
Trócaire casestory



Making the complex simple!

Trócaire work with amazing people to bring about positive and lasting changes in some of the world's poorest places. Trócaire's programmes are carried out with partner organisations so local people drive the whole process and in turn, their own development.

Brief

Trócaire approached Brandcentral to help them refine one of their most important pieces of communication their parish resource. The Parish resource had become unfocused, containing several pieces of communication material, many unused by Parishes. Much of the resource was difficult to navigate making it unpalatable to the reader.

Result

Brandcentral produced a single booklet clearly divided into easy to navigate sections, each colour coded and tabbed. Quotes and easy to digest facts were interspersed within the content. Particular focus was on making the content as easy to read and digest as possible. The booklet included a feedback form to help develop the booklet going forward.

Client reference

From Brandcentrals initial presentations to Trócaire on each of the projects to their completion, they have been outstanding to work with. Their dedication to each of the projects, attention to detail, understanding of the complexities of the projects, flexibility in his working with us and above all his desire to achieve the absolute best for each of the projects has been exemplary. The quality of their work in terms of the finished project is simply excellent. Creativity and practicality, as well as clear, ongoing and targeted communication with the various team members involved in these multifaceted projects has made working with Gerard a real pleasure.

We look forward to working with him on a variety of key projects well into 2010 and beyond.

Kate McQuillen, Church officer, Trócaire

Spreads from the Parish resource

