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## INTO SOMERSET CASE STUDY – CREATIVE SECTOR

### Moda Design & Marketing

An innovative design and marketing company is proof of Somerset's global communication capabilities – with one partner in the UK and one in the US.

Moda Design & Marketing uses the latest technology to seamlessly link transatlantic offices in the WestCountry and the West Coast of America.

As Director Hugh Croad explains, "One of the founding partners relocated to the USA. Bearing in mind that our company was small – with just two of us in full-time employment – this change, in mid-2008, was a major upheaval and could easily have been the end of Moda. And, of course, it came just as the credit-crunch was starting to bite, causing business failures across the economy.

"The key issue was working out whether the former partners could work together in a looser arrangement and using modern communications to replace the previous single-location working environment."

The arrangement took time to work smoothly, but internet phone calls through Skype and file transfer methods have been very effective. "The worst problem now is the time difference between Somerset and California!

"From a client perspective, we succeeded in keeping all of our accounts on moving into the new situation, and also through 2009 have picked up several new clients as well. Not a bad result."

Somerset is the ideal location for Hugh. "We choose to stay here, with access to the towns and cities in the region and our clients in them, those beaches and walks for leisure time and the tranquility of the countryside for our home. It does seem the perfect combination!"

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**MODA. Design & Marketing**

Somerset provides four key business benefits:

- Lifestyle - with good access to both countryside and beaches
- Modern communications allowing low-overhead working with full communication world-wide
- Decent access to London and the north
- Growing regional economy for local work

For example, Somerset has reliable, two-hour road and rail links with London and is within easy reach of international airports in Bristol and Exeter.

Moda offers a full range of design and marketing services, including strategy and planning; brand identity creation and refreshment; press advertising; literature design; direct marketing; website design and copywriting.

It recently refreshed the corporate identities of two key clients - one that had been in business for 30 years and one for 60 years. "We needed to create new logos and appropriate straplines for their values and objectives while ensuring that we didn't throw the baby out with the bathwater. After all, you don't get a business to that stage without doing a lot right!"

Moda also handles the press advertising business for the global brand leader in TV audience measurement, based in Switzerland. "Not only is this a blue chip client for us, it also happens to be operating in our own industry, i.e. advertising and marketing, so we are doubly proud to have this company as a client."

Business support groups and networking bodies, such as Somerset Chamber of Commerce and The Blackdown Hills Business Association, have been helpful in providing support and advice.

Somerset has also been proactive in capitalising on the business benefits of the 2012 Olympics and other sporting activities – for instance, it successfully brought the Tour of Britain cycle race to the county.

"Team Somerset" is working to maximise the cultural and tangible benefits for businesses, residents and athletes of all kinds in the county. Moda is proud to represent the interests of Somerset businesses on Team Somerset, on behalf of the Somerset Chamber of Commerce.

Somerset provides a better quality of life and allows businesses to save through low rental and commuting costs, adds Hugh.

It also has a choice of excellent public and private schools. "As a previous governor of our local primary school, I need to say we have some remarkable schools in the county. Perhaps small country schools are the last bastion of "old England" - the level of pastoral care and rounded development available here can be the equal of any in the country."

**"Somerset offers excellent access to London and the north; a growing regional economy for local work; modern, global communications; low overheads and a great lifestyle with access to countryside and beaches."**

## CONTACT DETAILS

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