

Case Study

● Client - Mead Medica

Mead Medica have six care homes across Scotland with specialist homes for people with dementia.

● Brief

Mead Medica's marketing material was very outdated and they were looking at producing new brochures, photography and web site. Hoggett were asked to look at a few ideas as a starting point and present options; the client had no idea of costs and required to establish a budget for the complete project.

● Response

Mead Medica were looking for a design agency who could manage every aspect of the project, from designing and supplying the printed items, photographing each home's facilities and pulling all the information together for a complete CMS web site. All brochures and data-sheets were digitally printed in short runs, as the information required by law changed on a regular basis.

● Result

A large print run of generic folders was designed and printed. To complement these, each home had its own brochures, fees and data-sheets which were held by folder; these were also required by The Care Commission to meet current standards.

Stock images were used for residents' images as it would have been difficult to arrange permission to use residents themselves. A great deal of retouching was done to achieve consistency in uniform colours.

Mead Medica's new website was produced as a Content Management System. Once trained by Hoggett, they were able to add information as required. The final 19 documents were produced as downloadable PDF for attachment to the site.



Updated Mead Medica Logo



Cover of their new folder to be used by 6 Care Homes across Scotland



Introduction to Mead Medica and folder pocket housing brochures and data-sheets.



Care Home brochures.



Full CMS web site