

& NETWORK NEWS 2025

Photograph taken by
MD Dominic Adams

ISSUE 18

THIS ISSUE

INTRO &IN PICTURES 2

FEATURES 3

CREATIVE TALK 4

NETWORK UPDATE &GIVEAWAY 5

&FINALLY 6

THANK YOU FOR OPENING THE 18TH ISSUE OF NETWORK NEWS!

THERE'S SOMETHING IN THE AIR

We were delighted to be briefed on the launch of Zoflora Aircare, creating the packaging design for their new Home Scents Range.

Our primary challenge was to establish a distinct visual identity that differentiated this new range from Zoflora's existing Disinfectant Mist.

In a category dominated by established competitors, our goal was to ensure the design stood out on shelf while clearly communicating product benefits and aligning the fragrances across other Zoflora product formats.

We managed the full creative process: from initial concept through to final artwork. This resulted in a collection of sophisticated designs that combine rich colour palettes, elegant floral imagery, and refined typography, effectively positioning Zoflora Home Scents as a premium home fragrance experience.



IN PICTURES

June saw the team head to the races for a much-needed summer day out, armed with factor 50, sunglasses and only slightly optimistic betting slips. A few of us even walked away with small wins though nothing to retire on!

On a more energetic note, we couldn't leave out a shot of our colleague Simon taking on the Leeds Marathon this year - a moment well worth celebrating in our roundup.





FEATURES

DESIGNING FOR FRANCHISE: THE TIGHTROPE OF CHARACTER PACKAGING

We had the exciting opportunity this year to design the packaging for a collaboration between Carmex and Minions. We soon learnt that this high impact work comes with its own set of creative challenges!

Creating the character (without breaking the rules)

The constraints around the use of the Minions characters were extremely restrictive. Every pose and expression is closely guarded, resulting in several of our earlier concepts not making it past the first round.

Balancing the brands

Franchise collaborations involve a merging of brands. The goal is harmony, not hierarchy - the character needs to shine, but the product has to sell! Maintaining the balance without visual overload was one of the biggest challenges.

Managing the stakeholders

Between licensors, legal teams, brand managers, marketing departments, and franchise guardians, it felt like we had a lot of people to please.

Despite the hurdles, this was one of the most rewarding creative projects we tackled this year, and we were delighted with the end results.





CHARLIE HUNT

ACCOUNT MANAGER

THE JOURNEY OF THE QUBE

This year we were tasked with the transport of a Bioquell Qube unit across Europe for use at an event. Coordinating the movement of a 280kg piece of equipment across multiple countries required us to navigate various regulations and meet tight delivery windows.

Through collaboration and constant communication with all teams involved, the journey went smoothly. The unit and other event materials arrived on schedule and in the right sequence, allowing the on-site build to occur without delay. It was a quiet but essential logistical success that helped the event to be carried out as intended.





CHRIS EARLE

ACCOUNT MANAGER

CREATIVE TALK 4

PARTNERING FOR BETTER DESIGN: HOW AGENCIES AND IN-HOUSE TEAMS CAN THRIVE TOGETHER

Whilst we've worked alongside other agencies for many years, this year we've added several in-house design teams to our collaborative roster, and have truly found it to be a win-win situation. Effective collaboration doesn't happen by accident however, here's what we've learnt:

Start with alignment

The most successful joint projects begin with a unified understanding of goals. We kick things off by clarifying objectives, timelines and responsibilities to prevent misunderstandings down the line.

Embrace transparent communication

Regular open communication keeps teams in sync. We utilise smart workflow channels including monday.com and Ziflow to share assets, documentation and feedback, which really helps avoid duplication of effort and wasted time.

Respect each team's superpower

In-house teams have brand knowledge and context, whilst agencies bring specialised expertise, fresh thinking and an often valuable external perspective. By harnessing these complementary strengths, together we can deliver truly standout work.

