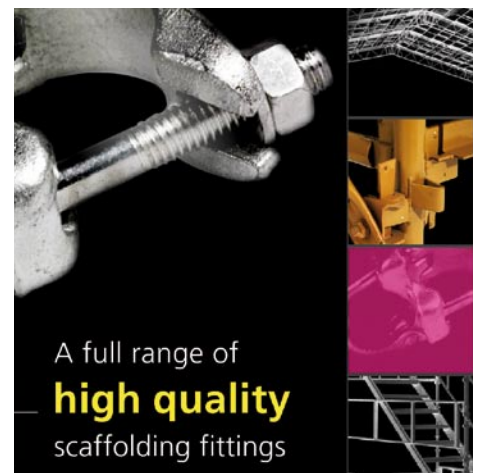


Event management

Strengthening business relationships



ACW

investigate. innovate. inspire.

Making the most of your event

A corporate event provides the perfect way to strengthen business relationships, forge new ones or simply act as a thank you to a valued client. Whether you are looking for a golf event with a difference, a unique corporate hospitality experience or a team building event to motivate your staff, ACW can provide the answer.

We work in close partnership with our clients to offer bespoke solutions, with your needs and objectives always at the forefront of our thinking.

Our clients report real benefits from corporate hospitality in terms of building strong and lasting business relationships. In addition, corporate hospitality provides an excellent reason to meet business associates face to face whilst enjoying a shared interest and presenting your company in a positive light.

If you are thinking of organising any event, large or small, it can be a daunting prospect; entrust the task to our team of experts. We will be happy to discuss your requirements and provide free, impartial advice and a no-obligation quote.

TRAD adds **balls** to its marketing...

TRAD Hire & Sales is one of the UK's market leaders for the supply of scaffold tube, fittings, boards, system scaffolding, stair towers, temporary roofing systems and associated equipment.

Their policy is to respond quickly and effectively to every customer's needs, with a product range that is as innovative as it is extensive, of the highest quality and fully compliant with all relevant British or European Standards. From the smallest requirement to complete hire or sale packages along with finance facilities – their UK-wide network of depots have the resources and capabilities to meet the demands of the largest projects – for TRAD, excellence comes as standard.

At TRAD Hire & Sales the customer always comes first; to support their comprehensive sales and marketing policy and as part of this on-going commitment, they decided to



become sponsors of the PGA East Anglian Open. This high profile event was to be televised on Sky Sports and last four days and was the ideal opportunity to meet customers old and new and to boost their company profile.

TRAD Hire & Sales have only one standard – the highest, and their support of this prestigious event had to match.

“ Since initial branding work ACW has worked closely with us to produce a range of marketing materials, including: websites, brochures, PR, events and copywriting. We work with ACW because we can trust them with any marketing brief and they will return a solution that achieves real results for the company. ”

Des Moore - Managing Director TRAD Group Ltd..



Branding

A solution was required that would effectively brand the wide range of materials required, everything from course banners to golf tees. We came up with a prominent treatment for the banners, that ensured maximum exposure for the TRAD brand and the greatest impact at distance.

An important detail was in planning the banner placement to ensure maximum TV coverage; working closely with the club team and Sky we drew up plans incorporating sightlines to optimise exposure.

In addition to the overall branding was the development of a logotype to promote both the event and TRAD, something suitably sporty. The designers excelled and came up with a stylish logo that could be adapted to brand a wide range of items.



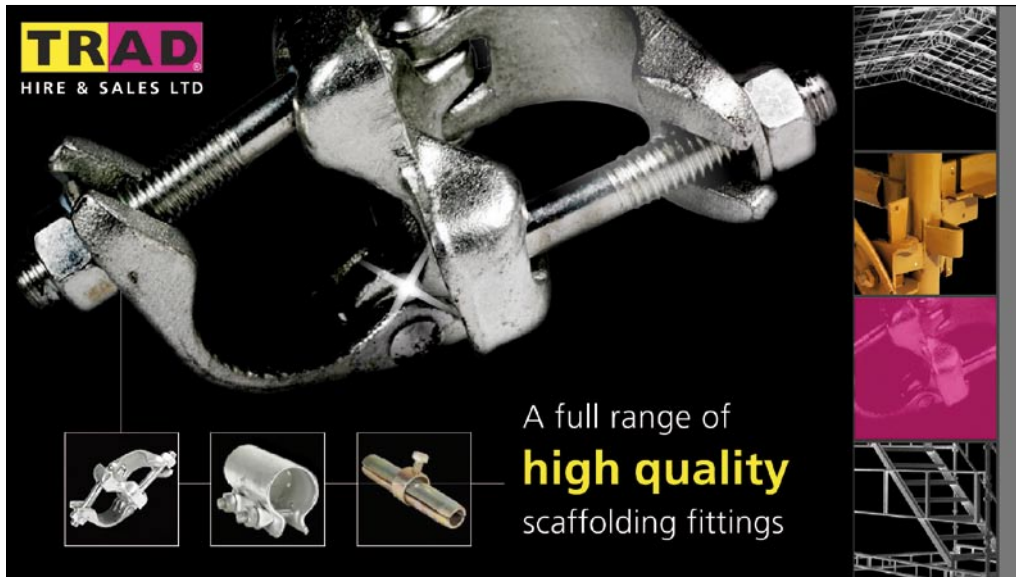
Promotional Merchandise

We sourced a range of quality items that would promote TRAD long after the event was over and hopefully provide fond memories of a great day out. The logo was applied to a variety of promotional materials from stickers for the golf carts, to polo shirts, caps, golf balls and golf tees. We even designed a TRAD branded label for the complimentary bottled water.



Animated Presentation

In the high traffic areas of bar and restaurant we showcased the main attributes of TRAD on a couple of 42" plasma screens. No-one likes handing out or receiving brochures at such an event - so the presentation was designed to be as snappy and as memorable as possible and to further promote the TRAD difference.



Result

The client was delighted, everywhere you went the TRAD brand shone out - and for a change the weather did likewise. A very high profile event for TRAD with the TV coverage providing maximum exposure throughout. The client considered it a resounding success and such a valuable marketing and PR exercise that it was repeated the following year.