



Total Community Care provides bespoke care nationwide for clients with spinal injuries and neurological conditions.

*“The way Leapfrog quickly got to grips with the essence of our business and was able to develop creative concepts that enhanced our brand values and ethos was impressive indeed. The quality and relevance of the work they have done for us is testament to their attention to detail and the obvious passion for what they do.”*

Reg Perrins





Director, Total Community Care

## What did the client want?

Total Community Care was looking for a partner to design and produce a new website to replace its existing site. The business had enjoyed considerable growth and success since the last website was completed and the company wanted the new site to reflect the changes and also to attract new clients for its award winning services.

## What did Leapfrog do?

Although the original brief was focused on a new website, Leapfrog felt that Total Community Care's corporate identity did not reflect the business' ethos and brand values. Consequently, Leapfrog recommended they undertook a strategic issue analysis of Total Community Care before embarking on the new website development. The analysis revealed a need to create a fresh, new identity and colour palette for the business. This new identity was then applied to the website design. The ongoing campaign includes:

-  Website Development
-  Video Production
-  Corporate Identity
-  Graphic Design

## What were the results?

“Everything Leapfrog has done for us has been carefully thought out and diligently executed. Our new website captures the essence of the business and in particular the pride we have in the level of support we give our clients nationwide.

*“Initially, I felt a video was quite a risk for us to embark upon, but the Leapfrog team were confident they could produce something that was sensitive and powerful. Watching the first edit dispelled my fears – it actually brought a lump to my throat and, without exception, everyone in the company loves it. It really is a great tool which will continually work for us and encourage potential clients and employees to partner with us.*

“Leapfrog clearly cares about their clients and it shows in the work they produce. I can highly recommend them.”

Reg Perrins

Director, Total Community Care