



Case Study

Mount Elgon Orchards

Branding, Strategy, Design, Package Design &
Collateral

Russ Wren
potentate

Lars Wolf
culture sherpa

Plantage Middenlaan 62
1018 DH Amsterdam
The Netherlands
+31 (0)615055593

www.pig.works

Hello!

Thank you for your interest in PigWorks.

Since our founding, PigWorks has grown into a full-service agency driven by a team of creatives and producers. Led by Founder Russ Wren, PigWorks has helped some of the world's best brands with branding, marketing and user experience solutions.

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.

PigWorks

Plantage Middenlaan 62

1018 DH Amsterdam

+31 (0)639575625

EMAIL: hello@pig.works



Branding

Design

Social Movements

Media



PARTIAL LIST

Awards & Recognition

PigWorks
Agency Spotter
Top 20 Branding Agencies
#6 Branding Agency

PigWorks
Digital Agency Network
Featured Agency
February, 2017

PigWorks
Digital Agency Network
Featured Agency
November, 2017

PigWorks
Ad World Masters
Top 100 Agencies in the World
March 2019

PigWorks
Clutch
Top B2B Firms in
Western Europe
2020

PigWorks
Rnked.com
Top 50 Agencies
In The Netherlands

Edit Ballai
Featured Artist
Photoshop Creative
Magazine UK

Russ Wren
Aquent &
Creative Mornings
Talent of the Month

Edit Ballai
INCG Showcase (Hong Kong)
Featured Artist

PigWorks
AdWorldMasters
Silver Award
Agency of the Year 2019

PigWorks
Sortlist
Best Marketing Agencies
In Amsterdam

Edit Ballai
Excellence Award
3D Total Magazine

PigWorks
Sortlist
Best in Class Agency

PigWorks
Loomly.com
Best Marketing Agencies
in The Netherlands

PigWorks
DigitalObjects
Number One Branding Agency
in The Netherlands 2020

PigWorks
Ad World Masters
Agency of the Month
June 2019

AW/W/Wards
Site of the Week
October, 2019
aiur.ai

TDA
Agency of the Month
Digital Strategy
November, 2019

Ad World Masters
Top 100 Branding Agencies
Worldwide
November 2019



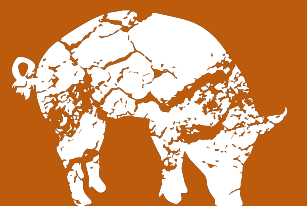
Partial Client List

At **PigWorks**, we love crafting beautiful and inspired work that is focused on a business' goals and their customers. We do this across multiple touch points to assist organisations achieve their goals.

STAPLES
PURELL
MITSUI RAIL CAPITOL EUROPE
UNIVERSITY OF HAWAII MANOA
AIUR
MOUNT ELGON ORCHARDS
HASTIE GOLF
YAMASA
INNOSEIS
LUMENIS
KURTAIN KALL
KNOWLEDGE VALUES
PRODICOM
AMSTERDAM BREWBOYS
DE HUMMUS HOUSE
TIBOR
EVOLVE
ROSE LAWN
AUTHENTIC GOLF



So, what does PigWorks do?



Our Services & Capabilities

At **PigWorks**, we love crafting beautiful and inspired work that is focused on a business' goals and their customers. We do this across multiple touch points to assist organisations achieve their goals.

STRATEGY

Strategy
Discovery & Research
User Experience
Brand Strategy
Content Strategy
Marketing campaigns

BRANDING & DESIGN

Branding Development
Logos & ID Systems
Brand Books
Style Guides
Messaging
Typography
Collateral Print & Packaging
Letterpress

DIGITAL DEVELOPMENT

Website Design & Development
UX/UI
Information Architecture
Wireframing
Prototyping
Mobile Applications

SOCIAL MOVEMENTS

Social Movement Research
Social Movement Planning
Alignment of Campaigns to
Public Pulse
Activation of Brand Evangelists



Our Approach: Design Thinking & Strategy

**“An investment in knowledge
pays the best interest.”**

BENJAMIN FRANKLIN

In other words, we design solutions for intended users. This can be applied to products, business models, branding, and especially digital solutions.

We put the needs of the user at the center of everything we create, which is the most powerful way to start and finish brand identity projects



WHAT WE DO

To start things off, we use a fast-paced, user-centric, and facilitated framework that defines and prioritizes user needs, creates user journeys, surfaces actionable insights, makes strategic recommendations and produces tangible results that will be deployed on the business website, branding or marketing campaign.

