



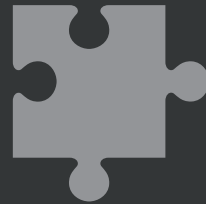
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CASE STUDY



**Berlitz is a leading language training and education school, currently available in 70 different countries worldwide. Since 1878, Berlitz have been offering foreign language courses to individuals and companies. In 2016, Berlitz opened a branch in Istanbul, giving people the opportunity to learn from over 50 different languages.**

Berlitz Istanbul needed a design agency to work as their marketing team to establish the new branch and promote courses to potential students. Magnetic were appointed to design all aspects of Berlitz Istanbul's launch campaign, including printed marketing literature, outdoor advertising, social media campaigns, promotional material and corporate stationery.



## **Design challenge**

The main challenge was to raise awareness of a relatively unknown brand in the market. The design material had to strengthen brand recognition of Berlitz, whilst explaining their key offering and benefits. All designs contributed to boosting brand awareness and recall, through clear messaging and strong designs.

## Campaign Key Visuals

Magnetic designed all key visuals for Berlitz Istanbul's launch and Back to School campaign. Magnetic were also responsible for coordinating with third parties to ensure everything ran smoothly, including PR companies and SEO agencies.



ÖZGEÇMİŞİNİZ  
HAYALİNİZDEKİ İŞE UYGUN,  
PEKİ YA İNGİLİZCENİZ?

Berlitz  
şimdi  
İstanbul'da!

Açılışa özel  
%20 indirim  
fırsatını  
kaçırmayın

DÜNYANIN EN YAYGIN DİL OKULU ŞİMDİ İSTANBUL'DA!  
[www.berlitz-istanbul.com](http://www.berlitz-istanbul.com)

**Berlitz**<sup>®</sup>

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İSTEDİĞİNİZ ARABA  
ŞİMDİ BİR İNGİLİZCE  
KADAR YAKIN!

**Berlitz'e gelin, İngilizceyi anadiliniz gibi öğrenin. Kariyerinizde hızla yükselin ve dilediğiniz arabayı alın!**

[www.berlitz-istanbul.com](http://www.berlitz-istanbul.com)

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## Print Design

Magnetic created a range of print material in line with Berlitz' brand guidelines, including marketing literature and posters.



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**Dünyanın en yaygın  
dil okulu Berlitz,  
şimdi İstanbul'da**

**Berlitz**

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**Açılışımızda sizleri de  
aramızda görmekten  
mutluluk duyarız.**

Berlitz İstanbul

Tarih: \_\_\_\_\_

Saat: \_\_\_\_\_

Yer: \_\_\_\_\_



WORD OF THE DAY

WORD OF THE DAY

**Berlitz**  
Speak with confidence

**Berlitz**  
Speak with confidence

Make  
**EVERY**  
**NUTE**  
count

**Berlitz**  
Speak with confidence

**Berlitz**  
Speak with confidence



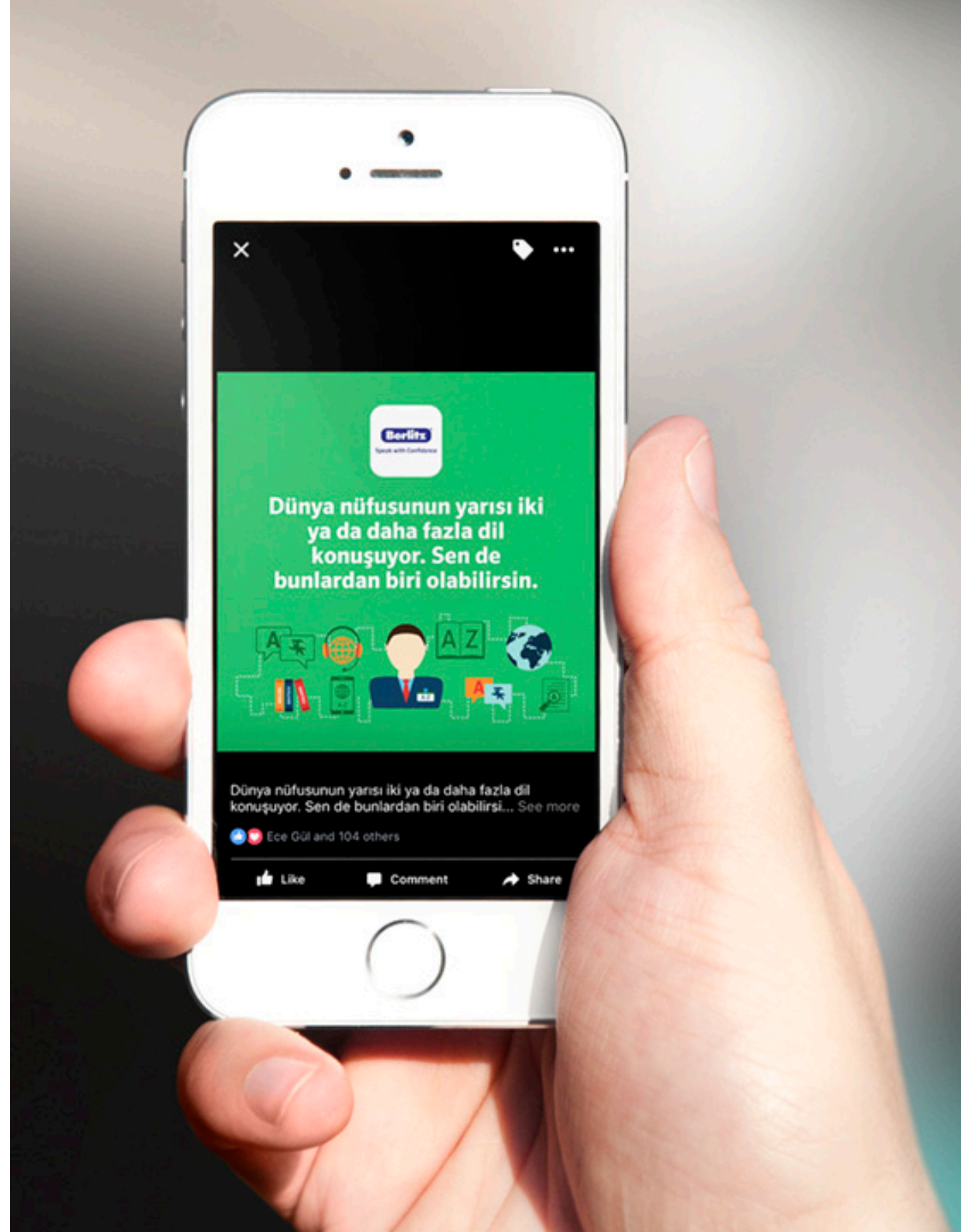
## Outdoor Advertisements

Magnetic designed a series of advertising visuals which were displayed in shopping centres and on digital screens at underground stations.



## Social Media

Magnetic created a social media strategy for Berlitz Istanbul and positioned them on multiple social channels. Magnetic regularly posted bespoke graphic designs and ran social media ad campaigns to encourage people to sign up to language classes.



## Opening Ceremony

Magnetic were responsible for developing a range of material to be used at the Opening Ceremony of the new Berlitz store, including a retro poster. Magnetic also took control of the general running of the event, ensuring everything went smoothly and according to plan.





**Berlitz**<sup>®</sup>

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## Other design services

Magnetic were also responsible for designing and producing promotional material, corporate stationery and outdoor signage and wayfinding. Magnetic also provided additional services including copywriting for website, print and digital material and general design and marketing consultancy.



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