

# Welcome.

By the end of this you should have a pretty good idea of what we can do for you.

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# Let's tell you a bit about us.



## About us

We work with ambitious organisations in the UK, delivering a unique combination of successful cutting-edge services which are designed to support your business' marketing.

We have been around for seven years and have a vast amount of experience in delivering high quality products and services.

We are a marketing-led agency, which means that our primary goal is to create marketing material that will generate more business for your company.

We are committed to fulfilling briefs in accordance with your instructions and follow a robust process to ensure every detail is put in place.

Our in-house creative and technical teams are equally weighted enabling us to approach projects from both a creative and technical perspective.

You'll quickly realise that we're different from other marketing companies. We won't use confusing marketing or development lingo to impress you, and we won't bore you with long presentations.

We pride ourselves on working closely with our clients and our aim is to work as an extension of your team; your success is our success.

# A cocktail of different clients & industries.



## We work with some great clients

Our mix of clients keeps us excited, fresh, and at the top of our game.

We work with ambitious businesses of all shapes and sizes, but here are just a few to give you an idea:

- » Global Aware International
- » LDG Fitness Centre
- » LINT Group Real Estate
- » BT
- » Barratt Homes
- » Peri
- » Treend Construction
- » Scaffolding Great Britain
- » Kodak
- » Barclays
- » London Stock Exchange
- » Aberdeen Asset Management
- » Fashion TV
- » Kingfell Fire Safety
- » Firenet
- » First Security
- » Q'aja Couture
- » TINYg
- » Abstracts
- » Wardour
- » Purely Gadgets
- » Save Me A Ticket
- » New Planet Networks
- » Cranbrook College
- » Eastern Helicopters
- » Zero Sette

## Industry experience

We bring experience, ideas, and knowledge from different industries and apply it to all our clients. Here are some of the recent sectors we've worked in:

### Business to Business (B2B)

- » Security
- » Financial/Insurance/City
- » Corporate Finance
- » IT & Software
- » Professional Services
- » Consultancy Firms
- » Telecoms
- » Agriculture
- » Construction & Engineering
- » Printing

### Business to Consumer (B2C)

- » Entertainment / Sport
- » Property
- » Training
- » Retail
- » Fashion
- » Health
- » Charity

# Nothing goes out without our strict seal of approval.



## Quality, quality, quality!

Red Aware prides itself and its reputation on the delivery of top quality design, print, production and development. Our overall objective is to ensure that we consistently deliver high levels of service.

### We:

- » Understand the requirements & expectations of our clients
- » Implement jobs in a systematic & planned way
- » Work closely with our clients to achieve quality objectives
- » Train our staff to support the delivery of high quality work
- » Establish & measure performance and customer satisfaction
- » Continually review and improve our processes & levels of service

## Team capability

Our team is well trained, talented, easy to work with and understand the need for our output to exceed expectations every day. Their particular skills include:

- » Producing top-end design & technical solutions
- » Matching design styles identically to those already adopted by clients
- » Total adherence to, & respect for brand guidelines
- » Thorough planning & documentation at the outset

## Servicing your business

Client servicing is at the core of our business. We understand that accurate delivery is as important as producing an impressive design. This is what client servicing means to us:

- » Understanding & developing the brief
- » Making feedback easy
- » Being accurate when fulfilling feedback & requests
- » Being transparent at all times
- » Providing updates regularly
- » Providing achievable timings
- » Returning calls promptly
- » Approval of functional specifications & design concepts
- » Client training, if necessary, & handover

# Start by pinning down a few objectives.



## Marketing strategy

A marketing strategy allows you to establish, direct and coordinate your marketing efforts in order to increase sales and achieve a sustainable competitive advantage.

Whether you are a start-up business looking to market your products or services from scratch or an established one looking to breathe new energy and ideas into your existing marketing, an effective marketing strategy is essential to ensure your company allocates the right budget, resources and expertise to achieve success.

