

# HOW NOT TO RUIN YOUR COMMUNICATION

to the attention of the communication professionals



# DISCOVERY OF SOME SUCCESS STORIES



# 01

GRAPHIC DESIGN & DIGITAL PUBLISHING

## Stay connected.



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- main menu
- direct selection per category
- zoomable maps
- Brussels interactive map
- a venue's customized sheet
- text search engine
- visit.brussels' kiosk
- the app homepage on a tablet



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visit.brussels, the tourism and convention bureau of the City of Brussels, wishes to create a digital version from their usual annual printed brochure, "Let's Meet in Brussels".

How? to create a digital publication at everyone's free disposal in both the App Store and Google Play, full of features such as videos, fullscreen slideshows, text search engine, customized company sheet, interactive maps, content sharing, direct selection by category, etc.

In a world where technology is developing faster than ever, the users can now enjoy a rich experience, dynamic and pleasant, and ensure full availability of information wherever they are.



01

# 02

CORPORATE IDENTITY & COMMUNICATION

## Turn vision into action.



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Redefining corporate business strategy does not go without building a strong corporate identity. SEE Telecom, a major Belgian company in the field of radiofrequency communication technologies, wants to write history by claiming its positioning statement in three words : "Connecting to life".

How ? to create a corporate visual concept, to create an integrated branding, to develop a brand book, to implement the new visual identity in several communication media.

Through communicating a clear message, consistent and original, SEE Telecom can now count on a strong visual identity which guarantees an accurate perception on the part of its partners as well as its future leadership from competitors.



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- 01 graphic design for a trade fair stand
- 02 desktop application template
- 03 corporate folder layout design
- 04 main corporate visual concept
- >> brand guidelines

# 02

et conversion des couleurs

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TABLEAU DES CONVERSION DES COULEURS			
quadrichromie C - M - J - N	RVB R - V - B	hexa #	
0 - 0 - 0 - 0	255 - 255 - 255	FFFFFF	
100 - 40 - 0 - 0	0 - 69 - 118	004576	
45 - 20 - 100 - 5	156 - 166 - 14	9CA6DE	
10 - 65 - 100 - 0	216 - 105 - 23	D86917	
75 - 30 - 34 - 12	58 - 130 - 145	3A8291	



# 03

WEB DESIGN & INSTORE ACTION

## Let's experiment.



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- 01 web contest homepage
- 02 web contest entry form
- 03 web galleries
- 04 merchandising material
- >> instore promotional bottle necktag



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San Pedro, the Chilean winemaker, wants to promote the world famous brand "Gato Negro" by stimulating its brand awareness in Belgium. The Gato Negro iconic black cat becomes the leading concept of the strategy.

How? a web contest is launched with the help of an instore promotional campaign communicated by necktags on bottles. "Party on the roof" is the motto. The winners are welcome on a party on a roof for an unforgettable evening with a superb view of the city.

Before, during and after, the receptivity of the public is increased by creating a multi-sensory experience that awakens his interest in the brand.



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# 04

CORPORATE & PRODUCT COMMUNICATION,  
ONTRADE & OFFTRADE ACTION, WEB DESIGN

## You can not not communicate.



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- 01 brand book binder
- 02 promotional minisuitcase
- 03 web contest
- 04 end of year promotional booklet
- 05 'flight ticket' greetings card
- >> corporate brochure

Pernod Ricard Belgium is looking to cement its position at the top of the wines and spirits sector by developing a strong, consistent image – both internally and externally, and by reinforcing the brand awareness of its portfolio.

How? By creating and developing communication materials inspired by the brand's universe, finding new opportunities to enhance the brand's visibility and power, while remaining true to its image.

Rich ideas are an endless source of inspiration as long as they reflect the brand positioning. The success of communication is guaranteed by the right blend of creativity and rigour.



04



# 05

BRAND IDENTITY & PACKAGING DESIGN

## Form is content that rises to the surface.

Dynaphar (Association of Independent Pharmacists) is looking to provide consultant pharmacists with a range of competitive communication materials to help them boost their image.

