Our clients past and present include:

- ACAD
- Avon Youth Association
- Barclays Bank Plc
- BCWA Healthcare
- Birdie Golf
- Bristol Balloon Festivals
- Bristol Office Machines
- Business Link West
- Cable & Wireless
- City College Coventry
- City of Bristol College
- Devereux & Co
- Dickinson & Morris
- Different Space
- Dycem
- EMI Records
- Employment Service
- Encounters Festivals
- F-Max Worldwide
- Friends Provident
- GEAC
- Go Bananas!
- Hatch-22
- Herbalife International
- Hewlett Packard
- House & Co
- House at Fudge Corner
- Intelligent Resource plc
- Intercall Conferencing Europe
- John Fox / Metamatic
- Jolly Serious Events
- Jordans International
- Kaisen Consulting
- KTS Recruitment, KTS Training
- Las Iguanas
- LivingWell Fitness Clubs
- Manic Snail
- Midge Ure / Environment
- Ministry of Defence
- Mintie
- Nature Create
- NBSU Private Equity
- New Writing Company
- Park House Business Centre
- Penta Capital
- Pharmacy Plus
- The Philip Lynott Therapy Centre
- Powells Solicitors
- Ridgfield House Business Centre
- Rencol
- Resource Management plc
- The Robert Gordon University
- Royal & SunAlliance
- Samworth Brothers
- Sanderson Recruitment plc
- SEU Professional
- Secure Computer Information Systems
- Sensubjective
- Shire Pharmaceuticals
- South Gloucestershire Council
- South West Testing
- Stevenson College Edinburgh
- Strange Fruit Records
- Stroud College
- Swift Group
- SwissNetBanking.com
- SAP (UK)
- University of Wolverhampton
- Viva! Health and Leisure Clubs
- Weston College

Company Profile: Aardvark Creative

Aardvark Creative is a Bristol-based brand and communications company with many years of experience. We specialise in providing design and communication consultancy, brand and corporate identity, literature and document design and new media design, application and development.

Our core philosophy is to provide a creatively-driven, solutions-based approach across all media. Our understanding of business issues, combined with a strategic and integrated approach to all marketing communication, enables us to add real commercial value to our clients.

Aardvark Creative

tel: 0117 378 9008
fax: 0117 902 4689
info@aardvark-creative.com
This is what we do

- Provide creatively driven solutions across all media
  - Brand development
  - Corporate identity
  - Literature
  - Advertising
  - Internet / new media
- Add real commercial value in both the short and long term
- Push boundaries by using safe hands
The breadth of our expertise

**Design / Communication consultancy**
- Research
- Evaluation and analysis
- Recommendation

**Identity / Brand design, development and implementation (online and offline)**
- Creation of new identity/brand
- Development of existing identity/brand
- Thorough implementation programmes (introduction of systems, guidelines and rationalisation processes)
- Commitment to ongoing relationships with our clients (role as lead design agency or part of wider project team)

**Marketing consultancy**
- Brand strategy and corporate identity development
- Communication plans
- Internal communications

**Literature and documentation design**
- Concept creation
- Concept development
- Forms and other documentation
- Copywriting
- Photography
- Thorough implementation systems (introduction of systems, guidelines and rationalisation processes)
- One-off publications
- Commitment to ongoing relationships with our clients (role as lead design agency or part of wider project team)

**Internal communications programmes**
- Literature
- Intranet
- Incentive schemes
Advertising
- Concept creation
- Concept development
- Implementation

Exhibition / Event design management
- Design
- Implementation
- Event management (where required)

Training / Seminars / Workshops
- Create tailored training sessions and workshops
- Run seminar programmes
- Facilitate workshops

Research
- Internal and external across a broad range of communication areas

New media design, application and development
- Evaluation processes (this leads to recommendations on which platform/format to use, detailed technical specifications and resourcing issues)
- Web site design (visual design)
- Development (coding and formatting using a wide range of formats and programming environments)
- Implementation
- Ongoing maintenance and development

Formats
Internet: HTML, MySQL
Intranet: DHTML, DreamWeaver
Extranet: X-HTML, Flash
CD-ROM: ASP, ActionScript
Database Interfaces: JavaScript

Data / Knowledge management systems across all media
- Research
- Evaluation and analysis
- Recommendation
- Design
- Implementation
- Ongoing management (where required)
What our clients say

BARCLAYS BUSINESS BANKING
“Working with Aardvark Creative was a quality and indeed refreshing experience. Customer needs are a key element to their business approach, ensuring that you always finish with a product over and above your expectations. It is rare these days that you find a company prepared to go the extra mile. Aardvark Creative do and I would not hesitate to recommend them”.

