

# Macmillan's Children's Books

Part of the Pan Macmillan publishing group



## Challenge

We were asked to create a new and exciting book catalogue design aimed at retailers and teachers that was visually exciting and communicated 'children will love to read these books' message. The scope of the project included in-store merchandising units and was required to be delivered within a short time frame.

## Solution

Our designer created a colourful new alphabet that translated well onto the point of purchase display and brochure. Bold colour and illustrations were used to create a childlike, quirky and humorous feel throughout, appealing to the target audience. The final piece was loop bound in line with the brief.

## Result

A lively brochure with strong visual cues, perfect for the target audience. We delivered on time and to budget.

## Design & Creative Services

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