



Creativeworld

The Essential Element for
Great British Marketing

Marketing Overview

Enter Issue One



A World of Great British Creativity

An award winning creative agency with over 30 years in the marketplace, Creativeworld is one of the UK's prime exponents of creative marketing with a true understanding of how to promote the services and skills of businesses not only within Great Britain... but the entire world.

We pride ourselves on the professional services we offer and our ability to understand the key factors required to promote the enterprise of local, national and worldwide partners. Our unrivalled attention to detail and our ability to take a project from concept to completion covering every aspect of what may be required ensures that our clients always receive optimum results... time after time.

Regardless of project size, our dedicated teams know how to deliver the perfect solution without you needing to oversee every step of the process, giving you more time to concentrate on the day to day management of your business. Our existing clients can testify that working with Creativeworld is a smooth and hassle-free partnership.

The breadth of our experience across a vast array of market sectors is exemplary, and it is this knowledge that has led some of the largest names in industry enjoying even greater success as a direct result of working with Creativeworld.

- Governmental
- Legal
- Fashion & Work Wear
- Transport
- Retail
- Oil and Petrochemical
- Medical
- Hospitality
- Office Furnishing
- Architectural Hardware
- Finance
- Property
- Facilities Management
- Sports & Leisure
- Construction & Demolition
- Niche Product Supply

Our comprehensive range of services includes:

- Corporate Brand Development
- Website Creation
- Concept Realisation
- E-commerce Portals
- Brochures
- Photography
- Advertisement Campaign Management
- Press Liaison
- Marketing Strategy Development
- i-Brochures
- Direct Mail
- Marketing Incentives
- e-Shot Campaign Development
- App Creation & Maintenance
- Social Media Development
- Packaging & Point of Sale
- CRM to Web Integration
- Exhibition Creation
- Loyalty Scheme Creation & Management
- Search Engine Optimisation & Marketing
- Ongoing Support Services

The pages that follow showcase a small selection of projects completed in recent years and just a few of the clients we have worked with.



Smarter Marketing...

Having worked in both B2C and B2B environments from an early age, I soon came to understand the absolute value of marketing for a business. After all, how can any company rely solely on the good name it has built over time? A good business needs good communication to attract new and loyal customers in order not just to sustain its position... but to steadily grow.

The past 16 years of working in the design marketing industry have been an absolute joy for me, with every day providing new and exciting challenges across a huge range of business arenas. From highly charged multinational corporations to small niche suppliers, every day is new and different, and it's there where the excitement is for me. A wise man once said "Choose a job you love, and you will never have to work a day in your life."

In recent times most industries have suffered due to the global economic downturn, and as such many organisations sought to cut costs by reducing their marketing spend. Some were unfortunately unable to weather these austere times, but many were better prepared and realised that you need to continue to 'bang the drum' even through tough times in order to maintain your market share.

Through Smarter Marketing, Creativeworld has continued to help a wide range of companies realise an even greater return on their marketing investment, by ensuring that every pound spent delivers truly tangible results. We apply a combined wealth of experience to advise and direct our customers along the most suitable route; for example by adopting a digital approach as a more cost effective means of promoting their products or services. Our dedicated teams consider our clients budget as if it were their own and strive to deliver excellence in results with optimum VFM.

Our in-house teams work together to provide harmonious results, combining traditional creative values with the very latest digital technologies. More importantly we expertly manage every project from the outset, and it is this hands on process that generates absolute client confidence, enabling them to feel relaxed and assured that the end results will exceed their brief.

Creativeworld, by its very nature is an ethical company, with every agreed quotation being as transparent as possible and we make sure that deadlines are achieved where humanly possible and with no hidden charges.

Included in this issue is a broad range of instructions that we've been privileged to work on and I'm sure you will recognise more than one or two of them. I hope that this brochure will give you the confidence in Creativeworld's abilities, along with the desire to work with our teams on your next marketing project.

Hopefully 2013 will see the icy grip of austerity loosen even more, and while these times will continue to challenge us all, I feel confident that Great British Marketing will prevail, leading to stronger foundations for all in the future.