Bev Whipps, Support Team Leader, Barclays Bank Plc

EMI RECORDS
“Having worked with Aardvark on numerous projects over the past 12 years or so I can only say that the whole team approached each job very professionally and showed immense enthusiasm. Their knowledge of design is top notch and they will always come up with that little something extra to make each project stand out from the crowd”.

Steve Woof, Head of Range Marketing, EMI Records

THE ROBERT GORDON UNIVERSITY
“Aardvark Creative recently worked with us to create our 2009 Postgraduate Prospectus and a promotional microsite. Not only did Cerise and her team produce excellent design outcomes that exactly fulfilled our brief, they also ensured - through their knowledge of technology and their pro-active attitude to problem solving - that the design process was seamless and stress free. Always pleasant and understanding of your business’s needs, Aardvark Creative have provided us with a first class service”.

Katie Ward, Postgraduate Marketing Officer, The Robert Gordon University

ROYAL & SUNALLIANCE
“A very impressive production. The eRisk CD-ROM brought the topic to life and earned us a lot of positive comment in the market, the most common being: ‘...this does not look like something an insurance company would produce...’, and that was precisely what we wanted”.

David Ovenden, Consultant – Underwriting & Claims, Royal & SunAlliance

DICKINSON & MORRIS (MELTON MOWBRAY PORK PIES)
“Aardvark exhibited enthusiasm and full commitment to the redevelopment of our website. Their excellent project management skills ensured that the site could be launched ahead of schedule (and was to budget too!) The team at Aardvark went the extra mile to deliver a premium site for our brand”.

Judith Constable, Brand Manager, Dickinson & Morris
CITY OF BRISTOL COLLEGE
“We have worked with Aardvark Creative in the production of our part-time prospectuses, which are complicated documents and have huge print runs. I have been very impressed by their attention to detail and knowledge of the latest design and print technology. Their approach is always professional and they are extremely responsive to the clients’ needs and concerns. I have found this very helpful and reassuring in the confusing and ever changing world of print!”.

Lorinda Coombes, Marketing Officer, City of Bristol College

THE PHILIP LYNOTT THERAPY CENTRE, DUBLIN
“We here at the Centre can highly recommend Aardvark Creative for the work they have done for us. It is rare in the business world to find a person like the Creative Director Cerise Reed, who takes the time and the trouble to personally get to know her clients and the projects which they are involved in. This translates into a very sensitive and intuitive approach in the work which she and her team then produce.

“Cerise’s knowledge and experience have helped and guided us in the world of publishing and eCommerce. Her sense of humour and energy have spurred us along!”.

Helen Terry, Centre Director, The Philip Lynott Therapy Centre, Dublin

INTERCALL CONFERENCING EUROPE
“Aardvark Creative has exceeded our expectations for a Flash application promoting the launch of InterCall’s specialized event conferencing service. They exhibit enthusiasm and professionalism throughout the design process and most importantly they do their utmost to interpret and understand the client’s needs”.

Luis C. Ramirez, Head of Marketing, InterCall Conferencing Europe

SWIFT LG (Services for Local Government)
“We’ve known the lead designer at Aardvark for thirteen years now. Customer service has always been first class, deadlines and budgets have always been met and we’ve worked closely in an honest, sometimes forthright but always positive partnership on design concepts. As a result, our group of companies has a range of collateral, exhibition displays and web sites of which Aardvark can be justifiably proud”.

Elaine Clough, Group Marketing Executive, Swift Computing

MONOWA OPERABLE WALLS
“You sexed up the Operable Wall world by creating us marketing literature that has presence on any Building Contractors’ or Architects’ bookshelf – thank you for helping us move our company forward. We would not hesitate in recommending Aardvark Creative and look forward to working with them on an ongoing basis”.

Natasha Edwards, Monowa Limited
LAS IGUANAS
“We set Cerise and the Aardvark team the challenge of bringing Latin America to life in our new website and we couldn’t have been happier with the result which was vibrant, quirky and fun, just like Las Iguanas’ restaurants! Behind the scenes we were also given the functionality we needed to keep the site fresh on a day to day basis. Aardvark were a delight to work with, both creatively and as project managers, and we very much look forward to continuing this relationship going forward”.