We work closely with you to develop a marketing strategy for your business or product and translate this into an actionable marketing plan without breaking the bank.

Below are a few key areas that are included in all our marketing strategies:

- » Your ideal customer
- » Your remarkable difference
- » Your product & service innovation
- » A lead generation plan
- » A lead conversion plan
- » Your service experience
- » A sales forecast
- » A market budget
- » Key marketing metrics

Our strategy and planning capabilities are geared towards giving you a competitive edge in today's changing market place.

# Give your company an identity.



## Brand & graphic design

Compelling brand visuals and targeted marketing messages are essential in building a strong brand identity, one that will engage your ideal customer and persuade them to take action in an increasingly competitive marketplace.

At Red Aware we believe that a brand's graphical representation must have the power to elevate brand recognition against an intensely competitive visual landscape. In addition, the challenge is to develop a look and feel that breaks new ground while distinctly communicating your brand's key message.

You might be asking yourself what goes into creating this type of design? Well...quite a lot actually, but here are just a few key considerations:

- » Developing a comprehensive brief
- » Market research
- » Conceptualisation/layout options
- » Colour selection
- » Font selection
- » Image sourcing
- » Text composition
- » Image creation & editing
- » Proofing
- » Client approval
- » Production, finishing & delivery

# Our printing process runs like clockwork.



## Printing

All printing's the same, right? Wrong! They may sound the same, but it's like comparing apples with whales!

As an official Printing.com franchisee, we can provide you with over 2850 set price products, which means, no more waiting around for quotes to get the job done. Not only that, but we are up to 76% cheaper than other printers.

We also have guaranteed turnaround times; and if its late, it's on the house!

Here are just some of the printing services we can offer you:

- » Signage
- » Profiled/cut to shape
- » Construction graphics
- » Hoarding
- » Banners
- » Safety signs
- » Work-wear
- » Promotional products
- » Business cards
- » Letterheads
- » Complimentary slips
- » Brochures
- » Flyers
- » Gift vouchers
- » NCR pads
- » Posters
- » Portable displays
- » Pop up stands
- » Roller banners
- » AV Stands
- » Uniforms
- » Vinyl's
- » Car & van graphics
- » Stickers
- » Packaging
- » Office branding

We have another brochure dedicated to our print service. If it's print you're interested in, we'll send you one with pleasure; just ask!

We are...



# Doors. We can definitely help you open some.



## Exhibitions & office branding

### Exhibitions & events

When it comes to exhibitions & events we can offer you a complete solution. We can plan, design, print and setup everything from banners to modular systems; all for cheaper than you might think!

Our extensive range of products and services include:

- » Digital Signage
- » Display graphic production
- » Banners
- » Pop up displays
- » Screen printing
- » Portable exhibition stands
- » Modular exhibition stands
- » Exhibition design & build
- » Promotional products
- » Poster design & printing
- » Vinyl lettering
- » Signage

So, if you want an exhibition stand that **stands out from the crowd**, pulls in more customers and increases sales, look no further.

### Office branding

Red Aware designs and produces high quality branding solutions for your office, retail environment, exhibition and/or conference.

This not only creates an immediate impact on your corporate image and, more importantly, your customers, but also reinforces your communication objectives to staff and customers alike.

Our extensive range of services include:

- » Office branding
- » Digitally printed wallpaper
- » Digital signage
- » Display graphic production
- » Banners
- » Screen printing
- » Poster design & printing
- » Vehicle graphics
- » Poster design & printing
- » Vinyl lettering
- » Interior & exterior signage
- » Display animation & video



# Big time.



## Outdoor, construction & wide format printing

Outdoor advertising has the effect of magnifying your brand stature and elevating brand perception.

It also has the power to turn heads and get people talking. We have the expertise to make your campaign work harder on many different levels.

This form of advertising is therefore an excellent adjunct to other types of advertising that you're doing. In fact, it is most effective when coupled with other media.

