



Turquoise wins Design Council project through Pearlfinders – July 2008

On 2nd May 2008 Pearlfinders published an article following a conversation with a Senior Manager at The Design Council. The report outlined the council's plans to release a tender covering graphic design, DM, communications and brand identity.

Following this report, Pearlfinders subscriber Charlene Salmon, New Business Manager at Turquoise, got in touch to discuss the organisation's needs and the upcoming tender. "Pearlfinders alerted me that a tender was going to be released with 4 weeks warning, I felt I had a bit of a head-start on everybody else" said Charlene. "I did a little more research using their Archive on The Design Council. Following that I got in touch, was invited in to pitch, and now I can say that I'm thrilled to have won this work. Without Pearlfinders this wouldn't have happened."

Pearlfinders are delighted to be associated with this client win. A copy of the original new business report is below:

UK Design Skills Alliance hunts agency for identity brief

02 May 2008: FT

OPPORTUNITY: BRAND IDENTITY / COMMS / GRAPHIC DESIGN / DM
SUGGESTED ACTION: WATCH OUT FOR TENDER IN A MONTH'S TIME

Design Week 01.05.08 pg. 3: The Design Council and Creative & Cultural Skills have announced the formation of a new establishment, the UK Design Skills Alliance, to launch in October. The initiative, which is under a working title, aims to drive plans for better skills and professional practice across the design industry. It was set up in order to implement approaches discussed in the Design Blueprint report released in March. A brief to develop the alliance's name and identity will go out to tender in a few weeks.

Pearlfinders spoke to Design Council Senior Manager, Design Skills Louise Fowler, who informed us that the tender is due out in four weeks. Plans for the brief have not yet been finalised, but Louise said the basic criteria will cover graphic design, DM, comms and brand identity. The fee involved is not large - it's likely to be about two-thirds the average rate for these types of projects.

Louise asked that agencies refrain from getting in touch immediately. We advise you reach out to Louise, Head of Design Skills Lesley Morris or Head of Comms Nigel Campbell in four weeks.