*Lucy Harwood, Project Manager, Las Iguanas*

SBJ PROFESSIONAL
“Working together with Aardvark to create a new and exciting website could not have been easier. Under their expert guidance and with their outstanding support, we now have a website to be proud of; it’s imaginative, fast, easy to navigate and the initial feedback has been very positive. We continue to work with Aardvark on many projects, safe in the knowledge that the finished product will always be of the highest standard”.

*Sharon Deeprose, PA to the Directors, SBJ Professional*

NATURE CREATE
“As a new company just starting out, there are many costs to be met, and establishing a company ID and image are crucial. Aardvark Creative are experts at establishing the ‘feel’ of the company and were able to quickly and efficiently generate logos and company branding that suited perfectly. Aardvark enabled us to maximise the budget for company branding and the end result captured the essence of what we as a company are working towards. I would not hesitate in recommending Cerise and Aardvark to any company, big or small”.

*Peter Carey, Director, Nature Create*

POWELLS SOLICITORS
“Aardvark has been principally responsible for all of our design work for a number of years now, and we are entirely happy with what they have done for us. The response time is quick, deadlines are met, the work of high quality. Many of our clients comment on the quality of our Newsletters, and our web site has been admired by those ‘in the know’. Moreover, it’s nice to have a ‘face’ to deal with rather than a suit”.

*Roberta Ferrari, Partner, Powells Solicitors and Advocates*

PROTEL FIELDWORK
“We set out to have a web site that met our stringent criteria. Aardvark achieved all of it without any hassle and completed the project to time and cost. Feedback from clients and colleagues have been excellent and I would have no hesitation in using them again, as well as recommending them to others”.

*Annita Small, Managing Director, Protel Fieldwork Limited*
HATCH-22
“We never hesitate to recommend Aardvark Creative to our clients and business colleagues. Aardvark are a pleasure to work with, delivering top quality work at very fair prices with a genuine commitment to client satisfaction”.

Ilene Sterns, Director, Hatch-22

DIFFERENT SPACE
“I particularly valued your down to earth and accessible approach at all stages in the process and also your willingness to really engage in understanding the nature of my work and business (which is often hard to explain!) and to come up with a design that really reflected the essence of what I do - being both professional and radical at the same time”.

Tim Malnick, Director, Different Space

THE NEW WRITING COMPANY
“I cannot recommend Aardvark strongly enough! They were so helpful throughout the project, and we were particularly grateful for their enthusiasm, ingenuity and commitment. We were all delighted with the quality of the work produced, which really boosted the professional image of our company and left a strong impression with our audience”.

Chloé Naldrett, Producer, The New Writing Company

F-MAX WORLDWIDE
“Our project involved taking a half written site and making good of previously poor work. We were extremely cautious at that time and Aardvark showed complete competence and efficiency in their project management of the website, as well as very quick understanding of our business needs. The site, although very simple to navigate, was pretty complex to compile as it works in line with our live database, giving customers up to date product information and pricing at all times.

“We would have absolutely no hesitation in recommending Aardvark Creative as we have seen hard evidence of the abilities and commitment to a project”.

Claire Vinton, Marketing Manager, F-Max Worldwide

ANIMATED ENCOUNTERS
“Before we all get snowed under by audience and films next week, I wanted to drop you a line to say how much we appreciate the work you’ve put in to create the wonderful Animated Encounters website. It really captures the spirit of the event and is an invaluable resource – we look forward to lots of hits over the period of the Festival”.

Simon Cooper, Chair, Encounters Festivals
Every strong brand starts with a great logo. It is the cornerstone of your identity, encompassing the message, service, product and image of your business all in one. Ultimately, your logo is the public face of your company and must give the right impression.

Here are some examples of logos we have created for our clients, both large and small.
ACAD (Advice and Counselling on Alcohol and Drugs) asked us to create an identity and build a brand that would attract more service users, volunteers and funds. Working closely with the Chief Executive, we created a visually striking identity and brand that differentiated ACAD from other regional charities, as well as embodying the essence of what ACAD offers – hope.

