

FUEL Creative Group & Blurb

blurb®

FUEL Creative Group does branding and identity campaigns, website design, signage, packaging – basically all the same things other agencies do. So how do they stand apart from the crowd? They made a really great Blurb book to showcase their talent. It worked – and keeps working.



Trim Size:

*12 x 12 inches
(30 X 30 cm)
Large Square*

Cover Type:

*Hardcover,
ImageWrap*

Paper:

*134 pages
Premium Paper,
Matte Finish*

Endsheets:

ProLine Light Grey

“ We have about ten minutes to make an impression with clients and messing with projectors isn't really efficient. We experimented with a Blurb book and it was quickly apparent that it was the right way to go.”

Steve Worth, FUEL Creative Group

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Way Better than a PowerPoint

Steve Worth of FUEL Creative Group says their book gets clients' attention. "It's a great way to get our work literally into the client's hands and let them explore." Worth also says that the tactile quality of their Blurb book makes a lasting impression: "I know it sounds really old-school but it's clear that when a client is holding our book, they are impressed with the way it feels in hand. People ask all the time how we can afford to make a book like this one."

Professionalism that Stands Out

Perhaps one of the greatest things that firm's book does is allow the client to flip through as he or she likes. "We bring multiple copies of the book to presentations so everyone's experience with the book is unique to them," says Worth. He also loves the fact that, after they leave and while the next firm walks in and sets up their presentation, their bright red book is usually sitting on the conference table. Best of all, the book has won the firm some great projects.

“I think people react to the professionalism of a book. Going through the effort to create a book shows clients just how seriously you take yourself and how much you value their time.”

Steve Worth, FUEL Creative Group

