



BLINKERED

Case Study: Dumfries Caledonian Hotel

Complete Branding Project

Dumfries Caledonian Hotel, formally called the Moreig Hotel, was taken over by new owners in November 2015.

They wanted to rebrand the hotel and market it in a professional manner. They hired **Blinkered** to create a **new logo, new website, promotional brochures, menus** and set up their **social media marketing** on Facebook.

They have been delighted by the service received from Blinkered and more so by the end product.

"Blinkered provided a fast, flexible and efficient service which incorporated our original ideas but added much more in terms of know-how and creativity. The end product was what we valued the most and exceeded our expectations."

Bruce Harper,
Dumfries Caledonian Hotel Owner

Branding, Web Design, Brochure Design and Social Media Set Up

Blinkered created a **new logo** for the renamed hotel and defined the brand colour palette to be used on all visual materials. A bespoke **website** - <http://www.dumfriescaledonian.com/> was created which incorporates rich imagery, strong messages about the unique selling points of the venue, and an online booking system.

Promotional brochures were created to increase awareness of the hotel as a venue for **weddings and funeral receptions**, and **restaurant menus** were designed. All designs were created in line with the brand colours and feature the new logo.

A **fully branded Facebook page** was created and as part of the relaunch of the hotel restaurant prior to father's day, a number of eye-catching posts as well as **Facebook paid adverts** were created. This campaign resulted in an increase in diners by over 300% - something that far exceeded the owners' expectations.

The hotel owners have stated " *We are happy customers and look forward to continuing our association with Blinkered on future projects as our companies continue to develop.*"

"Blinkered are a small, friendly and highly professional company who are very easy to deal with and at no time attempted to impress us with meaningless marketing speak."

Bruce Harper,
Dumfries Caledonian Hotel Owner

Summary

Blinkered created a new brand, an eye-catching website, bespoke promotional brochures and menus, and launched the hotel on Facebook with a bang.

"Our company image has been transformed and now gives us a slick, professional foundation to base our brand and associated marketing upon," says Bruce.



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What we're about

Blinkered is all about delivering a **bespoke personal service**, with the sole focus on **getting results**. We pride ourselves on understanding the framework of small and medium enterprises, and their individual needs for any marketing investment. As well as promoting your business, finding new prospects and winning you new clients, we're about building relationships, getting you viewed as the expert in your field and improving your bottom line.

What we're not about

We're not aiming to win design awards for our clients, or even to flatter our egos by making pretty websites. We're not interested in ranking your site on Page 1 of Google for keywords that bring floods of traffic from the wrong target audience (people who won't buy!). We're not interested in engaging you in meaningless conversations about social media strategy. For us, it's all about creating sites that are professional and deliver a tangible result.

What our values are and why they are important to our clients

Our core values are **honesty, flexibility, integrity** and **treating people with the respect they deserve** - this is the very foundation of how we do business. All our proposals are **transparent**: We'll tell you from the outset if we don't feel that we can add value to your business, and we will never take on a client if we don't believe we can significantly improve current results.

Why we are different and why that's important to clients

Unlike other web creation, search engine, social media or digital marketing companies which are founded and led by design or technology people, Blinkered is run by a veteran entrepreneur. [\(Read more about company founder and CEO, Kevin Ashcroft, here\)](#). Kevin's unique corporate experience provides a major advantage, with the benefit of **personal touch**.

In most businesses, clients will typically deal with a partner or director during the initial contact. Once the contract is signed and sealed, the actual work is then gradually passed down the ranks and may ultimately end up in the hands of the office junior. With Blinkered, Kevin will be your main point of contact throughout, working alongside skilled outsourced experts - operating at the top of their professions - to provide the best service, result and return on investment.

It's not just a case of what-you-see-is-what-you-get; it's **WHO you see is what you get**.

www.blinkered.co.uk

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