

Case study: ustwo



An international digital design studio with blue chip clients. A Wide client over three years.

Project:

Wide was commissioned to produce a 28 page pamphlet on the subject of 'future mobility'.

It was to form the centrepiece of efforts to expand ustwo's profile in the field of mobility, with a launch at a salon for industry luminaries hosted by ustwo, followed by digital dissemination.

Wide conducted desk research and interviews with key ustwo staff to determine the concept. Working under the pressure of a tight deadline, Wide drafted the text and worked with in-house designers to complete the report.

In the words of Matthew Edwards, ustwo's head of marketing: "I think it's fantastic. You've done an incredible job of navigating varying streams of feedback and blending them into a really compelling piece. I think there is something in this for a really wide variety of players: no mean feat to do that and still retain a strong unifying thread. Thank you."



The business PR agency