

**Socially
Aware**

**Socially
Active**

**THE
ISLAND**

THE ISLAND works with groups that are improving the lives of people, and the streets in which we live, we, as individuals work tirelessly within our own communities.

The Island became involved in community projects through our team's own work outside of the agency - and inside their own communities.

This, we believe, gives us a real and fresh perspective on the needs of all stakeholders including community groups, councils, businesses and residents.

From creating pop up units and arranging events, to park regeneration bids, business websites and social media planning for High Streets.

The Island is truly a creative agency that understands.



Darren Shea,
Creative Director of The Island
& Chair of North Finchley Town Team

The local high street needs local businesses.

Our job is to help, advise and understand that this is not their job - it is their life.

Wembley: Local business support

The Island are working in partnerships with Meanwhile Space and Brent Council to help three local companies to improve their business.

We have taken a very one-to-one approach and built up good relationships with the owners who have all grown in positivity and seeing real returns for their personal investment.

Our work included:

- * Business and social planning
- * Brand design and development
- * Shop design and POS
- * Website build
- * Photography
- * Campaign creation
- * Product purchasing



Our process

1. Inception

2. Brief

3. Design

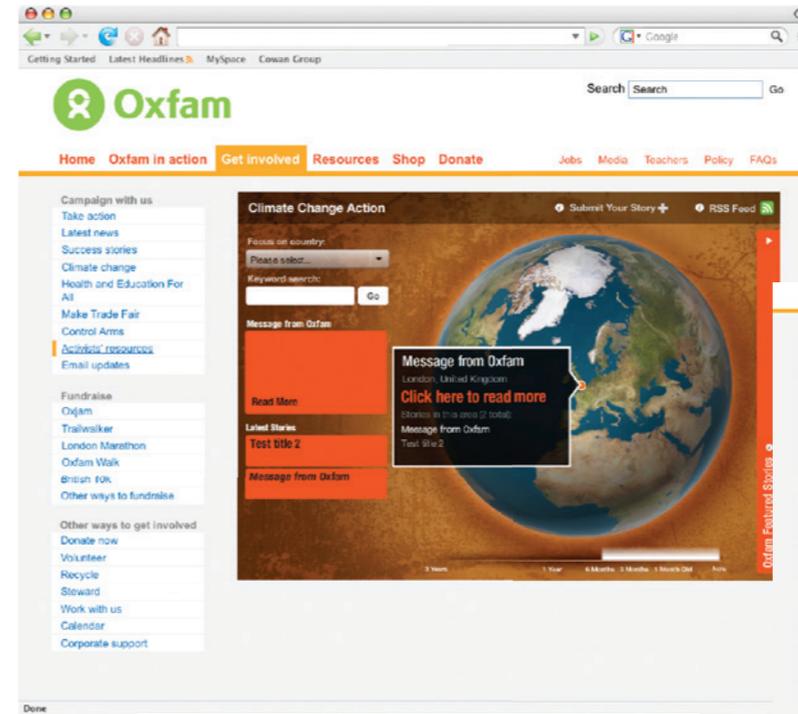
4. Partner

5. Back-end

6. Launch

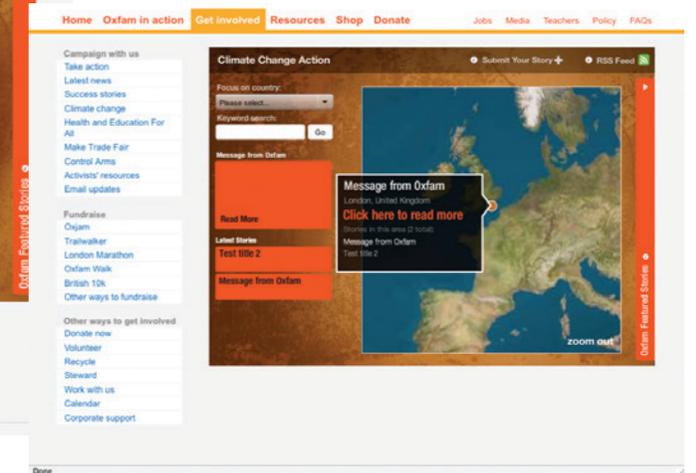
When you have a single cause around the World, the people of the World need to see you are singularly focused.

