

Our portfolio & case studies



MANGOPEAR
CREATIVE

CLIENT

Parkinson Partnership local council tax experts

Built upon decades of experience in local government, the Parkinson Partnership is a small business setup to guide local councils on VAT and other financial matters.

THE BRIEF

An important conference loomed and the Parkinson Partnership needed a suite of smart & modern marketing materials.

With a tight deadline, of just two weeks, we had to work quickly to ensure the banner stands, leaflets & giveaway coasters were available & ready for collection before this important conference.

OUR APPROACH

With no previous marketing materials from which to work, we had to start from scratch. Using only the logo as a guide, we developed a visual tone-of-voice that paired perfectly with the existing brand assets and could be rolled out consistently across digital & print formats.

We then set about crafting a range of taglines - such as "VAT Made Simple." and "Affordable expertise for local councils" to accurately, and concisely, describe the services the Partnership offer.

THE RESULT

The new stands & leaflets helped the Partnership reach new clients by inspiring confidence in the services on offer thanks to the professional, high quality look & feel.

Mangopear creative worked hard for us, pulling out all the stops to deliver our beautiful, new banner stands & leaflets on time.

I've been to two conferences so far this year and several people said our stands & leaflets looked very professional!

Steve Parkinson
Owner, Parkinson Partnership





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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.