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Bill Carty was directed toward DesignTactics on the advice of Bord Iascaigh Mhara – the Irish Sea Fisheries Board. Bill and his wife Mari breed Arctic Charr on their innovative family fish farm in Cloonacool, Co Sligo. While their local reputation and sales were excellent, they needed to reach a wider audience with their fish, particularly among chefs. They wanted their Arctic Charr to take its rightful place on the menus of Ireland's leading restaurants.

"We knew we had a good product, and a good story," explains Bill, "and we were looking for some way of portraying that. Myself and Mari were doing well when we met customers face to face, but we needed something that could tell our story when we weren't there. I went to BIM first, and they recommended DesignTactics. We had our own ideas on it – but what DesignTactics came up with was in a different league. Myself and Mari came to the whole marketing side of this quite raw. We didn't have much experience. What impressed me most about DesignTactics was their professional approach: they saw the potential in our product and they wouldn't settle for second best.'

The team at DesignTactics convinced Bill to put time and energy into creating a brand for the product, rather than a corporate identity for his business. This approach was really crucial, as it allowed them to highlight the uniqueness, purity and authenticity of the product - creating a wholly-owned brand asset that still had the immediate resonance of a place of origin name like Dublin Bay prawns.

Having created the product brand identity, DesignTactics then focused on supporting and enhancing its image: creating a stylish, striking brochure, with high-end visuals and copy that reflected the high standards of Cloonacool Arctic Charr.

Alena from DesignTactics explains: "If you're in a room with Bill, you feel something. You can understand where he's coming from – you sense his passion and integrity. That's inspiring, it makes you want to do your best to capture those values. It was our challenge to convey his personality and his approach with this brand. We identified the market he wanted to talk to, and then created something that would appeal to sophisticated chefs of high-end restaurants. The aim was two fold: to introduce Cloonacool Arctic Char as an authentic and credible product - and then make them want to try it. We knew the brochure had to be really mouth-watering so that head-chefs who deal with food everyday would still find this product appealing."

"With this kind of business-to-business communication, we knew we only had one chance to capture their attention – and that was the brochure. So it had to make an impact. We needed the copy to be top-notch, and we needed slick imagery. Yet we were working to a small budget. This is a project that shows you

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can still achieve great results if you invest in one core piece of marketing and do it really well." says Bill.

Alena: "Overall, our approach is to understand the story of a product, learn about the audience and the competition, and then identify what values have to be captured to make that product successful. Then we distill this into a brand that conveys these messages for every communication. Bill had already identified the market he needed to talk to, and that gave us the focus to create a piece that appealed to sophisticated chefs in high-end restaurants"

"We've really had a massive response from the brochures. It's growing all the time, but within six to eight weeks we had doubled our sales." says Bill.

By any standards, the brand has been a huge success. Bill

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explains why this happened: "People knew by the quality of the brochure and the recipe cards that this was a quality product. The production was beautiful, and chefs try the product purely on the basis of the brochure. They are also putting our brand name on their menus – we're seeing 'Cloonacool Arctic Charr', just as DesignTactics had planned."

As Bill says, initially his vision of the brand was a modest one. "It would have been easy for DesignTactics to put out something more basic." He explains, "but they didn't. They used really beautiful images, there was a good feel throughout the brochure, and the layout and overall look was designed to be striking and sophisticated." Alena also feels that the copywriting was central in conveying a sense of Bill and what he stood for: "we put energy into research and a lot of care into the copy to ensure that it spoke Bill's words and conveyed his message." Despite his initially modest expectations, Bill is now convinced of the value of pushing the envelope when it comes to investing in branding: "DesignTactics first created a brand for our product, then created a visual style and language for our brochure. It was 'a whole package' in terms of marketing. When we got their quotes at the beginning, we were initially nervous - but it's been more than worth it to us already. We're really proud of the brochure, we're happy with how it represents our product, and we feel we could go anywhere with it."

Success at Irish Design Effectiveness Awards

In recognition of the dramatic and sustained increase in sales that followed our work, this project won an IDEA award - where great design is rewarded for its effect on the client's bottom line.

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