David Bates



Creativeworld
Design | Marketing | New Media

Floor preparation
...it's our chosen specialist subject



When it comes to problem floors we have all the answers

Introducing **BARRING WORK**, the additive guide to floor preparation from F. Ball. **BARRING WORK** is the ultimate reference tool to guide you through all types of floor preparation issues including dusty, contaminated and uneven surfaces.

Order your copy today call 01538 361633 or visit www.f-ball.co.uk

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F. Ball and Co. Ltd.

Chumstone Business Park, Sutton Road, Chumstone Lane, Southfields, ST13 7PS
Tel: 01538 361633 Fax: 01538 361632 Email: enquiries@f-ball.co.uk

We're sticking with litres... are you?



Here's why you should always stick with litres!

- 13 litres of F. Ball's F44 gives you a great deal more adhesive coverage than 15kg of a competitor product.
- Don't be fooled by a cheaper price! You're actually getting less for your money and less coverage.
- You can't beat the Yellow Buckets to give you more coverage and value for money.

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Advertising



Recommended Adhesive Guide iPhone App

F. Ball and Co Ltd

Advertising, Corporate Literature, iPhone App, Web Development, Online Competitions, Photography and Media Buying

We have worked with F. Ball & Co. Ltd for a number of years and in that time created numerous advertisement campaigns and a variety of supporting marketing media, both traditional and digital.

Setting new standards in subfloor preparation.

Stopgap Green Bag and Blue Bag.



Better than they've ever been!

Stopgap Green Bag and Blue Bag (containing basecoat and primer) is the ideal and most powerful product to use to prepare the subfloor prior to laying any flooring.

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the flooring magazine



Stopgap Green Bag. Smoother than it's ever been!

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Stopgap Green Bag. Smoother than it's ever been!



Now smoother than it's ever been, with the extra primer and the other steps, Stopgap Green Bag is the ideal choice for flooring professionals.

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The new Contractor Loyalty Card provides a wide range of exceptional benefits to flooring contractors including exclusive offers and discounts, great transportation and special promotions.

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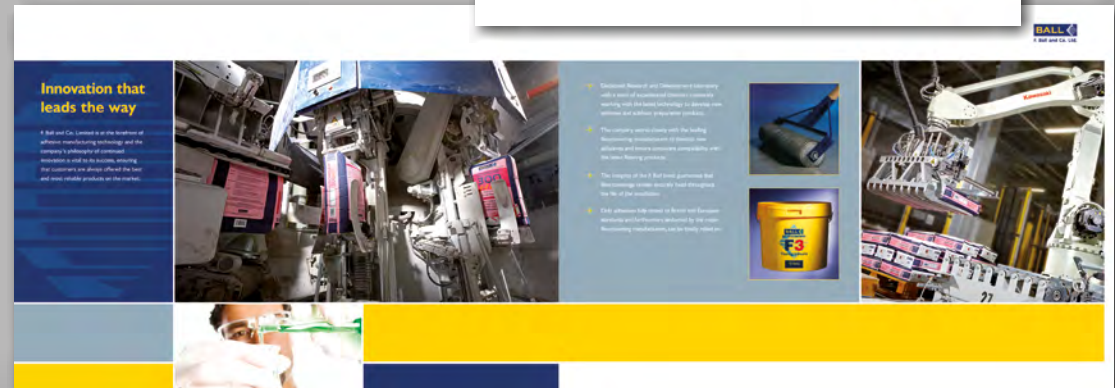
Advertising



Spot the Ball Website Landing Page



iBall Player Website



Corporate Brochure Spread



Brochure Spread

BASF

CGI Animations, Digital Presentations, Exhibition Equipment, Promotional Materials, Case Studies and much more

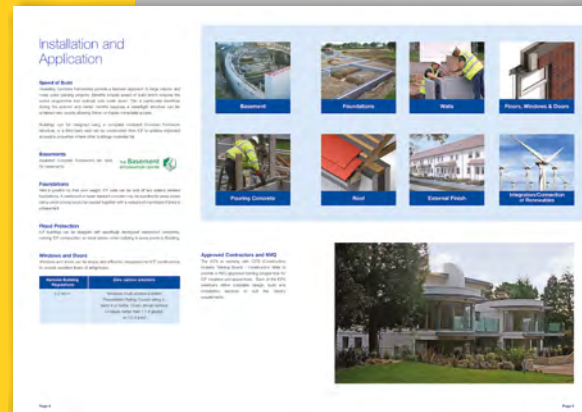
Working with BASF is always a pleasure whether in the UK, Germany or USA. In the past few years we have created a variety of bespoke marketing, with every aspect of our work made globally available through our BASF secure data centre.



