



To the Gallery ▶

TAYBURN ADVERTISING

A highly experienced team of advertising professionals, Tayburn Advertising has completed large scale projects for a number of international clients on a through-the-line basis via TV, radio, press, outdoor and direct mail campaigns. These include pan European press campaigns in sectors ranging from electronics to pharmaceuticals.

Our philosophy is simple. We are totally committed to focusing on clients' needs and creating a strategy that communicates their core messages. Our key objective in every project is to bring clients' products and services to the forefront of consumers' minds.

The team's approach to advertising is underpinned by the desire to talk to target audiences in the language they understand. Great emphasis is placed on the research and planning process therefore as it forms the basis for consumer orientated creative responses.

In this way we come up with highly effective advertising solutions.

TAYBURN BRANDS

Tayburn Brands is committed to helping our clients build strong brands and ultimately stronger businesses. Our experience to date covers successful brand creation and development in a range of sectors including food, drink, pharmaceuticals, cosmetics and luxury products.

To each project we bring a thorough understanding of the dynamics of brand strategy, positioning and consumer attitudes. From highly creative concepts to the successful delivery of campaigns, we follow through on each stage in the successful development of consumer brands in the international marketplace. We are also highly experienced in technical brand management.

This wealth of expertise has enabled Tayburn Brands to successfully create, enhance and extend the brand values of our clients globally.

TAYBURN CORPORATE

Tayburn Corporate specialises in the design of corporate communications in printed and digital form for a wide range of clients, from large FT-SE 100 companies to smaller PLCs and government bodies.

As the role of corporate reporting changes to embrace wider audiences beyond the shareholder and financial institutions, there is an increasing need to communicate with environmental and community groups, regulatory bodies, customers and suppliers and, importantly, a company's own employees. These stakeholders are a diverse and powerful group who require high quality information in an easily accessible format.

Tayburn Corporate is a leader in this field. By harnessing a detailed understanding of current accounting conventions to an original creative approach, we consistently produce financial literature that is both statutorily accurate and strategically effective.

TAYBURN DESIGN

Tayburn Design specialises in global corporate branding projects from conception through to execution. In increasingly competitive markets, with diverse and saturated audiences, our clients value the considerable experience and core strengths we provide in communicating their brand values in innovative and sophisticated ways. Our integrated approach encompassing strategic planning, brand creation, development and implementation ensures our clients successfully strengthen and ultimately grow their business.

We are proud of our wide and long-standing client base ranging from well-established international companies, such as Hilton International, Wedgwood, Nutreco and The Royal Bank of Scotland International, to those companies with global aspirations.

We work across all major industries, with particular emphasis on organisations undergoing significant periods of change that need to be communicated through their new corporate brand and values.

TAYBURN INTERIOR

The Tayburn Interior team offers a strong mix of creative and technical skills, underpinned by sound strategic thinking. This combination enables us to deliver high quality design services to domestic and international clients, on projects that range from one-off designs for bars and restaurants through to signage and interiors for national retail chains.

We work closely with project partners such as architects and property developers and establish multidisciplinary teams to address the complex issues that often arise on large scale international retail and leisure schemes. We are committed to delivering unique and innovative solutions that solve problems on time and within budget.

TAYBURN NEW MEDIA

Tayburn New Media develops new media solutions for clients across a wide range of industry sectors, from leading financial institutions to major retailers. These solutions are offered in a variety of formats including e-business consultancy, intranet development, website design, e-marketing, on-screen presentations and electronic publishing.

We have worked with Wedgwood and Hilton to promote their high quality products and services right across the globe, demonstrating the incredibly creative power of the internet. We have even been able to demonstrate the opportunities for tailoring local country information as part of international marketing for our clients Kymata and Marine Harvest.

As specialists in the area of new media we have a thorough understanding of how to harness the capabilities of multimedia technologies to make a measurable difference to our clients' communications strategies.

TAYBURN KURUMSAL

Established in 1995, our Turkish partner company Tayburn Kurumsal provides corporate communications design solutions for a variety of clients across a range of industry sectors.

