

tensevennine
@bliss.

Fact Sheet

04

Product:

Design and Marketing

Suitable For:

Developer/Commercial Owner

Design and Marketing

Developers and Commercial Owners

Description

Founded in the summer of 2009 by Creative Director Kevin Taplin, brand communications agency, tensevennine have launched desirable brands and produced memorable campaigns both on – and offline.

With over 20 industry years under his belt, Kevin, and his small, but perfectly formed team of highly skilled, and like-minded individuals – have extensive experience in the Property and Leisure markets. They are dedicated to producing beautifully crafted, invigorating and thoughtful visual solutions for a growing list of clients.

Working in partnership with Bliss, they provide clients with the astute insight and aptitude to build brands that people connect with, discuss, revisit, and above all else set you apart in an increasingly overcrowded world. ■

25

BLISS

5 phases of a project

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- 01 Client brief
 - 02 Cost estimate
 - 03 Design concepts and development
 - 04 Implementation
 - 05 Production
-

Our Design and Marketing services include:

- _Advertising
 - _Art Direction
 - _Brand Identity
 - _Copywriting
 - _Digital Design
 - _Exhibition Design
 - _Literature
 - _Signage & Livery
 - _Web build ■
-



MORGAN MOTOR COMPANY

Country
Representative
2011

Country Representative

European Business Awards 2011

Country Representative - UK

Charles Morgan

Morgan Motor Company Ltd

5 phases of a project

01 Client brief

_Assist the client to provide a comprehensive brief, outlining design requirements, target audience, core messaging plus in-depth information regarding the product / service on offer.

02 Cost estimate

_tensevinnine@bliss to provide a written cost estimate, based on the required deliverables outlined in the client brief. To include fully broken down costs.
_Client sign off costs and supply PO no.
_Agree delivery timeline.

Payment One
initial 50%

03 Design concepts and Development

_Produce initial design concepts for agreed deliverables.
_Presentation to client.
_Carry out design refinements based on client feedback.
_To include a maximum of 2 rounds of reasonable amends.
_Client sign off of final design.

Payment Two
remaining 50%

04 Implementation

_Following approval, produce final artwork as required to agreed specification and print estimate.
_Sign off of Print estimate.

Payment Three
100% of third party
production costs

05 Production

_Artwork files sent to printer.
_Proofs checked (pdf, digital, wet, or on-press) and approved by designer and client.
_Delivery to agreed address.

... battles ... ways go
To the st- ... ad faster man
But ... later the man who wins,
... who thinks he can

rise above

tensevennine

FAQ'S

What are our credentials?

Creative Director Kevin Taplin, boasts almost 25 years of experience operating for design agencies in London and the South East. He has vast experience in property and leisure markets, as well as a variety of other sectors. tensevennine has launched desirable brands and produced memorable campaigns both on - and offline.

Why work with us?

tensevennine@bliss is a highly creative and commercially effective partnership, which delivers distinctive solutions and helps brands connect to people. We focus on producing beautifully crafted, invigorating and thoughtful visual solutions, and work tirelessly in order to build distinctive brands and deliver powerful marketing campaigns.

What can we add that other design agencies can't

Our partnership with Bliss provides us with the insights and knowledge to give us a commercial advantage when delivering creative solutions for the property and leisure markets.

How does design add brand value?

Good design, with a clear purpose, can produce great results and ultimately add value.

Design can engage, encourage and embolden, it can inform, inspire and identify. Design can't disguise a poor business offering or replace good business practise, but it can work as part of a considered business strategy to position whatever it is you're selling in the most effective way. Design is about creating the desired response from the end user, and to do this it has to be an integral part of a larger strategy.

What exactly do I receive during the course of the project?

Throughout the project we send clients regular updates and PDF presentations. However, we believe that throughout the lifetime of any project, face-to-face meetings can help build a great working relationship, and help to gain a greater understanding of client requirements.

What is a likely timescale from start to finish?

This depends entirely on the scope of the project and the time it takes to gain feedback from your team. At the outset of the project we will present a project specific detailed timeline that will identify key milestones and decision dates for each of the project phases.

What if I have my own preferred production company I want to use?

That's no problem. We will use our expertise and work with your preferred supplier to ensure only the highest standards are met.

Who owns the copyright for work produced by tensevennine@bliss?

Copyright is yours upon receipt of final payment. Our design work, however, must never be credited by another design agency.

What happens if I don't like my design?

We always try to produce a winning design at the first draft stage, but if we're wide of the mark, you can guarantee that we'll leave no stone unturned to find the solution that's right for you. We're great believers that a good brief is half the battle though. ■



Our Fees

Each project we undertake is bespoke and our fees reflect this. Costs very much depend on the complexity and specific requirements. tensevnnine@bliss would be more than happy to provide a written cost in response to your brief at any time. ■

Next Steps

Contact us to chat through your requirements, which, if you require, we will follow up with a formal proposal.

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