

customer confidence in your brand and offers

We enhance your communications with imaginative concepts and eye catching graphic design

The design and idea behind any marketing communication is vital for getting your message across. Our creative team produces innovative concepts and high-end artwork for all media and have a complete understanding of all the latest channels. We provide consistency of concept across multi-channel campaigns.

From branding to brochure design, photography and re-touching to web development and emails, we have the expertise and imagination to give you communications real impact.

Whether you want to highlight a call-to-action, emotionally engage, intrigue or inspire, we can create the copy, images and artwork to ensure your communications stand out and get real results.

We can:

- Launch or position new products
- Strengthen or refresh your brand
- Attract new customers or re-engage lapsed ones
- Evoke the required reaction and response
- Design creative content for use in any campaign, via any channel
- We work within existing brand guidelines for complete consistency
- Offer full support and project management
- Work with you from initial concepts through to proofing and production, until it's right
- Apply intelligent personalisation about what you know will appeal to each customer

Benefits

- Access to our creative expertise
- Creative content that inspires the reaction and response you want
- Better response from campaigns and communications
- Consistent creative across all channels and media
- Reduced time and cost of producing creative content
- Superior brand / product representation for maximum impact
- The option to use our creative services as a flexible relief for short term projects or a complete outsourced operation

Multi-channel artwork expertise

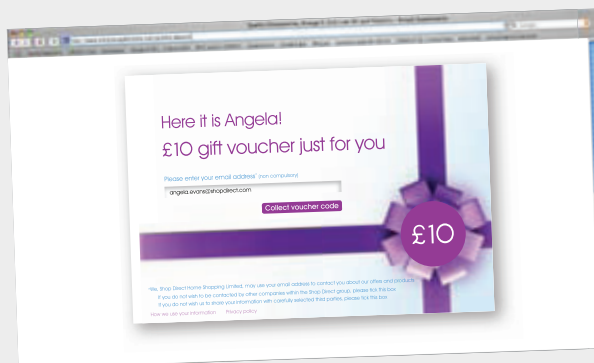
Direct Mail artwork

postcard using personalisation and an intrigue concept to entice customer to a PURL eg:
www.wewantyouback.com/joe.bloggs



PURL artwork

personalised microsite which gives offer details, captures customer email address and links to the main website for browsing/purchase



email artwork

follow-up email to reiterate offer and thank the customer for their visit to the microsite, with links to main company website. Intelligent application of images based on what will interest each individual customer

