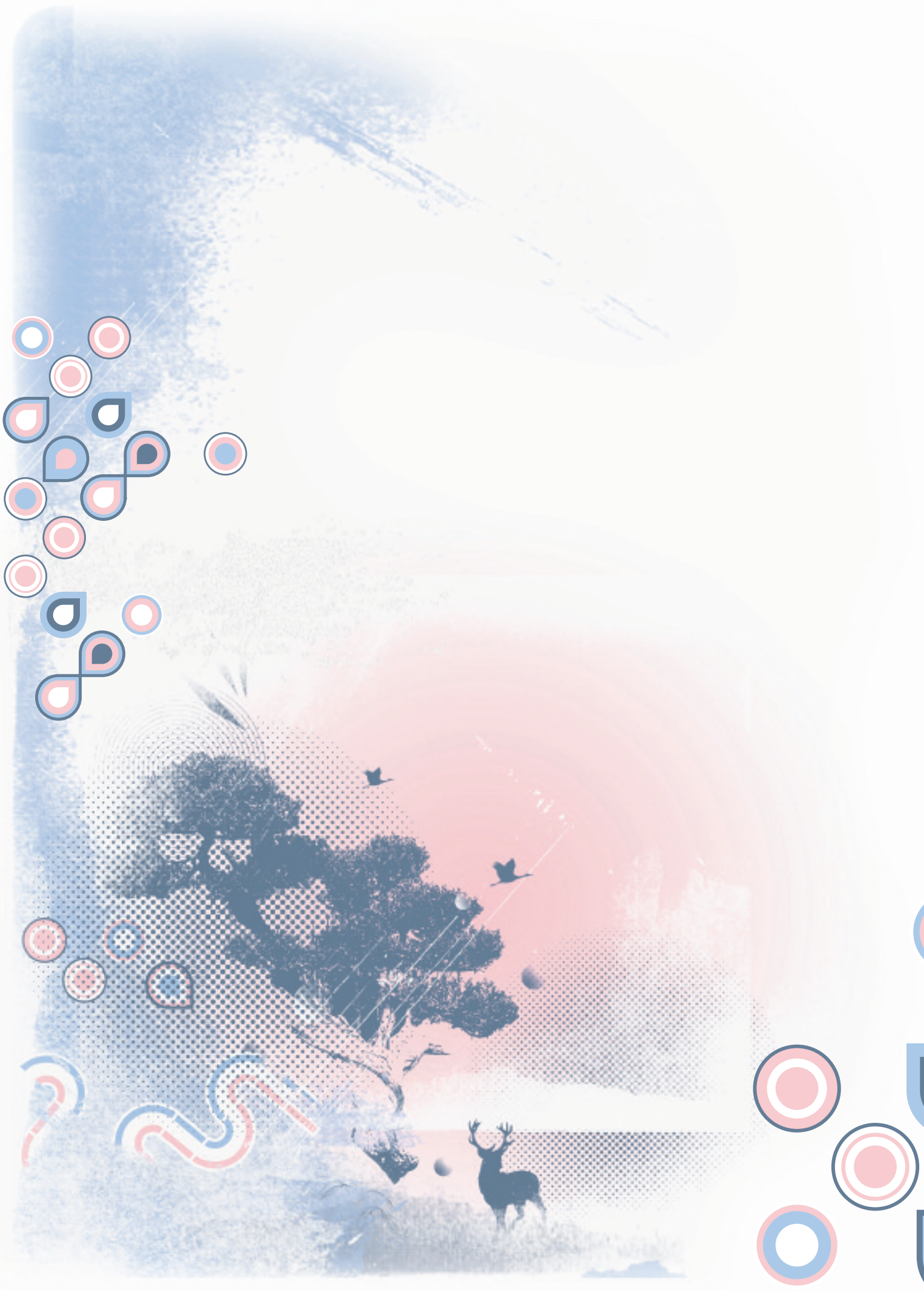


Introducing  
**Brilliant**



Brand Identity &  
Strategic Marketing



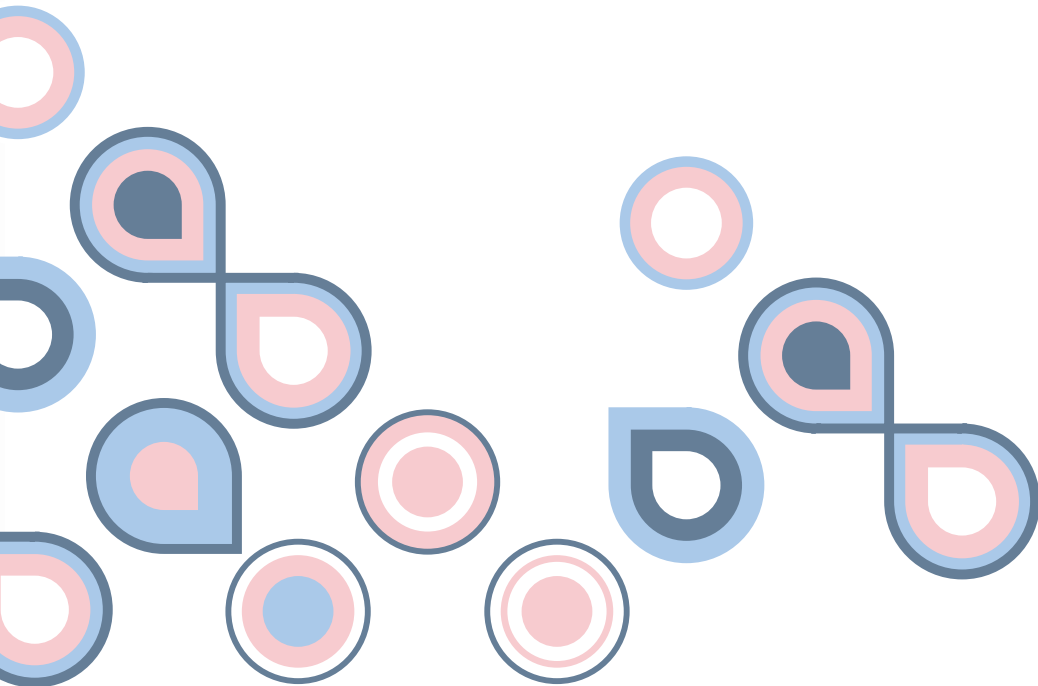


# Why choose Brilliant?

At Brilliant we believe, quite simply, in combining creative design communication with marketing expertise that lives up to our name.

Brilliant specialise in:

- ✦ Brand Identity
- ✦ Creative Marketing Literature
- ✦ Websites & eMarketing
- ✦ Corporate Literature
- ✦ Diverse Design



# About Brilliant

## Award winning team

Comprising a close-knit, multidisciplinary team of creative and technologically advanced professionals capable of offering the full range of marketing services, we are known for not only our award winning solutions but our approach to doing business.

## Getting to know you

We believe in being honest straight talkers, who take the time to get to know you, your culture, your market and objectives. Because only then we can begin to make the recommendations that will develop the right solution; a solution that delivers competitively priced, cost-effective results across a wide range of media.

## Tailor-made solutions

Whatever your industry sector — and we have clients in engineering, manufacturing and technology, construction, finance, community services, charities, telecommunications, and aviation — you can be sure that we will tailor the way we work, the relationship we build, and the solutions we guarantee to deliver, directly to your needs.

## Flexibility a key strength

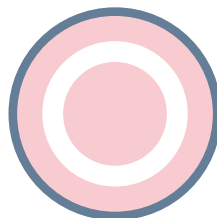
Just as no two clients' needs are ever the same, nor is our approach to working with you. Flexibility is a key component of our offer. So, whether you are launching a new brand or need to work within multi-national corporate guidelines; delivering a single promotional leaflet or a range of brochures; require a small web-based solution or complex integrated multi-media campaign, we have the proven experience to deliver on our promises.

