PigWorks

Case Study - Aiur

Russ Wren
potentate

Cecile Pecheur
digital action maven

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
Rnked,com
Top 50 Agencies
In The Netherlands

PigWorks
Sortlist
Best Marketing Agencies
In Amsterdam

PigWorks
Ad World Masters
Agency of the Month
June 2019

PigWorks
Digital Agency Network
Featured Agency
February, 2017

Edit Ballai
Featured Artist
Photoshop Creative
Magazine UK

Edit Ballai
Excellence Award
3D Total Magazine

AWWWards
Site of the Week
October, 2019
aiur.ai

PigWorks
Digital Agency Network
Featured Agency
Novenber, 2017

Russ Wren
Aquent &
Creative Mornings
Talent of the Month

PigWorks
Sortlist
Best in Class Agency

TDA
Agency of the Month
Digital Strategy
November, 2019

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

Edit Ballai
INCG Showcase (Hong Kong)
Featured Artist

PigWorks
Loomly.com
Best Marketing Agencies
in The Netherlands

Ad World Masters
Top 100 Branding Agencies
Worldwide
November 2019




OiNK
oinkoinK
OiNk
oink
oink!
Let's Talk.


JUL/AUG
MELK
04 AUG
ARTY PARTY
17 AUG
CONOR OBERST
19 AUG
ENCORE FESTIVAL
25 AUG
BADA$$
BROWN
GRACHTEN
WE CANNOT SLEEP
LIGHTS OUT
16 august - 21:00 hrs
BROKEN BRASS ENSEMBLE
WHAT THE WAF
RED LIGHT JAZZ SOCIETY
ROOF TOP MOVIE NIGHT
"No, you can trust us.
We won't do anything
with this data."

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?



WHAT WE 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

How it works

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.



Prove it. Let’s see a case study.

Aiur

CLIENT

Aiur

DELIVERABLES

Brand Identity
UX/UI
Web Development
Graphic Design
Translation
Copywriting
Marketing Services





WHAT HAPPENED?