We implemented the new identity through a redesign of their existing marketing materials – corporate identity, stationery, 16 leaflets, annual report, posters and an exhibition. We also implemented new marketing initiatives – posters, lapel pins and a website that provides information and an online donation facility. The website is currently undergoing a re-design to include much more information and reflect recent changes in technology. We will be developing and maintaining the site on a monthly basis.

In addition to obtaining more funding and service users, this new image has been instrumental in creating a positive feeling internally amongst the staff.
Barclays Bank plc has teams which are created to support specific sectors of business. Their Holiday & Home Park Team specialise in providing finance for Holiday and Home Park owners, and exhibit at shows all over the UK. We were asked to build on the existing Barclays brand, to create a look which would set them apart and get them noticed, whilst conveying a friendly ‘on holiday’ feeling.

A range of adverts, banners and posters followed, and the Holiday & Home Park team are so pleased with the result and interest that has been generated that they have been referring clients to us!

Following on from this work, we have created a similar scheme for Barclays’ Solicitor Specialist Teams around the UK, plus a new Healthcare Team in Gloucester.
Bristol Balloon Fiestas Ltd organises and runs the Bristol Balloon Fiesta, the second largest outdoor event in the UK. They asked us to create an identity for the limited company that would visually cement its ongoing relationship to the year-on-year promotion of the actual fiesta whilst building in flexibility for the advertising of the event’s sponsors. As sponsors vary dramatically each year, this was a challenge.

As well as this multi-faceted identity, we created event communication materials to promote the fiesta to both the public and potential sponsors. Materials included a corporate identity, stationery, literature, leaflets, posters, advertising, banners and video covers.

Bristol Balloon Fiestas Ltd successfully secured a sponsor and the event gets bigger every year.
Bristol Balloon Fiestas Ltd
Dickinson & Morris make and sell the famed Melton Mowbray Pork Pies. They had an existing website, but they had no control over the content, it wasn't very usable and it certainly wasn't compliant with the disabled accessibility guidelines.

We put all of this right, attaining accessibility levels of AA or AAA throughout. We assessed the usability factors which were preventing shoppers from completing their orders and improved the interface, installing a new eCommerce system to improve reliability. And best of all, Dickinson & Morris now have complete control over their new site via a simple Content Management System, to change products, prices, shipping amounts and destinations, news items and Tales from the Shoppe, along with an email newsletter to keep in touch with their customers old and new.

Dickinson & Morris has been baking pork pies at Ye Olde Pork Pie Shoppe in Melton Mowbray since 1855. We have the dual acclaim of being the oldest pork pie bakery and the last remaining producer of authentic Melton Mowbray pork pies based in the town centre. In recent years, due to unprecedented demand, the baking of these pies also takes place at a larger bakery located just outside Leicester.

There are 5 ways to buy:

1. **Online**  
   Click here to buy online

2. **Our Shoppe**  
   Find Ye Olde Pork Pie Shoppe

3. **Major Retailers**  
   Pork pies only - click for a list

4. **Mail Order**  
   Click to download a brochure

5. **By Phone**  
   01664 482088

Our full range of fine foods includes Melton Mowbray Pork Pies, Sausages, Bacon, Cheese, Chutneys, Preserves and our famous Melton Hunt Cake.

Shopping online with Dickinson & Morris is now more convenient than ever! Register for our new Member Service. The Dickinson & Morris website will then remember your details each time you log in, saving you the form filing duties at checkout time. It will also allow you to store an "Address Book" of favourite delivery addresses to use whenever you like.

Enjoy Dickinson & Morris fine foods today!

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Dickinson & Morris are proud to be a member of the Melton Mowbray Pork Pie Association. To find out more about the MPFA, click on the logo.

Photography: Paul Brown Imaging  •  Website design: AppLands Creative  •  Programming: Tim Ellis
In 1996 EMI Gold began a re-release series for Ultravox, a band which had consistently platinum-selling worldwide hits in the 1980s. We were asked to provide consultancy and design on releases of all six of their major albums, plus two new compilations.

Some new live albums and a 48-page, 4-CD anthology are currently in the pipeline for EMI Catalogue.

