



HERITAGE

INNOVATION

CASE STUDY

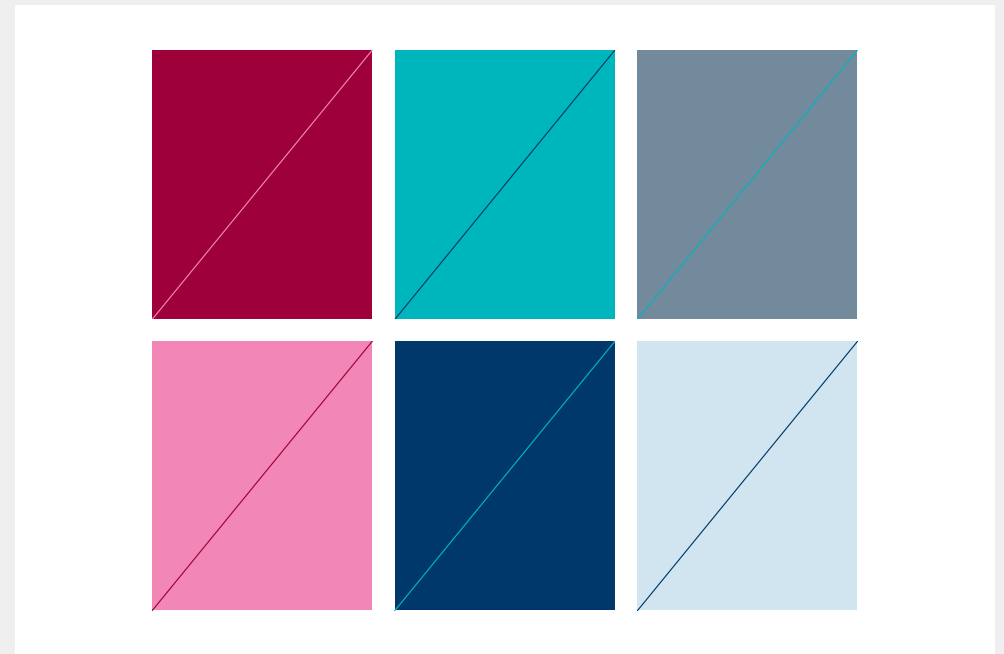
Conqueror

Conqueror paper is a global 'Super Brand'. It has held a position as a leading high-end paper since it was first produced 125 years ago, and is regarded as the world's best known paper collection.

However, in recent years, its sales have been affected by the decline in the volume of printed communications and increased competition from cheaper alternatives. The brand needed to re-focus its positioning and develop a new brand strategy which would engage leading global organisations and luxury brands. Companies who appreciate the value of fine paper and share their commitment to high quality printed communications.

Conqueror is a brand of contrasts which encapsulates both heritage and innovation, and our strategy and messaging reflects Conqueror's tradition of craft and excellence, and also its status as a modern, pioneering company. To create this balance we updated their classic brand assets - recrafting the original watermark and developing the use of the iconic 'Conqueror Sword'. Together with a new 'Since 1888' strapline these communicate the heritage and authenticity of the brand. By introducing contemporary design elements, photography and a fresh supporting colour palette we developed an identity and guidelines which are modern, relevant and progressive.

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"Everyone has a story, it's how you tell it that sets you apart".

To relaunch the brand to a global market we have told the Conqueror story through the creation of a 200 page case-bound book. The book is both classic and contemporary in its design, telling the story of the past whilst showing its relevance to the future.

Its format challenges expectations of the papers' use and includes examples of leading brands, large and small, who have used Conqueror to produce a rich variety of brand communications.

The story unfolds through a chapter of highly crafted print finishing techniques, demonstrating the breadth of the range and its versatility for types of print. Featuring 60 different papers the book invites its readers to re-discover the range.

Through its design and writing the book encapsulates the principles and qualities of the paper collection and projects the new brand positioning. 50,000 copies have been distributed to a selection of the worlds top creative studios, global brands, international organisations and boutique luxury brands.

