

## Case study: J2



### The challenge

As a successful design agency, J2 had grown over 200% over a five year period. A problem with this level of growth has been the lack of time to concentrate on developing the business. Their own brand and marketing materials were their best case study, however, it was not doing them justice.

### The Objective

J2 asked Eyes Wide Open to review their brand and communications with a view to recommending the best way forward for the agency.

### The Result

Eyes Wide Open undertook a detailed review of the agency, its brand and its communications. Working with the design team, we developed a new identity and communications materials that would enable J2 to begin pitching for large contracts and clients. The resulting corporate identity and communications materials were a significant step forward and positioned J2 as a major force in the graphic design industry. Centred around a new website, J2 have been able to promote their credentials through their own activity.

Having completed this project, we have continued to work with J2 for the past three years, advising them on new activity and providing an additional resource, allowing the company to focus on delivering extremely high quality design work for their clients.

*“We could not see the wood for the trees and needed an external company to tell us where we should develop our communications in order to keep growing. Eyes Wide Open worked in a difficult situation, with us as the clients and delivered a fantastic result. Our new brand identity is now one we are proud of and has enabled us to showcase our work and be invited to pitch on a number of large projects”.*

**Jason Jeffreys, Managing Director**

For more information on this and other projects, call us on 01844 273026 or visit our website [www.ewo.uk.com](http://www.ewo.uk.com)