BRAND IDENTITY, WEB DEVELOPMENT , GRAPHIC DESIGN, AND COLLATERAL

PHASE ONE

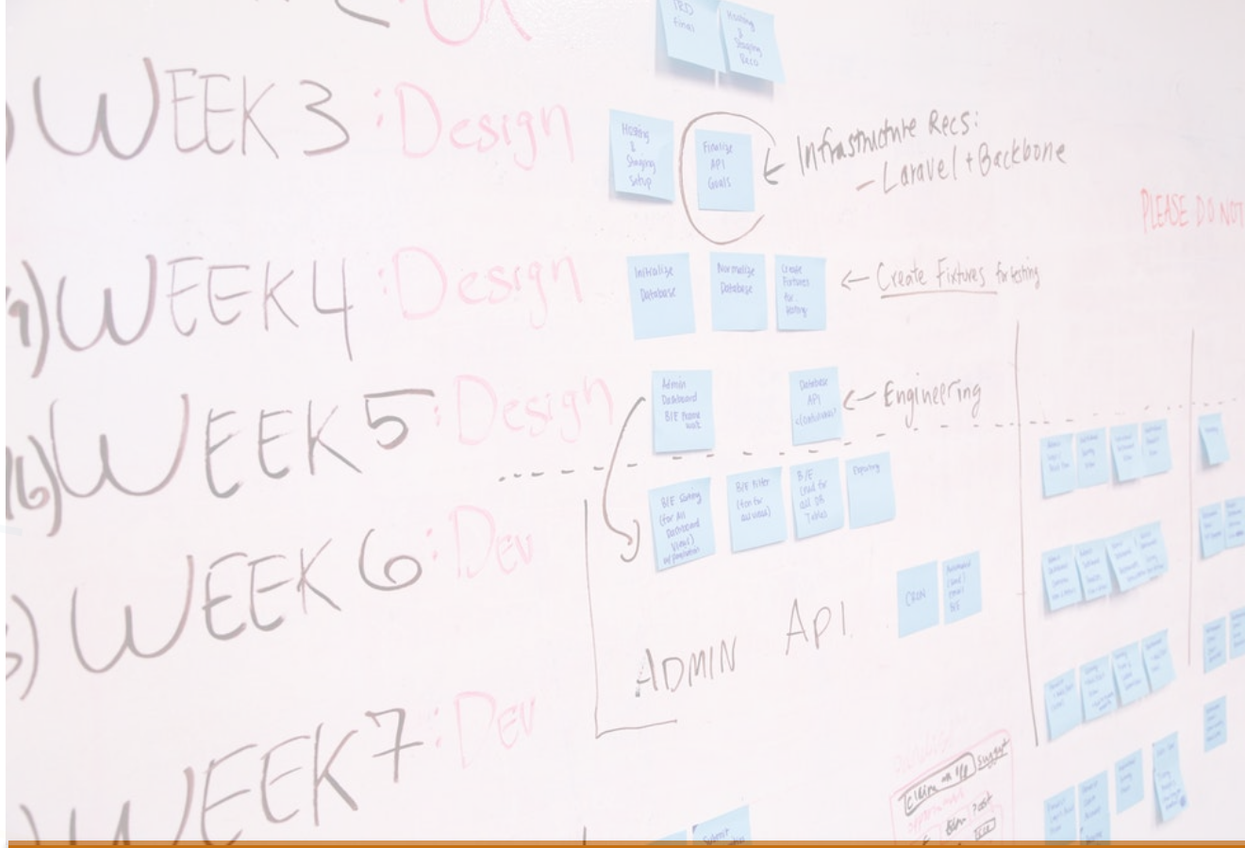
STRATEGY & APPROACH

DEVELOPING THE STRATEGY

Over a two-day facilitated session, we surfaced the challenges Aiur as an organisation faced. In the process, they prioritised the needs and goals of the business and its