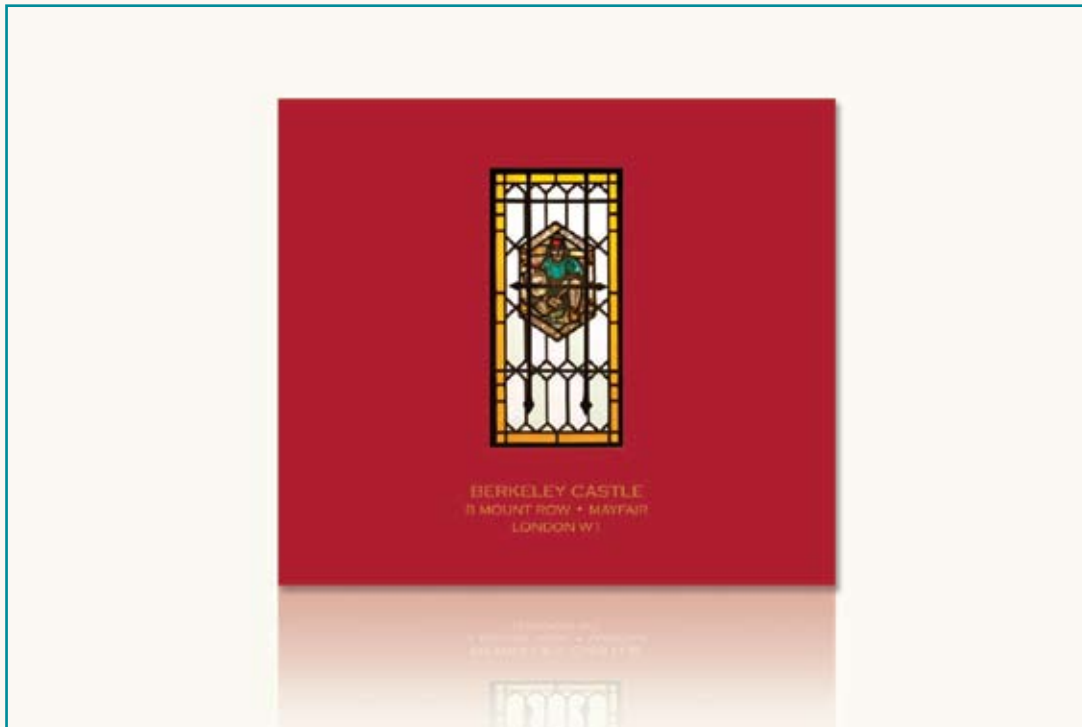


Great print campaigns rely on great execution



Berkeley Castle Brochure

Background

At a market value well into the millions Savills were commissioned to sell Berkeley Castle. Their standard marketing collateral was not cutting any ice and led to Savills approaching 9 Impressions to design and produce a bespoke brochure they were confident would close the deal!

Solution

Supplied with images and copy, Savills trusted us to come up with the entire concept. Evolving an idea that would express the prestige, grandeur and the location of the building, our designers played on the theme of 'a secret garden at the heart of London's Mayfair'. We used copy, a selection of photography, floor plans and press quotes specifically designed to lead you through the property.

Result

A deep rich red, Berkeley Castle brochure just asked to be picked up. This was coupled with the use of fine printing techniques and finishes, which was paramount in achieving the look and feel that they required. The castle was sold.

Services delivered

- Project Management
- Design
- Copy
- Print Production
- Distribution