

Media Coverage

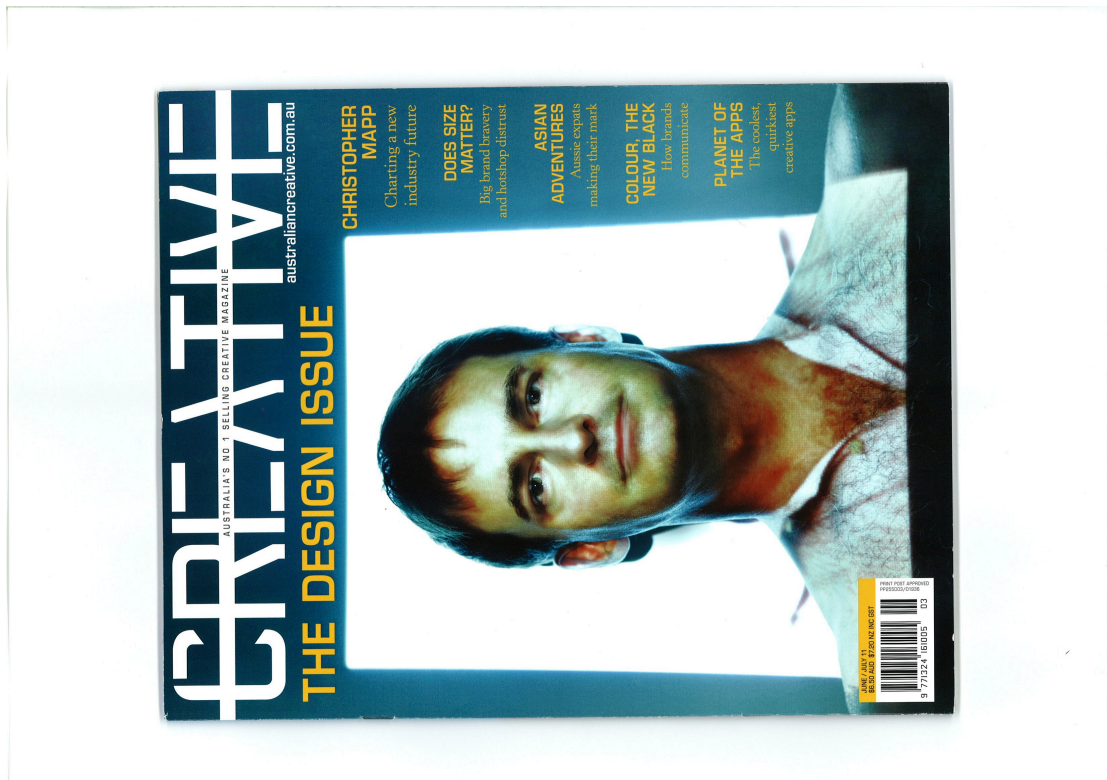
CREATIVE MAGAZINE – DESIGN REPORT 2011-10-12

“Hotshop Distrust and Big Brand Bravery”

“Does size matter? Are Australian design studios underachieving when it comes to working with clients at the big end of town? Barbara Messer reports.”

CIIC Interviewees: Stuart Davis, SA Business Adviser; David Schloeffel, VIC Business Adviser

See attached zip file



“The size of the agency only comes into play if the specific requirement of the project requires a very large output or production component”
 Olivia Meredith, SBS

IS THERE A SECRET TO ATTRACTING BUSINESS?

Kevin Smith, **Click Smith**
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 Andrew Hoyle, Hoyle Design



Hoyle Design, the Hoyle Group, and Interbrand are the agencies that designed the new corporate identity for Macquarie.

In doing so, SBS were able to communicate a clear message of an approach to strategic design communications and decide whether it was the right time to rebrand.

Andrew Hoyle, creative director at Hoyle Design, says that the agency’s role was to create a new brand identity for SBS that would be a testament to the company’s success and growth.

“The Australian design industry has become increasingly professional and sophisticated and Moon, Hulbosch, Cowan, Cornwell, Lander and Interbrand are a testament to this,” says Hoyle.

There’s also a growing trend in the industry towards a more holistic approach to design, where agencies are seen as strategic partners rather than just service providers.

“We’re seeing a lot of agencies that are really focused on their clients and their business, and that’s a really good thing,” says Hoyle.



HRB D638 and Sir James are the new beer brands designed by Hoyle Design.



01. Bottle design created by
 02. Bottle design created with
 03. Bottle design created with
 04. Bottle design created with
 05. Bottle design created with
 06. Bottle design created with

In an online world, design is one of many contributors to an integrated consumer experience. While many designers are arguably less important than the ability to connect that experience, they are still an important part of the total customer interaction solutions for brands and businesses. They are also the ones who are most likely to be asked to create a brand identity, design a website, or create a social media strategy. "More designers aren't set up to do this kind of strategic work. They are often just focused on the execution of a communication brief. In future, clients

will look at how best to engage their consumers – not just what they offer. To avoid having their role as a service provider, design studios of the future may need to adapt their business processes, databases, and information management systems to be more strategically or partner with other studios and agencies when pitching for new work."

David believes design studios that are able to provide a strategic development and brand for clients in the new media age.

"Generally those businesses that are able to be both creative and sustainable are the ones that strategically plan their business and business advice," he says. "I see a lot of businesses that are not doing so well because they haven't planned their business. There seems to be a really good understanding of the business and a willingness to invest more time in it."



New content produced – Creativeinnovation.net.au

News/Events stories

- Sydney International Animation Festival entertains, engages & educates (12 September)
- Australian Copyright Council seminars (31 August)
- Calling all interactive media professionals (10 August)
- CityTraces – tracing a festival of design movers (31 August)
- Sydney Design returns with a question – is old new again? (8 August)
- NY creative force tours Australia with Portable Talks (22 August)
- Tasmania design forum: designing for success (15 August)
- Workshop: connecting creatives with investors (10 August)

Feature articles:

- Lloyd Grey Designs (company spotlight – September)
- Jungleboys (company spotlight - September)
- Adaptor (company spotlight – September)
- Scott Belsky – The habits of successful creative people (creative business management - September)
- Something Splendid (company spotlight – July)