We are also providing consultancy to Island Records regarding a series of 1970s Ultravox re-releases.
EMI Records

- Ultravox - Quartet
- Ultravox - Lament
- Ultravox - Monument the Soundtrack
- U-Vox
- Extended Ultravox - A Collection of 12" Remixes
- Ultravox - Dancing with Tears in My Eyes

Compact disc
Encounters Festivals asked us to create a fun, eye-catching website for this year’s Animated Encounters Festival in Bristol, an internationally renowned event sponsored by the likes of DreamWorks Pictures (Stephen Spielberg) and Aardman Animation.

We had extremely positive feedback from Encounters Festivals and the public during the festival. We are also told that Mr. Spielberg thinks the site is “very good”!
F-Max Worldwide is a manufacturer of high quality body jewellery. We were called in to help when F-Max were left with an unfinished website and non-functional database by a previous company.

The site and its database are extremely complicated, catering for wholesale clients and distributors who all have their own tailored discount packages on some 7,500 products and components. Over a period of two months we familiarised ourselves with the workings of the company, using this knowledge to rewrite the database and finish the site, transforming it into a highly efficient and reliable system.

F-Max were so pleased that we are now launching the brand for their new enterprise, F-Max Racing.
F-Max Racing is an offshoot company of F-Max Worldwide, producing lightweight precision components for the radio-controlled racing car sporting community.

Our initial research highlighted the remarkable similarity of company identities in this sector. F-Max needed to be different, to stand out from the crowd just as their components are outstanding in terms of strength, durability and weight. We opted for a modern typeface which was customised for legibility and given the look of 3D moulded titanium.

We are currently designing a range of packaging and promotional materials, including a transactional website.
F-Max Racing

Web site
John Foxx, widely understood to be the founding father of electronic music in the 1970s and 80s, returned to the music business in 1997 after an extended period of concentrating on his equally respected design and illustration career.

Working closely with John, his label Metamatic and his record company Voiceprint, we designed various communication materials including tour merchandise, promotional postcards and CD covers. The numbered limited edition tour CDs are now highly sought-after collector’s items.
John Foxx

- Postcard
- Tour merchandise
- Poster
InterCall Conferencing Europe called us in to design a Flash animated presentation with voiceover and music, to promote the launch of their specialized event conferencing service, EventConnect.

Since InterCall had no previous presentations for guidance, a brand new design was required which would blend seamlessly with their corporate material, whilst giving the information in a fresh, lively way. This is the result.

More presentations are in the pipeline and we look forward to working with InterCall again.
JollySerious Events were looking for something a little more unusual when they asked us to create an identity and communications programme for them. JollySerious runs a highly innovative and interactive training and corporate hospitality business and wanted their marketing materials to reflect these qualities.

We therefore created a highly interactive brochure and web site that echoes the nature of their business together with a corporate identity which, in the view of their Managing Director, captures the spirit of the company.
Las Iguanas are a chain of highly successful Latin American restaurants. As part of their constantly evolving brand process, Las Iguanas required an exciting new website which would give them control of the content, and convey the sense of Latin American spirit that they passionately believe in.

With its bright colours, animated Flash header with music, feedback area, competitions, online booking, Landlords area with 360 degree views of an example restaurant, ‘send a postcard’ feature and much more, the new website has been declared a great success, with a notably large increase in restaurant bookings.
LivingWell, the leisure club brand of Stakis Hotels, asked us to create and implement an ongoing customer generation and retention programme. LivingWell has a continual need to generate new customers, not only for its existing clubs but also for its aggressive expansion plans in both the UK and Europe.

The communication materials we created include advertising, direct mail, magazine inserts, postcards and posters. LivingWell is one of the fastest growing chain of health clubs in the UK and we were pleased to be able to add value to their proposition through our many years of experience in the health and leisure sector.

try this simple exercise:
1. pick up the phone
2. dial 0800 136 636
3. arrange a visit
The Ministry of Defence asked to design and build a website for their FIST project (Future Integrated Soldier Technology) for their DCC-IPT department (Dismounted Close Combat – Integrated Project Team).

The website would initially be used as a central point for potential suppliers to register interest to be considered for this project. After the supply chain had been identified, the main purpose of the site then became one of dissemination of information to all the interested parties, with closed areas for sensitive material. Using a website as a core channel of communication was a new step for an internal project team.

The project co-ordinator at FIST believes it formed an important part of the communication chain and has been delighted with the results.
Mintie is a new, local band on the Manic Snail label. Their sound encompasses smooth jazz influences with modern hip hop overtones and Mintie wanted us to portray their fresh sound visually in their logo and on their promotional CD, album, stationery, DJ promo package, T-shirts and website.

