



Credentials

design
web
online marketing

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Contents

Pure and simple. Thats the way we like to keep things.

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01.

Introduction

A modern design agency.

- Full service agency offering online, offline and integrated services
- Privately owned
- Award winning work since 2001
- Vast amount of experience on both agency and buyer sides
- We work with a very wide range of companies spanning all industries
- We partner with leaders in the industry (Microsoft, Adobe, Rackspace and Google to name a few)
- Big agency quality; small agency feel.

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02.

Our Services

The perfect blend of online and offline marketing.

Online

- Digital marketing strategy and planning
- Website design and technical development
- E-Commerce development and integration
- Content management system integration
- Email and viral marketing
- Search engine marketing
- Online advertising
- Data measurement and analytics

Offline

- Concept creation and art direction
- Logo design and branding
- Corporate stationery and literature
- Brochures and leaflet design
- Photography
- Copywriting
- Public relations

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03.

Why Choose Us?

Five reasons to work with Distinction.

01. We are professional - right from day 1 you will deal with a senior member of staff who will be your point of contact throughout the project.
02. We are knowledgeable - we are continually pushing our own boundaries to understand new technologies, theories and industry developments, which we pass on to our clients.
03. We have excellent experience across a range of mediums, sectors and countries - allowing you to trust our opinions as they are based on previous work, not just guesswork.
04. If you have a finite amount of money, we'll keep within your budget - guaranteed!
05. We generate a real return on investment - we've won awards for it! - so you can be confident in getting real value for money.

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04.

Mark Henley



Mr Henley has been a Consultant Plastic, Reconstructive and Aesthetic Surgeon to the Nottingham and Derby NHS Hospitals since 1994.

challenge

There are thousands of websites out there aimed at selling cosmetic surgery, but not many that educate the visitor to make an informed decision. Mr Henley is very well respected in the industry, and he wanted to share his knowledge to raise awareness of the risks involved in choosing the wrong surgeon.

solution

We worked with Mr Henley to devise a site structure that enables the user to find information quickly and easily. Case studies and multiple photographs are used to provide real-life examples to assist the user in understanding the procedures.

The site is built in XHTML and CSS to triple-A accessibility standards and also implements the Google Co-Op Search facility.

Visitor numbers continue to grow through natural search engine rankings, and visitor analysis shows that the site is being well navigated. The site has also been awarded the 'Health on the Net' accreditation.

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04.

Your Short Break



Your Short Break is fast becoming the largest independent network of short break directories.

challenge

Your Short Break came to us with big ideas, but a limited budget. We had to find a way to give them a solution to get their business off the ground without costing a fortune.

solution

Following detailed analysis of their market, competition and opportunities, Distinction put forward a pitch to design and develop a directory of five web sites. Each would be targetted at different markets, but all administered via a central interface.

The sites are built to the latest standards in ASP.NET and SQL Server, and use 3rd party addons such as Google Maps to give the visitor a unique searching experience.

A private, password-protected area allows listing owners to manage all aspects of their listings, including the ability to add offers throughout their listing period free of charge.

Using ongoing email marketing, search engine optimisation and cost-per-click marketing, the directories continue to grow month-on-month, generating almost £900k worth of revenue for listing owners in the first three months.

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04.

Clegg Group



Clegg is a privately owned independent Group of Companies offering a wide range of construction and property solutions to the private and public sectors across the UK.

challenge

Clegg's existing website was built entirely in Flash, resulting in out-of-date content, poor usability and virtually zero presence within the search engines.

solution

Distinction, in partnership with Ad Agency Sellers & Rogers, put forward a new design which included a content management system.

Using a design provided by S&R, we built the site to the latest standards in xHTML using the Kentico CMS solution. Training was provided to allow in-house marketing staff to update the site content.

We continue to provide online strategy advice, in addition to online email marketing, search engine optimisation and cost-per-click management.

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04.

National Biodiversity Network



The NBN is a collaborative project which involves many of the UK's wildlife organisations, government, country and environmental agencies, and also many voluntary groups.

challenge

Distinction were commissioned to re-design the existing website for the NBN, bringing together the NBN website itself, the NBN Gateway and the NBN Forums.

solution

The various NBN websites lacked a common theme, and were all written in different coding languages and hosted on different platforms.

We designed and developed a fully integrated solution using the Kentico CMS system that brought together the various sites. The new solution has been extremely well received with many positive comments.

Jo Purdy, General Manager and Company Secretary for the NBN, says:

“I have been very impressed with Distinction's ability to manage our complicated project requirements and to realise our aims and objectives into a website we are now very proud of.”

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04.

ChildLine

ChildLine is the UK's free and confidential, 24-hour helpline for children in distress or danger.



challenge

ChildLine saves children's lives, finds refuges for children in danger on the streets, and gives hope to thousands of children who believe no one else cares for them.

We were delighted to be commissioned to promote their 20th Anniversary celebrations in Nottingham.

solution

The main event was a 'Virtual Racenight', which Distinction directed from concept to delivery raising over £20k towards their £20m target during the year.

Children continue to call ChildLine about a wide range of problems, the most common being abuse (both sexual and physical), bullying, serious family tensions, worries about friends' welfare and teenage pregnancy.

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04.

East Midlands Conference Centre

The EMCC is one of the UK's leading conference venues. Set in 330 acres at the University of Nottingham, it gives you the ultimate in choice and versatility.

challenge

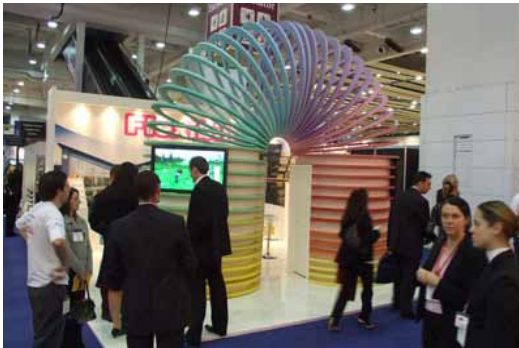
The EMCC offers so much choice it's often difficult to express everything that they can offer. Global meetings, exhibitions, conferences, banquets, small seminars, private dinners...the different sizes and combinations of the events they can host are almost limitless.

Distinction were given a blank canvas and commissioned to find a solution.

solution

With a contemporary and colourful art direction, the concept was targeted at pushing the 'flexibility' message with an eye-catching and intriguing cover direction. The campaign included magazine advertising, leaflets, billboard adverts, banner stands and an exhibition stand.

The entire campaign was an overwhelming success, generating a return on investment of 7.5 : 1 and winning two gold awards at the Meetings Industry Marketing Awards.



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05.

Contact Us

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We're conveniently located in the heart of Nottingham's Lace Market. We'll provide the tea - you bring the biscuits.

