CROWD

Creative Communications

ORYX WORLD CASE STUDY

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Our Challenge

Oryx World is a company with big ambitions on a world stage. Their challenge was to look the part of a global player and with an identity and marketing materials that did justice to their ambitions. Their old material was diverse and muddled, not the consistent clean look of a market leader.

The holding company needed a creative proposition that could grow and spin out into different sectors as Oryx expanded. Brand had plans to expand throughout the region and as far afield as Europe and the States.

Our Solution

We won the client over with a clear brand strategy and a stand out logo. The logo was based on a luxury feel that incorporated the Oryx icon. This set the tone for our subsequent design work.

Once the logo and identity were in place we gave Oryx World a structured approach to setting up multiple sites. With clear brand guidelines and disciplined project management we were able to create a complete universe of marketing collateral on time and on budget.

So far our work for Oryx has encompassed everything from for sale signs to websites, social media monitoring strategy to print.

The Results

The most pleasing result for us is that we have become their brand guardians and strategic partners. Now Oryx World has the support of a full service agency that can respond to their every need.

And because we understand their business inside out, we can help develop their marketing strategy across multiple channels.

The Business Centre website has already reaped awards. The social listening tool we developed helps them run activity over multiple channels and business sectors.

LET US HELP BUILD YOUR CROWD

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