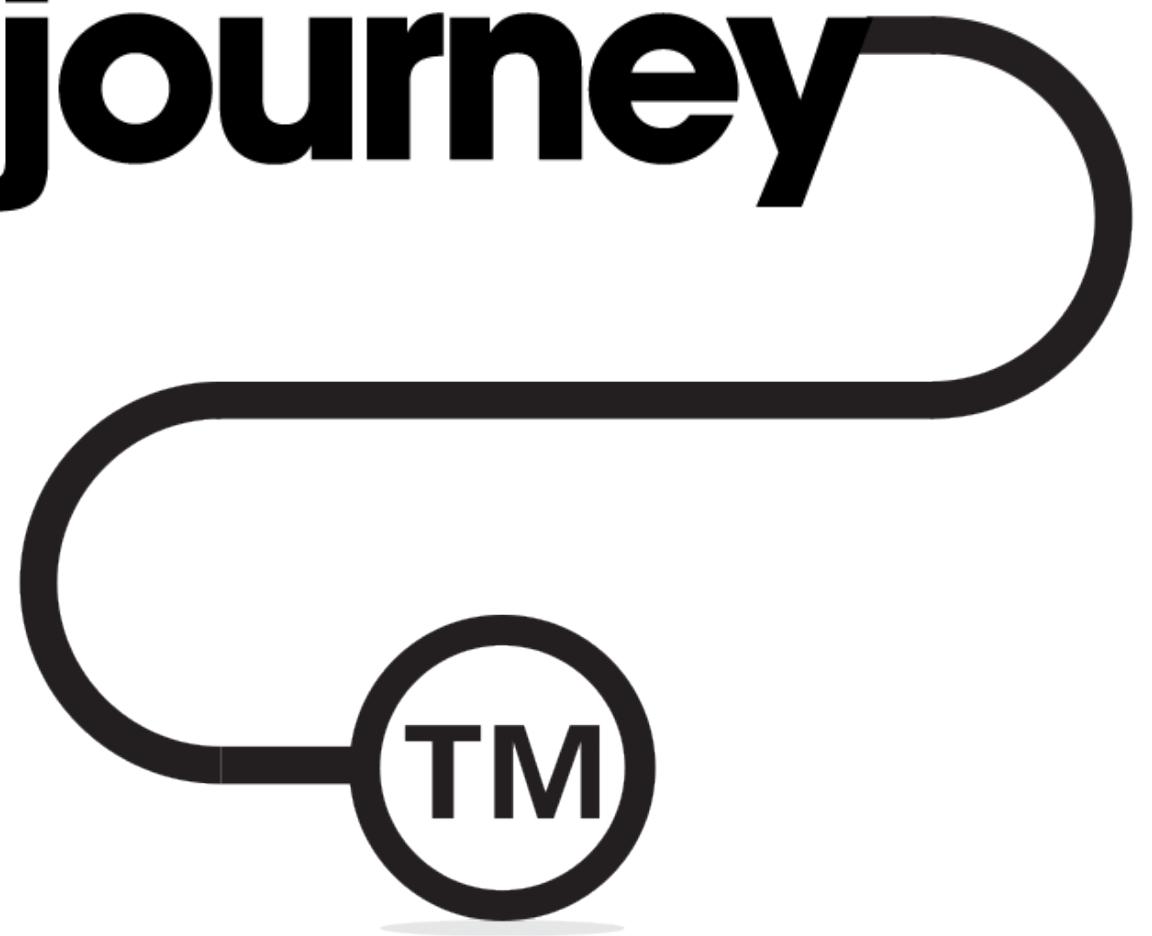


**building
your brand
journey**



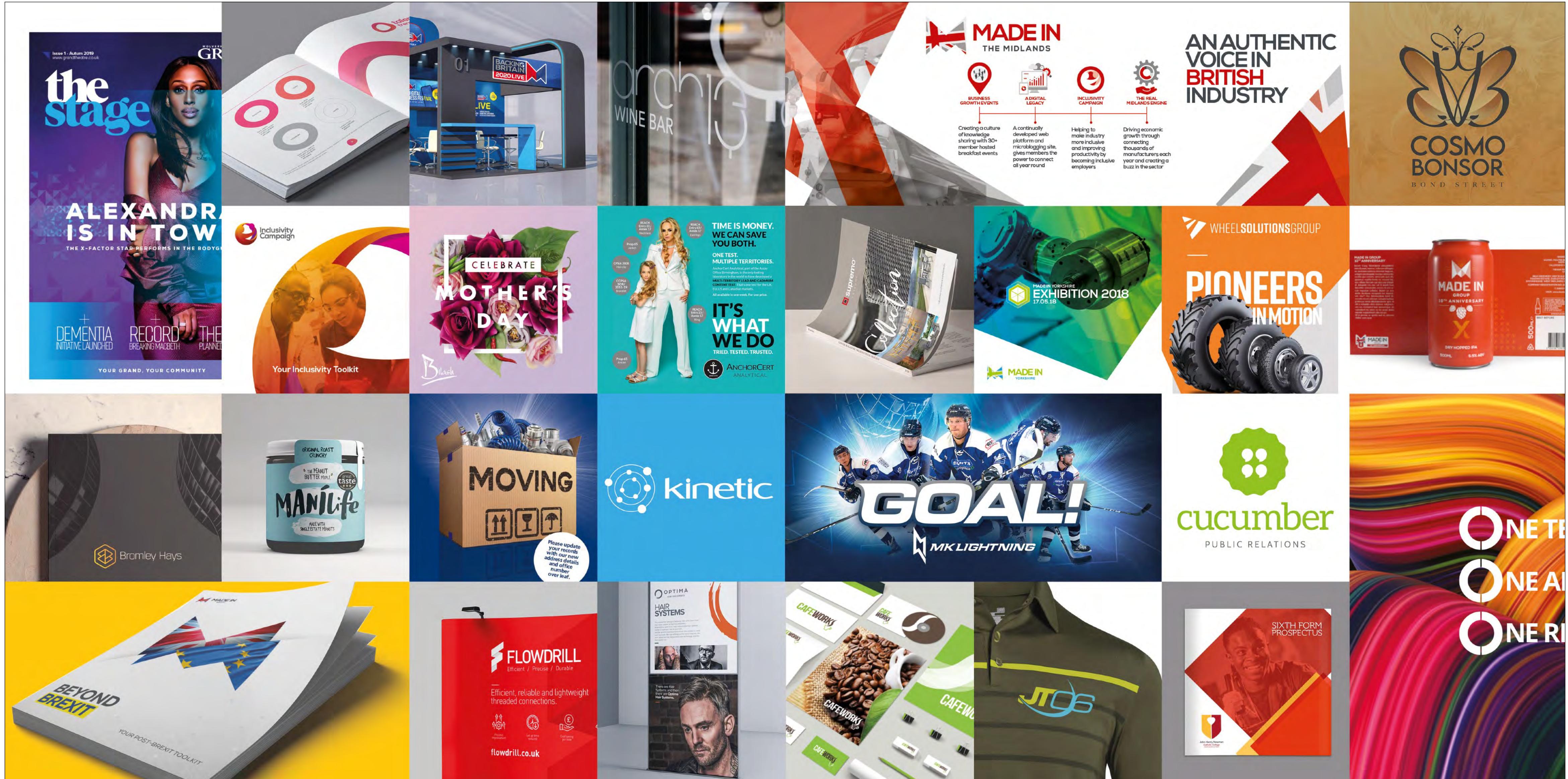
Who we are

1110 are strategic thinkers who design and develop visual communications to help businesses and organisations tell their brand story, stand out and ultimately be successful within their field.