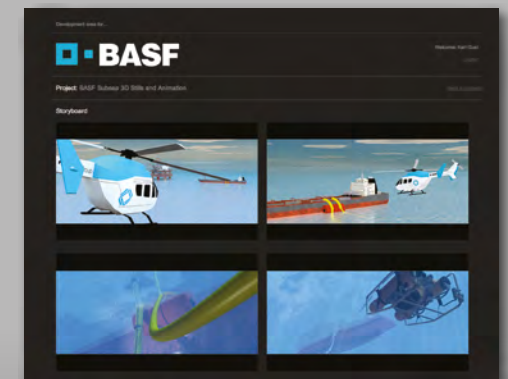
Leaflets



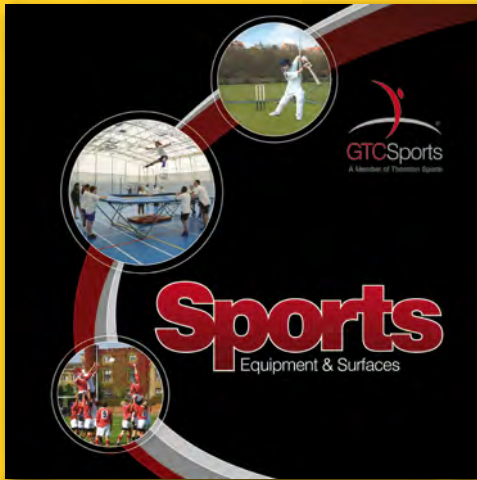
Pop Up Roller Banner Display



Brochure Spread



CGI Video Presentation



Catalogue

Thornton Sports

Branded Literature, Catalogues, Exhibitions, Websites and SEO Campaigns

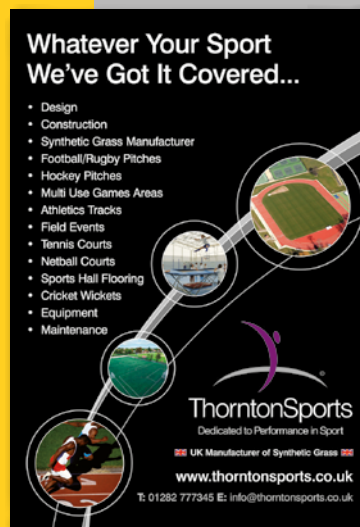
A local company with a great reputation, Thornton Sports has been a Creativeworld customer for many years, during which we've provided them with a multitude of bespoke market driven promotional projects.



