

samples from top to bottom: Wimmera Foot Clinic internal glass wall design, Wimmera Foot Clinic logo design, Wimmera Foot Clinic loyalty card, Wimmera Foot Clinic newspaper advert, Wimmera Foot Clinic 60/40 newspaper article

# Wimmera Foot Clinic

Many businesses needing to change direction to make the most of their market potential have turned to mp|media solutions and found the answers.

## the brief

Wimmera Foot Clinic in Horsham, which for many years operated a successful podiatry service, called on mp|media solutions as part of their move to new premises. They also wanted to focus more strongly on the retail footwear side of their business.

## the solutions

mp|media solutions identified what made the business tick and helped plan the internal and external fitout of their new premises, looked after all their stationery and signage needs, and helped plan and implement a media and advertising campaign for their grand opening.

Wimmera Foot Clinic has a hip, new corporate identity and image and has reported a strong increase in business.

## the feedback

“With the daunting task of planning our move it was so important to get the “look” right. On sitting down with Lara we had the ideas from our heads quickly before us in a visual form. The new logo instantly gave us direction and with the help of the mock ups of how our new store would look we had many signage issues sorted. It was great to have Lara to bounce ideas off and with her expertise produce some show stopping features within our store (our internal glass walls need to be seen to be believed). We are more than happy with everything that mpmedia has done for us so far and we look forward to what we come up with in the future together.”

Adam and Amy Chalmers, Wimmera Foot Clinic Owners

