

credentials

Established since 2002, Urban River are an award winning full service creative design agency based in the North East of England. Our services include branding, advertising, literature and exhibition design, website design and build, ecommerce and e-marketing and the design and build of interactive DVDs and CDs.

Our team comprises a mix of experienced and strategic thinking business people, creative designers and technical staff. We pride ourselves on providing a fully managed in-house provision.

At Urban River, 'what you see is what you get' and our focused down to earth approach is simple, 'Listen, Create and Implement work which makes an impact.' From a simple makeover through to a full promotional strategy, we aim to put you ahead of your competition and provide you with the best possible return on investment.

We listen, we understand what makes business tick and enjoy what we do. We're happy to work anywhere and our combined 50 years plus experience equips us with an approach which works.

it's not what people think of you,
it's what you'd like them to think.

Eulda (the Europewide Logo Design Award) that rewards the best logos and trademarks designed in Europe. The winners are selected by an international three-tier jury consisting of 10 top design professionals, 10 marketing managers from major international clients.



B randing

Branding and presenting the right image is essential. Your brand represents your organisation, its personality and attitude. It does more than look good, your brand talks to your market and conveys what you are about and what services or products you provide.

Whether newborn, midlife crisis or old age, all brands need a hug some time and we can help you to create the right brand image for your business.

All of our work, whether print based or interactive, stems from creating the right brand.

From a simple logo design, through to a full blown re-brand, our job is to make the process as simple as possible. Over the past 5 years we have created in excess 100 brands, some of which have gone onto win European honours.

Our work ranges from public sector branding through to a cross section of private sector clients and has included new product launches, retail merchandising and professional services.

Brand development

Rebranding

Corporate identity

Print

Design for print is exactly what we do. From a simple poster through to a full campaign involving large print quantities, we work across all forms and media providing brochures, point of sale and corporate literature through to advertising and direct mail.

We want to make your life a little easier and stop you fading into the background by providing creative ideas, photography, copywriting and print management all wrapped up in a package which works.

Brochures

Packaging

Advertising

Annual reports

Exhibitions

Stationery

Direct mail

Point of sale

Prospectus

Promotional giveaways

www

eb

From a simple brochure website through to a fully functional all singing all dancing interactive DVD, our approach to any digital design is to listen, create, design and build a solution which not only looks good, but provides the functionality you need.

We create award winning accessible websites and interactive digital work. Our digital media projects range from complex functional websites through to interactive DVD based training materials.

An attractive website is useless if no one knows you exist and we can provide a full e-marketing service, search engine optimisation packages, analysis of web site traffic and our full content management system (CMS) allows you to make changes to your website without relying upon the Urban River team.

Our approach to web and digital design is simple, listen to your requirements, map out and agree a clear approach and agree upon a suitable web design before any build and programming starts.

Websites

E-commerce

E-marketing

Web analytics

Online advertising

E-newsletters

Interactive media

Animation

DVD/CD showreels

It's not just about producing work which looks good visually, but ensuring it's implemented in a way which generates the greatest return on investment.

Straight talkers, our single aim is to improve your business.

We listen, we understand what makes business tick and enjoy what we do.

The Urban River approach is to spend time to understand your business before we start work. In short we need to know as much about your business as you do.

Over the years we have developed a structured approach which not only puts the individual project into perspective, but also focuses upon the wider organisation.

Stage 1

At the initial meeting we spend time understanding a potential clients business whilst explaining our overall philosophy and approach.

Stage 2

The follow up meeting takes the form of a 'Route Map Session' where we invite key staff of the client to an interactive half day. The intention behind this is to focus upon your needs and aspirations.

Stage 3

These outcomes are then integrated into a strategic plan.

Stage 4

We subsequently produce a range of creative concepts taking into account the outcomes from the Route Map. Where appropriate this includes the production of brands, visuals and web pages. These ideas are then presented to back.