We work across a wide range of sectors, including; business, education, local government, sport & leisure and retail.



Works



Background

value proposition

Our value proposition: hard work, desire, passion and above all, a strategic, creative and fun approach to building your brand journey.

eleven10creative was born out of a desire to offer clients a no nonsense approach to design / creative and branding work.

As you'd expect, we are super passionate about graphic design, branding and the creative work, but at the same time, we understand the commercial context for you, the client. Our work is of the highest quality, and we always deliver against the communication and marketing objective.

Led by creative director Steve Watson, with some 20+ years experience within the industry, we are a boutique agency with a drive that sets us apart from our competitors. Steve brings a wealth of experience, talent and the ability to deliver commercially sound projects against challenging deadlines and budgets.



capabilities

- Brand identity and brand development
- Brand Guidelines
- Creative campaigns
- Brochures, magazines, catalogues
- Expo design and delivery
- Digital
- Social content creation
- Presentations
- Art direction and photography
- Artwork
- Print management and handling

creds

Worked with high profile brands such as Nivea, Simple, Wolverhampton Wanderers and Sport England.

High level involvement launching Wienerberger brand in UK merger with Baggeridge Brick.

Worked closely with Grant Thornton on MAS & Business Growth Service - regionally and nationally.

Creation of successful pitch document with Deloitte and Radiant Law for London Stock Exchange contract worth upwards of £12m.

In 2016 eleven10 designed the branding for the successful Andy Street 'Mayoral' campaign, creating the identity and graphic communications for print and digital communications.

Appointed Creative Agency for Wolverhampton Grand Theatre in 2019.

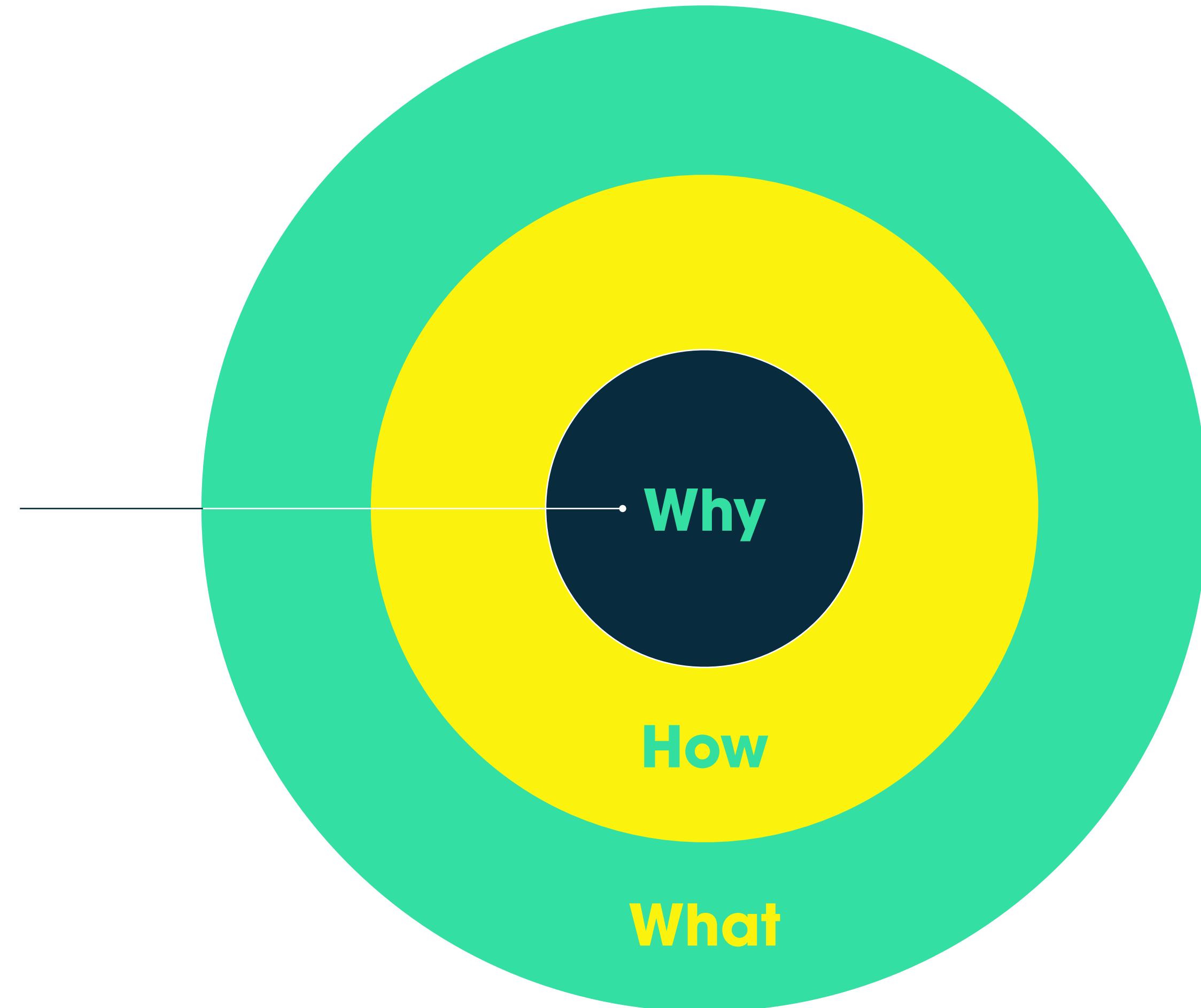
Recently, we have worked with Dudley MBC to brand and help launch their DCEP (Dudley Cultural Education Partnership) Campaign.

Appointed Creative Agency for Black Country Innovative Manufacturing Organisation (BCIMO) in 2020 - brand development and marketing support for the Innovation Centre and Very Light Rail Launch.

Strategy

We always start with the why.

Most companies know the **WHAT**. They can describe their products, their industry, and their competitors. Some companies also know **HOW** they do **WHAT** they do — their unique differentiators, their **value proposition**, and their **values**. But few companies know or articulate their **WHY** — their purpose, their cause or their belief. The **WHY** is their reason for being. And the **WHY** is why anyone should care. This will help us formulate the **value proposition** to help drive compelling targeted marketing comms.