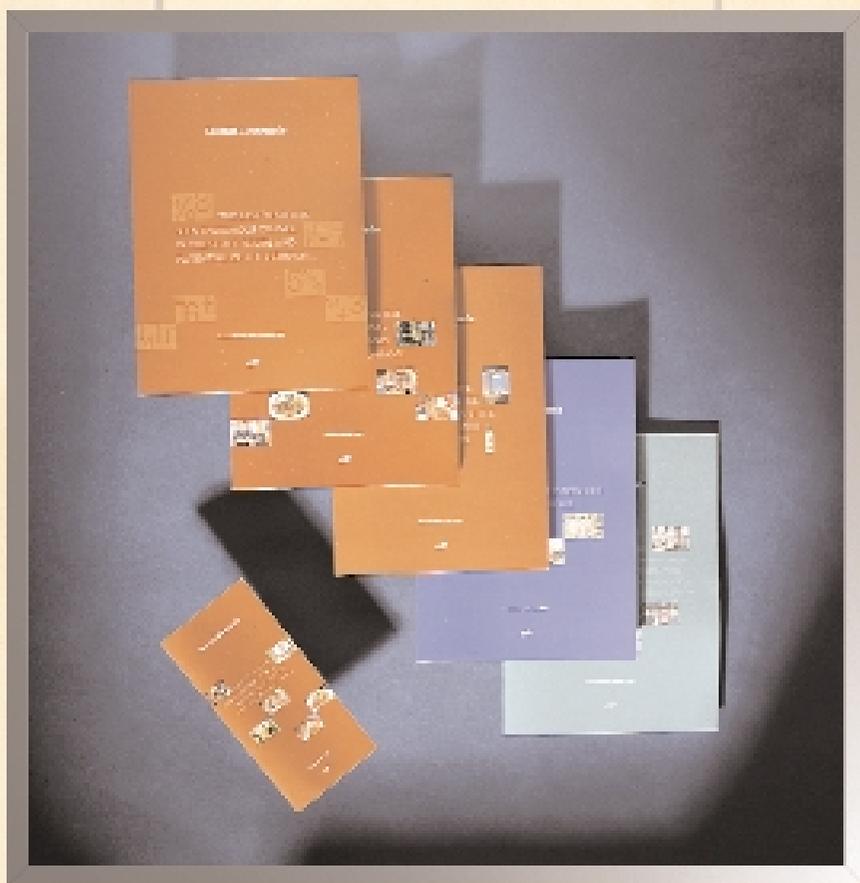
Operating from headquarters in Istanbul, Tayburn Kurumsal specialises in the design and production of stakeholder communications including annual reports, interim reports, corporate brochures and human resources literature.

The company consists of a highly experienced team of professionals dedicated to providing original, creative and functional solutions tailored to each client's specific needs.

