

A CASE STUDY

OF SERVICES PROVIDED TO THE GENETICS SOCIETY BY ROUND AND RED CREATIVE



THE CLIENT

The Genetics Society was founded in 1919 and is one of the oldest societies devoted to Genetics in the world. Its membership of over 2,000 consists of the UK's leading active geneticists, including academics, researchers and students.

It is a registered charity, and organises meetings to promulgate genetics. The society also supports students to attend meetings, sponsors research through fieldwork grants and student bursaries, and promotes the public understanding of Genetics.

It co-owns and manages some of the leading journals in the field, and publishes a regular newsletter.

Administered by a small team of three, the society has its hands full when it comes to promoting events, registering new members and keeping the web site updated.

“We had a number of marketing and administration problems that required urgent attention. With such a small team it was difficult to find the time and resource to address these issues. Round & Red provided an excellent insight into the existing profile of the society and, following a thorough consultation, delivered measurable solutions. The result has been an increase in membership, an increase in event registration and most importantly it has streamlined the society's administration process, alleviating the growing pressures on our staff.”

Christine Cress
Executive Officer

THEIR PROBLEM

- With a small team of three servicing a membership of over 2,000, how can we regularly update our web site and streamline our online administration process?
- With new members joining on a regular and random basis, how can the society easily manage the print and delivery of personalised membership cards direct to its members within an acceptable time frame?
- How can we modernise our brand and appeal to potential members on a wider scale? How can we continue to support and promote public understanding of Genetics and at the same time service and grow the existing membership?

OUR SOLUTION

- Develop a web site with a comprehensive **Content Management System**, providing The Genetics Society with full access to content for quick and easy updates.
- Put in place an **online ordering facility** which is fully template driven. Giving the client complete control when ordering any number of **membership cards, name badges, business cards and letterheads**.
- Implement **fresh branding** across a range of literature and re-launch the society with a **new web site** in place. Promote society events using e-marketing and traditional advertising to help reinforce the society's brand and ethos.



abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Helvetica

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Times New Roman

'Round & Red's attention to detail and innovation ensured that our brand really hits the mark'

BRAND DEVELOPMENT

Web friendly fonts and a contemporary colour palette were carefully selected to update an existing identity. Mindful of our overall objective to relieve administration pressures we decided that we would go with the traditional fonts of Helvetica and Times New Roman. With clever styling we have used these fonts effectively in the identity. Using these fonts means that not only are they web friendly, but they are easily accessible by all staff, therefore ensuring brand continuity. The grey was used to anchor the serious, historic values of the brand and the green was introduced to inject vibrancy and bring the brand up to date.

'The CMS system was really beneficial to us, it's so easy to keep our website up to date, and we've enjoyed an increase in visitors too'

WEB SITE

A thorough report of their existing site was executed. 2 courses of action were recommended. One, make the site more commercial. Two, build a comprehensive Content Management System that provides the client with 100% control over content, menus, sub menus and forum regulation.

We delivered on both parts, ensuring **online registration** and **event promotion** played an integral part in **return on investment**. The CMS system has allowed daily updates leading to increased Google ratings. This was one of a number of measures we took to ensure **maximum SEO potential**.



EVENT PROMOTION



ADVERTISING

Twice a year we produce a 60 page newsletter for the society. The publication provides the perfect vehicle for event promotion. It also encourages members to debate the field of Genetics through essays, letters and reports.



POSTER CAMPAIGNS

Strategically placed at key positions within chosen universities, posters are used to reinforce the brand, and target any non-members who do not receive newsletters or emails from the society.



