



Art and Science

The Mater Medical Research Institute (MMRI) is dedicated to scientific discovery for improving patient care. “The MMRI’s vision is to enhance health care for the benefit of the community and research as being a very vital component of that,” says former MMRI Marketing Manager, Marnie Nichols. “Through my job I feel

as if I’m making a difference by helping the scientists to find new treatments for diseases including cancer.”

MMRI’s marketing collateral was in need of a fresh new look to mark its 10th anniversary. Tell Graphic Designer, Damian Gibson, talks about the brand refreshment:



“The MMRI needed to secure its own identity within the boundaries of its parent brand, the Mater Hospital. A wave device, reflective of the curved lines in the Mater logo, was introduced to give the MMRI a graphic that they could own and use across promotional material. Now, rather than flat areas of colour, there is a texture and movement to

the page. Also the introduction of secondary corporate colours and a new support font helped to give the MMRI flexibility and variation within the new look.”

The result of the brand refreshment is a strengthened and unified brand across all touchpoints including newsletters,

website, retractable banners, invitations, and brochures. “The new look and feel received rave reviews from all our stakeholders,” says Marnie. “When we launched our new-look fundraising newsletter, we tripled our previous donation revenue.”



“I like marketing because you can see actual outcomes. It is nice that you are able to really clearly be able to define how you achieve what you set out to achieve. I think marketing is coming around to being more measurable and accountable.”

Marnie Nichols,
Former Marketing Manager, MMRI.

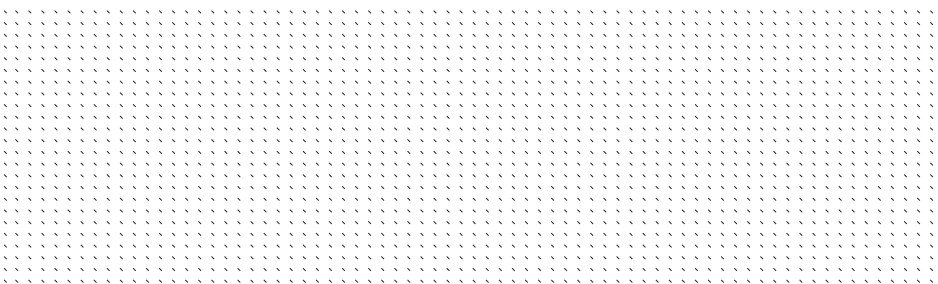
The Mater Medical Research Institute’s brand refresh was best expressed in its *10 Years of Discovery* anniversary publication. “The main objective was to produce a communication tool to celebrate and highlight 10 years of what we have achieved,” says Marnie. “Scientists are traditionally a very modest bunch of people, but what they have done over the last 10 years has been really quite amazing. We wanted to highlight and celebrate what a great job everyone has done and how the MMRI has made a difference to health care over the past 10 years.”

The *10-Years of Discovery* document had two primary target markets that were very different. “One of them was the scientists, governments and funding bodies who understand science and the scientific process and then there were our ‘lay’ audiences who are our supporters and community groups that hold fundraising events for us but may not understand scientific terminology,” says Marnie. “Each target market really have very different needs in terms of what information they want and understand. It is always a challenge.”

Damian talks about the document design solution: “An inventive butterfly binding technique was adopted, incorporating two documents in one. A promotional marketing document folds out to the left, while a scientific report folds out to the right. While there was a practical application in communicating with two different audiences, it also gives the publication scale and grandeur. The use of silver adds to the occasion and is reflective of the MMRI’s 10-year anniversary.”

“The concept of the butterfly foldout book was really quite innovative,” says Marnie. “It is not something I have ever seen before. In science and research we are an innovative organisation, so it only made sense that we have an innovative Annual Report. Also the silver and the design elements really made it into a special anniversary publication. We had made some really special achievements so we wanted a special document.”





TIP
1

Ask questions

“Just ask if you don’t know something or if you are not sure about design, paper stock or printing techniques,” says Marnie. “That is why you have got expert suppliers there to help you. You can not know everything!”

TIP
2

Style guide

“In a brand refreshment, you should have sufficient tools to play with to have consistency but at the same time enough flexibility for the design to work across various media” says Damian. “Marketing materials should be exciting and interesting, but still recognisable as part of that brand.”

“Our scientists are usually more focused on content than the packaging and design, so their enthusiastic reaction to the document surprised me.” says Marnie. “They were really impressed by the design and the whole document as well.”

“I think Tell has a philosophy behind what they do and I think that really makes the difference,” says Marnie. “They are friendly and open and I really like that personal touch. It is what makes the difference for me. As well as being a delight to work with, the team at Tell always produce first-class work. Creative and professional, the team always hit the mark and deliver on time.” ©

To make a donation, contact the MMRI on 07 3163 2555.

