

black

A D V E R T I S I N G

ADVERTISING BRANDING
DESIGN EXHIBITIONS WEB

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Welcome



Ronan McCann BDes(Hons)
Creative Director

Black Advertising would like to extend a warm welcome to all who navigate our new site and take the time to have a look at this profile.

In many ways, the site was designed with the intention of reflecting our company ethos. We wanted visitors to not only be impressed with the visual quality of the site, but also to experience a warmth and a positivity that effectively communicates how we like to operate.

We offer a service and, to that end, we like to approach creative briefs from our clients with enthusiasm and passion. Honesty, diligence and professionalism are coupled with a friendly approach, and a willingness to make things work – even in challenging circumstances.

As a supplement to our home page gallery, on the next few pages you will find more examples of the work we have carried out for our various clients, who have been highly supportive and also highly valued in the years since the company's inception. We like to think that they have been more than satisfied with the service received. Unfortunately, though, if we stop for a bout of back-patting in this world we inevitably get left behind, so it's onwards and hopefully upwards for the company as we move close to a decade in operation.

If you are dealing with Black Advertising these days, why not tell us how we can do things better? And if you haven't worked with us before, why not give us a try?

We're confident you won't look back.

Client: Capitus



Visual continuity through varying objectives.

Advertising

It is difficult to think of an area of advertising that our experience hasn't touched. We have devised campaign manifestations for billboard, adshel, magazine, press, radio and TV.

We also offer strong identity development and continuity, which means that no matter which avenue you choose to advertise your product or service, we can implement it in a way that strengthens your overall message.

Add all the aforementioned attributes to the knowledge that we can also handle the difficult logistics of your campaign – whether you might want to book a billboard space, or get your adshel posters printed – and you have a thoroughly comprehensive package at your disposal.

If after all that you're still not sure whether we can do exactly what you need done, why not give us a call or drop us an email? We are always happy to help.

Advertising | Recent examples:

A Gateway to the Glens
McKillens Back to School campaign
McKillens Autumn campaign

What did we do?

Billboard, magazine, press

Where can you see it?

Website homepage gallery

Client: Clockwork Orange



Aesthetic diversity in promotions.

Client: The Science Shop



Theme continuations:
Identity, publication, exhibition.

Branding & Design

Client: Richmond



Brand styled print materials.

It is no coincidence that the most successful of the world's companies value the significance of having a strong brand, with a consistent resonance in the mind of the consumer.

While not every organisation can match the heavy-hitters when it comes to advertising spend, we believe that this in itself shouldn't prevent you from making the greatest impact you can, with an eye-catching, head-turning presence in the marketplace.

Black Advertising excels in the field of branding and design, with our expertise ranging from initial identity/logo/brand design all the way to applying that identity through brochures, direct mail, packaging, posters/flyers, signage and web.

Whether it's a new company that needs to make an instant impact, or an older brand needing rejuvenation, we are always here and happy to service your creative needs.

Client: Warner Chilcott



Professional, refined, corporate design.

Branding & Design | Recent examples:

A Gateway to the Glens / Ballygarvey Eggs

Moore Biosystems / Moore Concrete

Suresign Professional

What did we do?

Identity, brochures, packaging, posters/flyers, signage.

Where can you see it?

Website homepage gallery

Client: The Braid Arts Centre



Event promotions. Fresh ideas every time.

Client: Moore Concrete



Identity development and roll-out.

Exhibitions

We can assist you with a custom built display for an exhibition, or portable display items like promotional stands. Feel free to ask for our advice on the options available to you. Again, we design around your company's identity for maximum impact.

Web

Look no further than the site you are on for an example of what we can do. We built this site – and others like it – from initial concept all the way to the point where it went live... and beyond!

If you need an elegant and user-friendly website to advertise your business then we will gladly help.

Additional

As well as all the services we have already mentioned, we also offer other appealing options to our clients. For instance, why not let us utilise our fully kitted-out studio to supply you with top quality product photography? Or why not let us assist you in writing effective copy for your promotional materials? We are passionate about words too.

Thank you

We appreciate the fact that you have taken the time to look through our site. Drop by again soon to keep an eye on updates.

We are always happy to meet new people and make connections, so if you haven't done so already, please do get in touch.

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