E MARKETING

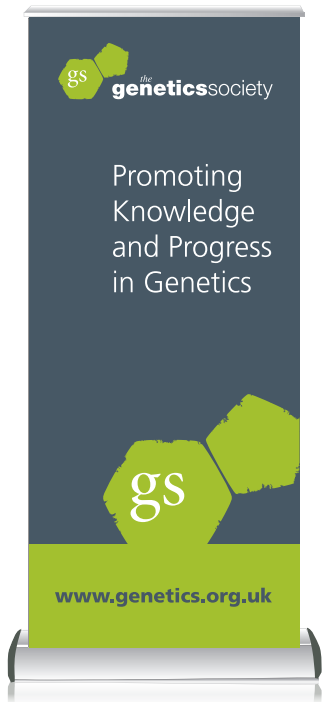
We manage email campaigns to the society's database, coinciding with forthcoming events. We create branded emails, with 'calls to action' which are linked to their website. Email campaign reports are sent and analysis is carried out during and after each campaign. **Campaign management** by R&R is very beneficial to the client, not only does it take the stress away but it also means we can draw on our knowledge and experience of email marketing best practices and increase open rates.

Event registration has increased
by 12% during the last 12 months.



Membership renewal has increased by 19% during the last 12 months.





BANNERS

Portable display systems, excellent for information posts in small venues. The society use the banners during membership recruitment drives on university campus.



POP UP SYSTEM

An easy to erect backdrop for media events, reinforcing brand identity. Cost effective, this stand is essential when exhibiting in large arenas.



NAME BADGES

Utilising our online print procurement facility, the GS team can create, order and specify delivery requirements for any number of name badges required.

ADMINISTRATION SOLUTIONS

'Since moving to online voting not only been so much easier for us to manage but we have also seen more votes cast'



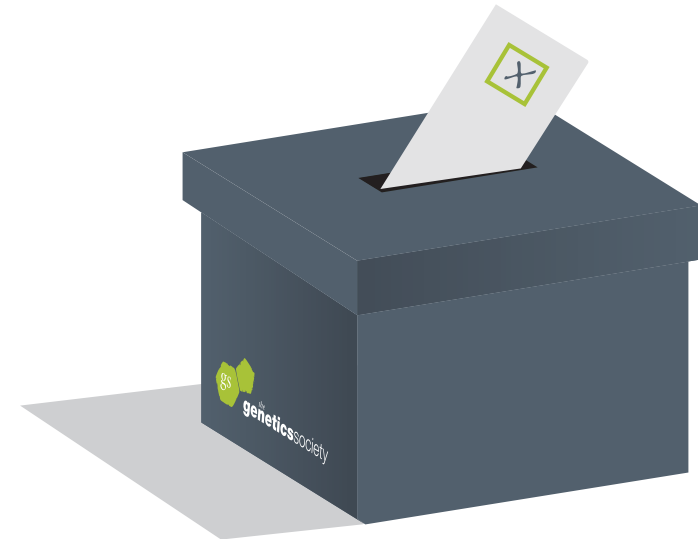
STATIONERY

Maintaining stationery stock levels is a quick and easy process when using our online ordering facility. Additionally we have also provided letterhead templates for customer use in Microsoft Word.



MEMBERSHIP PACK

Consisting of a folder, promotional leaflet, the latest issue of the GS newsletter, membership card and welcome letter. Given to new members to formally introduce the Society and its services.



ONLINE VOTING

It is required at the Society's Annual General Meeting to vote in new committee appointments. The vote is open to all members. We have recently developed an online voting system that allows members not in attendance to cast their vote securely and confidentially.

Web site traffic has significantly increased since the rebrand.



ONLINE ORDERING SERVICE

This template driven software allows the Genetics Society staff to input data straight into established page layouts for a range of material. This has proved a vital development for producing membership cards as the service allows the client to order any quantity from 1 – 5000 at any one time.

The software service can be adapted for most literature and is great for monitoring stock levels and maintaining brand integrity. We can also take care of mailings which can dramatically reduce in house administration and postage costs.

'Online ordering is such a benefit!
It's really straight forward and
looks so professional'



DELIVER

We are happy to report R&R delivered solutions to all of the genetics society problems. The delivery however does not stop here; we continue to work closely with The Genetics Society, designing further collateral to be added to their online ordering system, sending out their e-mails & newsletters, and reporting & analysing campaigns success.

At Round & Red we are keen to share results with our clients, both good and bad, so we can help shape the growth of your business using the most effective techniques.

'Round & Red provided an excellent insight into the existing profile of the society and, following a thorough consultation, delivered measurable results.'



CONSULT . CREATE . DELIVER

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