

Our portfolio & case studies

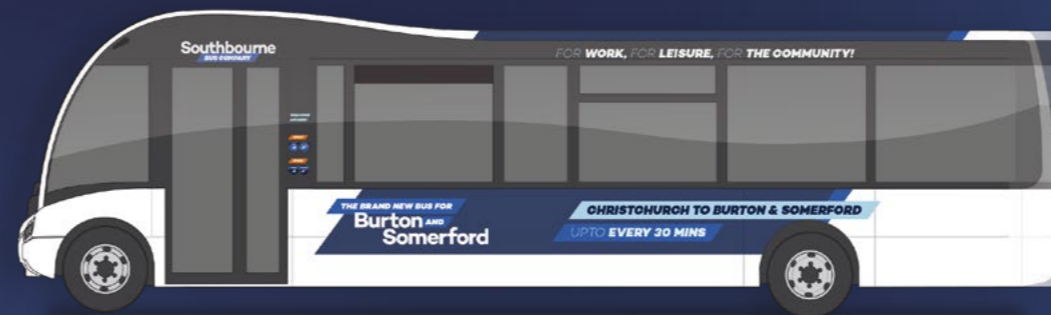


MANGOPEAR
CREATIVE

CLIENT

Southbourne Buses the new bus for Burton & Somerford

Southbourne Buses are a small, local bus operator based in east Dorset & the New Forest. Alongside a busy private hire operation they also run school & public bus services in the local area.



THE BRAND NEW BUS FOR
Burton AND Somerford

THE SCHOOL BUS FOR
Ferndown AND Leonards

South

THE BRIEF

Southbourne Buses were starting up a brand new bus route to cover a large gap in the local bus network - providing Burton & Somerford with a regular, frequent service.

They needed to market their new route, the C1, so we were commissioned to design timetable flyers, route branding, marketing & even a brand new website to promote the route & their private hire bus operations.

OUR APPROACH

As the C1 was a brand new service, our first priority was to produce a simple leaflet featuring the timetable, single & day ticket prices, and a detailed map of the route to show how the loop works and the useful places the route served. All the information a passenger would need before travelling!

Before we could start that we needed to build a brand for Southbourne Buses. Bringing together a modern, adaptable typeface with a vibrant colour scheme we crafted the new look for the company and the C1.

To give the service more impact, we designed a livery for the C1's dedicated bus to showcase the route's features. The livery was specifically designed to be easy to remove as the fleet was due for an upgrade!

The final piece of the jigsaw was a brand new website. We adapted the bespoke WordPress theme used on our own website to suit the needs of the operator: giving them a fast, accessible & responsive website on a tight budget!

THE RESULT

Thanks, at least in part, to the work we produced, the C1 saw passenger numbers increasing week on week after launch. So much so a timetable enhancement was announced after just a few months into the C1's life.

As the business has changed priorities, focusing more on the private hire side, the branding has stayed relevant and the website easy & cost-effective to keep updated.

Mangopear worked quickly to produce a clear & informative flyer promoting our new route. Passengers found it really helpful and we've had lots travelling with us since the launch.

The new website is working well for us and has adapted as we've taken the business in a new direction.

Simon Gard
Owner, Southbourne Buses





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Be kinder to the environment and keep it digital.

This is the first 2020 edition.