



- advertising
- branding
- corporate ID
- corporate literature
- direct mail
- exhibition design
- marketing literature
- new media
- packaging
- signage
- websites



Traditional values, contemporary vision

The Lacquer Collection needed to find a reliable design and marketing partner to help them launch their business to retailers and the public. From creating a corporate identity and product brochures, to public relations and promotional ideas, they needed total support – at a reasonable budget.

Lacquer Collection Marketing Director, Will Goddard, explained. "When starting a new business, it's important to establish a strong image. Our product is of the very highest quality – they're art forms more than homeware. On the other side of the coin, whatever we were going to produce needed to generate real revenue.

"We were recommended to talk to Raincoat as an agency that would understand our needs and the pressures we were under. We couldn't risk having a junior or inexperienced team working with us for such an important launch. We needed to be taken very seriously by both the agency and the public.

"From day one we needed to distinguish our products and our business from a plethora of cheap, poor quality imitations already on the market. Plus we had the added problem that many of our products were coming from a variety of developing countries, so the proverbial goal posts seemed to change by the minute, so the task was a pretty big one.

"What Raincoat delivered was truly impressive. From invaluable coverage in the press, to direct marketing and a full range of stunning product brochures. Right from the start we looked like an established, high-end operation. What's more – everything happened really quickly, and to the agreed schedules. Raincoat's account managers seemed to cope with anything we could throw at them and truly helped us keep our promises to both our investors and our customers.

"With so many things to think about, choosing Raincoat was one of the best business decisions I have ever made – it really did make our lives much easier knowing we had a capable, experienced and very approachable team on our side. I'd recommend them to anyone."

"Choosing Raincoat was one of the best business decisions I have ever made."

Will Goddard, Marketing Director, The Lacquer Collection

