

RIGHT ON THE CROP MARK

A printed website puts Somerset's capabilities directly into clients' hands.

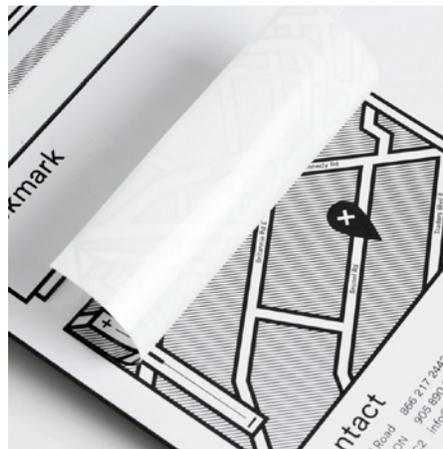
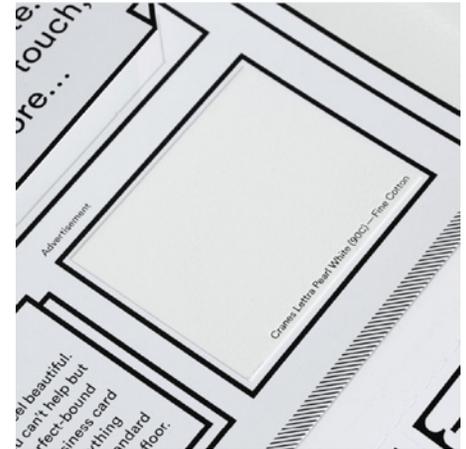
This small, family-run production studio located in Ontario, specialized in high-quality print. Designers knew about Somerset and its reputation for precision, attention to detail and the ability to pull off complex jobs. But existing clients weren't taking advantage of the print shop's full capabilities.

Faced with digital competition and a need for growth, this print specialist was looking for a unique way of connecting with the creative community to reengage existing clients and a new generation of designers.

This involved rebranding and launching a website to showcase the company's beautifully creative print capabilities. But how do you demonstrate all the tactile, sensory advantages print can offer using a digital medium? You create a printed website. Then you mail the intriguingly monochromatic print version to creatives – building your reputation where it counts, and strengthening your database of potential clients.

To demonstrate what happens when you give digital the physical touch, Somerset created an eclectic visual identity – inspired by stacks of paper on the press floor, and using every printed technique, paper stock, foil, ink, texture and finish in their extensive portfolio. This opportunity to delight designers established an impactful and distinctive continuity between the offline and online components.

The newly named "Printed By Somerset" had created a fully printed website, shot in stop motion and transferred online. The rebrand shifted perceptions, and designers immediately recognized the print operation for its innovation, design skills, printing capabilities and unique offering.



CLIENT: Printed By Somerset | PRODUCT: Printed By Somerset | COUNTRY: Canada | AGENCY: Leo Burnett Toronto | AGENCY TEAM: Chief Creative Officer Judy John | Creative Director Judy John, Lisa Greenberg Group Creative Director Lisa Greenberg, Ryan Crouchman, Sean Ohlenkamp | Copywriter Marty Hoefkes, Andrew Caie | Art Director Dejan Djuric, Pedro Izzo, Ryan Crouchman, Scott Leder, Chris Duchaine Designer Dejan Djuric, Pedro Izzo, Ryan Crouchman, Jeff Watkins | Illustrator Kristina Marija Valiunas, Dejan Djuric | Director Creative Technology Felix Wardene | Web Developer Jacqueline Adediji, Dan Purdy Developer Jacqueline Adediji, Dan Purdy, Margaret Beck | Project Manager Tracy Wightman | Photographer Luis Albuquerque, Arash Moallemi | Agency Producer Laurie Filgiano, Sabrina DeLuca | Director Luis Albuquerque Account Supervisor Kayla Osmond | Planner Joshua Hansen.