TAYBURN TASARIM

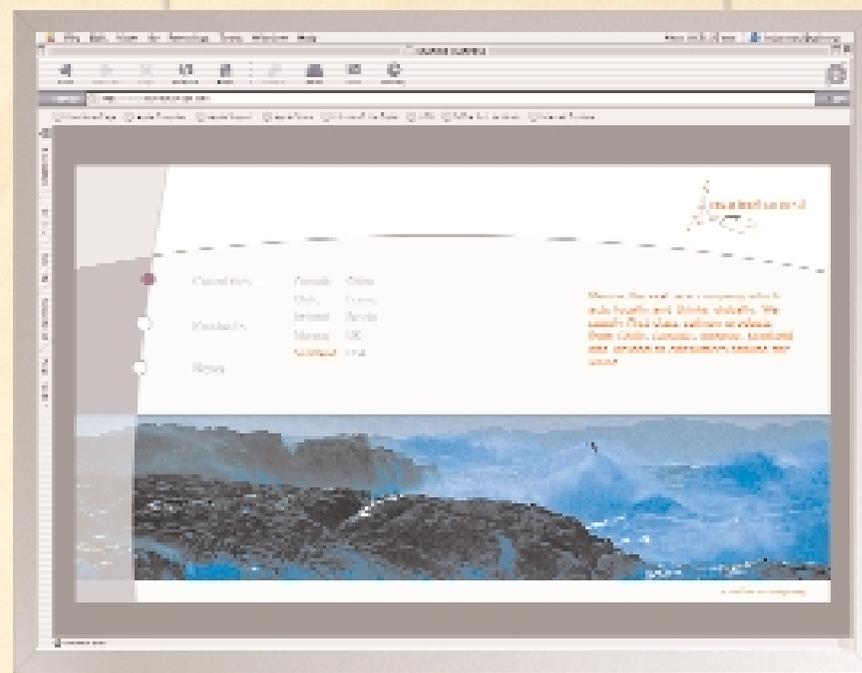
Also located in Istanbul, Tayburn Tasarım is a newly formed subsidiary of Tayburn Kurumsal. Tayburn Tasarım designs and produces corporate and branding marketing literature, periodical and one-off publications, public relations communications and web-based solutions.

The company combines creative strength and extensive knowledge of the Turkish market with the international experience and exceptional resources of the Tayburn Group.



● Tayburn Corporate: Scottish & Newcastle plc Annual Reports

Designed and produced by Tayburn Corporate, this suite of literature was created to communicate S&N's evolution from a UK brewing and short-term leisure business into a major European brewing and pub retailing group. Stunning photography by Andrew Molyneux, taken in London and Strasbourg, reflects the scale of the company's three core businesses. Supporting imagery highlights the strong international beer brands portfolio. All five reports were designed to complement each other and create a set of documents that reflects S&N's core values.



● Tayburn Design and Tayburn New Media: Marine Harvest

Tayburn Design developed a new global identity for Marine Harvest, the world's largest producer of farmed salmon. Working closely with colleagues in Tayburn Design, Tayburn New Media then took the brand online. Key to this is a website (www.marineharvest.com) that accurately conveys the global nature of the business and the beauty and drama of its working environment. Customers, suppliers and employees can all keep up to date with the latest news and developments about Marine Harvest through the site.





● Tayburn Design: Wedgwood Prestige 2000 Collection

Tayburn Design has worked with Wedgwood, the luxury home lifestyle brand, for a number of years. The company's Prestige 2000 Collection focuses on the premium gift end of the luxury market, particularly in Japan. We designed a stylish package that consists of a special edition of Wedgwood china accompanied by a coffee table style book with details of the individual pieces alongside high quality photography. Each book is presented in a box with a parchment sheet with information on the history of Wedgwood. Both the books and the box feature a de-boss of the Wedgwood logo and were produced in a limited edition to reflect the exclusivity of the collection.



● Tayburn Interior and Tayburn Brands: Silver Screen World Cinemas

Silver Screen World Cinemas is a dynamic and fast growing cinema chain based in Warsaw. Tayburn Interior was approached by the company's US based management team to develop the Silver Screen brand specifically for the Eastern European market. The project involved a major branding exercise based on specially commissioned research and included the development of a range of products as well as interiors for the flagship Europlex cinema complex in Warsaw.

Sub identities such as Platinum, the cinema's premium club facility, and World Coffee, a stand-alone coffee and snack bar franchise were developed in tandem. Throughout the project we worked closely with local architects and a wide range of international suppliers. The project has proven to be highly successful with a further four sites currently open, or under development.



● Tayburn Brands: Revlon

Tayburn Brands took on the task of helping to maintain Revlon as the leader within the toiletry gift and cosmetics sector. Our particular role was to come up with concepts and creative ideas for new products and packaging ranges.

The challenge was to retain and grow the Revlon brand within an increasingly competitive industry. To achieve this we needed to be aware of current packaging trends and new product manufacturing techniques. By constantly monitoring current and future trends, Tayburn Brands was able to analyse and report on individual product categories seasonally. This approach resulted in the development of eye-catching product ranges and an increase in consumer sales and orders from high street retailers.



