

HEADLINE

DESIGN & PRINT



Working
with councils



Working with
clients in Woking

Woking Borough Council place their design and print with a number of high quality agencies in Woking, including Headline. Headline help create the branding and artwork for some of the town's showcase events.

Client Profile:



Andy Denner, Marketing Communications Manager, Woking Borough Council

"My relationship with Mark goes back over 10 years and I cannot think of a cross word we've had in all that time. We're just on the same page most of the time and as a client that's where you want to be.

The creative work that comes out of Headline is fantastic. I like my creative briefs to be challenged, not just interpreted, because design is a process and the ideas

get better the more you work and develop them. 9 times out of 10 the creative's at Headline add something extra which is great. Aligned to the creative process is the speed and accuracy of amendments which are always good. Put simply Headline are 'on the money' in every way and their proximity to our offices is also a big positive."

Woking Borough Council provide and administer the services needed by the people living and working in the borough.

Woking has undergone a town centre transformation in recent years providing a feel-good factor in the town. Helping support this renewed sense of optimism is the Council's 'Celebrate Woking' initiative, which runs a programme of high profile events throughout the year including Party in the Park and the Woking Food and Drink Festival. For details visit www.celebratewoking.info

"Nothing is too much trouble for the Headline team. Even when there's a tight deadline they always appear calm under pressure and they always deliver".

Andy Denner,
Marketing Communications Manager

Creating a brand for a new food and drink festival for Woking.

The Woking Food and Drink Festival started in 2013 and is part of the Council's 'Celebrate Woking' programme. The festival's venue is the refurbished Jubilee Square and surrounding pedestrian areas. Headline were invited to pitch and won the tender to produce a brand concept for the new event. The rustic, artisan and market produce approach captured the essence of the vision we had for the festival. Last year we had record numbers of visitors and exhibitors. The brand has gone from strength-to-strength and we've not needed to deviate too much from the original concept. This year Headline is producing artwork in nearly 20 formats to promote the event including a massive atrium banner in the Peacocks Shopping Centre.

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