How ? By designing and developing the packaging for a set of pharmaceutical products for its members, and by producing a visual style guide to achieve consistency across all future communication materials.

This style guide will enhance Dynaphar's credibility and revitalise both its staff and its image across the pharmaceutical sector and among consumers in general.



05



01



01 brand guidelines book  
>> packaging

Detail is important,  
but don't neglect  
the basics.  
And vice versa.

Electrolux is seeking to capture public attention through meticulously designed, clear and relevant brochures that reflect the brand's look and feel... to a tight schedule.

How? By selecting the most suitable images from the brand's multi-media library and re-drafting the copy to deliver a high-impact result. Analysing each image and carefully weighing each word... the Haute Couture of publishing.

The global household appliance giant is particularly attentive to the design of both its products and its brochures. Through close cooperation with the Marketing Division, this material was produced in record time.





# First identify the problem, then find the solution.

The Caisse de Prévoyance des Pharmaciens (CPP) has a somewhat confused image and is therefore looking to simplify and clarify this image.

How? By assessing its identity and deploying a brand strategy to develop a consistent identity. By streamlining and standardising its visual identity through a standards guidebook. By applying this consistent style to all new administrative and commercial documents.

A good visual identity helps to boost sales, reduce costs, improve internal relations and enhance brand image with the public.



- 01 brand guidelines book
- 02 administrative documents
- >> business documents



# You never get a second chance to make a good first impression.



Ideal Standard is looking to replace its mass of outdated, anarchical brochures and catalogues with new set of communication materials that better reflect its innovative, high-tech products.

How? By giving all of its printed materials a complete facelift, beginning with a more considered and consistent set of typefaces and photographs. By controlling the quality and managing the production of its communication materials.

These brand new materials have given Ideal Standard's communication strategy a genuine boost and the company is once again ready to cement its position as a world-leading sanitary product brand.





# No guts, no glory.



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- 01 gift boxes
- 02 website
- 03 web galleries of winners' portraits
- 04 mobile bar truck
- >> packaging

The beverage market has undergone radical changes in recent years with consumers increasingly more aware regarding health. TACSI is an original alternative that meets the growing demand for non-alcoholic festive drinks.

How? We've got the product, we've got the name, let's get the catchy branding. Thing done through the creation of an original image that unites the product within a consistent range of four colourful versions.

In the evening or elsewhere, the presence of TACSI is unmistakable, with an inimitable look, a contagious dynamism. TACSI, let's party!





# 10

INSTORE ACTION

In space, nobody can hear you scream.  
You will only stand out if you shine.

Bongrain is looking to boost sales of its Chaumes cheese with by offering a free witch doll with every purchase of a 250 g pack throughout the Halloween period.

How ? By creating a Halloween-based campaign on the theme of the witch. By developing a series of harmonised point-of-sale materials and letting the repetition effect do the rest.

Key tip: the visual theme of the product and the product branding are a perfect match. Success guaranteed!