SCHOTTLANDS TIME-TO-MARKET-VORTEIL:



Made in Scotland.

Schottland verfügt über eine sehr gute Elektronikindustrie und Infrastruktur.

Unsere Hochschulausbildungsveranstaltungen bringen eine erstklassige Ausbildung mit und unserer Hochschulen design und neue Ideen für ein starkes Zusammenarbeiten.

Time to Market – die Zeit von der Entwicklung eines Produktes bis hin zu seiner Markteinführung ist entscheidend für den Erfolg von Unternehmen.

Schottland kann einen wesentlichen Beitrag zu diesem Erfolg leisten. Durch eine fundierte R&D und Soft-Fachausbildung, effiziente Services für den Halbleiter-IP-Markt und den Zugang zu den neuesten System-on-Chip-Entwicklungen.

Alles aus einer Hand – im Alba Centre.

Und was Zeit spart, spart bekanntlich auch etwas Geld.

LOCATE IN SCOTLAND

www.scottmetinScotland.com

● Tayburn Advertising: Locate in Scotland International Press Campaign

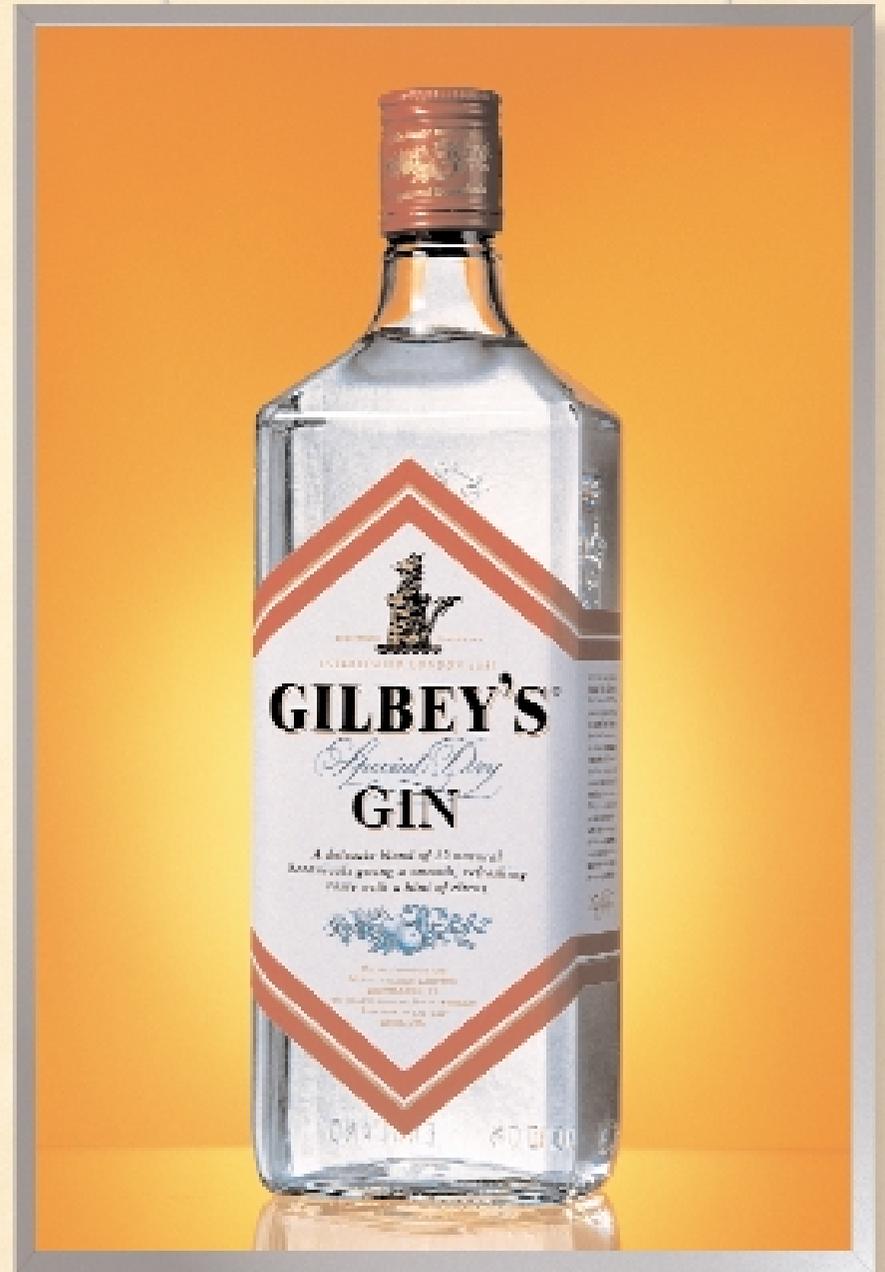
Through the work of the Alba Centre, Scotland is developing a reputation as a centre of excellence for innovative electronics research, development and commercialisation. Locate in Scotland wanted to run a European campaign in Germany, France, The Netherlands and Sweden to promote Scotland as a location for electronics companies. In particular the 'Time to Market' benefits of Scotland had to be explained. Working with The Media Shop, our media partners on the project, Tayburn Advertising developed a visually strong campaign which clearly emphasised the financial rewards of locating in Scotland, through the use of dollar, euro and yen bank notes. We backed this up with detailed reasons why Scotland is an attractive location already chosen by over 150 electronics companies. The campaign appeared in specialist electronics titles in the targeted countries.