Strategy

eleven10creative will ensure that you are ‘your best you’ by presenting your target groups with content design.

Our integrated approach of content and visuals will effectively drive audience behaviour and recall.



fame

feeling

fluency

To succeed, you need
to come easily to the
minds of your audience.
The most successful
brands are the
most salient.

To succeed you need to
make choosing you feel
better than choosing
anyone else.
You need to tap into
emotion.

To succeed you need to
be distinctive and
consistent across every
touchpoint to increase
the speed at which you
come to mind.



Adding PR as an integral cog.

A lot of agencies say they can offer a full-service, but the reality is most are often good at one element but not the other. This is why we work very closely with Cucumber PR - this gives you the best of both worlds.

Two different companies that are specialists in their respective fields, yet have more than 20 years' experience of working together on joint projects and accounts.

For you, the client, it will be a seamless relationship and equivalent to working with one organisation. However, it comes with the added bonus of two lots of creativity, two lots of different thinking, two lots of contacts and strategic partners.

Both agencies also have extensive experience of working in engineering, manufacturing and industry, understanding the terminology and the commercial importance of delivering value for money marketing and communications. Client names you may be familiar with : Aurigo (the autonomous pod manufacturer) / Brose (1st tier supplier of seat structures and window regulators to JLR, Nissan and Toyota / Barkley Plastics (injection mould specialists to the automotive sector) / Alucast (specialist in lightweighting for vehicles) / Protolabs (low volume and prototyping world leader).



Collaborative Results

Brose UK

Development of a new internal magazine for one of the UK's leading automotive suppliers, employing over 23,500 people globally and boasting annual sales of £6bn.

£6bn
Annual
Sales



In-Comm Training

Extension to the company's sales and marketing team, providing a press office function and full creative suite of services to support apprenticeship recruitment and the launch of the £3m Technical Academy. Our support, which includes web, social, event and PR, has led to a 40% increase in apprentice uptake and over £1m of media coverage.

40%
increase in
apprentice
take up



MCMT

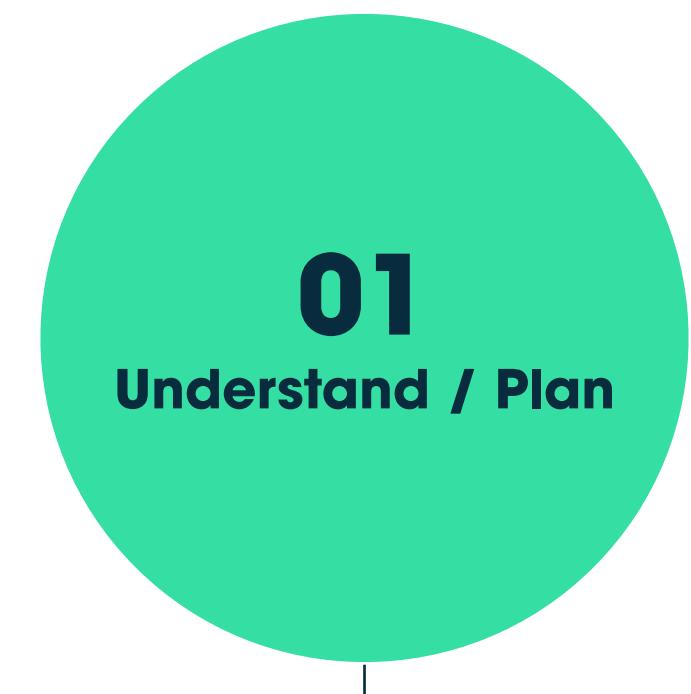
Start-up comms and marketing support for the £4m Marches Centre of Manufacturing & Technology. This has involved new corporate material, internal signage and messaging, not to mention a structured comms campaign that has resulted in three television appearances, two national newspaper articles and over 100 different trade pieces.

TV coverage
& national
newspaper
articles



Approach

The following 'five stage plan' of how we approach building and delivering a brand communications strategy. An integrated and consistent approach across Social, PR, Web and Sales Tools is key. To succeed you need to be distinctive across every touchpoint to increase the speed at which you come to mind.



- Identify objectives
- Targets / Pain points
- USPs
- Priority sectors



- Set the tone
- Create the messages
- Elevate the visual
- Design devices
- Plan brand architecture



- Content plan for social
- Plan social calendar
- Plan any paid social activity



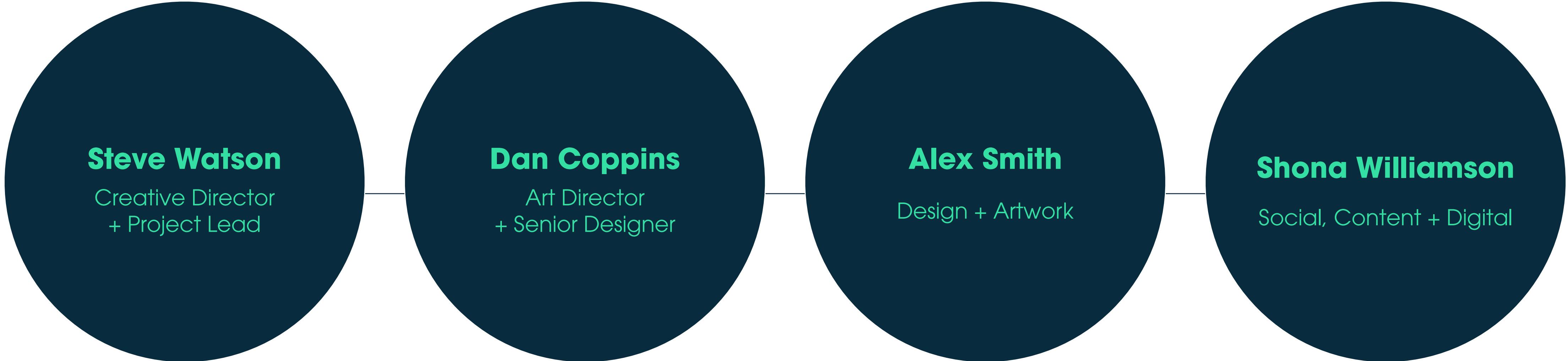
- Brochures / Case study sheets
- Sales presenters
- Infographics
- Social cards
- Blogs / LinkedIn articles
- ENews / Blogs
- Web
- Process videos
- Printed newsletters
- Email signatures



- Press releases
- Social calendar
- ENews
- PPC / social paid
- Review / report / amend