Stage 5

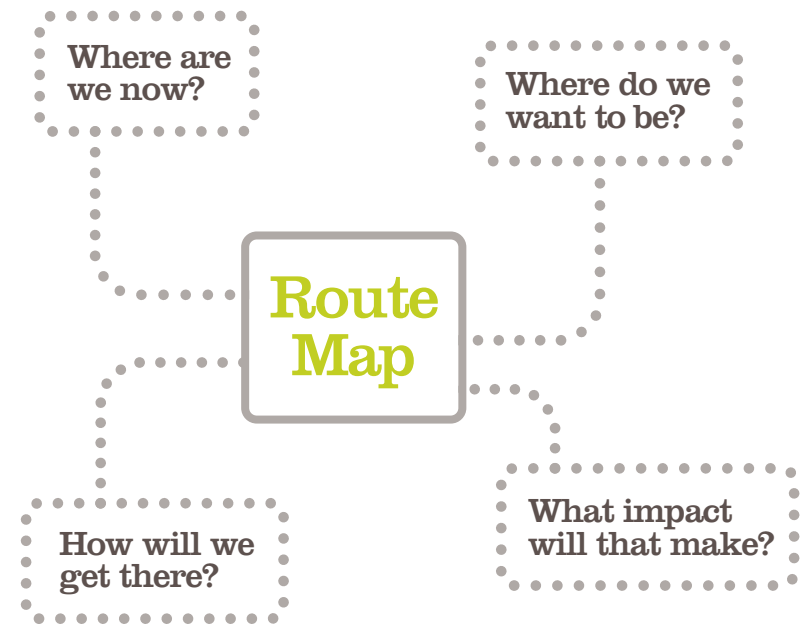
A critical path will then be agreed between the client and Urban River to highlight timescales, milestones and outputs. This document is used as a project management tool for both the company & client and processed through our interactive web based project management software.

Stage 6

The process of design is an extremely interactive one and to that effect, we maintain constant contact with clients throughout the entire process taking into account your thoughts and ideas together with our own.

Stage 7

Upon the completion of the project, we strive to implement the outputs in the most effective way whilst ensuring client focus is maintained throughout.



In essence we never lose focus of our client requirements.

Creative time

This focuses upon further developing the client brief and takes into account the specific deliverables. Research is then undertaken and creative ideas storyboarded for client review. This process will include content, imagery and copy-lines where appropriate.

Following review, the process continues to ensure we produce appropriate ideas which meet the brief, work across the finished materials and exceed client expectations.

Layout and artwork time

Following the production and sign off of the creative concepts, this time focuses upon the specific layout of each deliverable. Whilst the creative storyboard highlights the form and an indication of the finished product it doesn't pay specific attention to accurate sizing and art working for print.

This process ensures that clients are clear what the final deliverables will look like in relation to colour, design, copy and imagery.

Fair, Honest and Straightforward Pricing of Products

We will always work with our printers to ensure we are getting the best possible price, if we feel this is not the case, we will contact other printers to compare prices. Should we receive a cheaper quote we will work with our existing printers to try and match the quote to ensure we still achieve the quality we desire on all materials we produce.

Our design costs are based on our hourly rate, the quote we give at the beginning of the project will be adhered to unless the specification of the project changes.

A Commitment to Using Paper from Sustainable / Recycled Sources and Using Environmentally Friendly Inks and Finishes

Having an excellent relationship with our printers they always give us the option of using a varied number of different papers and finishes, and will work with our clients to choose the correct resources for each project.

The Ability to Deliver Routinely to Short Timescales

At Urban River we have clients who work to specific schedules to ensure all materials needed for specific campaigns are produced and delivered on time.

Our designers work is scheduled in every Monday for the following week to ensure consistency and deadlines are met. All work which is pre-booked is given a deadline date a day before our clients need this and work is sent over in advance for proof reading, amends and sign off, giving us additional time for changes if needed.



let's talk...
0191 423 5688

Our approach to project management is aimed at making things simple.

Our MD Carl Buckley ultimately oversees projects from a strategic level taking into account all aspects of non specific design such as project delivery, timescales, quality issues and ensuring a detailed understanding of the project and its objectives is developed.

Carl has 20 years consultancy experience and has implemented and managed a multitude of large and complex projects.

Dedicated staff are assigned to each project to ensure a greater understanding and consistency across the project, although day to day management is undertaken by either our Head of Design or Digital Development Director.

Chris Broadhead, our Head of Design who is also a director and shareholder of the company is ultimately responsible for all creative direction and plays a leading role in developing an understanding of the project requirements and creating the deliverables to ensure consistency across the project and the appropriate outcomes are achieved.