● Tayburn Tasarım: Promotional Literature Yapı Kredi Koray

Yapı Kredi Koray is the leading real estate development and investment company in Turkey. Their Elit Residence project was nominated as a finalist in the 'Residential Development' category at the International MIPIM Real Estate Market held in Cannes in March 2001. This nomination was a first for a Turkish property company.

Tayburn Tasarım designed and produced a suite of materials for the event comprising a brochure, a flier and posters that spell out the benefits and attractions of the Elit Residence development. Great care was taken to communicate a detailed visual insight of the project.



● Tayburn Brands: Gilbey's Gin

As the world's No.2 international gin brand and an important player in the white spirits market, the time was right for Gilbey's to establish a stronger presence in a number of emerging key markets. As part of this Tayburn Brands was asked to review the current brand packaging.

The solution we came up with built on the existing bottle and packaging design but took a more modern approach by incorporating a strong diamond graphic. The result was an altogether cleaner, sharper and more contemporary image, enhancing the unique characteristics of the bottle and the fusion of botanics with a hint of citrus.

The new Gilbey's bottle was launched globally and supported with brand guidelines and manual.



● Tayburn Kurumsal: Borusan Annual Report

Borusan is one of the most established and well respected industrial groups in Turkey. Its most recent annual report covered an 18-month period from January 1999 to June 2000 in order to accurately reflect and emphasise the process of strategic change that the company had undergone over that period.

We wanted to design and produce a comprehensive and detailed financial document with a clarity of text that would allow the reader to easily access the information. The text was accompanied by powerful images highlighting the company's products, services and financial results. We developed the design treatment used in the document by building on the successful format of the 1998 Annual Report which had been voted 'Best Annual Report of the Year' by The Turkish Society of Graphic Designers.



