



Scripture Union – LightLive

Scripture Union is a global charity working in over 140 countries. Light is SU's market leading range of resources for children and youth, consisting of 5 kids' and 4 leaders' magazines, distributed throughout the English-speaking world.

ROUTE

IE Design Consultancy was originally recommended to Scripture Union in 1996 and has now worked with them for over a decade. The 'LightLive' contract was won after a 4-way pitch of Scripture Union approved suppliers.

BACKGROUND

Scripture Union, whilst holding their position as market leader, were seeing a gradual decline in sales of their flagship print product. In a shrinking marketplace Scripture Union sought to substantially reinvent the service offering on a social networking and user generated content model.

BRIEF

To create an online brand with evolutionary roots in the existing established brand clearly affirming SU's position as market leader. To design a user interface for the web 2.0 environment. The brand had to make the most of the web medium and retain the brand personality which formed the basis for the brief.

“When IE played the animations the room filled with delighted laughter! IE have evolved the Light brand as only IE can. They have exceeded our expectations on both jobs with their typical combination of intelligent problem solving, wit and creative excellence.”

James Burden, Head of Online Publishing Operations, Scripture Union

TIMEFRAME

The project had a 2 month design window for phase 1.

BUDGET

Initial design: £18K

OUTCOME

The brand research following the design presentation got unanimous praise. The public launch of the service will take place in Q1 2008.

A small glimpse of the LightLive branding work can be viewed on IE's showreel at www.iedesign.co.uk/showreel



SERVICE OFFERING

- Online branding
- 3D visualisation and animation
- User interface design
- Online marketing microsite development
- Interactive flash user interface components

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