Your team



Steve Watson

Creative Director
+ Project Lead

Dan Coppins

Art Director
+ Senior Designer

Alex Smith

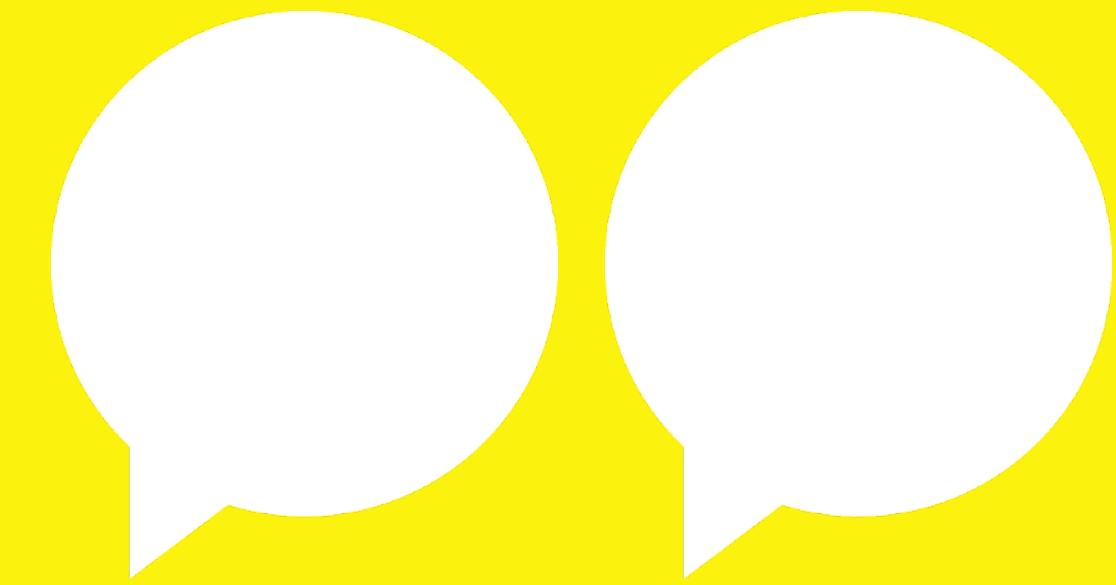
Design + Artwork

Shona Williamson

Social, Content + Digital



Matt Eccles, Global Marketing Director of TyTek Group.



Much of our proposition as a Group features complex information, so we have to convey it in a way that is visual, easy to understand and has entertainment value for the target audience.

We are consistently delighted when we receive work back from eleven10, that not only understands our brief, **but takes our thinking to another level.**

They are always responsive to our needs and have genuinely become an extension of our marketing team and the strategies that we create.

While this all sounds very nice, the real kicker is that their work allows us to deliver positive results that directly improves our bottom line.

I am happy to recommend eleven10, but not to our competitors!

Nicola Lyons, Marketing Director Grant Thornton / Business Growth Service.

Eleven10 were a key partner in developing the Business Growth Service (BGS) brand and taking it to market. They have such deep experience and expertise around what will resonate with the market. Importantly, they were able to translate that into simple but effective designs and messaging that highlighted industry needs and service benefits, and generated high quality leads.

Steve and his team are my favourite people to work with. They're always excited, always have ideas and are always willing to go the extra mile to make sure that you get an end product that hits the mark. **They're responsive, creative and genuinely interested in finding a solution** that both looks beautiful and has impact. I couldn't have launched and delivered the Business Growth Service successfully without their help and wholeheartedly recommend them.





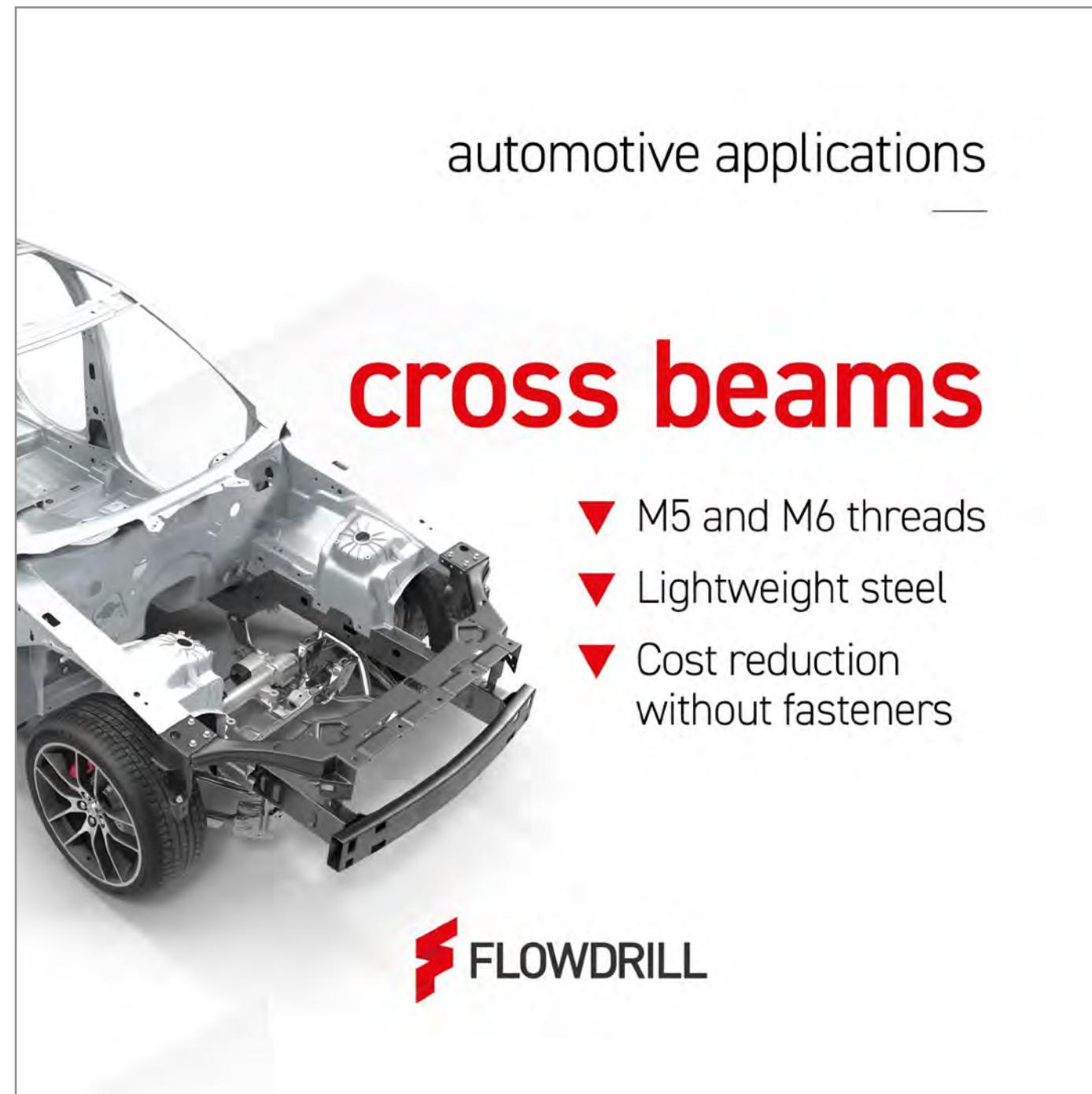
the work

Engineering company
brand development



the work

Targeted Social Branded Graphics





Bromley Hays

the work

Branding for
design and
building co.