● Tayburn Corporate: Signal Mutual Indemnity Association Ltd

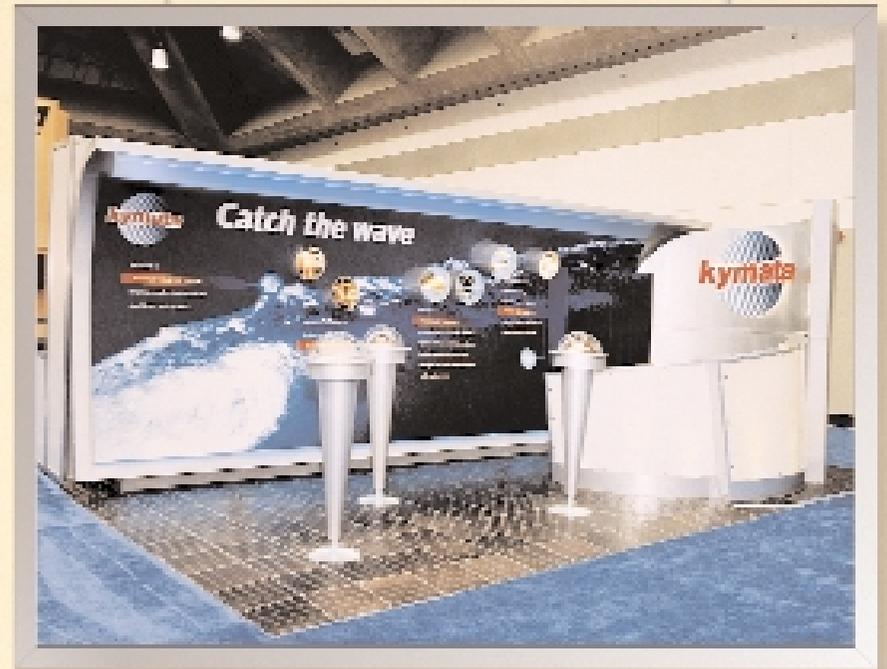
Signal Mutual is the leading provider of PI coverage to meet the onerous obligations on US waterfront employers under the Longshore Act. Their annual report, designed and artworked in Edinburgh with repro and print in Dallas, Texas, is used not only as a financial report for its Members but as a marketing tool to attract new, high quality candidates for membership. Photography by Nick Wood, taken at Members' businesses in Houston, Florida and Newark, featured employees in their workplaces and was used as a central theme to the report.





● Tayburn Design: Hilton International

Tayburn Design works with Hilton International to develop the Hilton brand and improve the way Hilton communicates to its corporate and leisure audiences. Initially a repositioning programme developed the concept of 'Hilton Time' – softening the look and feel of Hilton to reflect their desire to be an antidote to the stress of modern day life. The accompanying literature was redesigned to incorporate a new style of photography, softer, warmer colours and more friendly language alongside strong, distinctive graphics. This new look was applied to literature, promotions, signage, collateral, exhibitions, website, leisure publications and interiors. The programme to rebrand nearly 80 UK Hilton hotels was rolled out in spring 2000.