This is an integral step in our overall process:

Discover Insights—> Define Goals—> Execute Beautifully

Within this process, we follow Agile principles in iterative cycles of ideating, executing, and validating.

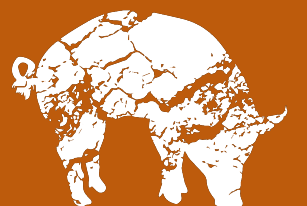
The result?

Effective, beautiful and beloved brands.

How it works



**Prove it. Let's see a
case study.**



Mount Elgon Orchards

CLIENT

Mount Elgon Orchards

DELIVERABLES

Branding
Strategy
Website Design/Development
Logotypes
Graphic Design
Package Design
Promotional Videos
Art Direction



Mount Elgon Orchards are a world leader in producing top quality roses and avocados, whilst observing the highest levels of social and environmental responsibility.



WHAT HAPPENED?

MOUNT ELGON REQUIRED A COMPLETE RE-BRANDING FOR THEIR VARIOUS BUSINESS UNITS (OVERALL BRANDING, ROSES & AVOCADOS) TO MODERNIZE THEIR LOOK AND TO ENCOMPASS ALL PARTS OF THE BUSINESS UNDER A COMMON DESIGN LANGUAGE.

A NEW WEBSITE WAS ALSO DESIGNED AND DEVELOPED TO REFLECT THE UPDATED BRANDING AND PRODUCT OFFERINGS.







