

What we've been up to

We promised you some value in these communications and in this latest edition of our short digest I'm sure you'll agree there are plenty of new ideas and insights around The Co-operative marketing activities that you'll want to see.

Breaking down the barriers is as easy as 1,2,3

Objective to increase traffic to an online and telephone hearing check. The campaign uses accessible design concepts for The Co-operative Charity of the Year which aims to reach a broader audience using a mix of technical and innovative new media ideas.



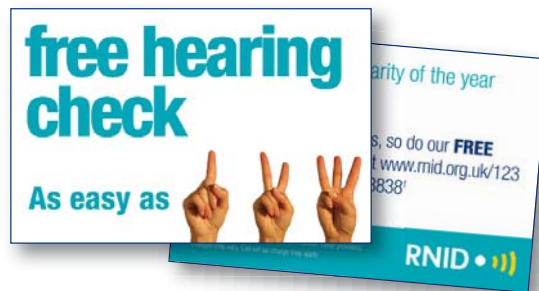
Web Home Page



Email Footer



Outdoor Hoarding



Hearing Check Credit Card



Web Ad



Contact us on:
0161 839 6289
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www.delineo.com



Of course, as a busy roster agency there are many projects that Delineo participate in, currently these include:

A refreshing start for The Co-operative Pharmacy

Updating The Co-operative Pharmacy website incorporating new imagery and functionality such as on-line application forms and flash banners. A full refresh to provide a strong web presence to coincide with the recent TV advertising activity.



Examples of The Co-operative Pharmacy new website

Promoting “paid for” services

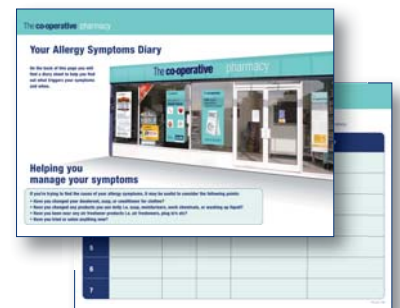
Production of a full suite of collateral for new in branch “paid for” services which are being trialled this month. This powerful set of messages help to sell over the counter health check services.



Healthy Heart leaflet



Window Poster



Allergy Symptoms Diary



Voucher



Counter Mat



Staff Guides



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What's your Plan Bee?

Take a look at how Delineo worked with The Co-operative brand and Community/Campaign teams to bring to life a colourful, mixed media campaign aimed at saving bees in Britain. From the smallest logo to the largest 48 sheet poster providing all aspects for the rollout of this initiative.



Plan Bee Logo



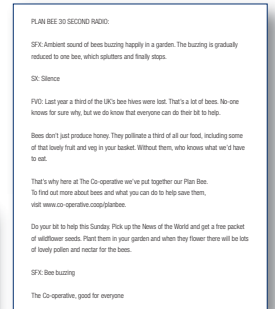
Plan Bee Awareness Campaign Outdoor Hoarding



Seed Packets

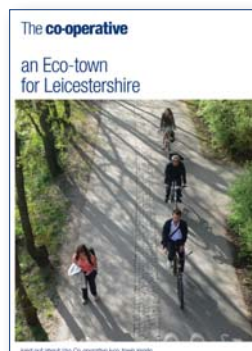


Interactive Till Screens and Radio Script



An Eco-town for Leicestershire

Any project aiming to build over 80,000 new eco-friendly houses demands a great deal of effort and attention to detail. And that's exactly the support Delineo provided to The Co-operative Group marketing team in helping to bring together the narrative, insights and imagery contained in the Eco-town bid.



Remember if you need to contact us, the Client Services Team includes Jade, Lauren and Jason.

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 Brand and strategy: **our MD Nick Melvin - nick@delineo.com**



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