

OUR CLIENT

Smart421 delivers high-end consultancy, integration and service management of business-critical IT for large enterprises operating in regulated markets.

WHY THEY CAME TO US

Smart421 was created as a result of a demerger of a leading consultancy which decided to pursue a new direction.

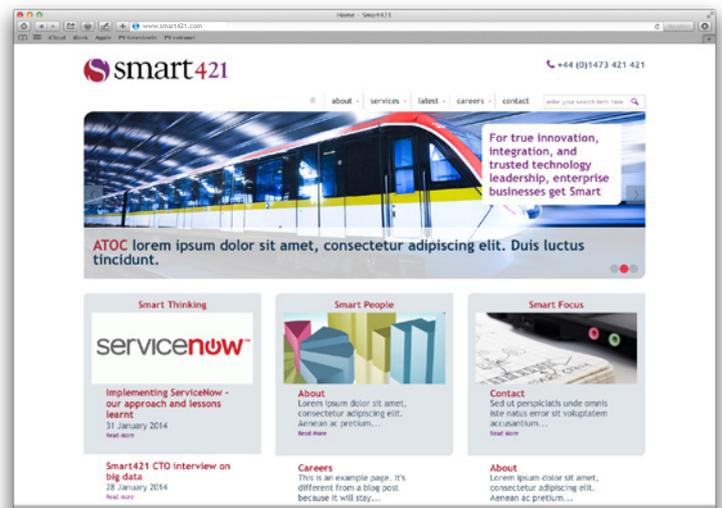
Armed with a name, industry-leading technology skill sets and a portfolio of high quality legacy clients, Smart421 wanted to build a brand identity that reflected its ambitions and would help establish its new self rapidly in the market place.

WHAT WE DID

We established the new company's distinctive 'voice' and set the launch marketing strategy, target audiences, customer propositions, marketing plan and delivery mechanisms. Then we created a distinctive corporate identity that was implemented throughout Smart421: from the décor of the company's new headquarters building through to its email footers.

For more than 14 years we have acted as Smart421's lead design agency, continuously developing materials that assist them to capitalise upon newly presented opportunities.

- Brand design and evolution
 - Guidelines
 - Imagery, Graphics, Diagrams
 - Brochures, Case studies
 - Powerpoint and Word templates
 - Office interiors
- Messaging
- Web site (WordPress)
 - Blog
 - SEO
- Promotion
 - Event and Exhibition design
 - Marketing campaigns
 - Micro sites
 - Email Marketing
 - Social Media management



"We think of Page Nine as part of the team. As a technology provider we look to keep ahead of the pace and revisit what we do all the time so that we can do things better. We challenge everything, but it testifies to the strength of the identity that Page Nine created for us that it's just as vibrant and relevant is projecting what we're about today as it was at the outset."

Neil Miles, CEO, Smart421