

acclaim soundbites

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CHRIS'S CHARTERHOUSE COLUMN



FOR THE LOVE OF YOUR BRAND. Er ... it's been busy! You're busy too, so I'll be brief [there's a first – Ed]. Here's a quick round-up of what we've been working on for clients since the last edition of our newsletter. It's quite a range, but it's all led by our clients' brands and focused on their customers. If there's anything here that suggests a marketing communication solution you're looking for, give us a call. We'll help your customers love your brand!

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DESIGNERS FOR DEFENCE



BRITISH MARITIME TECHNOLOGY is a leading international marine engineering and technology consultancy and design group. Its warship and submarine design arm, BMT Defence Services Ltd, hired us to redesign and write its 12-piece corporate and service literature set.

We answered the brief to move the brand forward as a dynamic, innovative and technically advanced provider of consultancy, design and management services to UK and overseas defence markets, while building on its heritage of dependability, expertise and authority in the industry.

2.1

PERFORMANCE MANAGEMENT

THE BMT GROUP then launched a new strategic consultancy, BMT Sigma Ltd, offering its unique Integrated Performance Management service covering business and project strategy, procurement and control of major defence projects. CLA designed the corporate folder, consistent with the style established for Defence Services yet distinctly focused for this highly specialised service.



3

DEFENCE COMMUNITY CONNECTIONS



2004 IS THE TENTH ANNIVERSARY OF BT'S first Defence Information Circle, a premier annual communications conference for around 100 senior Ministry of Defence and Armed Forces personnel and their industry partners. For the third year running CLA are working with BT to create the strategy and theme, and with Kable, our government event management associates, to stage the event.

4

BUSINESS SENSE



FOR OFFICE FURNITURE AND ICT SUPPLIER Business Sense we designed a new 84-page product catalogue, with 20 versions of the cover to focus on each of their market segments.

5

THE LEASEHOLDERS' VALUER



LEASEHOLDERS WHO ENGAGE JUSTIN SHINGLES to negotiate a lease extension or freehold purchase from their freeholder save over £200,000 on average. After creating a new corporate identity, web site and brochure for Justin we ran a short media relations campaign for him, achieving coverage in the Guardian and Independent.

6

BUILDING PROPERTY VALUE

OUR RECENT PROPERTY SECTOR work has included marketing literature for three new clients:

- Spitalfields residential property sales and management specialists Carrington & Partners
- developer HDG Ltd
- chartered surveyors Colliers CRE

Much loved jobs! More welcome – no project too big or too small, they all get the CLA passions racing.

7

SCHOOL CENTENARY



THE AWARD-WINNING BRIXTON PRIMARY SCHOOL, whose logo, livery and web site we created, celebrated their centenary in 2003. Corpus Christi's newly badged uniforms featured in a Times Educational Supplement report. They have now added a CLA-designed prospectus to their high-quality communications activities. We're really enjoying being part of Corpus Christi's community-building successes, and hope other schools will follow.

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BT TEAMWORK



WE RAN A TWO-DAY BUSINESS STRATEGY CONFERENCE and team-building event for twenty BT Major Business managers at Armathwaite Hall, Keswick. It's really valuable to be involved this deeply with clients. Through supporting your strategy development we gain even deeper understanding of your culture and goals.

9

SCIN



THE INTERIOR DESIGNER IN A BOX! Our brand management, design and copywriting services supported the launch of this cutting-edge interior design toolkit and series of guides.

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STELIS: WHERE WILL YOUR BUSINESS GROW?

Stelis

STELIS IS THE CLA GROUP'S OWN NEW BUSINESS INTELLIGENCE ARM, based at our new Bournemouth office. Stelis analyses and manages market and customer intelligence, with recommendations for marketing action, that really help clients make strategic planning decisions.

With Stelis we now offer a unique "sharp end" to our strategic support services: if you're not sure where your biggest, softest targets are, we'll help you aim and shoot.

**CALL CLA ON
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CALL STELIS ON
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