● The Tayburn Group: Kymata

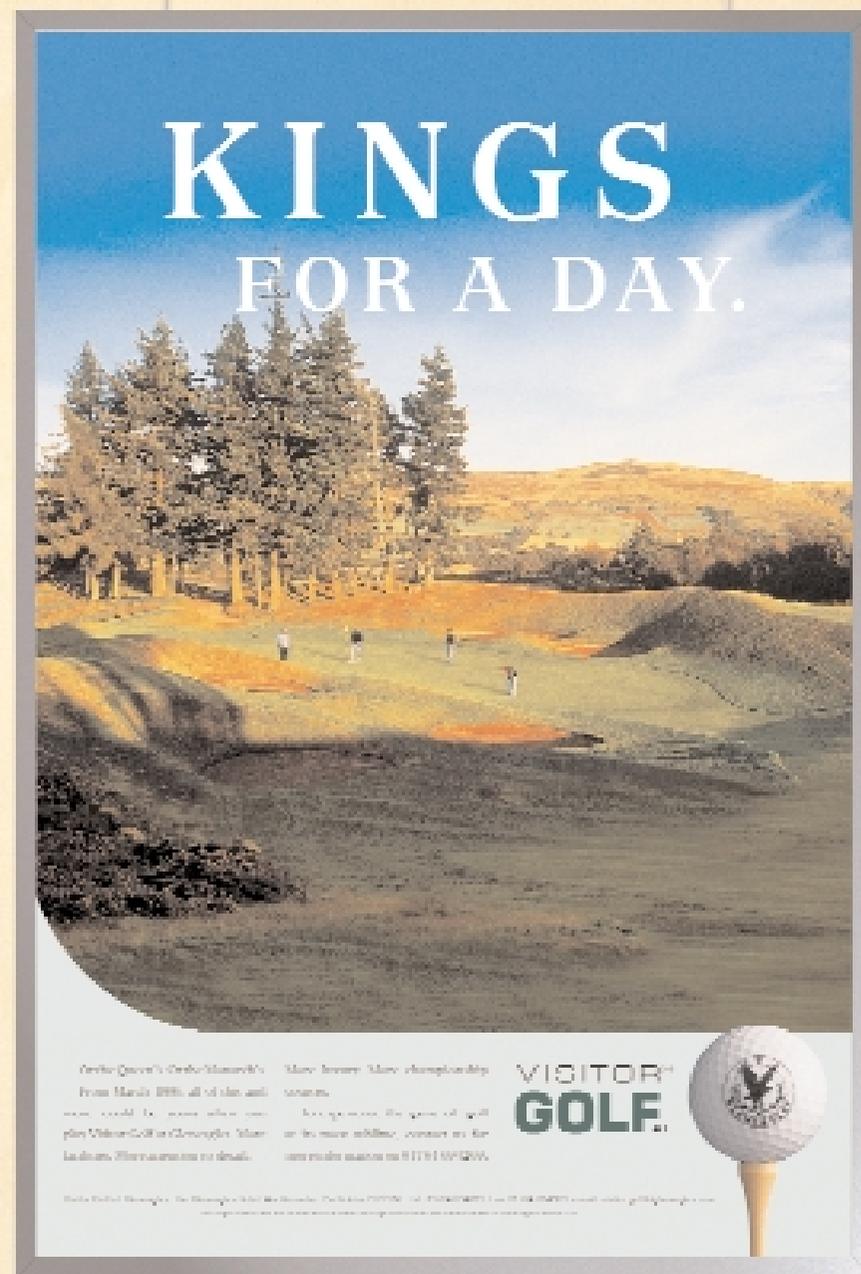
Tayburn was appointed by leading edge opto-electronics manufacturer, Kymata to develop a comprehensive communications programme starting with a remodelling of the company's identity. This project has involved the participation of many of Tayburn Group's teams. We created a wide range of identity applications from letterheads to building signage as well as recruitment and trade advertising, brochures, software packaging and newsletters. In addition, Tayburn Interior masterminded the development of a series of trade exhibition stands that have successfully toured a series of major European and American exhibitions. The stands have been the cornerstone of a marketing strategy that has established Kymata as an international name in an extremely competitive sector.



Tayburn Interior: Sonae Shopping Centre

Tayburn Interior worked closely with the client, Sonae Imobiliária and architects, Chapman Taylor Partners, to evolve an existing retail identity and create a fresh contemporary look for the Cascais shopping centre near Lisbon. A major objective was to incorporate the architectural concepts of light and simplicity into the interior design of the centre.

The shopping centre has been completely redesigned with a stronger customer oriented retail proposition. The revitalised identity has been used throughout a wide range of applications to provide the link between 'new build' and refurbished areas. In addition, a comprehensive signage and marketing programme was developed to guide and assist customers both outside and within the centre.



Tayburn Advertising: The Gleneagles Hotel

There are few golfing destinations as well known as Gleneagles. When the resort wanted to reopen the courses to non residents, Tayburn Advertising was asked to create a campaign to communicate the availability of golf on a daily basis for visitors and to position golf at Gleneagles as the ultimate experience for a golfer. We developed a new graphic identity for Visitor Golf and created an international advertising campaign, based on the theme 'Kings for a Day'. The advertisements appeared in a variety of media, including in-flight magazines. Results showed that visitor numbers were in line with expectations but, importantly, average spend per visitor increased significantly, confirming we were attracting our target audience.