

Mouchel Rough Guide

Mouchel is one of the UK's largest consulting and business services groups that provides many of the design, managerial and engineering services that support modern society.

Zephyr were approached to create an annual 'Rough Guide' to the entire company – a portable index of 'who, what and where' that would support brand principles and values, increase internal visibility of the business and serve as a cross-marketing tool. To throw some figures around, Mouchel has just under 9,000 employees, offer over 100 different services and are involved in 18 joint ventures and partnerships. For such a large, diverse company it was easy to miss business opportunities when meeting clients just by failing to 'join the dots'.

Successfully project managing the compilation of the Mouchel Rough Guide over a 6 month period and then subsequent amendment stages could not have been achieved at the high standard it was without the Zephyr online project hub. Working strictly within Mouchel's new corporate brand guidelines we created a robust and portable guide to the business – practical to use, concise and informative. Our solution proved so successful that an extended print run was ordered due to many clients and partners requesting copies.



"I doubt that this project would have been possible without Zephyr – they created a beautiful, well-ordered and effective working handbook."

Ian Parker
Group Marketing and
Communications Director
Mouchel

