



Hello from Mild

Here are a handful of things that shape what we do and make us tick.

Getting in touch

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Smart sell

We're often the uninvited guest. We're always competing to be seen, read and understood. That's why we believe writing and design are joined at the hip. Together, they not only communicate clearly but reward audiences, too. "There is no such thing as soft sell and hard sell. There is only smart sell and stupid sell." (Charles Browder, advertising executive).

Annual report concept for Manchester Art Gallery. The publication's main aim is to bolster corporate donations. We tackled this project more like an advertising campaign than traditional literature design.

Economy

We subscribe to Paul Rand's design philosophy of stripping things right back until you're left with the absolute essentials; look to Ernest Hemingway for a master-class in the economy of writing; and never fail to smile at Alfred Hitchcock's quip that: "The length of a film should be directly related to the endurance of the human bladder".

When 3 mobile wanted to win back former customers, we created a series of simple postcards, playing on the lengths people go to to get back old flames. The card explained that 3G mobiles had slimmed right down.

Collaboration

We enjoy the creative journey and the different places that collaboration takes us. Mild is a partnership between designer, writer, client and whoever else is needed to realise the idea. We pull in the right specialists on a project -by-project basis so you never just get 'Bob' because 'Bob' is on the payroll.

For the launch of Wilkinson Sword's survival knife, we worked as part of a wider team, which included the client, a business consultancy and product design agency. Our contribution was the knife's name, packaging and literature, as well as streamlining and refreshing the company's existing identity.

Craft

The fun isn't over once the content and concept are nailed. There's also a joy in the execution of an idea – the craft (within the commercial constraints of time and budget). It's incredible what can result from cutting the word count, kerning the type, polishing the creative and working closely with other experts to realise a project's full potential.

Graphic motif for Amore, an international cosmetic's company. Distilling the essence of this company, while appealing to the largely Korean market, took 22 rounds of development.

Accountability

What we do needs to work and justify the investment. We never lose sight of that. If we only had the back of a postage stamp to explain what we do as an agency, then it'd be 'The art of persuasion'. We've been doing this for over a decade – in house, at agencies and as freelancers and consultants.

Clients along the way have included: 3 mobile, B&Q, BBC Broadcast, De Beers, Eurobell, Heritage Lottery Fund, Hertz, Imperial War Museum, Lloyd's Register, London Development Agency, M&S, MFI, Neff, Nike, Norwich Union, Orange, Optelma, Post Office, Pringle, Royal Mail, Sky, Starbucks, The Times, thetrainline, Vodafone, V&A, Virgin Atlantic, Virgin Mobile, Visa Europe and Wilkinson Sword.