Digital Development Director Paul Slater takes ultimate responsibility for all technical and visual aspects of digital projects, including the pre-planning, user testing and post project trouble shooting.

This structure provides a clear consistent approach with named contacts who will then manage the internal resource as necessary. It also ensures that all issues are discussed and reviewed at the outset thereby minimising the overall level of risk.

We have invested in an extensive web based project management software tool which provides effective communication between the agency and clients, with the ability for everyone to set task lists, project timeframes, uploading of content and imagery/mock ups and make comments at will. The system ensures clients are totally aware of progress in real time throughout the entire duration of the project.

With the majority of clients we operate a multi level communication approach; namely through telephone, email and regular client update face to face meetings.

As a Company, we actively encourage the agreement of project costs/timescales and unless clients make significant alterations, adhere to them.

We adopt an extremely lean process of problem solving whereby the MD is made aware of all issues of a material nature. Where these can not be readily resolved by specific staff, he will arrange to meet with the client to discuss the most appropriate way forward. As a service/customer driven business, we are acutely aware of the need to quickly resolve problems and ensure this happens in all cases.

As a company that has achieved Investors in People, we have developed a robust but flexible approach to both the management of projects and effective client liaison.

We set quality objectives, which are measurable and consistent with company and client development. These include the following key actions:

Providing added value for the customer

Identifying and promoting best practice

Personnel development and training

Use of key performance indicators and targets as measure of performance

Carry out regular project management reviews to ensure the project is running to time and to budget

As a Company, we actively encourage the agreement of project costs and unless clients make significant alterations, we adhere to them.



“A thoroughly professional company who are developing a cost effective and attractive range of design programmes for the F.E sector.”

“The team at Urban River have been positive, helpful, creative and responsive. They have delivered new approaches and new thinking to help us take our business forward.”

“What I like most about Urban River is not just their ability to come up with great ideas and quality design concepts, but the way that they work with you rather than for you. It's a real skill to be creative but even more so to capture another person's vision.”

“Through the use of various forms of digital media, Urban River has made a real difference to our bottom line and we have developed a 'win win' business partnership.”

“The staff at Urban River really understand and respond to client needs. They are excellent at listening to what you want and then responding to that in an original way. They have never let us down with anything they have done for us.”

“We found Urban River to be a very responsive and dynamic team. They provided us with a full design to completion service on a new product for our company. The response from direct marketing via leaflet and cd has been dramatic and we certainly intend to use them again.”

“Excellent when it comes to new ideas and alternative concepts in order to target the audience we are aiming at.”

“Urban River is a young and dynamic organisation who always have the ability to turn around design briefs in what seems to be impossible deadlines.”

“Their support in the brand creation and on the development of a new school website has been superb and their commitment cannot be faltered”

“The team at Urban River meets and exceeds our brief and expectations on every project we submit. The work is not only creative and stylish but the teams attention to detail and dedication to quality is second to none.”

