

Our portfolio & case studies



MANGOPEAR
CREATIVE

CLIENT

Jeakins Coach Travel

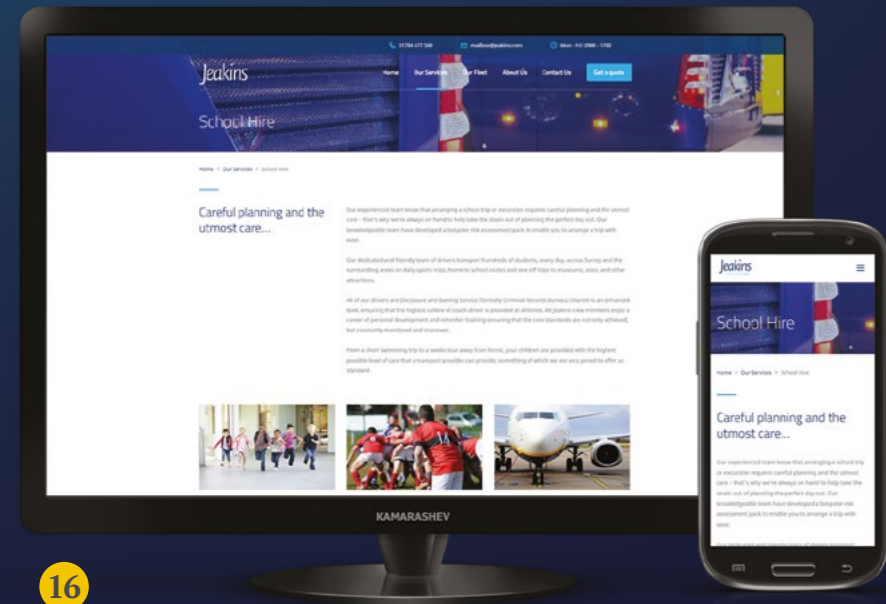
luxury coach travel around Surrey

Jeakins Coach Travel, and their sister company Lianne Coaches of Royal Berkshire, are a family-owned luxurious private hire & school bus operator in Surrey & Greater London.

THE BRIEF

Since 2013 we have been the creative agency of choice for Jeakins & Lianne.

Over the years we have worked on a number of projects including business cards, promotional leaflets, adverts for newspapers & magazines and three brand new websites! Recently we've worked on campaigns celebrating their anniversaries!



OUR APPROACH

Great design can demystify a complex product: focusing on what's most important to make it easier to understand. Using this mantra we were able to simplify the intricate services Jeakins offered to foreign language schools, breaking down the offer into bite-size, easily digestible chunks!

Our great design skills don't stop at leaflets; over the years we have produced a range of adverts targeted at various audiences - including some who have never used a coach before! It's vitally important to get the messaging and tone-of-voice right so the ads are as effective as possible!

When we started working with Jeakins their branding was rather primitive and underdeveloped. We worked hard over the coming years to compose a visual tone-of-voice for the brand and apply that, consistently, online; on the road; and in print - including with their redesigned business cards.

After finessing the brand, it came time to roll out the updated style to the website. Analysing data from the existing site allowed us to not just update the look & feel but to also improve the content strategy to optimise for better quality leads & increase the number of enquiries.

THE RESULT

We must be doing something right for the team to keep coming back to us!

Our work on the student travel leaflets led to Jeakins having one of their busiest summers on record with most of the fleet on the road all day, every day! The school holidays are often quiet for coach operators so it was a welcome change for Jeakins.

The website revamp is another great example of the success our partnership has achieved: website enquiries have increased threefold and they're proving to be higher quality leads too with more people converting to sales than ever before!

Mangopear creative have been responsible for the administrative phased re-branding of Jeakins. This has involved front of house & back office publications.

We're extremely satisfied with the consistently high standard of their product and the fact the team have grown to share the Board's values, 'isms' and expectations.

David Jeakins
Owner, Jeakins Coach Travel



Celebrating our first 50 years...
let the journey continue...





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Keep it digital: think before you print.

Our portfolio doesn't need to be printed to be enjoyed to its fullest.
Be kinder to the environment and keep it digital.

This is the first 2020 edition.