Spreads from Catalogue



Website

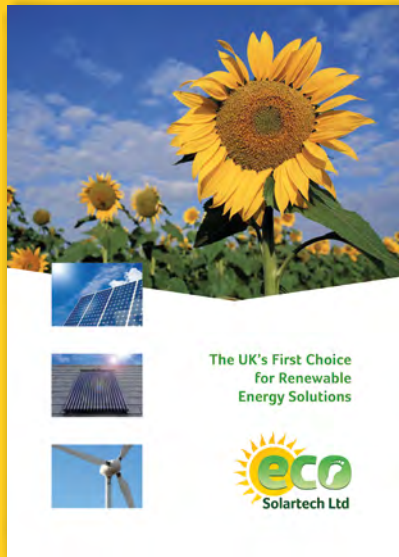


Mailer



Full Page Advert



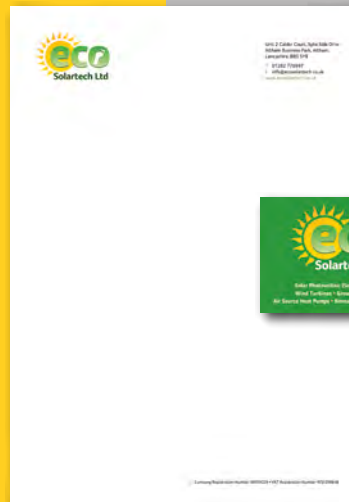


Folder Inside Spread

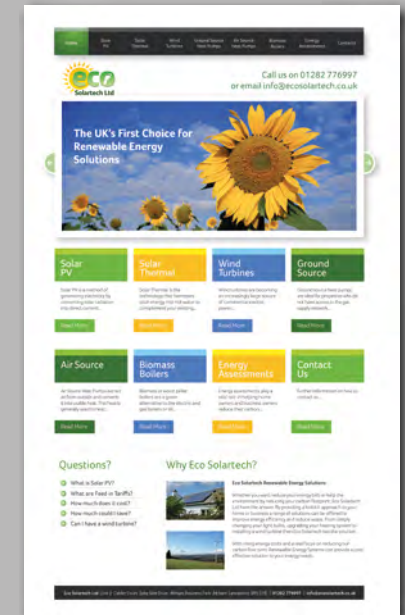
Eco Solartech

Rebrand, 6 page brochure, website, stationery, advertising and mailers

Following our own successful rebrand, we were contacted by Eco Solartech to work on their brand identity. They are located a few doors away and loved our striking new logo and building signage!



Stationery Set



Website



2 Page Mailer



Full Page Advert

dialachemist.com
 Delivering a Local Service - Nationwide!

Dialachemist.com™ has been created by highly experienced Pharmacists with over 27 years experience in serving the community. This website is an extension of our services which now enables customers from the length and breadth of the country to benefit from our expertise.

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 a range of products available online now!

- Pain relievers
- Phonimeters
- Allegry assist
- Blood pressure monitoring

PET MEDICINES
 we stock a variety of pet medicines available for purchase online

Products include: **Droned**, **Frontline**, **Indinavir**, **Droned**, **DAF**, **Felway**, **Droned**

FEATURED PRODUCT: ASPOD™
 Emergency asthma relief. Proven to significantly reduce asthma related health effects.

Your **FREE** prescription delivery service!
 Call us **FREE** on **0800 008 6366** or register online now at **www.dialachemist.com**

FREEPHONE 0800 008 6366

DON'T DELAY - contact us today - we'll fulfil and dispense your prescription and deliver it to your door for **free!**

Full Page Advert

DialaChemist.com

Brand Development, e-Commerce, Bespoke CMS, Advertising and Stationery

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dialachemist.com ...and we will deliver your prescription...

FREEPHONE 0800 008 6366

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Search

Home | NHS Prescription? | Private Prescription? | £7.85 | Home Medical Equipment? | Gluten Free Products? | Mum Kind Products? | Other Healthcare Products? | Carer / Carehome? | Pet Owner?

Your Online Pharmacy

NHS Direct

There are now even more ways to get medical advice from the NHS, giving you the freedom to reach your qualified advisers when you don't need to see us in person.

- Get answers fast: Our online Helpline offers 24-hour support.
- Speak With an Expert at Any Time: NHS Direct provides a 24-hour search advice and information service, providing confidential information on:
- NHS to go if you or your family feel ill
- Health conditions and treatments
- Local healthcare services
- Self-help and support organisations

Please make sure you visit our NHS Direct website regularly to ensure you are kept up to date with the latest health news.

E-Commerce Website Homepage

dialachemist.com ...and we will deliver your prescription...

Home | NHS Prescription? | Private Prescription? | £7.85 | Home Medical Equipment? | Gluten Free Products? | Mum Kind Products? | Other Healthcare Products? | Carer / Carehome? | Pet Owner?

What is Online Disease?

Pages from Website

dialachemist.com

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Tel: 01254 356796
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 Email: info@dialachemist.com

with com

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 Fax: 01254 239605
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Business Cards

autumn healthcare

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 Clayton Business Park
 Clayton Le Moors
 Accrington
 Lancashire BB5 5LB

Tel: 01254 356796
 Fax: 01254 239605
 Email: info@autumnhealthcare.co.uk

Compliment Slips



Student Castle, London

Brochure, website and all onsite internal and external signage and displays.

We have worked with Student Castle since their inception, bringing their ideas to life. We have worked on each scheme as it has launched, producing all marketing material from site hoardings to brochures.



Graphics in Reception Area



Brochure



Website



Section of Site Hoarding

Make the switch to Creativeworld, the shining light of Great British marketing.

For a quotation or to find out more about our array marketing solutions please contact our dedicated team of experts.

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Creativeworld

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