Client

Multi-national designer and distributor of high quality wall coverings

Sector

Home Decor

Brief

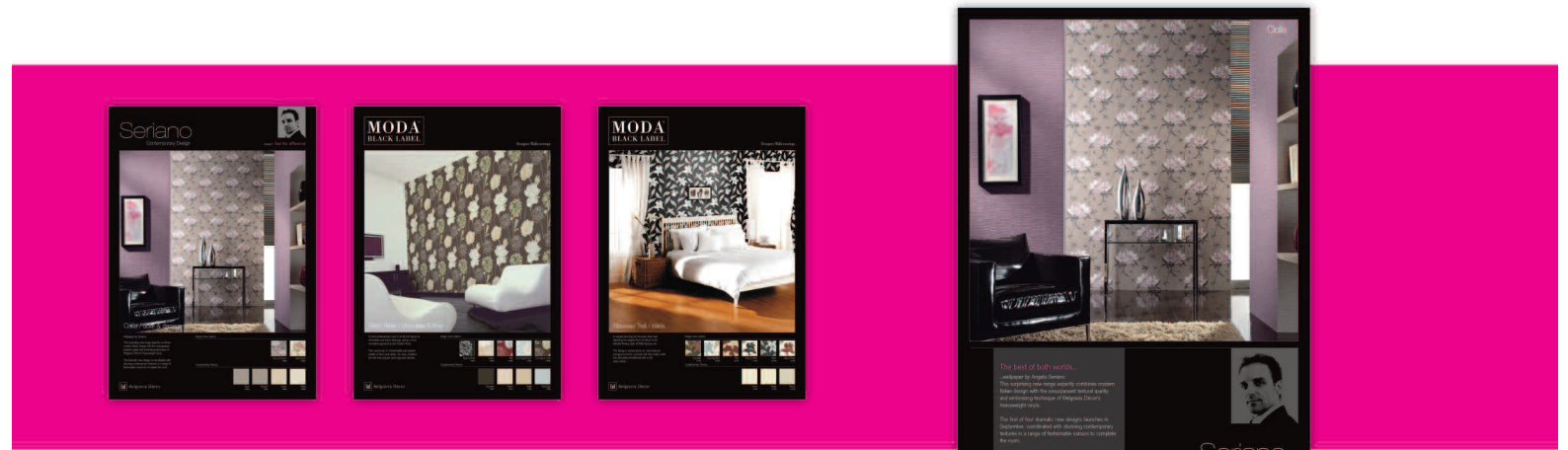
Having teamed up with an Italian manufacturer to create stunning, trend-setting wallpapers for the modern market, Belgravia sought to create a brand and associated point of sale materials in support of a new product range to be sold into leading DIY home centres.

The identity needed to target a specific sector and portray a modern feel with an element of tradition and experience.

Solution

Seriano was conceived as a fresh and contemporary brand with a designer feel. Through the creation of an imaginary designer, we created a tailored and bespoke feel to the range with an aspirational edge. The new branding has evolved across all forms of promotional media, including point of sale, online and product packaging.

IMPACT: The brand has caused a real stir, sales are on the increase and the products are now available on the high street. A successful launch has created National media coverage.



Seriano
feel the difference



Client

An international giant in the design, manufacture, distribution and retail of health & safety and medical equipment on a Worldwide basis, Draeger is well known for its breathing apparatus and gas detection equipment.

Sector

Health and Safety systems

Brief

Having worked with Draeger for a number of years we have a series of rolling briefs to interpret complicated corporate guidelines across a range of creative printed, advertising, exhibition and digital formats.

Solution

Our work includes regular brochures, leaflets, direct mail, adverts, pricelists and digital projects to support product launches and a number of sales functions across English speaking markets on a Worldwide basis.

IMPACT: Six years on, we continue to support Draeger as the only UK based agency enabling them to increase market share year on year.



Client

Datawright Computer Services builds and distributes Enterprise Resource Planning (ERP) computer software to companies in the public and private sectors around the World.

Sector

Computer software

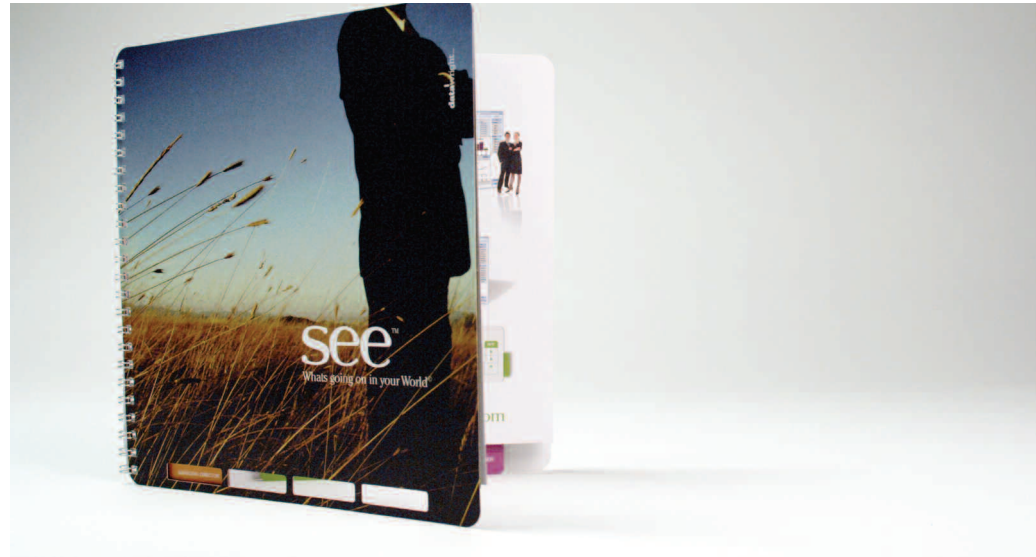
Brief

To create a fresh, contemporary and professional brand and associated marketing materials to accompany the launch of a new software product.

