



iWorld Branding Campaign



Anderson Baillie creates a new campaign brand platform

First Software is the UK's leading supplier of open, enterprise-wide business solutions for local authorities and housing associations. The success for Anderson Baillie was in helping to create a communications strategy to support First Software's concept of iWorld. iWorld's creation meant customers and end-users could access First Software's applications via the Internet. The introduction of the new branding was phased in line with the iWorld product development programme and covered ID and stationery to product icons, through to direct marketing and advertising.

"Anderson Baillie have carried out work for First Software for over 3 years. During this time we have been 100% satisfied with all aspects of the work they have undertaken on our behalf. Their innovative ideas and designs provide us with exactly what we are looking for. They are aware of our needs as a company within our specific marketplace. The work they produce is always delivered on time and in certain cases within extremely tight deadlines. The team at Anderson Baillie are always keen to help and they will ensure that they are providing you with the best service available."

Katherine Beswick
Marketing Manager, First Software



Branding and Design

Anderson Baillie's branding and design consultancy Borg Design, provides innovative strategically driven creative solutions.

For a full overview of our Branding and Design services visit www.andersonbaillie.com/design