



conscience  
creative

design consultancy



refreshing solutions  
to design & marketing  
challenges

Credentials

Our ethos at Conscience Creative is that we don't provide 'off the shelf' solutions. We offer customised design based on our understanding and experience of your marketplace.

...a thoughtful approach to design and marketing communications

# Overview



Conscience Creative has over 20 years' experience in marketing design and communications, principally in business-to-business life science and healthcare environments. Both partners previously held board and senior managerial positions in De Facto



Communications, a major London-based advertising and PR company before branching out in 2004 to set up their own partnership.



Conscience Creative offers a spectrum of marketing communications activities, including public relations, writing (from ad copy to peer review), support for meetings and events, design and digital media. With an extensive bank of reliable and proven freelance staff and specialised external resource (e.g. web developers/consultants, photographers, illustrators, TV/Radio producers etc.), Conscience Creative can accommodate projects of all sizes. Our approach is completely client focussed: We work with our clients to meet their individual needs.



The company is based in Sussex in the UK.



Conscience has extensive experience of working with both blue-chip companies and new start-ups. Our client base comprises approximately 20-30 companies, mainly in the life sciences and healthcare sector, but also encompassing Venture Capital Investment, consumer and travel. Size ranges from large international scientific instrument manufacturers, through several LSE and listed companies to small biotech and medical start-up companies. We also work with several communications agencies providing design and web services for their clients.



Conscience Creative has already successfully worked on websites for many companies in the life science and healthcare arenas.



Conscience Creative creates tailored-design, high quality marketing materials that communicate:

**Your company ethos**  
tone of voice, company values, look and feel

**Your aims and aspirations**  
forward looking, market positioning

**Your product and services**  
offering your technologies and USPs

We work in partnership with you to make sure we:

- understand your needs
- understand your services, products and technologies
- understand your market and your target audience

# The team



Our core members

**Design and digital media:** **Paul Conington** was formerly a founder, board member and Creative Director at De Facto Communications plc, and has maintained a position at the forefront of creative design strategy for over 20 years. While Paul has earned a reputation for design excellence in science and technology sectors, he also has wide experience of business-to-business and commercial design across diverse markets and media.



**Design and digital media:** **Ed Gover** was formerly Art Director at De Facto Communications plc. His highly creative and innovative approach is at the heart of successful advertising and marketing campaigns in both business-to-business and consumer sectors. Expertise is primarily with design for print applications including corporate branding/identity, above and below the line advertising, point of sale, digital media and web design.



**Web development:** **Harry Fowler** spent 24 years at BT in a senior management capacity looking after complex international data networks with a specific focus on customer service. He has a vast knowledge ranging from HTML, PHP, Javascript, Flash, CSS through to providing Content Managed Solutions, managing our server platform and creating bespoke social media interfaces.



**Writing and public relations:** **Reita Smith** has a science based DPhil and 20 years writing experience in an editorial, public and professional relations, medical education and project management capacity. She has worked for several major communication agencies with pharmaceutical, diagnostic, medical device and laboratory equipment clients and also has editorial experience working across a range of trade publications.

# Our key services...



## Design

Proven track record in the creation of eye-catching concepts to meet client needs.

Offers an integrated approach to the production of all communications materials - from corporate ID to powerful branding and product campaigns.

- Corporate ID
- Product Branding
- Annual Reports
- Brochures/folders
- Advertising
- Websites
- All digital media
- Direct/electronic Mail
- Exhibition stands and materials
- Packaging/ point-of-sale
- Clinical trial communications
- Scientific illustration

## Digital media

Bridging the divide between technology and creativity.

Bespoke digital communications that are engaging and cost effective.

Employing latest technologies with top quality programming and reliable web hosting.

- Website development and management
- Database development and integration
- Content management systems
- Intranet/Extranet
- DVD/CD production
- E-newsletters/mailers
- Engine registration
- E-commerce
- Web hosting
- Maintenance/analysis
- Flash animation/3D illustration
- App applications

## Writing

Creative copywriting and copy editing to meet client needs

Translation of complex technical information into easily understood text.

Expertise in science to PhD level, journalism and science communications..

- Ad copy
- Brochure copy
- Website copy
- Press releases
- Articles
- Case studies
- White papers
- Newsletters

Our powerful combination of skills  
in innovative design, copywriting  
and digital media translate your  
needs into appropriate and  
meaningful communication tools.

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