Mintie are under consideration for PRS funding for a music festival next year. If this happens, much publicity will be generated and hopefully Mintie will make an appearance in the charts!

Much of this project is currently in progress, but the logo, promo and album sleeves are shown on this page.
The New Writing Company is, as the name suggests, a new company of playwrights who write and perform their own material.

Aardvark Creative supports the New Writing Company by designing their programmes, sales of which help to fund the performance.
Park House Business Centre required a complete identity rebrand, from stationery to brochures, advertising and signage, following their break from UK Business Centres.

Park House offer serviced and virtual workspaces. This is reflected in their new logo, which utilises elements from 'office plan' blueprints (a welcoming, open door) and represents both types of workspace in a more modern, up-market way.
WELCOME

The Robert Gordon University was rated Scotland’s Number 1 University for graduate employment (4th in the UK) and the best new University in Scotland by The Times Good University Guide, 2008. In conjunction with the British Council, RGU is offering three scholarships for MSc Physiotherapy students who are US Nationals, the Scottish USA Graduate Scholarships.

RGU is the professional university, providing first class courses that are accredited and informed by global industry bodies. The University’s excellent reputation helps it to attract students from all over the world.

The MSc Physiotherapy (Physical Therapy) Pre-Registration is the only course in the UK to be recognised by the Commission on Accreditation in Physical Therapy Education (CAPTE).

Once you have completed the online form, you will receive a Student Aid Report (SAR) which details how much money you are eligible to borrow.

The next stage is to locate a lender in the USA and obtain a Master Promissory Note (MPN). You must send the MPN, together with the SAR, and a letter outlining what you would like to borrow to The Robert Gordon University. The University will certify the loan amount, and return the paperwork. Once your file is complete with your lender, they should send a cheque directly to RGU. The University will retain the cost of your tuition fees, and give you the remaining funds for your living expenses.

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SCHOOL OF HEALTH SCIENCES

MSc Physiotherapy (Pre-registration)

The MSc Physiotherapy is the next stage in the Physiotherapy career path. It is offered in full-time and part-time modes.

The MSc Physiotherapy is the next stage in the Physiotherapy career path. It is offered in full-time and part-time modes. This course is recognised by the Commission on Accreditation in Physical Therapy Education (CAPTE) and is designed to meet the needs of health care professionals who wish to develop their careers in physical therapy.

About Aberdeen

Aberdeen is the major centre of the North East of Scotland. It is a major port with a long history of trade and commerce. Aberdeen is a bustling city with a vibrant cultural scene, offering a wide range of entertainment and leisure activities. The city is located on the eastern coast of Scotland, providing easy access to the Scottish Highlands and the beautiful Scottish countryside.

The University offers a wide range of undergraduate and postgraduate courses, including business, engineering, health sciences, and arts. Aberdeen is also home to the University of Aberdeen, which is one of the oldest and most prestigious universities in Scotland.
In 2002, Royal & SunAlliance and Cable & Wireless embarked on their first joint venture, an ‘eRisk’ CD-ROM highlighting the security risks of the Internet through the factually-based story of a fictional retail company, BigStore.

Aardvark was asked to not only design and produce the CD-ROM, which needed to adhere to two sets of strong brand guidelines, but to project manage both companies’ involvement, a rather large task in itself.

The CD-ROM was a huge success, generating risk awareness in the business community and revenue in terms of insurance underwriting for R&SA and infrastructure expenditure for C&W.

We are currently in discussions with R&SA regarding a Spanish translation of the CD-ROM.
The Royal West of England Academy is an established venue for the fine arts and embraces an artistic awareness of the widest nature.

We were asked to design a website with the main aim of increasing traffic to the Academy by making its programme more accessible.

The Royal West of England Academy (RWA) is one of only five Royal Academies of Art in the UK. It is a registered charity which has been self-supporting for over 160 years and possesses an outstanding Grade II* listed building, galleries and permanent fine art collection. Please click here to view RWA Academicians biographies and sample artworks. The RWA has HM Queen Elizabeth II as its patron.

The RWA is an established venue for the fine arts and embraces an artistic awareness of the widest nature. The exhibition programme provides a showcase for one man and mixed exhibitions in a variety of media, which attract large numbers of visitors nation-wide.

