



Marketing Campaign for a
British Notebook Brand

PLUSFILE

Distinctive Marketing Campaign for High Quality Notebooks

Plusfile, a supplier of high quality stationery, wanted a marketing campaign that would reflect the superior quality and British heritage of its notebooks.

Business Strategy

Brand Strategy

Art Direction

Design and Touchpoints

Brand Grid
Copywriting
Product Catalogue Design
Packaging Design
Product Photography
Photo Retouching

Digital & Social Media

Plusfile Marketing Campaign

Marketing Materials for a Notebook Supplier



Base Creative organised a photoshoot and produced a brochure emphasising the tradition associated with the brand.

Scope of Work Business Strategy

Brand Strategy
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