

THE RIGHT MESSAGE  
IN THE RIGHT PLACE  
AT THE RIGHT TIME



CONNECTING YOU WITH YOUR CUSTOMERS

## RE-BRAND & MARKETING SUPPORT

THEMEPARTIES LTD IS AN EVENT ORGANISATION COMPANY SPECIALISING IN THEMED EVENTS.

### OUR RELATIONSHIP

Founded in the year 2000, Themeparties Ltd rapidly grew into an exciting, vibrant company, organising lavish corporate events and high quality private parties and weddings. However, the Themeparties Ltd image needed updating as the logo and website didn't reflect the success and size of the company.

#### THE THEMEPARTIES LTD RE-BRAND

Connect Marketing UK have provided Themeparties Ltd with a complete re-brand service, modernising the look and feel of the company.

This included the design & production of:

- new logo
- new website
- new stationary
- numerous variations of collateral

As well as providing the design aspects Connect Marketing UK also ensured that the public were aware of the re-brand by involving PR. The Themeparties Ltd re-brand had an accompanying press pack detailing and promoting the companies new image along with their services. Connect Marketing UK also ensured that the Themeparties Ltd new look was celebrated in style by launching the unveil at a major events exhibition, previous to which a mail out campaign was conducted in order to invite clients and prospects to attend.

Themeparties Ltd remain excellent at their job and now have the image to match their success. The re-brand has made the company more eye catching in a very competitive industry and boosted the amount of web and telephone enquires they receive, bringing more and more new clients to the business.

#### WHAT DOES THE FUTURE HOLD FOR THEMEPARTIES LTD?

Themeparties Ltd have involved Connect marketing UK in their future by maintaining an ongoing relationship. Connect Marketing UK currently provide a half a day a week consultancy to Themeparties Ltd, during which a number of activities are undertaken depending on the current needs of the company e.g. Copywriting, seeking opportunities for the company to be featured in local and industry related press, providing extra assistance at exhibitions/events, following up customer enquiries and establishing interest levels.

"We have always managed our own marketing and advertising activities, but realised that we needed help and support. Connect Marketing UK came on board and introduced new ideas, innovative activities and a clear marketing strategy. Their enthusiasm, dedication and flexible working approach, enables Connect Marketing UK to stand out from the crowd."

Margaret Holliss, Director, Themeparties Ltd

CONTACT US TO ARRANGE A  
FREE MARKETING REVIEW

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#### ADVERTISING

advertise in the right places with measurable results

#### BRAND EVALUATION

brand development & management

#### CAMPAIGN PLANNING

for existing or current products

#### COMMUNICATION PLANNING

for current, prospect and lapsed customers

#### COPY WRITING

use the power of words to get exactly what you want

#### DIRECT MAIL & PRINT

full direct mail service

#### E-MARKETING

e-shots, e-bulletins, e-newsletters, websites, customer surveys

#### EVENT MANAGEMENT

make an impact at an event, stand out, and be memorable

#### IMPLEMENTATION

Marketing professionals to deliver the activity

#### MARKETING AUDITS

evaluate your current status and come away with a marketing and communications plan

#### PUBLIC RELATIONS

use the resources that you might not realise are available to you in order to build on publicity

#### SEMINARS

have your target audience come to you

#### SUPPORT TO EXISTING MARKETING FUNCTION

for special one off promotions, events or campaigns

#### TELESALES

follow up & get results

#### WEBSITE & INTERNET SERVICES

make your website work for you & increase website traffic