

Our portfolio & case studies



MANGOPEAR
CREATIVE

CLIENT

Samantha Marsh passing on the feel good factor

Switching up her career, Samantha Marsh decided to become a beauty therapist for Winchester & beyond - offering manicures, pedicures & waxing treatments to all.

THE BRIEF

After a change in career, Samantha Marsh launched her beauty therapy business and needed a full suite of materials to successfully market her new business.

Alongside a leaflet promoting the wide range of services on offer, we were charged with designing a gorgeous brand, business cards, social media graphics and a website.



OUR APPROACH

Our first priority was to develop a bold, local brand identity for the business. We teamed a vibrant colour palette with modern, characterful typefaces to produce a unique look for Samantha Marsh Beauty Therapy.

We then set about transforming the old, boring word-processed flyer into a simple, yet effective, leaflet featuring the all-new brand assets alongside themed stock imagery.

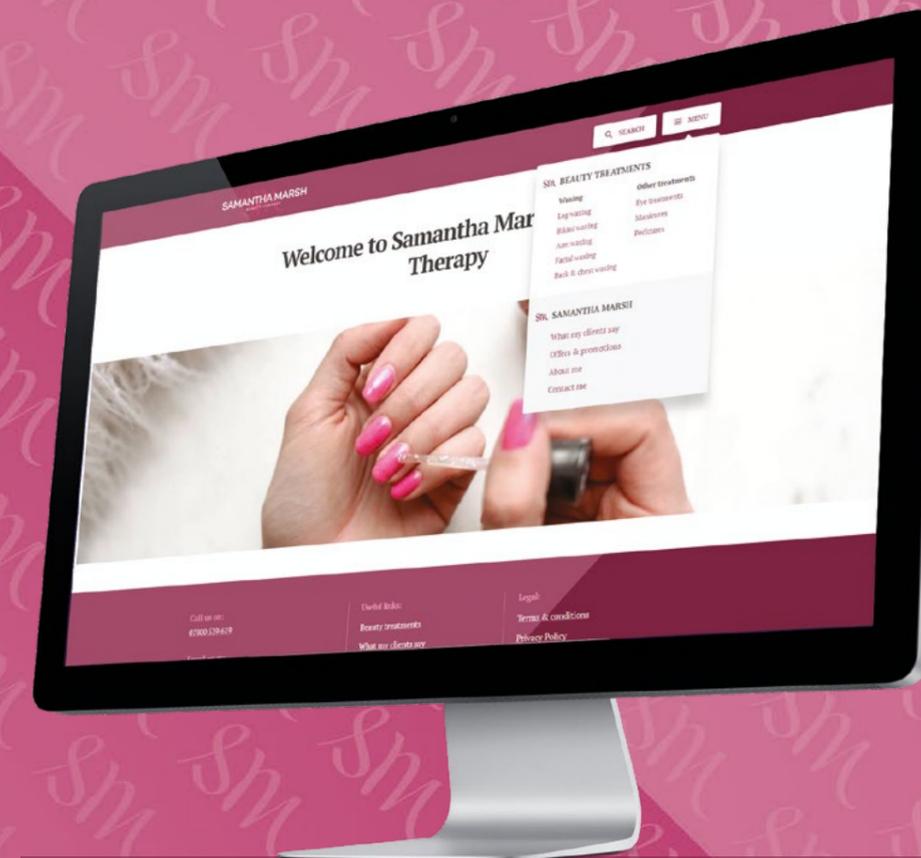
Transferring this work to the web was easy too - thanks to our tried-and-tested theme framework. Building on the strong base of our “Mangopear core” theme, we were quickly able to develop a bespoke website that Samantha could easily keep updated with offers & promotions.

Alongside designing the leaflets and building the website, we provided marketing consultancy to guide Samantha on how best to grow her business: including advice on how to optimise her social media platforms for greater reach across the business’ target audience.

THE RESULT

The new branding, leaflets & website have been well received, not only by Samantha Marsh and her closest friends & family, but also by her clients.

Traffic to the website and social media pages has steadily increased since the launch of the business - we’re already seeing the social media campaigns increase the number of customer enquiries too.



Mangopear creative really has gone above and beyond what we expected of them!

They helped us with everything from the branding, website, leaflets and our business cards. We are so grateful for support we have received!

Samantha Marsh
Founder, Samantha Marsh Beauty Therapy





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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.

Our slimline portfolio
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