

### SEF First Aid Training



*The finished gatefold brochure.*

#### **Brief:**

Create a catchy, memorable, fun, engaging method of getting attention and delivering the facts around the courses delivered by SEF First Aid.

Similarly, for First Aid at work, we chose “Breathing life into \_\_\_\_ First Aid at Work” with a face shield for CPR over the opening.

We were keen to ensure Simon had some means of measuring engagement, so we encourage him to test out the concept of having a short introductory video on a specific link, which was monitor able to YouTube, saying Hello, we are.... Etc. We were very conscious that investing in this needed some accountability, as course bookings might not have been immediate.

#### **How we approached it:**

We looked at the recipient and decided we need to provide intrigue, demonstrate a serious but light-hearted method of saying First Aid is serious, but it can be fun and memorable. This involved us skinning up the bare concept design and basic pitch of titles for the mailer/brochure. We opted for a gatefold method, where the brochure opens from the centre, as this is an engaging method to open up to the details. In creating the concept titles, we opted for leading statements/questions which enabled us to go down the lumpy mail type. So Paediatric First Aid “More than...” with a sticking plaster over the centre opening, in essence, sealing the brochure shut, so the recipient would break the “seal” and discover more.

#### **Implications:**

The budget for this wasn't excessive, however, it was significant. A good chunk was on the creative including concept development, sourcing imagery to match brand colours and core messages. It was designed to be kept within Band 1 postage (letter), so it could either be mailed or distributed by hand or used at events. So it was created to be a flexible piece of collateral.

The client took on the fulfilment of the sticking of sticking plasters and face



*In production; during guillotining.*

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shields to control their costs. We could have done it, however aware of the budgetary implications for the client.

### Client feedback:

Well, when a client gets “goosebumps” and the hairs stand up on his arm at collection, it’s a rewarding sign!

*“When I approached HAD-Print I did not know what I wanted or needed. It is fair to say First Aid is not at the forefront of most peoples minds so we needed to be different. Stu came up with the ideas to catch potential clients interest and I was impressed when he suggested adding a means of watching a video to the print which will allow us to monitor interest. HAD-Print are much more than printers”**Simon Ferris***



### Our viewpoint:

This piece demonstrates how good design, implemented well, with some disciplined thinking can create a good solid marketing piece that can be used in a multitude of ways. Great to have a client who created the opportunity, through active listening, being open to suggestions, and being brave enough to have a go at something different. We see this piece as a good example of entry-level integration of print into marketing, through clever remember able tools and basic methods for monitoring engagement.