The Academy is situated in the academic heart of Bristol where Queens Road meets Whiteladies Road. Please see the Contact the RWA link for an interactive map of Bristol indicating how to reach the RWA.

The Academy is only open during exhibitions. Please check exhibition dates before making a trip to the Academy to avoid disappointment.
SAP asked us to work in conjunction with their existing brand agency to create and implement a campaign to recruit 100 members of staff that was flexible enough to work internally as well as externally.

The external campaign consisted of a series of advertisements in the national press supported by an online recruitment web site, whilst the internal staff referral scheme included banners, postcards, emails, give-aways and – working closely with the in-house webmaster – a specially created area on the SAP Intranet.
SBJ Professional is an established professional indemnity insurance broker. We were initially called in to provide a small replacement exhibition panel, but it soon became obvious that we could help with much more. SBJ Professional needed a brand which would reflect their standing in the insurance sector and place them firmly at the top of their game, whilst remaining sympathetic to the existing SBJ Group branding.

We developed a brand for them which did just this. It was rolled out across stationery, internal communications, a newsletter, an exhibition stand, reports and quotes and a new website which gave them complete control of the content.
Securicor Information Systems, part of the Securicor Group, were expending a great deal of man-hours at the height of their expansion, in managing candidates and agencies and producing the many HR reports that they required.

Aardvark were asked to create an online recruitment area for their website to reduce the amount of manual processing that they had to do. To support this we also created a secure central workflow tracking system. This automated the placement of jobs, the processing of applications (direct or by preferred agency), all of the HR reports and most of the candidate correspondence, saving the company both considerable time and money.
Shire Pharmaceuticals provide products to the medical industry. This website promotes one in particular, Adept – a solution which, when used in surgery, reduces the incidence and severity of adhesions.

We were asked to create a site which is aimed at surgeons, who may either have questions about Adept or want to speak out about its benefits. The site is fully content managed, containing images, videos and research which demonstrate Adept’s remarkable efficacy.

Edit, July 2006: The Adept brand has now been bought out by Baxter BioSurgery.

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(3) Ellis H et al. Lancet 1999; 353: 1476-1480
(4) Holmdahl L. Lancet 1999; 353: 1456-1457
(6) diZerega GS et al. Human Reprod April 2002; 17: 1631-8
Slack Hammock is a start-up company that produces wonderful retro-style T-shirts. We developed not only the Slack Hammock brand, literature and website but the characters and products themselves, based on rough sketches by the client.

Slack Hammock retro vintage-style T-shirts are your link to a world of epic bands, crazy rock stars and golden themes. A landmark era when a rebellious generation came of age and time for a mini-skirt loving decade or more - kicked off their shoes and seemed to exist at all.

A homage at the temple of vintage cool with Slack Hammock's icon retro T-shirt designs. Stylised from top quality 100% pure cotton and produced using the latest techniques, these classic shirts are our salute to some of the most creative years of living memory. Enjoy wearing your Slack Hammock t-shirt. It's your salute to...
Swift asked us to evaluate and rebrand the Swift group of companies to provide a more unified look and feel. Swift LG specialises in software for Local Government, Swift FM specialises in logistics, warehousing and fulfilment services, Swift Computing specialises in supply chain software and services and MortgageKeeper specialises in mortgage management software.

Aardvark are in the process of applying a new look which can easily be adapted across a wide range of internal resources and marketing collateral, giving Swift a more modernised appeal. The new brand has been rolled out across a good deal of the marketing resources and we are now redeveloping the websites to reflect the new brand and an accessibility rating of AAA. Swift LG and MortgageKeeper have received this treatment so far.

We continue to work with Swift on a daily basis, to develop and maintain their brand.
Midge Ure, an internationally well known musician (Ultravox, Visage, co-founder of Band Aid) needed a platform that would enable him to have more interaction with his fans, record companies and journalists.

Working closely with Midge, we designed and implemented a highly interactive site incorporating streaming audio and video.

Other communication materials included tour merchandise and various CD covers for his own label Environment, EMI Gold, Strange Fruit Records, BMG/Arista and Koch International.
Midge Ure

Compact disc
Why Aardvark Creative?

• **Because we**
  – work with you to understand your business
  – combine technical strength with marketing expertise
  – know how to acquire customers
  – know how to build and develop brands
  – are responsive
  – keep you informed at every step of the way

• **We would like to work with you!**