Bromley Hays

the work

Branding for
design and
building co.



the work

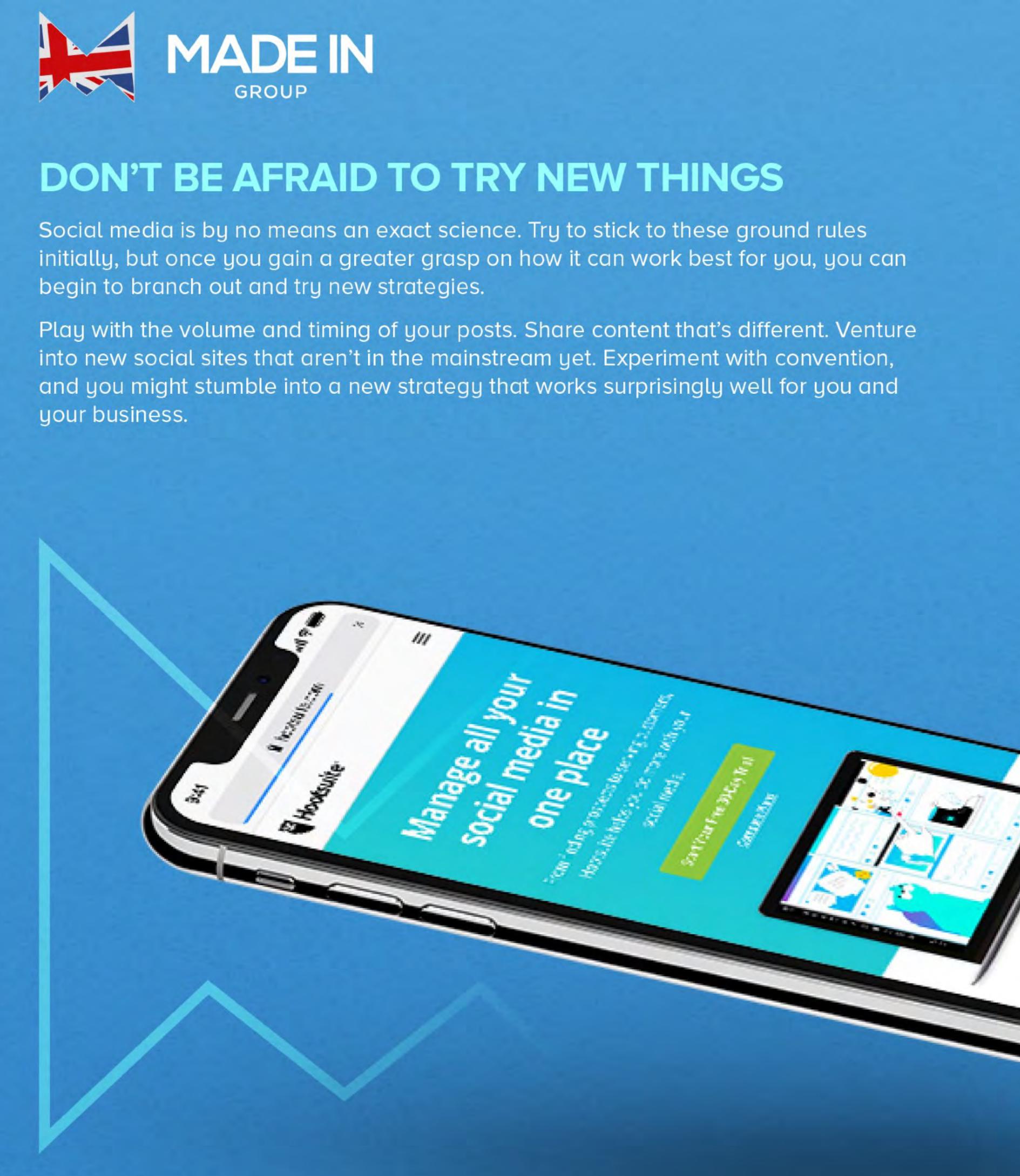
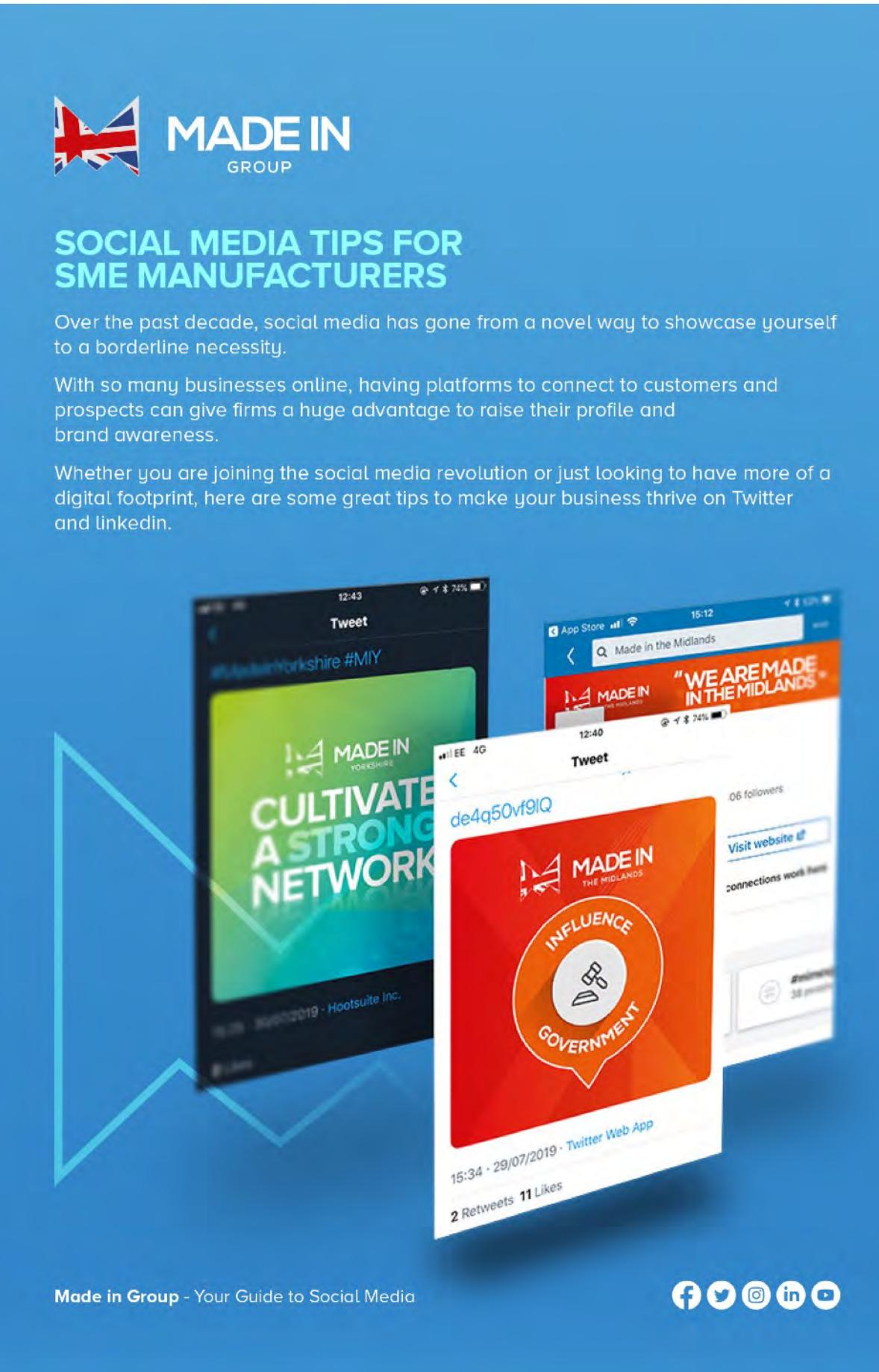
Exhibition design and marketing for manufacturing network