Build relationships, not just deliverables

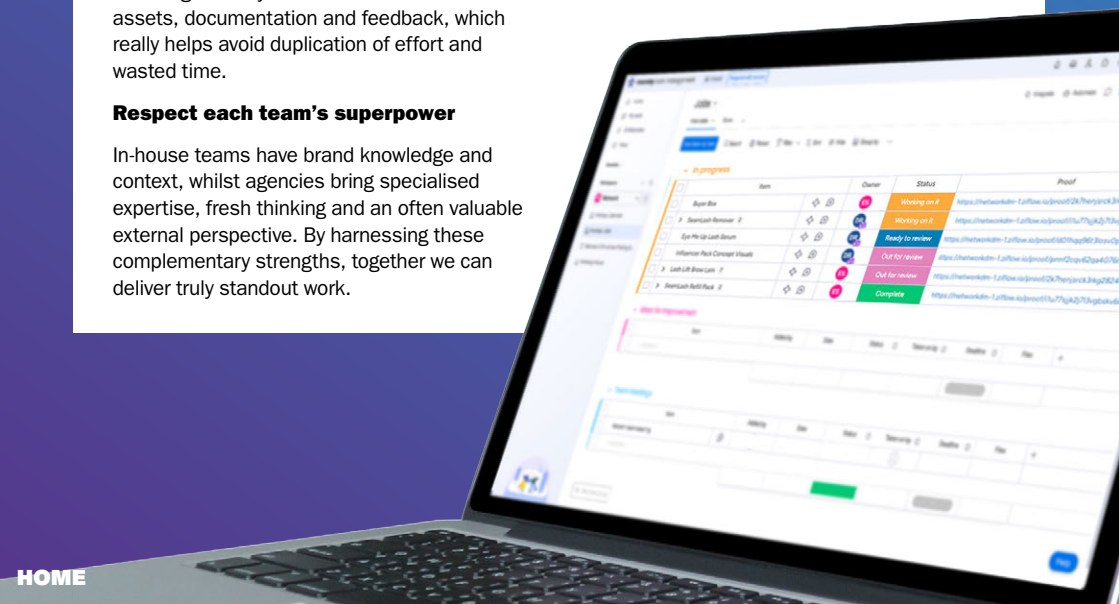
Great collaboration is undoubtedly strengthened by human interaction. We see ourselves as an extension of the wider team, understanding the pressures and priorities and sharing the highs and lows for a truly unified effort.

In summary, collaboration isn't just good etiquette, it's a competitive advantage. When agencies and in-house teams combine their knowledge, ideas and expertise, they open the door to greater understanding, broader perspectives, and better outcomes.



EMMA STEEL

SENIOR ACCOUNT DIRECTOR



BEST OF 2025 SHOWREEL

SCAN THE QR CODE TO WATCH NOW

5

TEMPORARY GOODBYE

We're excited to share that two members of our team will soon be welcoming new additions to their families!

Beth will be starting her maternity leave in December, and Gurjeet next March. We couldn't be happier for them as they begin this special new chapter.





CHECK OUT OUR BRAND NEW MERCH!

Visit our website or contact us directly to get your hands on our new gear.
hello@networkdm.com







&FINALLY

HISTORY TRUMPS AI

Each morning when I walk from the station to our office in Leeds, I pass through the main shopping area.

Most of this is dominated by the usual chain stores but in amongst is a semi-hidden gem: the Leeds Library. This is the oldest private library in the British Isles, founded in 1768.

Every morning outside its main entrance it displays a word of the day and I'd challenge even the most erudite, Stephen Fry types to know any of these words. Obscure doesn't even begin to describe it. But interesting does.

This morning the word was 'hesternopathy'. I looked this up later on one of the AI apps and could find no trace of it. Resorting to a printed dictionary, I found 'hesternal' which means 'relating or belonging to yesterday'. And according to the Leeds library it's longer relative means 'yearning for the past.'

So here's a 250 year-old library able to provide a definition even the most sophisticated knowledge banks can't.

Yearning for the past is one thing but I fear there's a modern phenomenon, as we observe Christmas decorations appearing ever earlier, for wishing our days away.

I'm not sure what the clever word for that is – I imagine the Leeds library would be able to tell us – but I'm sure of one thing: the present is the only time we know is guaranteed to be happening and it's a good idea to make the most of it.

So how does this philosophical excursion relate to the business of modern communications? Well, as we hear all the speculation about the perils of AI and it's likely impact, I'm reminded we've been here before. In our own sector the advent of computers was predicted to herald mass unemployment… but it didn't. We've used them hugely to our advantage.

Ultimately, people are ingenious and able to adapt, adopt and thrive. It's a matter of learning from, not yearning for, the past and dealing with the present before worrying about the future.

DOMINIC ADAMS

MANAGING DIRECTOR



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