worlds End Studios, Chelsea SW10.**



## Coomber Rich Solicitors - Brand ID, website and stationery

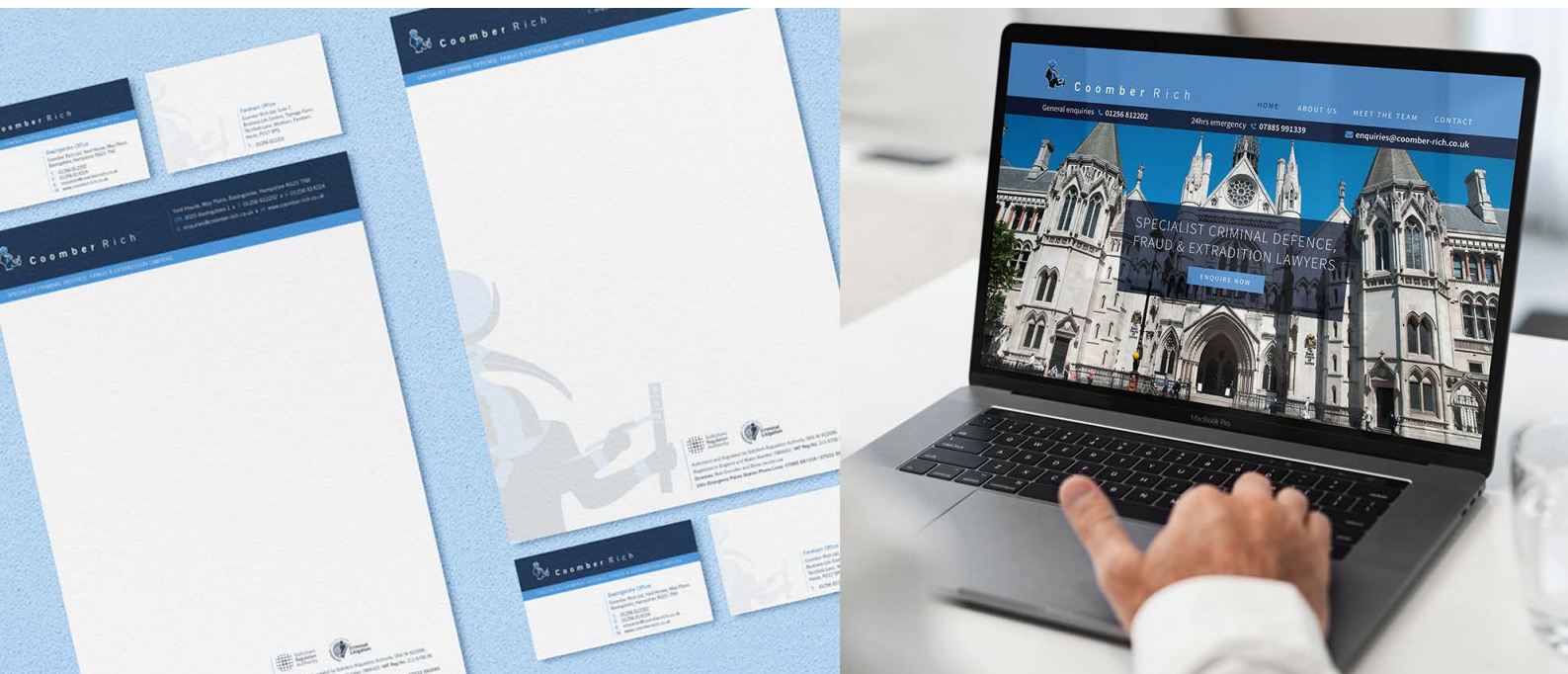
Coomber Rich was founded in 1996 by Jo Coomber, who built an excellent reputation in crime and extradition. Following the acquisition of the law firm, our client wanted to restructure and reposition the company for growth. With a new business strategy came the desire to stand out from the traditional and starchy competitor firms. Yet, still promoting the professionalism of a firm with extensive experience in dealing with very serious crime, fraud, and extradition.

A new brand identity was created around Egyptian mythology using Thoth, the god of the moon, literature, wisdom, and invention. A god known to be the master of knowledge and patron of scribes, always doing what was necessary to help others. This theme represented the essence of the new business.

### Client feedback

*Thank you for your valued support and guidance in creating our new identity and producing all the marketing tools we needed to launch such a specialist service. The Thoth logo, the website, the signage, and the stationery all work so well together. Compliance with the SRA was particularly appreciated!*

**Elena Jacobs – Director, Coomber Rich Solicitors**





## rhc creative strategy

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delivering effective solutions to marketing  
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