

▶ **Client**

Festival Housing Group

▶ **Project**

Following a competitive tender, Word Association was chosen to create a new corporate identity and marketing strategy for Festival Housing Group.

▶ **Background**

Two Worcestershire housing associations, Elgar in Malvern and Spa in Droitwich, merged to form a new supported housing company.

▶ **Objective**

To successfully launch the new organisation in seven months - producing separate identities with distinct images and communicating the benefits of the merger to tenants.

▶ **Our role**

Word Association used its integrated marketing service to fully support the launch of Festival Housing Group. An eye-catching corporate identity was devised and all new, rebranded literature, stationery and signage was designed and produced.

The team also created a marketing strategy to raise the Group's profile which included staging workshops to gain valuable input from key people. Word Association managed all corporate advertising, produced corporate brochures and tenant newsletters, launched Festival's website and created a media relations campaign.

▶ **Results**

Festival's Commercial Director, Richard Grounds, said:

"The service we received from Word Association was first rate and exceeded our expectations. Everything was correct and on time. They went that extra mile for us."

