

HOW CAN WE HELP?

CAPABILITIES DOCUMENT

Lisa Penn
FOUNDER / CEO

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TECHNICAL DIRECTOR

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WHO WE ARE

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OUR HISTORY

Since its founding as a modest design studio in 2003, PENNInk Productions has grown into a full-service agency driven by a team of world-class creatives and producers.

Led by Founder and CEO, Lisa Penn, PENNInk Productions has helped dozens of small businesses and charities with digital marketing solutions and user experiences.

Our mission is simple - consistently deliver ideas and work that matters and exceeds client expectations. Everything we do, we do in an open, transparent and collaborative environment.

WHAT WE DO

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OUR SERVICES AND CAPABILITIES

We love crafting beautiful, smart and inspired work that is focused on business goals and the target audience. We do this across multiple touch points to help businesses and charitable organisations achieve their goals.

STRATEGY

*Audit
Discovery & Research
User Experience
Brand Strategy
Positioning
Content Strategy*

BRANDING & DESIGN

*Brand Development & Rebranding
Logo Design
Brand Style Guides
Collateral, Print & Packaging
Exhibition & Signage
Illustration & Animation*

DIGITAL DEVELOPMENT

*WordPress Design & Development
UX / UI
Information Architecture
Wireframing & Prototypes
Explainer Videos
Post Production & VFX*

WHAT WE'VE DONE FOR OTHERS

3.1

ALLIANCE CASE STUDY

CHALLENGE

Alliance Brass Ltd. needed to redesign and redevelop its ageing website to attract its target audience and allow business-to-consumer e-commerce.

SOLUTION

A fully responsive bespoke e-commerce solution targeted at musical instrument dealers and distributors, and professional and amateur musicians. Designed to minimise administration time spent managing products

SERVICES

Bespoke website design and development including:

- *integrated e-commerce product catalogue and ordering system*
- *artist portfolio*

RESULTS

The acid test for success with e-commerce sites is always the bottom line. Sales figures in 2018 show a two-thirds increase via the online channel, clearly surpassing the original target.



WHAT WE'VE DONE FOR OTHERS

3.2

HOAC CASE STUDY

CHALLENGE

Hillingdon Outdoor Activities Centre (HOAC) needed to move to an ecommerce business model, reduce administration overheads, and attract its target audience to book places on courses and purchase memberships online.

SOLUTION

A fully responsive bespoke ecommerce solution including events and membership sales and management, catering for the needs of an audience comprising the general public and HOAC staff.



SERVICES

Bespoke website design and development including:

- *events and membership management software*
- *fully mobile responsive contemporary design*
- *integration with Stripe payment gateway*

RESULTS

During the first 3 months after launch, the new website realised almost £170,000 worth of bookings.

WHAT WE CHARGE

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SAMPLE OF SERVICES AND RATES

WEBSITE DESIGN & DEVELOPMENT (TEMPLATED)

£500 - 5k

WEBSITE DESIGN & DEVELOPMENT (BESPOKE)

Starting at £5k

WEBSITE TUNE-UP OR TIME BLOCK (10 - 30-HOURS)

£350 - 1500

WEBSITE CARE PLANS

£60 - 200 / month

SEO

Starting at £500 / month

POWERPOINT / KEYNOTE TEMPLATES

£150+

BRANDING & BRAND STYLE GUIDES

£300 - 5k

LOGO DESIGN & RECREATION

£150 - 750

VIDEO PRODUCTION / ANIMATION / VFX

£300 - 8k

SIGNAGE & EXHIBITION DESIGN

£4 - 8k

ILLUSTRATION & ANIMATION

£2 - 8k

SOCIAL MEDIA IMAGES

Starting at £50 / month

HOURLY RATE OF £75 / HOUR

HOW CAN WE HELP?

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CONTACT US

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