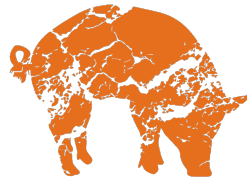
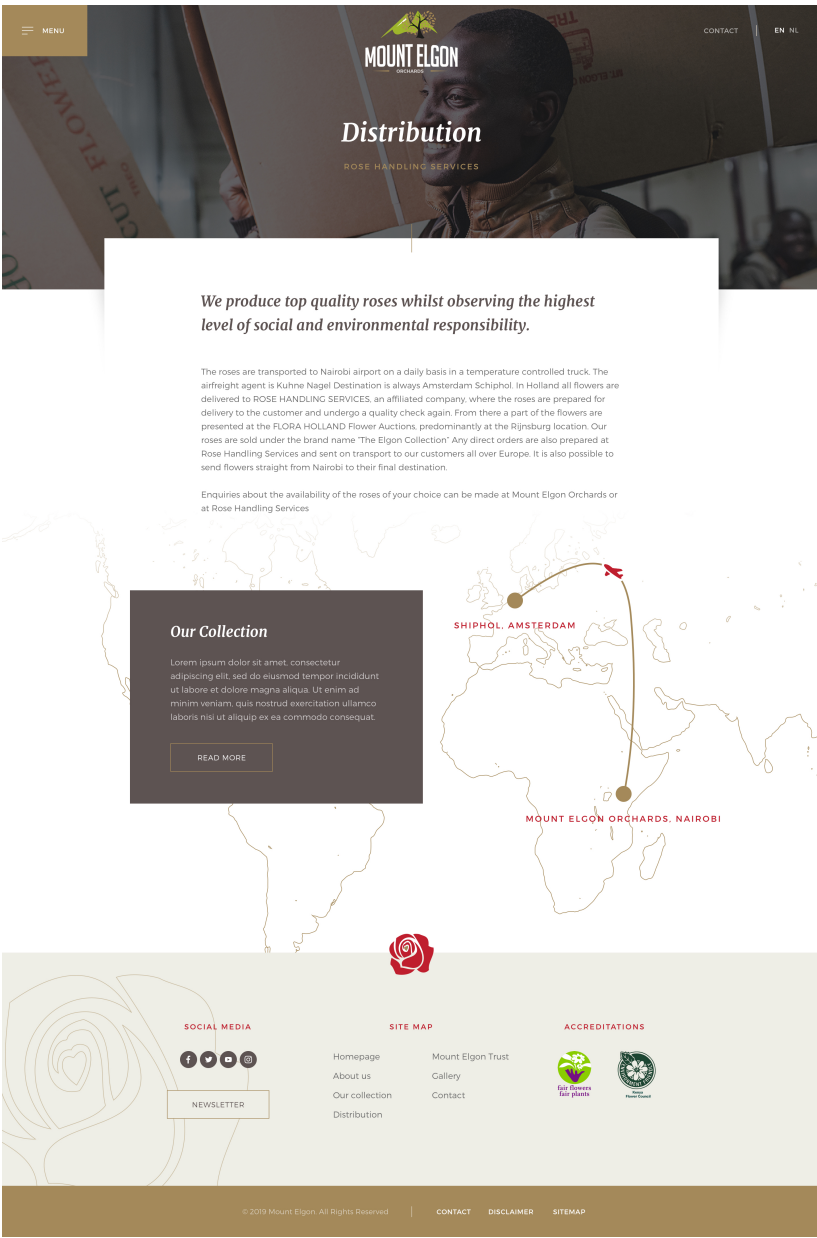
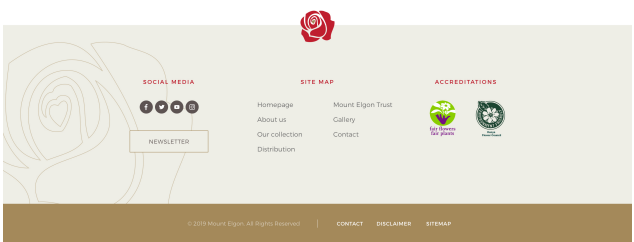
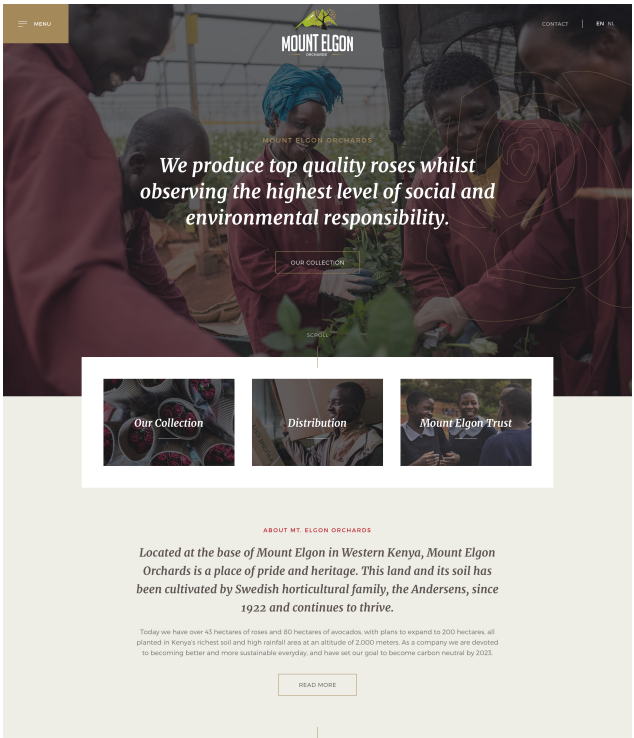
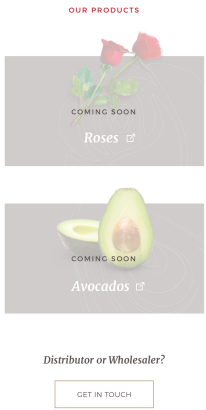
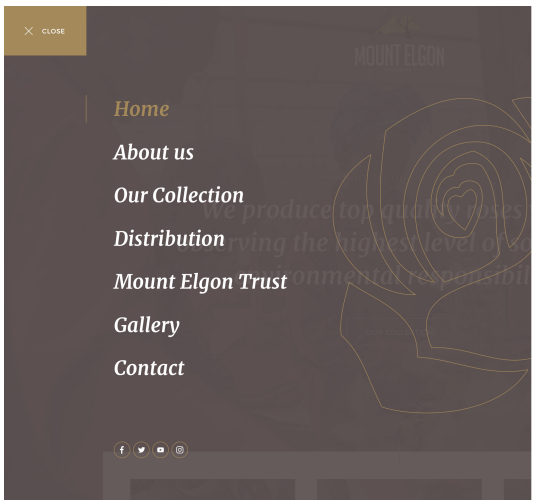


Starting from a basic outline provided by the client, PigWorks designed and developed a new branding package including: logotypes, business strategy, package design typography and collateral design.



CASE STUDY

WEBSITE AND COLLATERAL



CLIENT FEEDBACK

What challenge were you trying to address with PigWorks?

We'd started a slight rebranding, mostly around our corporate identity, and we hired PigWorks to take over completely and build an entirely new website.

