

"CREATIVITY IS NOT BOUND BY GEOGRAPHY. WE ARE NOT PART OF SOME REGIONAL 'SCENE'. THAT NOTWITHSTANDING, I'D SAY THAT FOR THE GIFTED, THE TALENTED AND THE ORIGINAL, SHEFFIELD IS A REMARKABLY GOOD PLACE TO BE LOCATED" (IAN ANDERSON, THE DESIGNERS REPUBLIC, PDI)

CADBURY APPOINTS FINN FOR EASTER PRN CAMPAIGN BRIEF

Leeds-based Finn Communications has been appointed to work with Cadbury on one of its key Easter campaigns.

Cadbury Trebor Bassett has announced that for the first time, the National Trust annual Easter Egg Trail will be supported by Cadbury. The confectionery company is giving an Easter egg to every child who completes the trail, as well as organising a range of extra family fun activities at a range of the 200 participating National Trust properties across the UK.

Cadbury is investing over £1m in a marketing campaign to support the initiative, combining experiential, on-pack communications, co-branded collateral and signage on-site and a co-branded web site. National, regional and local PR support will be provided by Finn Communications.

Cadbury's support of the National Trust Easter Egg Trail is part of the company's 'Purple goes Green' initiative, a programme to reduce its impact on the environment.

MUSIC TO WORK ON POSTMAN'S TASK

Recently-launched Manchester-based design company Music has been commissioned by author Kevin Boniface and photographers Shaw and Shaw to work on the design of a new version of the 2006 success, *A Postman's Diary*.

Boniface, a postman by day, worked with Music creative director David Simpson on the original diary, a series of wry observations of everyday life on his rounds, from the mundane to the surreal. The diary was sold through art, design and gallery retailers and led to Boniface being offered a book deal by Old Street Publishing. Music will be designing a new edition of the diary, due for publication in September this year.

Music has also just completed the design and production of 'Back 2 Front', a collection of fictional short stories by Boniface, which is on sale through Magma Manchester.

FRESH ACQUISITION TALKS START FOR TWO AGENCIES

Cheadle-based Fresh is speaking to two agencies regarding potential acquisition as it seeks to establish itself as a major communications player in the north west.

Fresh published an advert in *The Drum* last month signalling its intentions to procure a creative agency and directors Nick Porter and Julie Besbrode said they were delighted with the ad's response as 14 agencies of "various shapes and sizes" put themselves forward.

Porter and Besbrode could not be specific on the details of the two agencies shortlisted and would only say that both had different specialisms. With talks currently ongoing, the pair suggested that both agencies could yet be acquired.

"We don't necessarily want to be the biggest communications house," Porter said of the agency's plans, "but we do want to be the best."



Porter's Fresh received 14 responses to its ad

The latest move by the agency to bolster its offering follows the acquisition of creative communications agency fullatmedia, sealed for an undisclosed fee at the end of February. Porter said the deal "sends out a clear signal of our intent to the rest of the industry."

Fresh was launched by Porter and Besbrode in 2004 and now employs over 40 people. The company moved into its £2.2m, purpose-built headquarters at Cheadle Royal last September.

Mark Studio has developed both a standalone brand identity and print work for Manchester City Football Club's Seasoncard 2008/2009 campaign, due to launch next week.

Given City's upturn in fortunes on the pitch, with manager Sven Goran Eriksson blending together an exciting team of foreign imports and homegrown talent to compete in the Premiership, the new campaign will reflect the club's fans' renewed optimism.

The aim is to communicate to supporters the excitement level at City's Eastlands stadium brought about by the football now on offer.



MCDONALD'S EXTENDED OPENING HOURS SIGNAGE BRIEF IS HANDED TO BOXER

McDonald's has appointed strategic design agency Boxer to develop a signage system for its European restaurants, as it seeks to highlight extended opening hours.

The food giant has briefed Boxer to develop a consistent look and feel for the signage. Helen Tanasizcuk, account manager at Boxer, explained: "The new logotype has the flexibility to communicate a specific message – either 'extended hours' or 'open 24h'

– as well as the ability to work across a number of different formats, from a 20 metre high sign at the store entrance to door stickers, posters, and in-store point-of-purchase."

Boxer, which recently announced plans to establish a network of international offices to support its aspirations as a global design business, will coordinate the signage in Europe.

The new signage will be rolled out across Europe throughout 2008.

BRIEFS

SASS has teamed up with affiliate specialist R.O.EYE to launch an affiliate partner network for VENTURE UK – the portrait photography franchise. The scheme, which launches in February, was a project identified by SASS in a bid to increase sales leads into Venture's studios.

Newcastle-based design consultancy SUMO has been appointed to develop a new brand identity and communications for DANCE CITY, the National Dance Agency for the North East of England, after winning a four-way creative pitch. The new brand identity will be launched at the Dancing the World festival in Newcastle this May.

GRATTERPALM has put together a springtime campaign for ASDA in the run-up to Easter. Taking customers on a seasonal journey through from spring flowers to Easter chicks and mischievous bunnies, the colourful scheme will run through until late-March.

FINE FRAGRANCES AND COSMETICS has appointed TOUCHPOINT to create a range of gift sets for Christmas 2008 to help its brands compete in the celebrity-dominated fragrance market. The Manchester-based agency has also recently revamped the Sunrise soya milk range for Cheshire-based SOYA HEALTH FOODS.

The Manchester office of PR consultancy TRIMEDIA has been appointed by KEELE UNIVERSITY, the UK's largest campus university, to help raise its profile and boost its number of applicants. Trimedia best of Pazing and Cognition at pitch for the brief to swell the number of students applying for entry at the university.

GUERRILLA INTERACTIVE has completed a major overhaul of digital communications for THE WHYMAN GROUP. The firm appointed G to completely redesign its website and supply it with its own custom-built content management system, following a re-brand by sister agency, Guerilla.

Manchester's TRUTH has delivered a second year of brand activity for the VERSUS CANTER gig at MEN Arena. The agency also designed the programme, posters, t-shirts, signage and arena banners, advertising, all after-show party promotional literature and big screen graphics.

blueskies
London & South East 020 8241 9070
Midlands & South West 01789 293 899
North West 0161 236 7088
Yorkshire & North East 0113 266 2029
www.blueskiescareers.co.uk

Ever thought about going freelance?

Account Handling • Planning • Business Development