



Case Study: Rebecca Herod

www.rebeccaherod.com



What she does

Rebecca Herod is an aspiring actress who has played many different roles in theatre, television and film. Since joining with a large London management agency she felt her career would benefit from increasing her awareness to casting directors for the purpose of being cast for larger parts.

Rebecca Herod

What we were asked to do

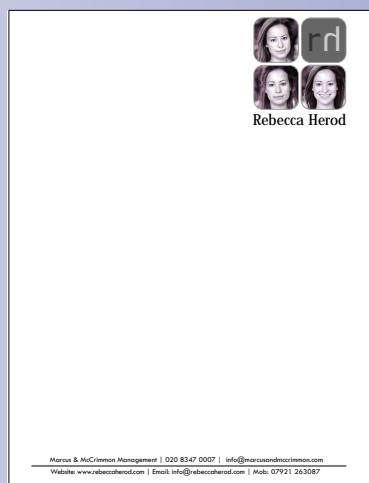
Rebecca had used direct mail campaigns previously and found they had some success and wished to produce another in conjunction with a website. Adeptus Marketing and Design were commissioned to produce a consistent brand image and to create her website, direct mail and stationery.

Stationery

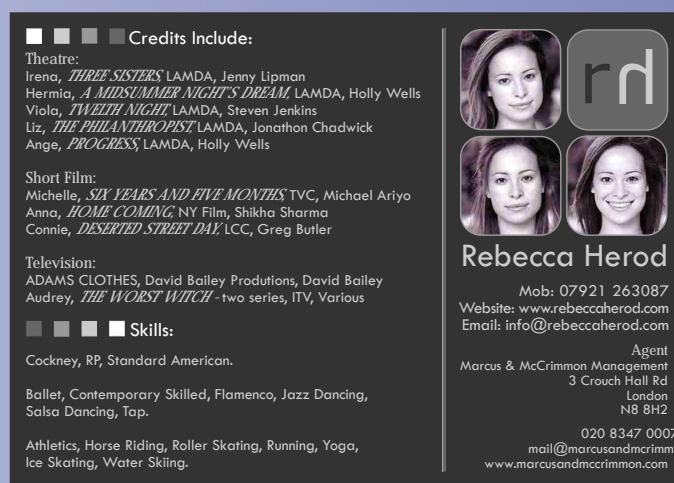
CV for Mailing



Business Card (above)



Letterhead (right)



Website

Rebecca's website was produced using the combination of html and flash, offering the reader a choice.

A downloadable screen saver was also produced for this project, as well as a database to collect audience details to be added to the mailing list. A template was then created in MS Word for this data to be mailmerged into.



Break a leg!

Since 'rebeccaherod.com' went live in Spring 2005 she has been cast for three films, and with the release of her direct mail campaign in the Autumn 2005 we wish her the upmost success for her career.

Was it Fun?

Being involved in any project carries a great feeling of satisfaction and achievement, but when you're offered a chance to work on projects that are so diverse you never get bored.