Oxfam: Global Campaign: The Orb



Oxfam work on local issues on a global scale.

When you work at such a massive level, it becomes very easy for people to perceive you as having lost focus on what THEY believe should be your remit.



We created a new content managed and fully interactive web tool called The Orb. This allowed every single campaign around the globe from Oxfam to be housed in one area, with a related design, and made it easier for people to find campaigns around the world which match their own passions.

People are not lost.
They are looking
to be found. To be
found you need a
home where you
feel safe.

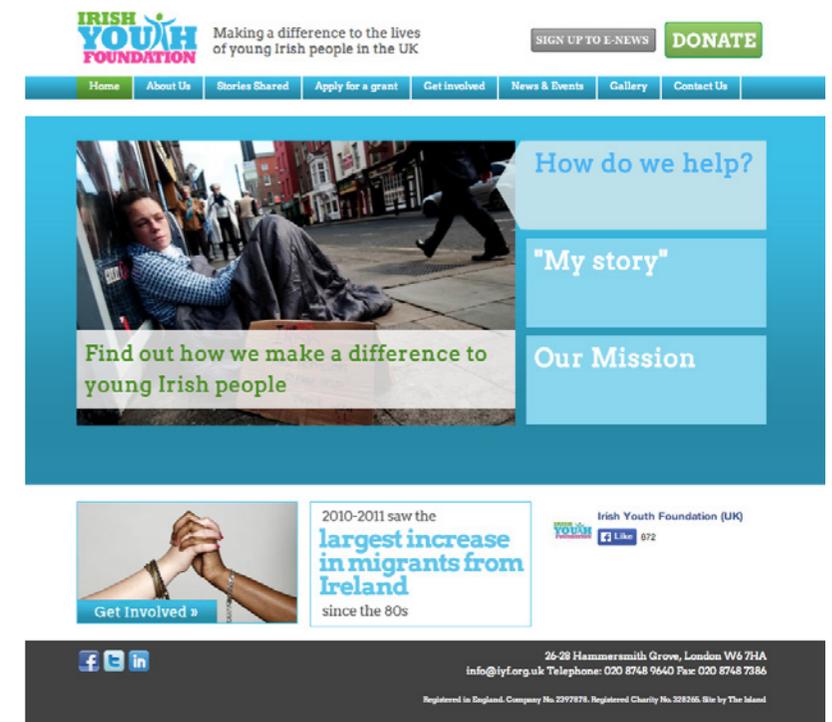
Irish Youth Foundation: Brand, social & website

The Irish Youth Foundation work with young Irish people who are now based in England.

Our work was to truly understand the needs of these kids and create a brand and website which could share their stories in a sympathetic manner but also drive people to invest their time in helping them, or provide funds to support IYF projects.

"I am thrilled that we chose The Island for our re-brand and new website. They have an amazing ability to understand a vision and then surpass expectation with it. Their knowledge and expertise for what they do is mind boggling and I would highly recommend The Island to anyone."

Zoe Desmond
Head of Fundraising
Irish Youth Foundation UK



To understand the needs of other people and organisations we work within our own communities to help the town itself and its people.

North Finchley: Town Team



North Finchley Town Team welcome
£70,000 grant

By Natalie O'Hall 5:30pm Tuesday 24th December 2013 in News



Darren Shea chair of the town team with Alice Cocchini outside the disused units and



Our creative director, Darren Shea, is also Chair of the North Finchley Town Team

He has lead the team through a public consultation of £1.4m OLF High Street investment in the town centre, plus managed community arts festival and Christmas town centre event and a new monthly fine food market.

Currently he is finalising plans on utilising three empty units to be used as public spaces including a business centre, community space and art gallery in association with the Museum of Domestic Architecture.

How can we help you and the people you are helping?

You: Let The Island give you support

Our services include:

Local high street understanding

Business support

Social media planning, set up and management

Brand design

Design and print

Website design & build

POS and in-store marketing

Photography

Email marketing

We all have different needs.

We all have different hopes and goals.

The Island is here to show companies or groups that work within community groups that high quality design and thinking can be done in a truly professional manner.

With over 20 years experience in advertising, DM, social, digital, branding and print you can be rest assured that all your stakeholders will be accommodated and will feel the benefit of working with The Island.

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