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QUALITY CAKES

CASE STUDY

CLIENT: MARKS QUALITY CAKES

DESIGNERS: MOKO CREATIVE

PHOTOGRAPHY: MOKO CREATIVE

PROJECT: IDENTITY DEVELOPMENT
AND BRANDING



THE BRIEF

MOKO CREATIVE was approached by "Marks Quality Cakes" to help reposition their company and target high end retail clients, by developing a new recognisable Identity that would reflect their new business direction. Our aim was to increase market awareness of the superior quality of their products and services, to provide interior design consultation for "Marks Quality Cakes" new retail space and conference room.

THE BRAND VISION

Inspired by the rich assortment of cakes, MOKO CREATIVE set out to create awareness through a bold, unique and desirable brand identity, which differentiated "Marks Quality Cakes" from its competitors. Our main objective was to create a strong brand presence through integrated marketing. This would include design on a variety of advertising materials from Print to Web.

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Interior design consultation included 3D visualisation concepts, for the design of the retail showroom and conference room.

This gave our clients insight into the proposed designs, which strongly incorporated their new brand identity.

We presented a modern and inviting theme throughout. We sourced all furniture, materials, lighting and equipment to ensure that they harmonised with the company's identity and direction.

Professional photography and styling captured the superior quality of their product range, making them irresistibly tempting to the potential consumer.

Through managing each project MOKO CREATIVE maintained visual consistency throughout all promotional materials.

Regular consultations ensured that our work met our client's requirements and expectations and most importantly was completed within the agreed timeframes.

THE PROCESS

Before commencing the design phase, it was important to first research "Marks Quality Cakes" target market and their competitors to understand the industry and their needs.

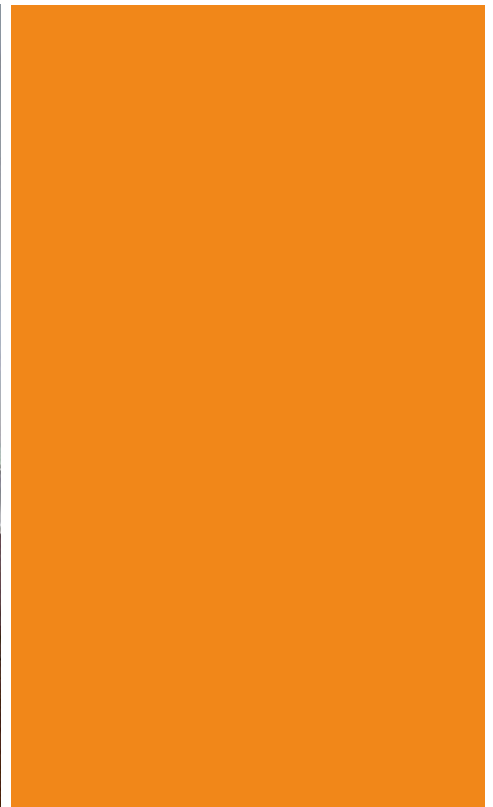
Personalised consultations with our client helped to establish a close working relationship and an understanding of their business needs and objectives.

Once all concepts were clearly documented and designs approved by the client, our team of designers, flash programmers, 3D animators, photographers and stylists came together at various stages of the project to deliver their creative inputs.

We selected strong bold rich colours in creating the new brand identity to reflect the richness of their products and compliment the food palette.

Emphasising the company name "Mark" to create a personalised brand. The new brand identity was implemented across all promotional marketing including print, signage, company vehicles and website.

The website would introduce their new brand online for the first time. Providing clients with a showcase of their product range, retail services and promote their new premises. It was therefore important that it was simple to use yet dynamic and rich in visual content.



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THE RESULT

Through strong Identity design, implementation and management, the "Marks Quality Cakes" brand has increased awareness and recognition of "Marks Quality Cakes" products and services in the retail and wholesale markets and has generated considerable interest in future franchising opportunities.

Most recently "Marks Quality Cakes" website was selected as a proud winner of the "Golden Web Award" 2003 -04. This award is recognised globally and offered by an international association of web masters and designers committed to online excellence.

"Marks Quality Cakes" website has received many compliments from visitors both here and internationally. The website continues to evolve, simply by maintaining its content and adding fresh layers, allowing room for new visual imagery.

SCOPE OF WORK

- Identity design
- Brand Implementation
- Project management
- Stationery designs
- Interior design consultation
- 3d visualisation
- Product and location photography
- Food styling and art direction
- Print production
- Website creation and copy writing
- Flash programming
- Sound design
- Environmental signage



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