customers. This became the foundation for the branding design and marketing approach.

DEFINING THE BRAND

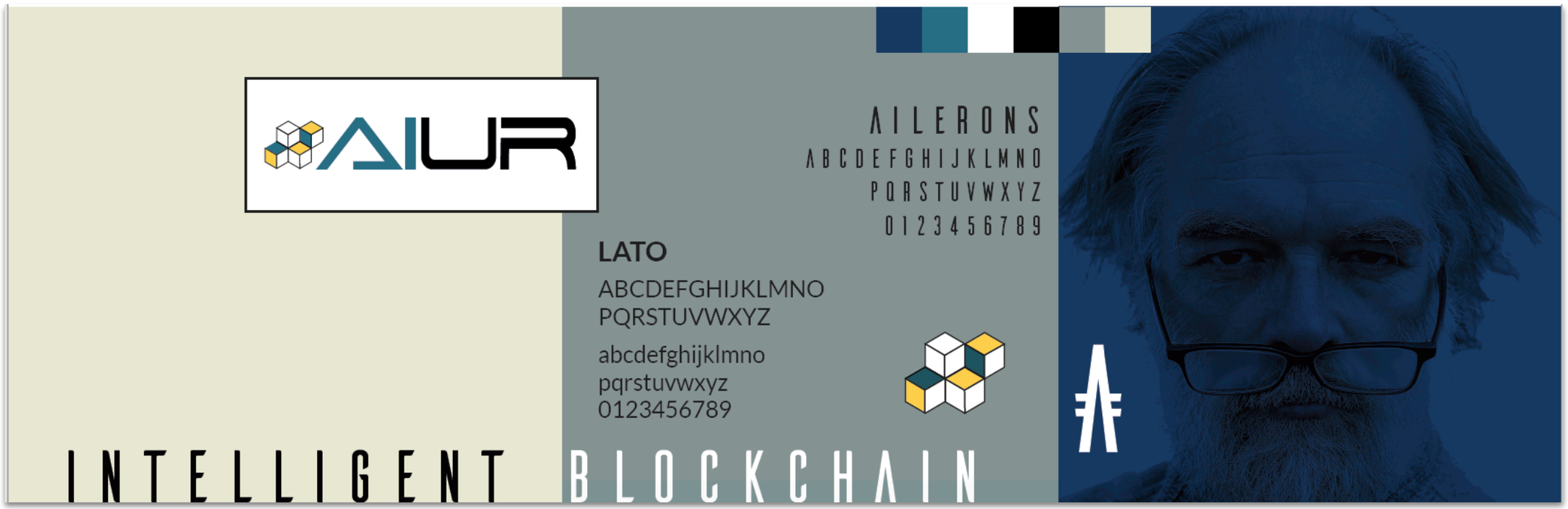
Through a series of exercises in the strategy session, we were able to extract and refine the key pillars of the brand. This defined the brand's personality: how it should look, sound, and act.





