

Simple value that's greater than the sum of its complex parts



West London digital and marketing agency, Datadial (datadial.net), commissioned a new brochure to explain its value proposition as clearly and comprehensively as possible.

Rob Faulkner, Managing Director, said: "We wanted something that covers our wide range of services in an interesting way, and also that showed readers the detail of how we can combine everything to create real extra value."

Results-driven service...

The agency offers a unique package of web design, technology and marketing expertise. Each of those three areas is itself complex, and a central part of Datadial's proposition is achieving maximum business success for its clients by delivering them together. The brochure therefore had to describe the service areas, and also show their interplay to demonstrate the full value that Datadial can offer.



Rob said: "We can do a lot of really amazing things technically, and we've done loads of cool things for clients, but getting across how the two are linked can be difficult, and explaining everything, and all the potential outcomes, is basically impossible."

The first step was interviewing all the key operational people at Datadial. This was done as a group session so everyone could describe the role they played in individual projects, and also point out how that contributed to their overall client results.

All-inclusive service...

Up-Word clearly understood everything we talked to them about – all the techie stuff and our marketing messaging – and got what we were trying to say, and why we're quite unique. The fanzine device was a great idea to set everything out, and they wrote it all quickly and were good at working round our shortage of time.

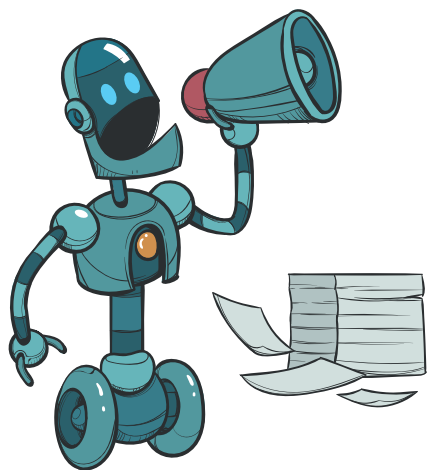
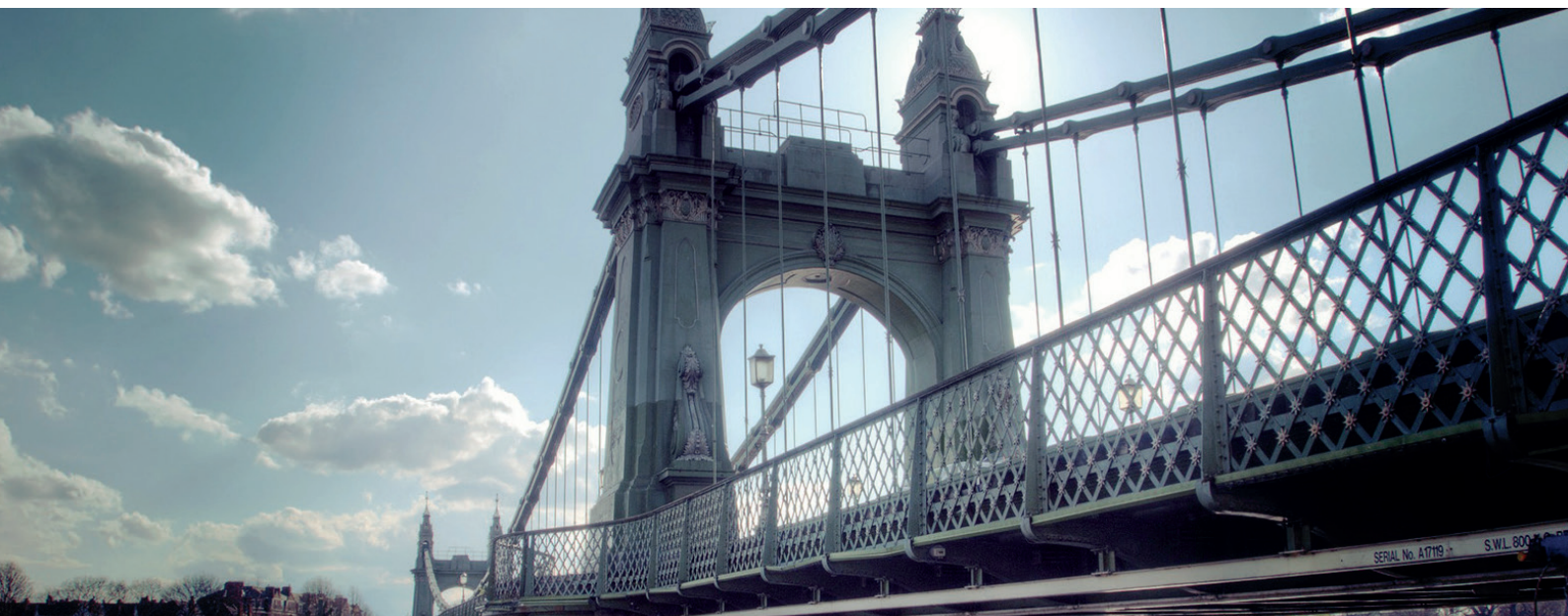
Rob Faulkner, Managing Director, Datadial



Flexible storytelling...

The creative approach of a fanzine was agreed as a way of presenting numerous, seemingly-diverse services and client examples of mixed length together, while still maintaining a coherent narrative. The 'home-made' look and feel helped support the idea that the individual snippets were just part of a much bigger story.

The structure itself tracked the whole life of an online business and what the reader might need to achieve the greatest success – from initial website development to more beautiful design, and from complex ecommerce sites to all-round help with building a dotcom business. Datadial's service includes enterprise-grade hosting and powerful content management systems. And they also offer search engine optimisation and digital PR for attracting visitors, and a host of other services. Visually, that whole-life 'journey' approach was supported with hand-drawn illustrations of motor-racing pit-team crews.



Rob said: "The structure provided a broad sweep for each operational area, but zoomed in on individual client examples, explaining how the whole Datadial team contributes to every project's success. So you get a good overview of our services and a close-up of some of the ways we drive success for specific clients."

The project coincided with a broader marketing push to celebrate the agency's 20th anniversary. A loyal workforce means that Datadial has outstanding in-house expertise and a strong knowledge of its clients. That's paid dividends over the years as customers have returned for top-quality service that delivers results.

Download Datadial's brochure from:
up-word.com/casestudies/datadial.pdf