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Business to Consumer

AIT analyses the customer experience at every stage in the purchase cycle to develop acquisition and retention programmes. Needs analysis, value perception, product utility, access and customer satisfaction all play a part in creating and maintaining a compelling brand.



MYOB

Australia and Far-East's leading accountancy software.

Project Scope

Support MYOB expansion into Europe. Localise all marketing and support materials. Work with MYOB preferred suppliers to maintain corporate guidelines.

Objectives

Differentiate MYOB product lines from competing products as accountancy software, distinct from accountants' software. Create advertising campaign across a range of publications to reach diverse audience, end users, resellers and accountants at a personal level.



SnackTime

Leading UK-wide snack vending company.

Project Scope

To create a smart, attractive brand to badge equipment and facilitate the company's rapid growth plans in public and private office, staff and visitor locations throughout the UK. Develop corporate look for city-facing and investor communications.

Objectives

Company listed successfully in 2007 and was ahead of sales targets with revenues of achieved £4m in 2008.



Glaxo Smith Kline

Leading pharmaceutical company.

Project Scope

To create brand for worldwide clinical trial. Support GSK and supplier conferences around the world. Create awareness programme via various promotions and premium items.

Objectives

To create maximum visibility for trial within GSK. Promote brand to help establish and manage trial participants expectations.

