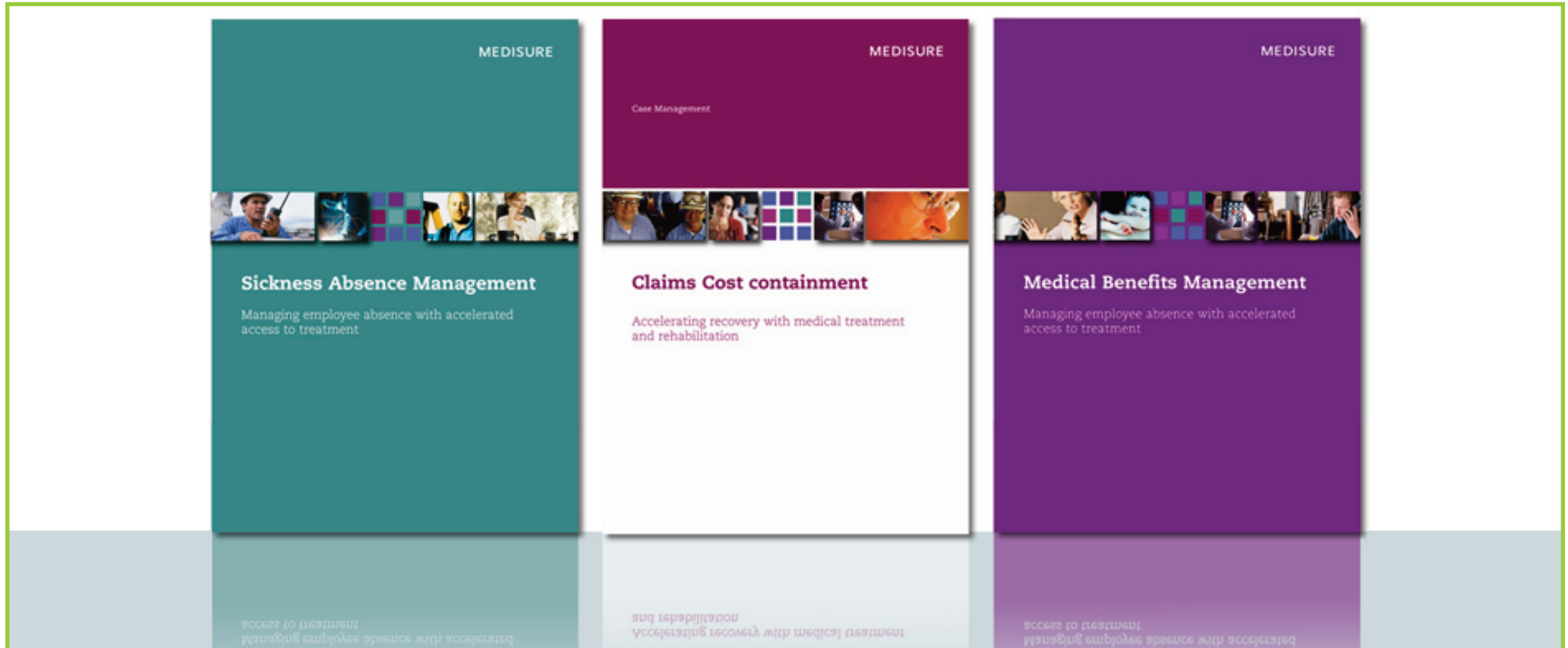


Bringing consistency to sales collateral

A rebranding programme for Medisure that generated an uplift in prospect conversions.



The Story

AHK's brief was to align Medisure more closely with its new parent company brand. Our response involved extensive rebranding work and resulted in a significantly more customer oriented website and a suite of new, consistently branded literature.

The effectiveness of the campaign was confirmed by an uplift in prospect conversion.

Medisure is now part of SimplyHealth.

Client: Medisure
Skills: Branding, publishing, sales collateral, Web design

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.