EXHIBITOR DELEGATE PACK









 MADE IN
THE MIDLANDS

FREEMIUM

SUBSCRIPTION



The diagram illustrates the 'FREEMIUM' subscription model. At the center is a circular icon with the 'M' logo and the word 'FREEMIUM' around it. Dotted lines connect this center to four surrounding circular icons:

- FOLLOW MEMBERS**: Shows a person icon.
- RECEIVE NEWS DIGEST**: Shows a document icon.
- ACCESS LIMITED DASHBOARD**: Shows a bar chart icon.
- UPGRADE TO FULL MEMBERSHIP ONLINE**: Shows a laptop icon.

Gain access to the UK's fastest growing Manufacturing Network for FREE

Play your part in uniting British Industry. Made in the Midlands works with some of the largest OEMs and tier-one suppliers and many of the Midlands and Yorkshire SME base. Why not take advantage of our Fantastic 'FREEMIUM' offer, access some of our key features and join the #MiMFAMILY today.

Visit madeinthemidlands.com for more details

 #MiMFAMILY

Issue 1 - Autumn 2019
www.grandtheatre.co.uk

the stage

ALEXANDRA IS IN TOWN
THE X-FACTOR STAR PERFORMS IN THE BODYGUARD

DEMENTIA INITIATIVE LAUNCHED

RECORD BREAKING MACBETH

THE HUB PLANNED FOR 2020

YOUR GRAND, YOUR COMMUNITY

WOLVERHAMPTON GRAND THEATRE

the work

Wolverhampton Grand Theatre Publication

spot light
WOLVERHAMPTON GRAND THEATRE

contents

06 Decades of Fun
One of the West Midlands' leading tourist attractions - Dudley Zoo and Castle have been proudly offering generations of families a great day out for many decades

17 Let's Talk Farce With John Cleese

23 Rob Beckett talks about his upcoming tour Wallop!

27 Francis Rossi He Talks Too Much!

29 The story of 9 to 5 From stage to screen

32 Tony Christie
Talks about his career and performing with The Nelson Riddle Orchestra

35 Everybody's Talking About Jamie
We chat to the producer Nica Burns

43 Tom Chambers talks Murder
A look forward to his upcoming role in DIAL M FOR MURDER

45 Derren Brown
Talks SHOWMAN

48 Friends of the Grand
30 years of benefits for theatregoers

50 Get the VIP Treatment
Booth packages that promise a luxury experience

56 There's no business like showbusiness!
Corporate Opportunities At The Grand Theatre

70 a threate for everyone

74 Making Magic
An interview with Adrian Jackson & Nathan Brine on the Magic of Pantomime

82 National Theatre Round-up
The Grand Theatre has partnered with the National Theatre to introduce wider audiences to drama

96 Getting Social
Launches, press nights, events - a look back at our latest season

98 At a Glance
Your quick view guide to our upcoming performance schedule

4 | Spotlight | Spring 2020

Venihic平t elessumquae nia elecus.
Sum resti berume parent, od qui repe
net voluptint, quo sum

Venihic平t elessumquae nia elecus.
Sum resti berume parent, od qui repe
net voluptint, quo sum

39 Peter Duncan
Talks to us about his role in MILLION DOLLAR QUARTET

40 Keeping the magic alive
Fundraising Surprise

61 Fab-u-lous!
We talk all things 'Strictly' with Craig Revel Horwood

Theatre Ambassadors encourage members of the local South Asian community to see the Grand as a place where all are welcome to enjoy a great night out