### Our range of outdoor products and services include:

- » Billboard printing & installation
- » Building signage & installation
- » Construction signage & installation

### Building wraps, scaffolding covers, large mesh banners

We design and print large scale high resolution graphics which can be used on the exterior of your buildings to make a massive impact on a massive audience.

Building wraps can be used purely for advertising or for obscuring & protecting building sites and buildings undergoing work or refurbishment. The design could encompass anything from a simple logo to a sneak preview of what will be unveiled.

All building wraps, after design and production, can easily be applied and removed quickly. Additionally, the wrap will not leave any adhesive residue nor will it damage the exterior paint surface.

Take advantage of your buildings potential, advertise to the masses and make your impact.

# Turns out we're pretty hot at web too.

## Web design & development

### What we deliver:

- » Global websites
- » Extranets & intranets
- » Subscription websites
- » Digital publishing websites
- » E-commerce websites
- » Content management websites
- » Knowledge management intranets or websites
- » Social networking
- » Content creation

### What we do:

The Internet has moved into a league of its own when it comes to generating business and educating customers. This is why a website needs to be designed and developed with online marketing very much at the core of its strategy. It's all well and good to design and develop a website that looks good, but if nobody can find it then it's simply a waste of money.

A website with a good design, layout, usability and functionality will turn searchers into visitors and visitors into customers.

Get a website right and a prospect can become a customer, advocate and loyal supporter. Get it wrong, and it will be an uphill battle to win over any potential clients.

### Technologies we use:

Our expert web team can develop systems on a range of platforms and technologies. These technologies and platforms include:

- » HTML/CSS
- » Flash
- » PHP
- » MYSQL
- » DHTML
- » XHTML Compliant Coding
- » AJAX
- » Distributed Systems
- » Systems Administration
- » Usability
- » Accessibility
- » Client Side Scripting



# We've got some great products.



## Off-the-shelf products

We have some great web-based software products to help your business grow faster and operate more effectively.



### CMS Infinity

CMS Infinity is a incredibly powerful content management system. It can be used to engage and build relationships with your potential customers by providing them with fresh, accurate, and up-to-date information. With so many unique and innovative features it's no wonder it's already used by over 5,000 small businesses, universities, nonprofit companies and organisations.



### My Easy Shopping Cart

My Easy Shopping Cart is an all-in-one e-commerce and shopping cart software platform. It includes absolutely everything you need, including a build-in CMS, to sell online and attract more customers using the power, reach and affordability of the Internet.



### EMA (e-marketing&analytics)

Our all-in-one email marketing software includes everything you need to create, send, track and profit from email marketing - but it doesn't stop there. It also includes powerful tools to completely automate your follow up marketing and customer feedback loops too.



### Knowledge Aware

Knowledge Aware allows you to share information from your website or Intranet with an enterprise-grade knowledge base, reducing customer support, improving staff productivity and eliminating time wasted searching for information across disparate systems such as shared folders and paper documents.

For more information on all of our off-the-shelf products please visit [www.red-aware.com/products](http://www.red-aware.com/products)

# The perfect host. Coffee...?



## Website hosting

At Red Aware we make web hosting easy and convenient. A range of web hosting plans are available so you can choose the level of website hosting that's right for you - and it's hassle free, as we offer free set up and 24/7 UK support 365 days a year.

Our range of web hosting plans have been designed to suit all budgets and requirements. So whether you're looking for cheap web hosting or the ultimate in professional web hosting, we have something to suit your needs and budget.

All our servers are hosted in our state-of-the-art UK data centre and we don't charge for our round-the-clock support either, so you can enjoy Red Aware web hosting with confidence.

## Packages

Buying website hosting from us is a quick and easy process. Simply choose the web hosting plan that fits your exact needs, register online and get going. Set up is instant, so you don't have to wait days for your web hosting account to be activated.

We've simplified the web hosting sign up process for fast registration; however if you have any problems or questions, our web hosting sales team are happy to help. Our web hosting accounts all offer a range of different payment options as well as web hosting add-ons and upgrades for complete flexibility.

