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## Business Services

SMEs have to work hard to differentiate and promote the value of their products and services in 'noisy' and highly competitive markets. Identity, credibility and demonstrating consistent performance are key factors in achieving success.



### Westbrook

Leading e-business consultants offering unique services and products.

### Project Scope

Create corporate ID to reflect simultaneously stability, innovation and sustainable growth. Define and distinguish service lines to facilitate proposals and sales. Implement across a wide range of marketing materials, including brochures and innovative web portal. Design and produce annual report and accounts.

### Objectives

Stimulate existing personnel and channel partners. Attract inward investment. Differentiate Westbrook and strengthen performance awareness at a time of market scepticism on 'e' business.



### PMC

Peters Management Consultancy. Leading training provider to the financial sector.

### Project Scope

Objectify and broaden company message. Identify and promote core company values. Define and distinguish service lines. Create new PMC corporate identity and implement across a range of marketing collateral, including brochures and leading-edge web.

### Objectives

Modernise corporate image to reflect PMC's innovative approach to outsourced training. Reposition company to appeal to new industry sectors. Strengthen brand awareness to attract and retain customers and associates.



### Broadsystem

Leading communications company specialising in call centres, media services, data management and e-marketing.

### Project Scope

Create high-impact modular multimedia 'awareness' presentation for exhibition use. Total responsibility for storyboard and message. Subsequently developed into standalone mailer CD, reception rolling show and sales device.

### Objectives

To delineate 'complex' Broadsystem services clearly, in an engaging (entertaining) way. For example, to dramatise the key benefits of data services. Extend corporate identity to differentiate Broadsystem.

