

# Send us a postcard...

...a website, a mailer, a video to produce – whatever you need, Delineo is always here to inspire, support and create!

Take a look at some of our recent highlights...

## Passing the benefits around

We've been doing our bit to spread the word about the co-operative business model by launching a brand new website for The Co-operative Enterprise Hub

<http://www.co-operative.coop/enterprisehub>. It's a project we're particularly proud of and with good reason!

- We orchestrated on-location film and photo shoots of co-operative businesses helped by The Enterprise Hub – check out the case studies!

<http://www.co-operative.coop/enterprisehub/case-studies/>



- We've generated an on-line social media community through Facebook, Twitter and YouTube (Facebook has in excess of 115 fans to date!)  
<http://www.facebook.com/enterprisehub>
- We've been busy blogging about relevant topics and events
- We've been making great use of Google Analytics to set goals and give valuable insight

...which has all resulted in boosting SEO (search engine optimisation), meaning The Enterprise Hub is powering its way to the top of Google's search results reaching more people than ever before! Which is even more worthwhile when we receive client feedback like this:



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I just wanted to say how delighted I am with The Co-operative Enterprise Hub website. Delineo have done a brilliant job transforming it with better, more engaging and relevant content. The case study videos you produced are amongst the best footage we have and the photography really captures the essence of being a co-operative. Delineo's on-going management of social networking and blogging is vital to the continued growth of the initiative and applications have risen significantly since the launch in February. A big thank you for all your hard work!

Angela Davies  
Co-operative Development Manager  
The Co-operative Group



# Backstage at The Co-operative Financial Services 'We are IT' conference

The Co-operative Financial Services and Britannia merger needed a big bang conference to launch an all-new IT department in February this year. Delineo was commissioned to produce a strong visual identity and high quality video footage and stage materials to help ensure this was a conference that got everyone talking. As you can see from the images below, it was mission accomplished!



A4 panels



Conference stage



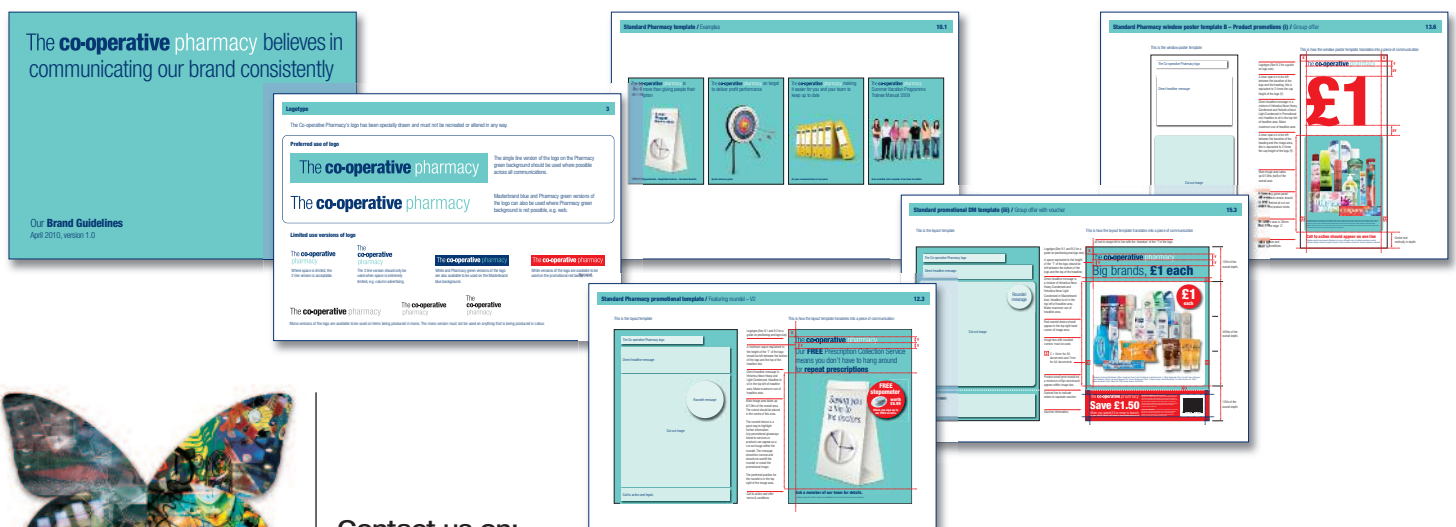
A1 panel



DVD cover

## Brand custodianship of The Co-operative Pharmacy

We've been busy creating The Co-operative Pharmacy brand guidelines over the past few months. The aim was to provide standard templates to ensure a consistent look and tone of voice is achieved across all communication representing the business, both internally and externally. We've taken great care working with the Co-operative Pharmacy and Brand teams to develop a book of detailed templates and artwork guidelines which should make it easy for all parts of the business and external agencies to implement and continue to develop a strong brand identity for The Co-operative Pharmacy.



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# Waste Works

Further to creating the Waste Works website a few summers' ago, we've now produced a range of supporting material, such as banners, leaflets and some interesting fridge magnets! (Delineo Account Exec Jason can highly recommend the tour!)



Pull-up banner



Adult and Teachers leaflets



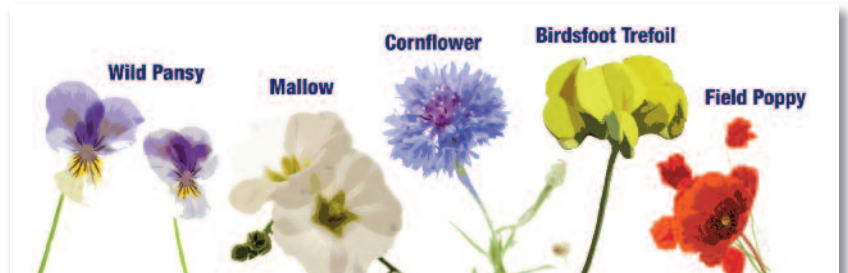
Frog/bin magnet

# Some more projects we've worked on



- Creating the Green Travel web site

- Illustrating flowers for Plan Bee



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