

CASE STUDY

The British Heart Foundation



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FIGHT FOR EVERY HEART

OF YOU
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THE BRITISH HEART FOUNDATION

EXPERTISE

Asset Enhancement / Brand Identity /
Retail Communications / Marketing Communications /
Retail Environments

BRIEF & SOLUTION

We were tasked with developing a signature for the BHF's Furniture & Electrical stores, working with them on all seasonal and value campaigns. We simplified and modernised communications and created an environmental application package to consider the interior design of individual stores, including use of colours, materials and finishes to maximise brand impact. We developed a set of retail installation guidelines to help printers and contractors roll out the concept consistently and effortlessly, as well as a store enhancement guide for all store managers to display the assets in store correctly.

