

**Just a
minute...**



Start here

Our one-minute pitch



You need some marketing support. And of course, you're busy.

There's good reason to feel rather nervous when choosing a marketing support agency: We all promise the sun moon and stars, that's our business.

But under the hype, is there a difference?

Certainly.

Some agencies do a far better job than others. And price alone is not a good indication of performance.

So, over the next minute, we'll aim to convince you that Brandpoint has the capability to move your business forward.

What we do

Complete marketing support

- Advertising
- Brand upgrades
- Campaigns
- Copywriting
- Corporate identity
- Designs
- New product development
- PR
- Presentations
- Project management
- Strategy
- Websites



'You all claim to be marketing experts...'



Our MD gained his marketing experience in blue-chip fast-moving consumer goods companies.

We understand marketing from the inside. Before any creative work starts we'll agree what the marketing and business objectives are.

You're buying into a lot of experience.

Importantly, our creative chief is a powerhouse of visual ideas to bring your marketing to life.



In a nutshell?

Expertise and track record.

Great creative ideas based on sound marketing strategy.

Well-produced campaigns that deliver results.

'What's your track record?'

Creating great publicity since 1992!

Many clients have dealt with us for years.

Most new clients arrive through personal recommendation.

We're happy to show you the campaigns that have helped build their business.



How we've helped these clients:



- **Addison Law**—new name, corporate ID, website for a firm of solicitors.
- **Cwmbran Shopping**—advertising and full marketing support for Wales's biggest shopping centre
- **Finning**—brochures, internet services for the UK's Caterpillar agent.
- **Lake Vyrnwy Hotel**—the region's premier venue. New image, brochures.
- **Prince Personnel**—new corporate ID, brochures, website
- **WB+AD Morgan**—new corporate ID, newsletters, website, PR for UK's leading water borehole drillers.
- **Wrexham & Shropshire Railway**—successful launch package, press and radio campaign, door2door



'Can we afford to use you?'

Marketing should be an investment in future prosperity—not an expense.

We never spring surprises—you won't find bills rising due to hidden extras.

We enjoy doing business in the long term, not just for a single project.

Why?

Experience + track record

We get to the heart of the matter quickly.

Back to basics with questions that produce the right answers.

Thinking the way your customers think.

To identify your brand's unique strengths.

Making you stand out from the crowd.



'What next?'

We're easy to work with, easy to instruct.

Most projects start with a discussion at your office.
The brief develops from that.

We work with words, so you don't need to try your hand at copywriting.

Let's talk!

Visit www.brandpoint.co.uk

Call Alan Thornton 01743 885200 to fix a meeting.