STYLESCAPES





LOGOTYPE DEVELOPMENT

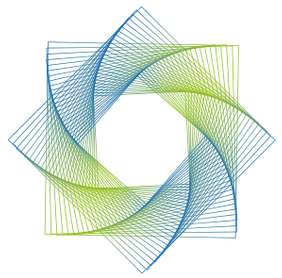
INITIAL ROUND







SECOND ROUND





FINAL DESIGN





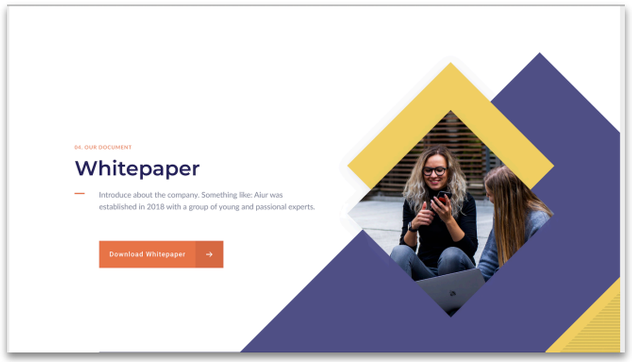


Aiur is a Chinese-Swiss AI-controlled blockchain startup.

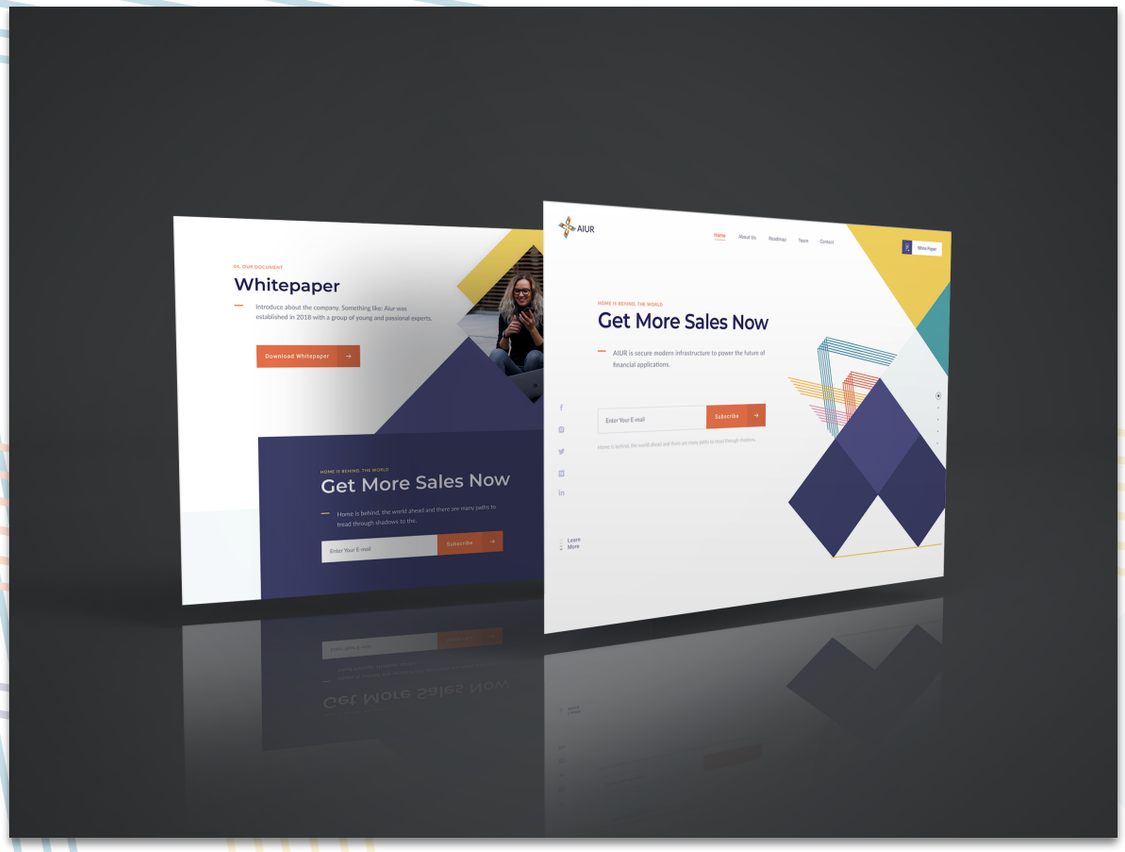
PigWorks provided brand identity, UX/UI design, web design, collateral design and consultation.

