

Be more **in control** of your marketing materials.

Introducing a new way to create and update sales leaflets
and other marketing collateral or print for electronic distribution.

*Take control of
your artwork,
brand identity
& your costs!*



barretthowe
inspired thinking

A major step forward in the **creation** and **revision** of printed material.

Perfect for items generated from a **standard design**, such as:

- ➔ Datasheets or Specification sheets
- ➔ Foreign language versions of leaflets
- ➔ Posters
- ➔ Newsletters
- ➔ Business cards

Like many organisations, if you need sales & marketing literature, you might try to save time and cost by creating them in-house.

The advance of technology has made this possible but not without compromise. Word and Publisher are not accurate enough; InDesign and Illustrator are time-consuming, expensive and hugely technical.

And, in any case, it needs time and talent to create professional sales literature.

So, at **Barrett Howe** we have combined our experience and skills, with new technology to deliver you an easier, cheaper, more controllable way of creating marketing literature.

Barrett Howe has a long track record of creating effective marketing communications materials for organisations as diverse as Age Concern and Vodafone.

We pride ourselves on the quality of our work but we have recognised that, with budgets under pressure, more and more clients are using in-house facilities, with variable results.

So, we are offering an online editing system to empower our clients and reduce cost whilst retaining the quality offered by a top design agency.

This technology allows you to access your own custom-designed templates online, allowing you to edit, proof and download print-ready artwork.

See our introduction video on You Tube
'Creating literature online'



1. Barrett Howe creates an original design... to your brief

The first step is to design your leaflet, poster, newsletter or business card. Our customer services team ensures that this is conducted in the same professional manner as for all our clients.

We liaise with you to create a design that you are happy with. This might be based on your existing designs or a completely new project. Either way, we need to ensure that the layout is compatible with the abilities of the system.



2. The design is converted into a **template** and uploaded onto our system

Once approved, the design is loaded onto our system which is accessed via the internet. There is no software to download and the system can be accessed from anywhere using a PC, Mac, tablet or smartphone.

The system is password protected and only authorised users with log-in details are allowed to enter the system. Different levels of access can be assigned to you and your colleagues.



3. We [or you] add text and imagery by typing or copying

Then, we populate the text fields with your content and add images using an integrated File Manager. Alternatively, you can use internal resource to add content to the template yourself. You access the system to view the proof on-screen or download a pdf proof.

Instead of marking-up amendments on a pdf or hard copy to e-mail back to us, you simply log into the system and make them yourself. Therefore, we don't need to charge you for any amendments.

And because the fonts, point sizes and colours are 'designed-in' to the template, a user cannot wander away from your brand identity or a standard design style.

Place images from your image library

Add standard content

...or free text

4. Make your amendments **online** and then download the finished, print-ready file

When you are completely satisfied with your proof, the system will automatically re-purpose your artwork for laser, digital or litho printing according to your requirements and generate a final pdf.

The system can be configured to include an approvals process whereby no print-ready proofs can be generated without the authorisation of a 'brand guardian' within your organisation.

So, for example, a sales person can be authorised to create datasheet but cannot download the print-ready version without the approval of a member of the marketing department.



Each element has a drop down menu or text area

Contact us to arrange
a demonstration.

Call: 01753 844100

Branding

Creation & development

Advertising

- Printed media
- Digital media
- Outdoor
- Broadcast media
- Media planning
- Media buying
- Sponsorship

Brand

- Consultancy
- Research
- Analysis
- Planning
- Creation
- Development
- Identity

Marcoms

Integrated communications

Design

- Annual reports
- Internal comms
- Presentations
- Sales literature
- Newsletters
- Collateral
- Exhibitions

Digital

- Websites
- SEO
- Microsites
- Email marketing
- Multimedia
- Social media
- Web banners

Corporate

Annual reports & CR

Direct

- Direct mail
- Data planning
- Data analysis
- List procurement
- Telemarketing
- CRM
- Sales promotion

Strategy

- Marketing strategy
- Strategic planning
- Comms planning
- Campaign planning
- Customer acquisition
- Positioning
- Primary messaging

Barrett Howe Ltd
5 Curfew Yard Thames Street
Windsor Berkshire SL4 1SN
United Kingdom
t +44 (0)1753 844100
f +44 (0)1753 844101
www.barretthowe.com

Partner offices in:
Austria, Belgium, Denmark, France, Germany,
Italy, Luxembourg, the Netherlands, Norway,
Sweden, Switzerland and the United States.