Spring 2020 | Spotlight | 5

the work

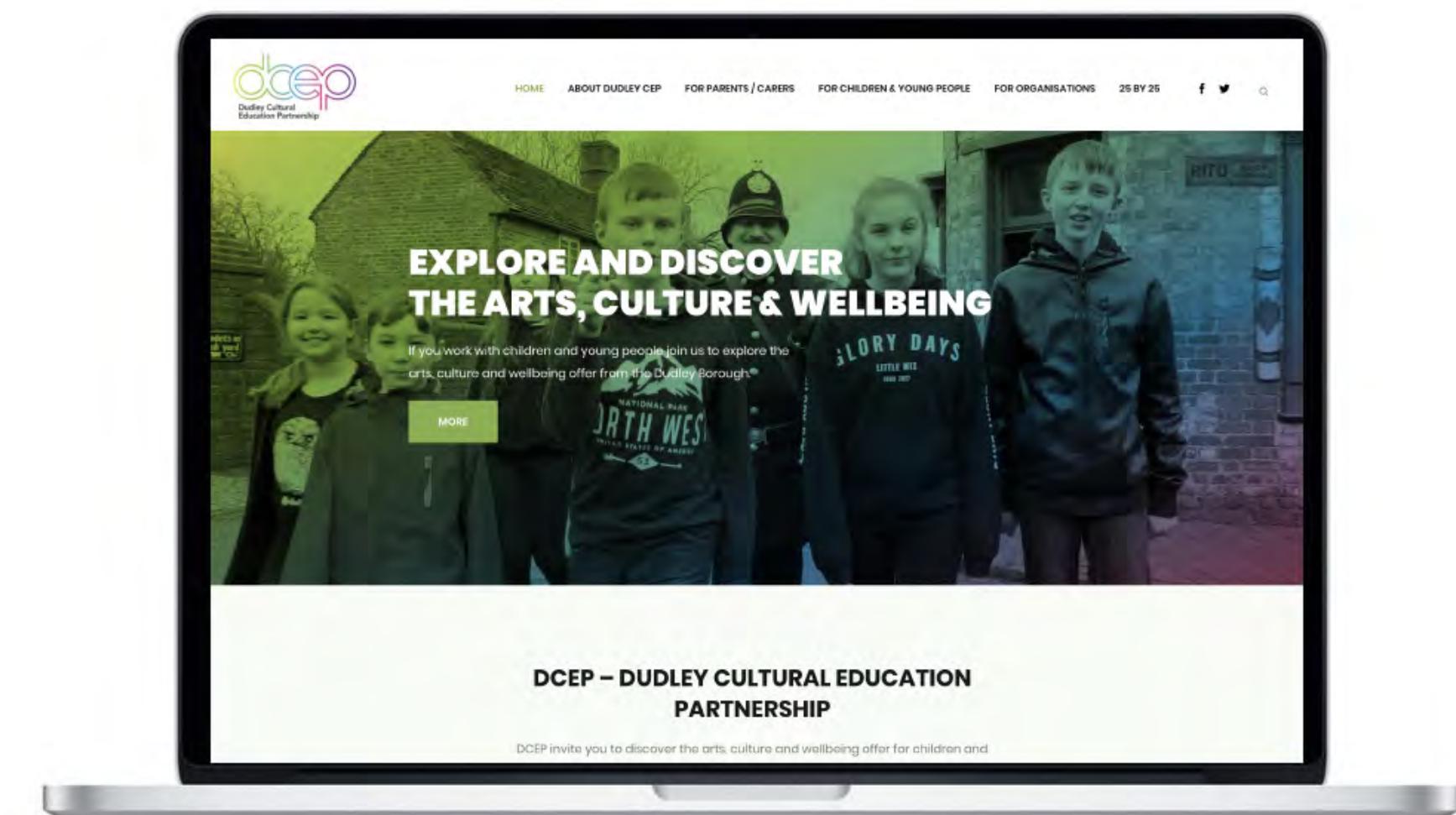
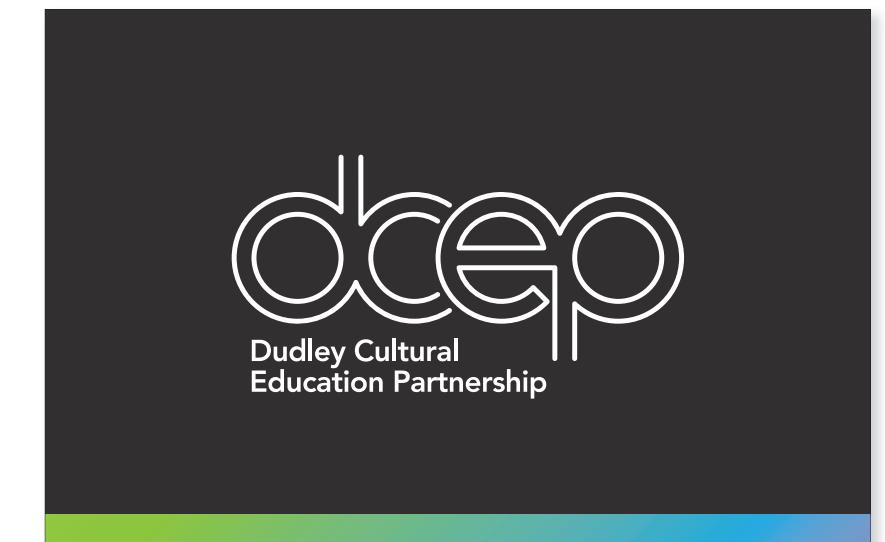
Off-road Barrier Systems co. brand dev

The image shows three brochures for Berry Systems, a company specializing in vehicle restraint systems, cladding, and structural refurbishment. The brochures are arranged diagonally against a white background.

- Brochure 1: Off-Highway Safety Barrier**
 - Why choose Berry Systems**
 - We offer our customers a full turnkey solution for vehicle restraint systems, cladding, facades, structural refurbishment, car park construction, modular car parks and street furniture. The services we offer compliment the high quality products that we design, manufacture, supply and install worldwide. We combine the two to deliver a total solution to meet the needs of your project.
 - Manufacture**
We can manufacture our products bespoke to accommodate architects aspirations without compromising on safety. Our products are tested in accordance with current standards. Production methods originate from our wealth of knowledge in steel and car park products to produce items of the highest quality.
 - Account Management**
From initial concept right through to completion, we will support you.
 - Maintenance**
Maintenance and inspection of multi-storey car parks are carried out in accordance with the (StructE).
 - Logistics**
We will work with you to plan and schedule deliveries to meet the demands of your project.
 - Design**
All of our design work is inhouse utilising the latest design software. Aspirational briefs are all that we require to create a bespoke design and put your aspirations into a reality.
 - Surveying**
We offer a full surveying service for both supply only and supply and fit projects. A consultancy service is available for all services and products offered from Berry Systems.
 - Samples**
We can provide visual 3D renders and physical samples for your project.
- Brochure 2: Vehicle Restraint Systems**
 - Creating world class car park environments.**
 - VEHICLE RESTRAINT SYSTEMS / CLADDING & FACADES
STRUCTURAL REFURBISHMENT / CAR PARK CONSTRUCTION / STREET FURNITURE
 -
- Brochure 3: Off-Highway Safety Barrier**
 -

the work

Local council arts project campaign, brand dev and web



the work Bar and kitchen brand



**COSMO
BONSOR**

BOND STREET



**COSMO
BONSOR**

BOND STREET

the work Bar and kitchen brand



the work

Packaging for high street peanut butter brand, seen nationally in Sainsbury's, Ocado and Harrods