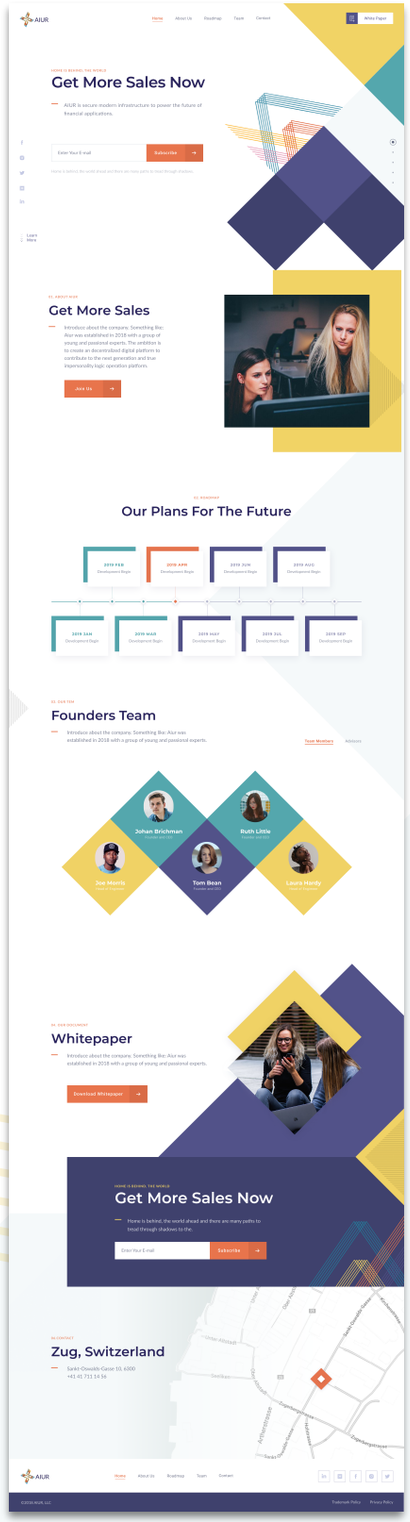


WEBSITE DEVELOPMENT

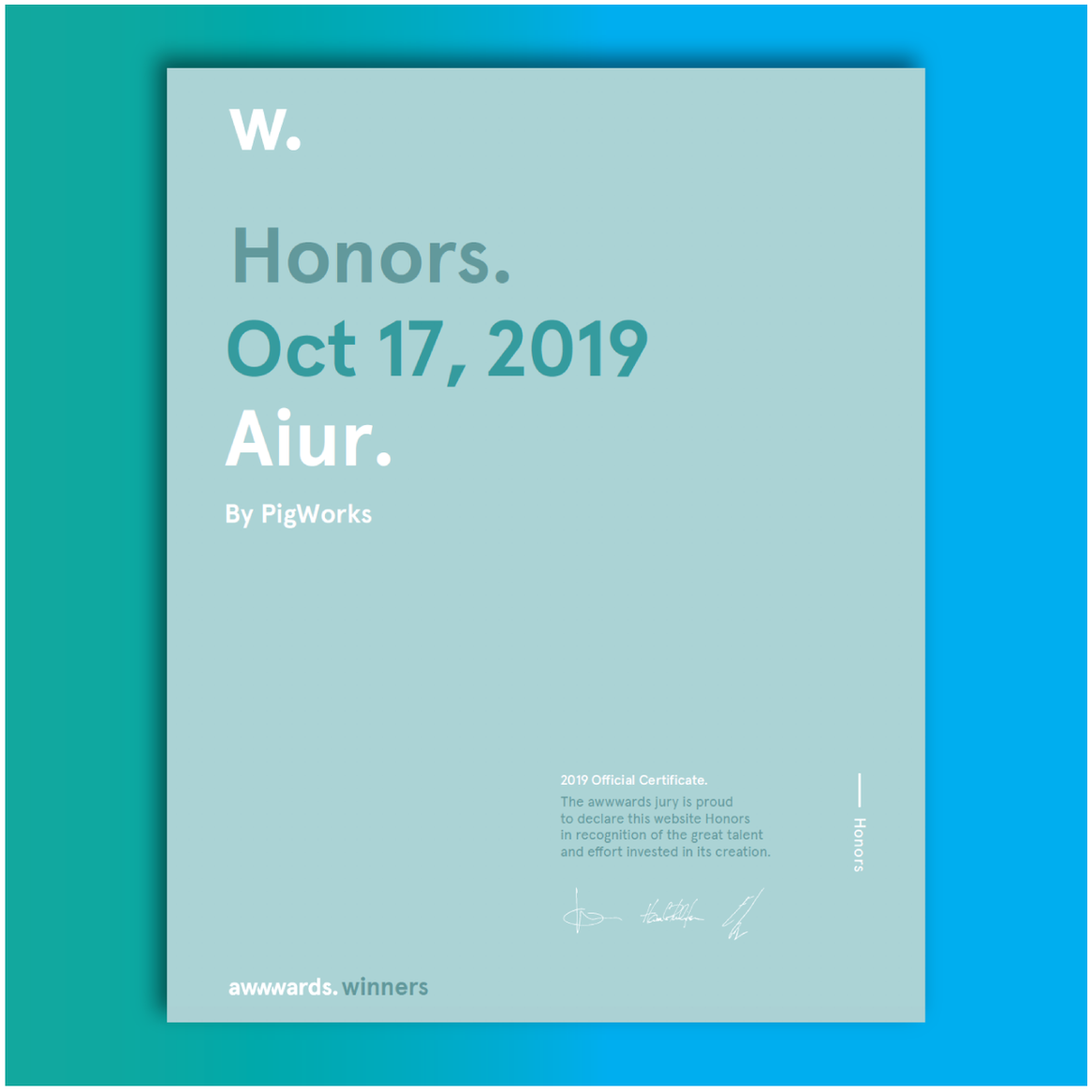








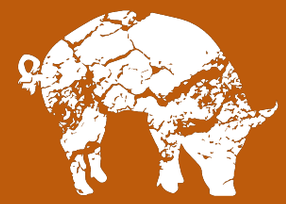
WEBSITE DEVELOPMENT



For our UI/UI and web design/development on the Aiur website, **PigWorks** was awarded an AWWWard.

Working with great clients makes for great results!

Right, so what do people say about PigWorks?



“

We have engaged the PigWorks team in multiple projects. My expectations were that Russ, Cecile, 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

“

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

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

Andrew Hastie

CEO Hastie Golf
Amsterdam, NL

“

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.

Dr. J.W.W.

School of Oceanography
University of Hawaii Manoa
Hawaii, USA

Allow us to introduce 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.



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!



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.