SOLUTION

What was the scope of their involvement?

PigWorks delivered logos, copy, designs based on our packaging, and a new look and feel for the site. The team then analyzed our specific products and gave us tailored branding for each.

How did you come to work with PigWorks?

I found PigWorks by Googling companies in Amsterdam that build websites. I chose them after interviewing three other firms.

What is the status of this engagement?

We started working together in Q2 2019, and the website was completed by July.

What evidence can you share that demonstrates the impact of the engagement?

Our internal committee is very happy with the feedback and success of the project.

How did PigWorks perform from a project management standpoint?

The communication is top-notch, and they respond to action items very quickly.

What did you find most impressive about them?

PigWorks is great to work with, and their rates are very competitive.

Are there any areas they could improve?

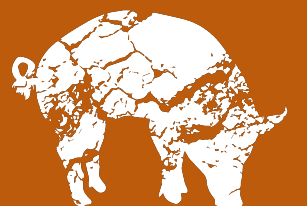
I've been extremely happy with them. They are proactive about making recommendations, and they enact changes quickly.

Do you have any advice for potential customers?

Be clear about what you want and when you need it. They'll let you know if they can or cannot deliver.



**Right, so what do other people say
about PigWorks?**



TESTIMONIALS



We have engaged the PigWorks team in multiple projects. My expectations were that Russ, Lars and the rest of their team would deliver excellent visual and technical solutions, which they did.

What I did not expect (and rarely encounter) was their willingness to research and absorb the needs of our clients and our businesses. Their commitment to go “well beyond” delivered tremendous value to each of our projects.

Thank you PigWorks. I look forward to a long, prosperous, and mutually beneficial relationship.

R.S.Gray

CEO Private Ventures
St. Louis, Missouri



TESTIMONIALS



I love PigWorks. Absolutely amazing results and experience creating my corporate identity, branding strategy and collateral work.

A creative agency where you interact with incredible talent that delivers stunning results

I appreciate the speed at which they were able to respond to me. Additionally, PigWorks was an asset to ideation throughout the project. They came to meetings with fresh ideas, clearly having thought through project challenges.

Andrew Hastie

CEO Hastie Golf
Amsterdam, NL



TESTIMONIALS



We love the new departmental logo! We wasted no time printing tees to show off our new image!

It is a pleasure working with your highly creative and innovative team.

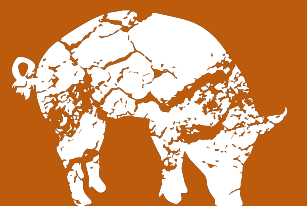
Looking forward to working with you again in the future!

Dr. J.W.W.

School of Oceanography
University of Hawaii Manoa
Hawaii, USA



**Allow us to introduce your
new team.**



YOUR NEW TEAM



Russ Wren

CO-FOUNDER & POTENTATE

Founder, music lover, ex-pat and design nere-do-well...Although I have never wrestled a bear (or 'gator), I do work hard, while not taking myself too seriously.

Design, photography, video, social media, guitar building, playing music, electronic tinkering...these are all things I enjoy.



YOUR NEW TEAM



Lars Wolf

CONNECTIFIER

I have a beard because I hate shaving, not because I am a hipster.

My bicycle has no gears because I like it that way!

I challenge myself by building ideas into brands and building brands into movements. I find inspiration in all things, no matter how bizarre, and I'd like you to tell me what inspires you!



YOUR NEW TEAM



Cecile Pecheur

CO-FOUNDER & DIGITAL ACTION MAVEN

One of the Frenchies in the team,
and not even arrogant!

I love travelling, meeting new
people and experiencing new
cultures.

Social media marketing, SEO, web
design, reading and watching
movies and TV series are things
that I enjoy.

My motto: Live life with no regrets!.



YOUR NEW TEAM



Edit Ballai

VISUAL ENTRANTRESS

Avid visual designer,
Photoshopper, 3-Der and creative
mind.

I love working all kinds of projects!

Every challenge gives me a
chance to enhance my skills and
help our clients.

What do I enjoy most? Summer!!!



YOUR NEW TEAM



Estelle Lecointre

SOUTHERN BELLE

Estelle is our newest team member and is bringing PigWorks presence to the south of France.

Full of energy and ideas, and loves to create!

If you are in the Monaco/Cannes/Nice area, and interested in what we do, drop her a mail at estelle@pig.works



Thank You.