Solution

Building upon the visual overview the software provides, we created The 'See' brand with the intention of presenting the software features and benefits in a visual and non software way. We wanted to create a brand and supporting materials which communicated the business benefits in an easy to digest format.

IMPACT: Within two days of the campaign start, Datawright secured a substantial new contract, an instant 2500% return on investment!



seeTM
Whats going on in your World[®]



Client

A leading UK Based company serving clients throughout the UK and Europe, Pearson Home Moving provides high quality removal, transportation and storage services to domestic and commercial markets.

Sector

Residential and commercial removals, transportation and storage

Brief

To coincide with an MBO the brief to rebrand the 90 year old company was issued to include new livery, website, corporate literature and integrated marketing strategy. The new brand needed to reposition the company in a sector typically seen as dowdy and unprofessional.

Solution

A fresh yet simple brand, including a new logo and set of visual representations with a lifestyle inflection was created. The brand extended throughout the company's livery, website, advertising and direct mail materials with bespoke photography, copy writing and a supporting PR campaign completing the project.

IMPACT: Extensive publicity, increased sales and a National award for Livery of the Year, the rebrand has set Pearson Home Moving apart.



The judges will be looking for a stylish livery that promotes both the company and presents a good image of today's industry to the public. They will want to see a clear, modern, uncluttered and stylish livery.

Client

A large multi disciplinary college of Further and Higher Education.

Sector

Education

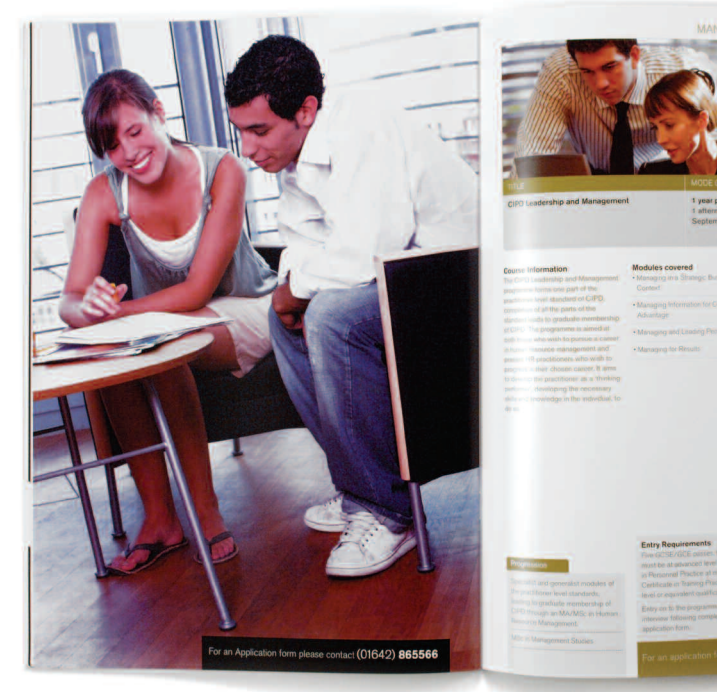
Brief

Support the College across all forms of promotional marketing including brand development, advertising, design and production of literature and student recruitment campaigns across a varied audience.

Solution

Following extensive research across various user groups, a decision was taken to rebrand. 'SRC' was evolved with the strapline 'your SRC', which has really created ownership amongst the students. The creation of an oversized brand and interesting photography focusing on the students further enhanced the ownership idea. Outdoor advertising, publicity material and an extensive array of printed literature has further projected the brand.

IMPACT: Ensuring increased intakes and retained student numbers are achieved in the light of increased competition.



lets talk.

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