

storing.com™

Storing.com's vision, was to offer their predominantly London-based clientele considerable cost savings on domestic and commercial storage, by putting their business online and utilizing storage facilities outside of London. A great concept thwarted by ineffective communication. Convinced that their business model would succeed, the owners were however continually frustrated by the unsatisfactory enquiry to booking ratio from their existing, poorly packaged website. Our brief was 'to get potential customers past the homepage'.

Storage is an industry where trust, confidence and professionalism are paramount. We created a fresh brand image specifically designed to engage the customer, using aspirational lifestyle imagery rarely seen in this sector. The new website, is now packed full of useful content with powerful but concise functionality. As a result of this, we were also assigned to rollout the new brand across all marketing materials including the transport fleet, our "largest" work to date.



Corporate Website



Vehicle Livery



Packing Boxes



Protective Packaging



Welcome Pack