



Oakham Town Council
Branding & Promotion of
Oakham Town

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Thank you for approaching Welland Creative to assist with promoting Oakham Town Council and our subsequent meeting last week. It was nice to finally meet Chris and Kathy also be introduced to Jim.

The main objective of this campaign is to inform local residents, and the wider national and international audience, about Oakham's offerings, promote its existing attractions, and highlight the town's upcoming improvements.

This wide-ranging project will unfold as you roll out your different schemes and improvements. At the moment the Oakham Town Council website does not sufficiently highlight what makes Oakham unique and interesting or promote the many activities organised throughout the year.

We would suggest a fresh new design for the website homepage to showcase the improvements and activities, keeping residents and visitors fully informed, and to draw them in to explore further. One of the simplest ways is to link the Facebook posts to the website so you only have to input the information once. Be mindful that if this is implemented you need to keep the Facebook content fresh with frequent relevant posts. Effective use of social media can be used as a major tool to drive traffic to your website.

Alternatively, we could design and build a complete new website, utilising the latest improvements to the Wordpress platform. This would make it easier for council staff to update and seamlessly integrate the promotional areas of the site.

Because this project is substantial and will develop over time, we have decided to list all the creative services we can offer to assist the council in this exciting campaign. This can be viewed as a basket of services you can dip into when required.

Brand Identity

Develop an updated 'Brand Identity' for Oakham Town Council, using the existing horseshoe crest, and maybe alongside a strapline. This would be used on all promotional material and possibly numerous promotional products, which we can source and deliver or supply the artwork for the council to implement.

Website

As mentioned above, we recommend an update to the original design, or a complete new website, depending on budget.

Printed Material

The lack of printed literature around Oakham and further afield was mentioned in the meeting. We could design and produce any size or number of leaflets or brochures, extolling the many existing and future attractions, improvements and events. This could also include the development and improvement of the existing map leaflet. One good example of branding and print material to promote a town centre is the Shop Local - [The Stamford Shopping Guide](#) now in its third edition.

Print and digital advertising

We have many years experience in producing print and digital advertising, including organising targeted mail drops and social media advertising.

Promotional items

Over the years we have designed and produced a large range of promotional installations for clients including:

- Roller banners
- Vinyl banners of all sizes for internal and external applications
- Indoor and outdoor exhibitions
- Outdoor signage
- Shop refits

- Posters, printed and digital
- Shop window graphics
- Point of sale displays

All of which could be useful in the promotion of Oakham.

It would be impossible to provide an accurate quotation for any of these suggestions until we have an outline brief. We are always happy to work within the restraints of a realistic budget and work hard to provide a high level of personal service and excellent value for money.

Please visit wellandcreative.com for a complete overview of our services and business terms.



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