### » Business Starter Package

This basic web hosting plan offers cost effective web hosting for businesses with small websites.

### » Business Professional Package

Web hosting for those who want something more from their website; such as blogging and ecommerce functionality.

### » Unlimited Package

With our unlimited hosting plan you will never have to worry about using up all your space or bandwidth; because as the name suggests, everything is unlimited.

***It's great to have a snazzy site but even better when people can find it.***



## **Online marketing**

*"Half my advertising money is wasted. The problem is that I don't know which half!".*

Online marketing has put us one step closer to providing a solution to the advertising budget saga. It enables you to see how much you spend verses how much you get back and can be an extremely affordable and effective way to drive traffic (and sales) through to your website.

The two key areas of online marketing are:

- » Search Engine Optimisation (SEO)
- » Display Advertising, in particular the Pay Per Click (PPC) model

Our aim is to get the maximum amount of relevant traffic through to your website.

## **Search Engine Optimisation**

The process of achieving good rankings in the major search engines focuses on three key factors:

1. Keyword Research
2. Website Content
3. Internal & Incoming Links

Developing and implementing this process is just another one of our specialities. This ensures that your website attracts a constant stream of relevant visitors from natural or organic search engine searches.

Our team will formulate a full strategy and campaign based upon the following key areas:

- » Keyword research
- » Keyword use factors
- » Page attributes
- » Site / domain attributes
- » Inbound link attributes
- » Negative crawling / rank attributes

# Getting the best bang for your buck!



## Display advertising

Another highly effective form of marketing is display advertising and in particular the pay per click model which is adopted by Google, Yahoo and many other search engines and online publishers.

PPC is probably one of the most cost effective marketing models, as it is not only measurable but completely controllable making it very budget friendly.

The key to the PPC model is the copy of the advert being displayed. Developing effective copy within the limited space provided is a unique skill; one in which we are well versed.

Over the past year or so, PPC charges have increased dramatically, so it's more important than ever to manage your PPC campaigns effectively, efficiently and creatively.

If you're interested in display advertising or if you think you're paying too much for your display advertising, contact us today to see if we can save you money and improve your campaigns effectiveness.

# Everyone is mobile, your business should be too.



## Mobile design & development

The mobile industry has experienced massive growth due to the increase in quality devices and fast, affordable data. While smartphones were once just a business tool, more consumers than ever are using smartphones in their everyday lives.

According to figures released by Gartner, smartphones increased by a whopping 50% to 61.9 million phones in the second quarter of 2010. The Coda Research Consultancy also predicts that this trend will continue with over 2.5 billion sales over the next 5 years.

We are here to guide you through the maze of devices and platforms to help you find a mobile solution that is best for your business. Below are just some of the services that we offer:

- » Mobile application planning & discovery
- » Mobile brand & application research
- » Device / platform selection & implementation
- » Website to web app conversion
- » Mobile application development
- » Marketing & promotion of mobile applications
- » Application usability testing
- » Application updates & maintenance

Go mobile and engage a growing mobile audience that will access, use and buy your products or services via their mobile devices.

# So there you have it! Let's get the ball rolling...



## Conclusion

We work with ambitious organisations in the UK, delivering a unique combination of successful cutting-edge services which are designed to support your business' marketing and generate revenue.

These services include:

- » Brand & graphic design
- » Print; litho, digital & wide format
- » Exhibitions
- » Website design & development
- » Mobile app design & development
- » Marketing strategies; online & traditional

If you'd like to gear up your marketing for success, drop us a line or pop in for a chat.

Remember; successful marketing, successful business.

## Contact us

Quay House, Admirals Way  
Canary Wharf, London E14 9XG

tel: 020 7474 8585

fax: 020 7190 3251

email: [info@red-aware.com](mailto:info@red-aware.com)

website: [www.red-aware.com](http://www.red-aware.com)

We are...