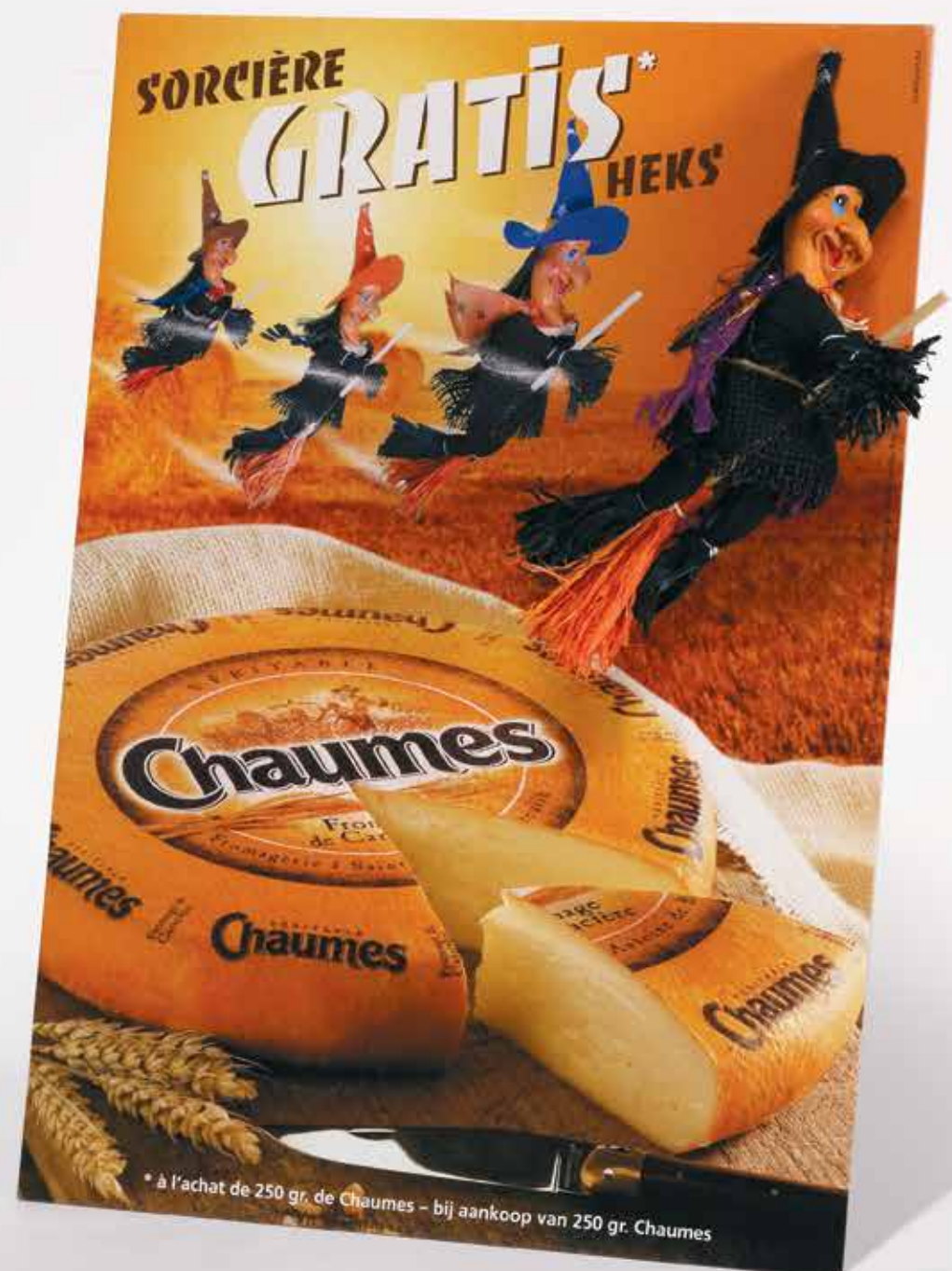
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- 01 counter display
- 02 pensticker
- 03 garland
- >> panel display



# An idea is only good if it leads to action.



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- 01 shelf wobblers
- 02 promotional actions
- 03 promotional web banner
- >> wobbler on product

In a competitive market, the visibility at the point of sale is crucial. While enjoying a wide reputation, Electrolux, the appliance giant, has to continue to convince even within stores.

How? By being dynamically present at the point of sale, developing and implementing a series of smart and targeted actions that generate interest.

A significant part of purchase decisions is made in the store. It is there that the customer comes in direct contact with the brand. To stimulate the decisions, clear and original offers stimulate reactions.







graphic design & house style

art direction & copywriting, print ad

corporate communication & identity

brand identity & packaging

retail communication, display solutions & P.O.S.

web design & mobile digital publishing (iPad, Android)

printed material design & production

photoshooting & image retouching

[etienne@wellcomm.be](mailto:etienne@wellcomm.be)

mobile +32 475 947 158

[www.wellcomm.be](http://www.wellcomm.be)

[behance.net/etienne\\_lens](https://behance.net/etienne_lens)