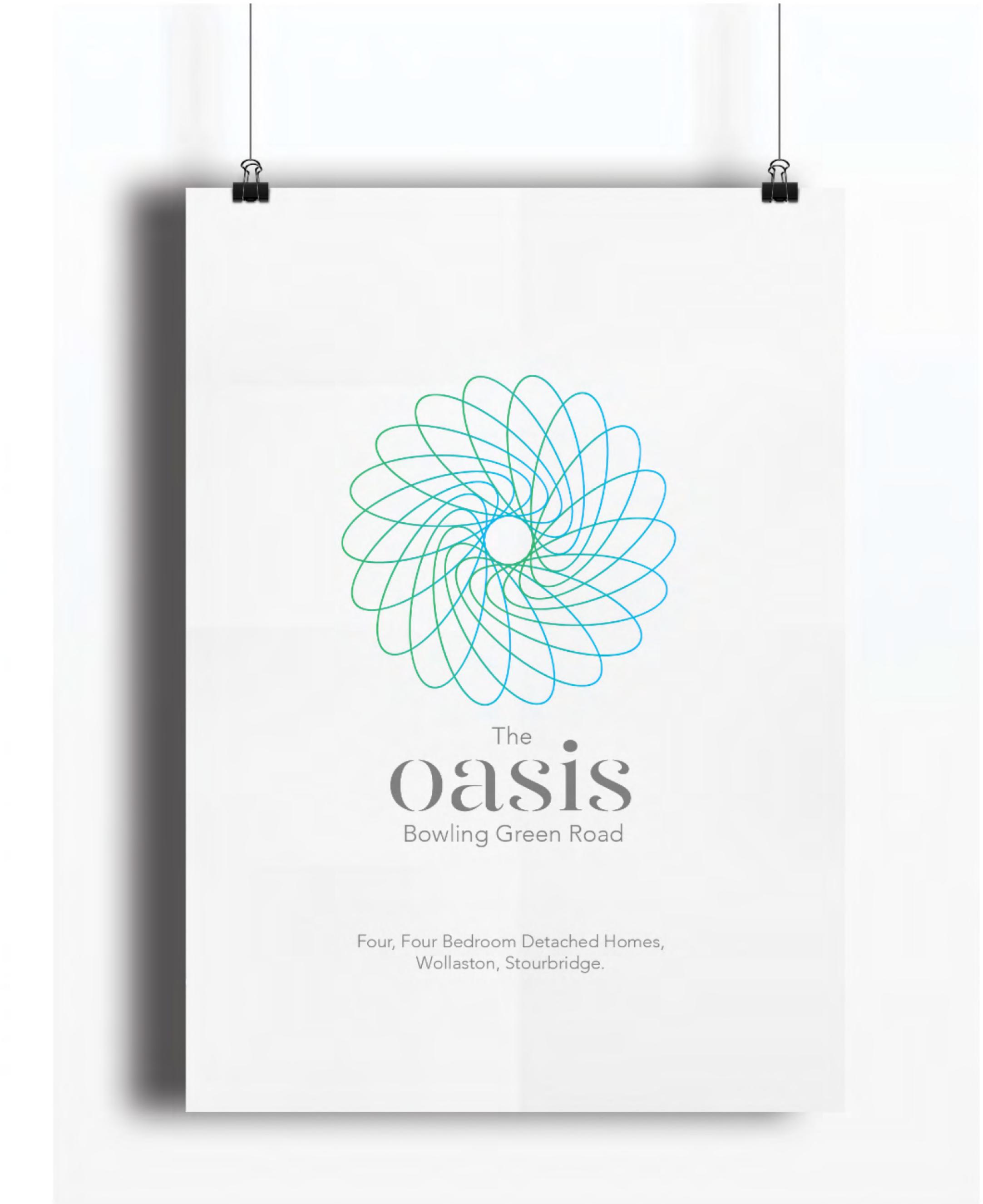
the work

Packaging for high street peanut butter brand, seen nationally in Sainsbury's, Ocado and Harrods



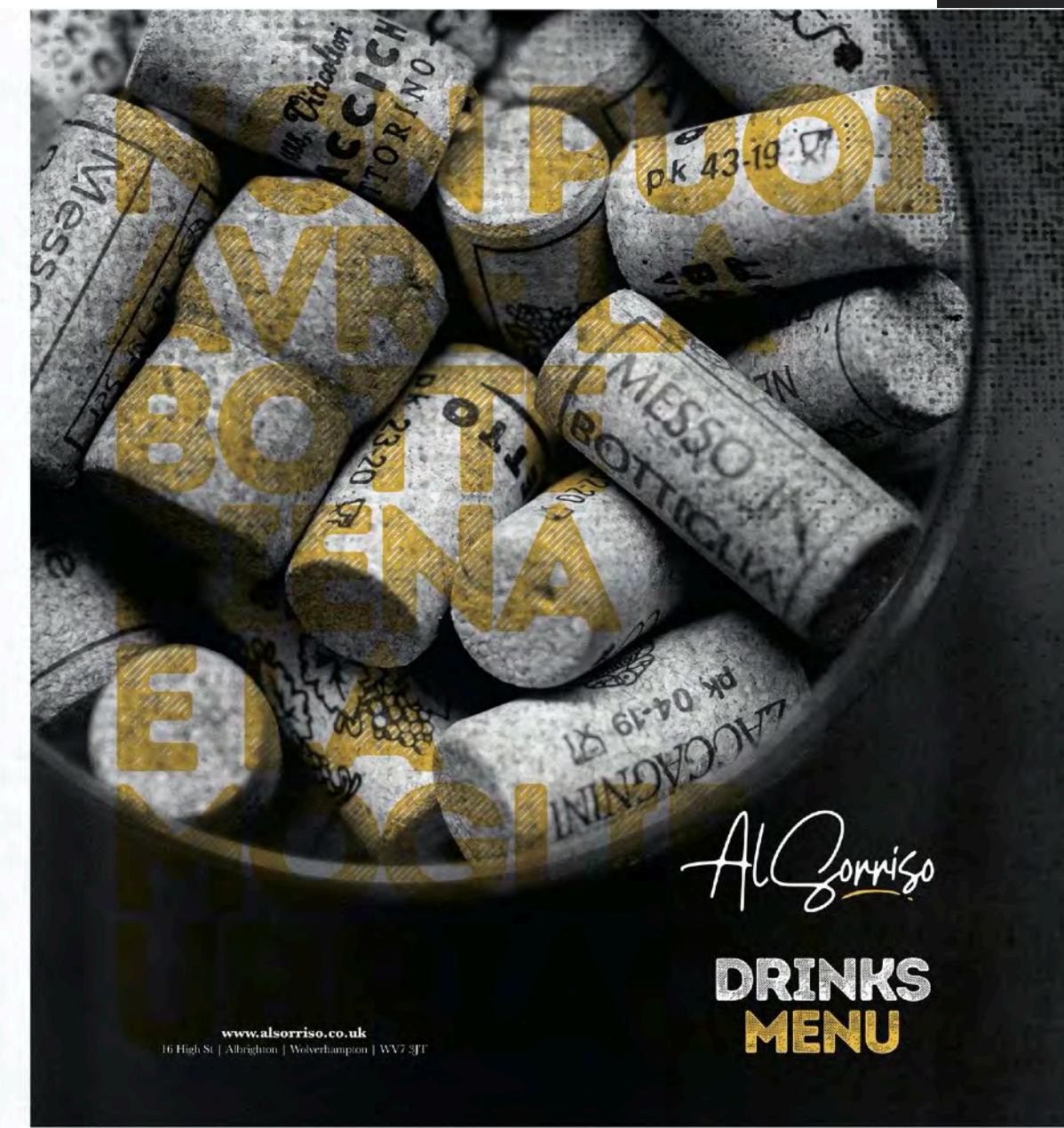
the work

Regional Estate Agent Brand Comms



Al Gorrigo







Al Sorriso

www.alsorriso.co.uk
16 High St | Albrighton | Wolverhampton | WV7 3JT

the work

Florist Delivery Service



NELLY KELLY
THE BIRMINGHAM FLORIST CO

the work



the work

Cheese Mongers





eleven10creative ltd.

Studio 21 & 22, The Redhouse Cone
High Street, Stourbridge
West Midlands DY8 4AZ

t. 01384 505656
e. post@eleven10creative.co.uk
w. eleven10creative.co.uk

Registered in England No.09298752