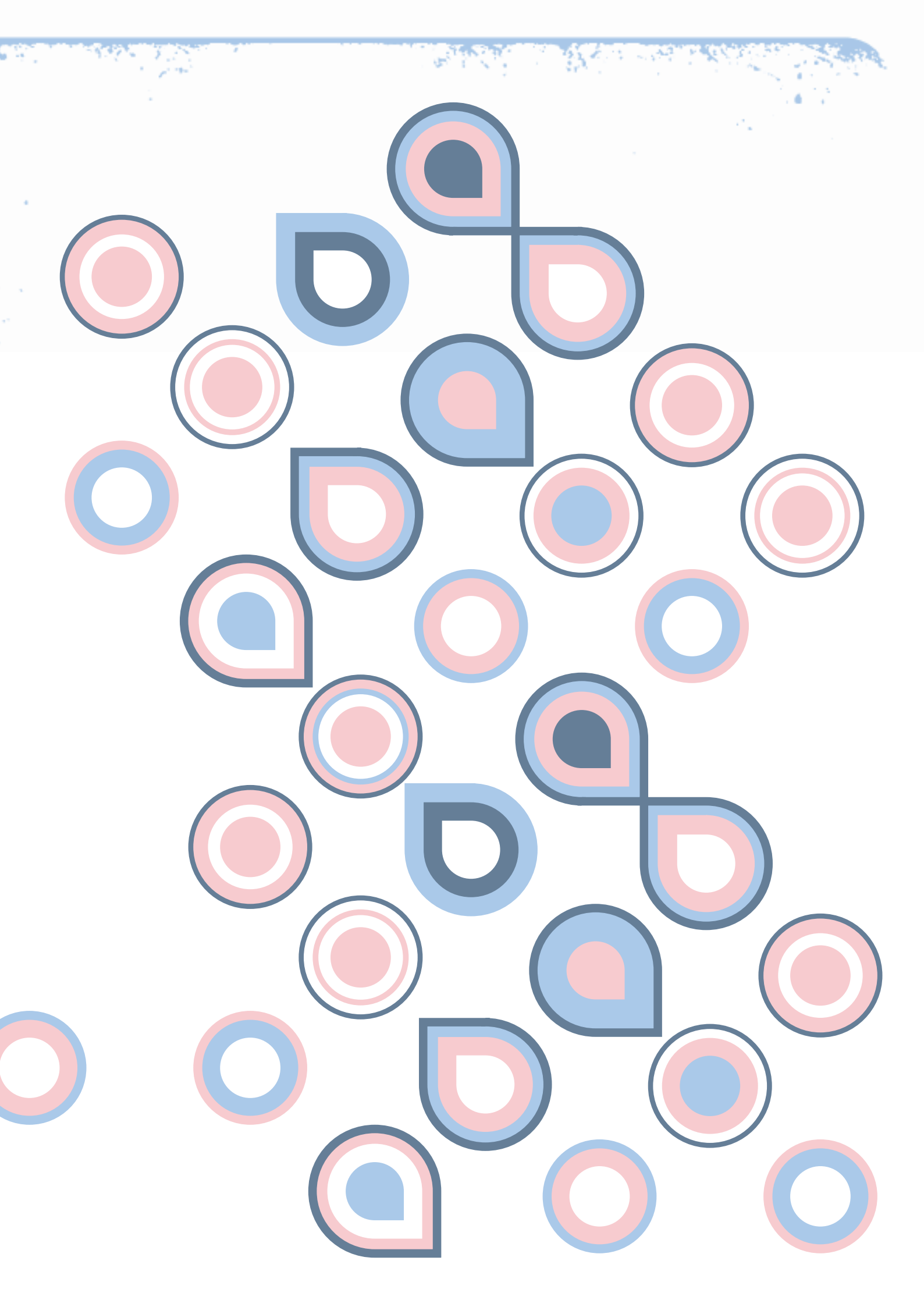
## Committed to long-term client relationships

We believe that our down-to-earth approach, backed by technological excellence, proven experience and customer service, is another element that sets us apart from our competitors. And given the length of the relationships we have with many of our clients, we think they would agree.

## Marketing with measurable results

Ultimately, at Brilliant, our goal is a simple one: to ensure that you enjoy positive outcomes from your communication projects, leading to a better return on your marketing investment.





# Our Expertise

## Creative

- Brand & corporate identity design
- Conceptual design for print
- Website and graphic user interface design
- Copywriting
- Photography
- Illustration and animation
- Exhibition and large format display design
- Point-of-sale design
- Packaging design

## Technical

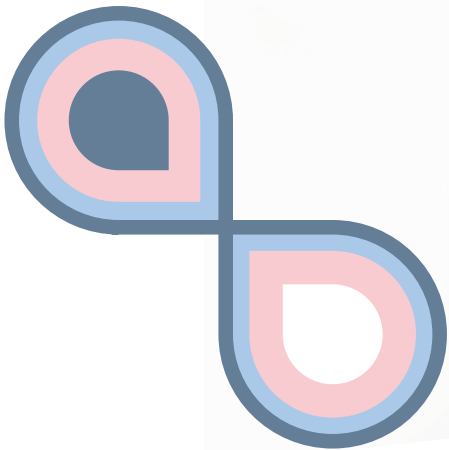
- Website development
- Database development
- Search Engine Optimisation (SEO)
- Email marketing (eMarketing)
- Online retail (eCommerce)
- Content Management Systems (CMS)
- Online Customer Relationship Management (CRM) integration
- Bespoke online software applications
- Website maintenance and support

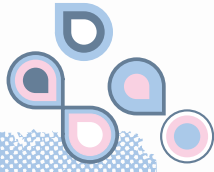
## Marketing

- Brand strategy
- Marketing strategy
- Public relations
- Media buying
- Event co-ordination

## Management

- Client account/project planning and scheduling
- Advertising/marketing campaign management
- Project and production
- Pay-per-click (PPC) campaign management
- eMarketing co-ordination





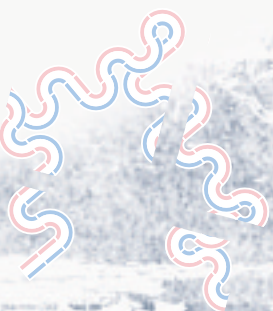
## Brilliant work

For online case studies of our work with comprehensive project details and visuals, please visit:

**[www.brilliant.ltd.uk](http://www.brilliant.ltd.uk)**

For specific information regarding our website and other online media projects, please visit:

**[www.brilliantinternet.co.uk](http://www.brilliantinternet.co.uk)**





Brilliant...

Quite simply, delivering  
creative and marketing results  
that live up to our name.

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