



**Mornflake**

## Case Study

### Mornflake

Client: Mornflake

Sector: Food production and sales

Description: Branding, advertising and promotional material



#### The challenge

Based in Crewe where it was founded in 1675, Mornflake is a family-owned producer of oat and oat-based breakfast cereals that exports its products worldwide. GSD® were asked to devise an autumn advertising campaign for a range of products.

#### The solution

GSD® designed eye-catching ads that:

- Included Mornflake's superfast oats, jumbo oats and organic oats ranges.
- Emphasised product quality and heritage in a 'warm and wholesome' brand context.

#### The result

- Raised local, regional and national profile for the Mornflakes range.
- Ads played a pivotal role in increasing Mornflakes' sales in the pre-winter period.

#### The applause

*"Thanks GSD® – a winning campaign. We're delighted to work with a fellow local supplier who so effectively combines experience, service and creativity."*

Richard Jones - Marketing Manager

Crème de la Crème Business Award for Outstanding Business Achievement 2011  
High Sheriff's Innovation Award for Enterprise 2011  
UK Action Coach Innovation Award 2011  
Gold FE First Award for Best Annual Report 2009  
Silver Heist Award for Best FE Prospectus 2009  
Silver Heist Award for Best Website 2008  
South Cheshire Business of the Year 2004  
Runner Up – Cheshire Business of the Year 2004  
Investor in People & ISO 9001 accreditations 2002-2009  
ISO 14001 Environmental Certification  
FEFC Design Award 'College Charter of the Year' 1994  
James McNaughton Design Review Awards 2004  
Inventors of the interloopmailer® [www.interloopmailer.com](http://www.interloopmailer.com)  
Graham Shapiro - Young Businessman of the Year 2007  
GSD® are members of The Chartered Society of Designers  
Graham Shapiro - Shortlisted for The Director of the Year 2011 - The Institute of Directors

**visual communication specialists**  
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