

For immediate release

Blue Marlin scoops DBA Bronze for Hiho

dba design effectiveness
award winner

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Integrated branding agency Blue Marlin is delighted to announce that it has won a bronze award for its brand identity work for British jewellery and homewares retailer Hiho at the Design Business Association Design Effectiveness Awards, held on 22 October 2009 in London, England.

The DBA Design Effectiveness Awards is the only awards scheme in the world that rewards effective design using hard commercial data as the key judging criteria. The authoritative awards are judged by brand owners and this year's judging panel included senior marketers from companies, such as Unilever, Shell, Heinz, Williams F1 and Yell.

Blue Marlin picked up the prestigious award because its work for Hiho resulted in demonstrable bottom line success within a very short space of

time. The design investment paid for itself in just five months. While the rest of the retail sector struggled with some of the worst trading conditions seen for a generation and jewellery retailers in particular suffered spiralling declines, Hiho chalked up its best ever sales at shows and events with a 31 per cent like-for-like sales increase. Like-for-like sales at the first refitted shop in the chain rose by 21.4 per cent.

Blue Marlin global creative director Martin Grimer comments: "Great design is effective design. Hiho was a lovely project that our team conceived and executed brilliantly. The identity and the retail look and feel were both highly creative and highly cost effective."

Hiho managing director Andrew Ransford says: "I

have no doubt whatsoever that our new identity is the single largest contributing factor to the remarkable success of our business overall. Our design investment will have paid for itself more ten times over by the end of the year."

Blue Marlin's work included the changing the brands name from Hi Ho Silver to Hiho to reflect the broadening of its product offer, a new identity and brand look and feel, which encompassed shop interiors and show stands.

About Blue Marlin Brand Design

Blue Marlin is an independent strategic brand design consultancy with an international network of offices across the UK, USA, Australia and the Far East. The company creates and grows brands through its expertise in brand strategy, innovation, brand identity, structural packaging and brand environments.

Clients range from large multinationals, including Unilever, Shell, GSK and Reckitt Benckiser, to small owner managed entrepreneurial businesses like Yeo Valley Organic and Kettle Foods.

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