

bigstuff
MEDIA

CROSS-MEDIA CREATIVITY



HELLO



We concentrate on delivering creative, original and intelligent solutions.

Our strength lies in the abilities of our hand-selected team, and in turn our combined expertise and experience in delivering **CROSS-MEDIA** communication solutions.

Our strategic approach is liberal, varied and tailored to each of our client's requirements. We believe that in developing truly memorable ideas, we help to create the strongest foundations for brand growth.

Our experience extends across a number of disciplines including the core skills of:

- Marketing Strategy
- Graphic Design
- Website Design
- Print Production
- Advertising & Public Relations
- Exhibition & Display

Bigstuff Media is your Marketing Partner.

By allowing us to sit at your marketing table and involving us early in your communications planning process, we are able to understand your business & commercial needs quickly. We get to know one another which helps us to combine our efforts with effect.

No one will ever understand your business as well as you do, we need to know enough to help us to help you approach your communications from alternative view points. This makes for original creative solutions, good teamwork and ultimately increased return on capital spend.

When you introduce our skills into your marketing communications planning we don't want you to say, "Uh oh! Here comes the agency with another big bill", but instead, "Here comes Bigstuff - they don't cost me money, they help me make money".

Our first class creativity helps sell your brand.

BIGSTUFF CREATIVE

Our client's commercial objectives are always our key focus. We understand how to combine creative original thinking with **CROSS-MEDIA** solutions, to maximise the return on investment. This is a permanent driver in our work ethic.

- Brand Identity
- Graphic Design
- Brochure Design
- Art Direction
- Illustration 2D & 3D
- Website Design
- Advertising Campaign Development & Implementation
- Exhibition Design
- Photography
- Image Sourcing

All the above disciplines are in-house services of Bigstuff Media.

www.bigstuffmedia.com



BIGSTUFF DIGITAL

ALL THINGS WEB

Creating a website can be easy! As with many things which appear so at first, they have a habit of proving more difficult to create in reality. Websites often fall short of expectations; cyber space is full of the ghosts of yesterday's good ideas.

A website is an extension of the core product or business brand message. It provides 24/7 access to your business for the visitor, reinforcing its identity and underpinning your message.

Poor website design and functionality which leaves the visitor with a less than satisfactory experience will detract from your brand's value reducing your brands positioning, encouraging a potential customer to search elsewhere for a more comfortable solution!

From the initial visual design of Internet sites, our extensive experience in web based technologies and database driven applications means that any web project's aesthetic and technical demands can be easily realised.

ALL THINGS WEB

Our Internet solutions are specific to the requirements of the project and we are able to provide solutions that can be self-maintained (content managed), facilitating client independence from a third party, helping you to improve your short term efficiency.

From online shopping experiences and virtual reality tours to full site tracking and online advertising, we implement only the technology that is appropriate to the site, and the client's needs and wishes. We have our own servers, so that any internet related content is managed by us not a third party host.

Bigstuff New Media:

- Internet Design
- Web Hosting
- QuickTime VR Tours
- Online Databases
- Online Purchasing
- Flash
- Coding
- Online Advertising
- Online Marketing
- Customer Specific Web Based Solutions
- E-commerce Strategy
- B2B Solutions

BIGSTUFF DIGITAL

ALL THINGS TV & RADIO

Advertising through television and radio is seen as somewhat of a dark art, desirable yet supposedly unattainable. Without shattering any illusions, it is important to remember that this format like any other marketing communications media is bound by the same rules. "It has to provide measurable results and be cost efficient". This is even more important in today's communications market, when taking into account the armoury of tools vying for the marketing budget, together with the increasing media "savvy" of the audience.

We deliver the complete package for your business from concept and design, to scripting and studio / location shooting. In addition we have full in-house technical facilities for studio and location shoots. Our editing facilities enable us to make the most out of any footage that you may already possess. We also have an extensive library of video stock shots.

We can arrange creative planning, negotiation and buying of all UK Broadcast Media. **We can handle your requirements in:**

- Local Television Advertising
- Regional Television Advertising
- National Television Advertising Cable / Satellite TV Advertising
- Radio Advertising
- Cinema Advertising

Whatever the project, our creative team applies fresh thinking that is focused on achieving objectives.

As well as Television Commercials, we are fully versed in the creation of Radio Commercials, recorded and produced in our own in-house studio. We offer cost-effective Radio Commercials made on tight budgets, ideal for either first time advertisers, or challenger brands.

Our partner philosophy means that our clients are involved with every stage of the process, and we're flexible enough to be able to facilitate late changes and last minute requests!





BIGSTUFF EXHIBITION & FRONT OF HOUSE

Whether clients are seasoned exhibitors or are new to the exhibitions world, it can be both costly and time consuming not knowing where to start.

Bigstuff Exhibitions, the large format division of Bigstuff Media, delivers cost-effective bespoke exhibition design solutions and services.

The division specialises in the design, build and installation of exhibition stands, banner stands and pop-up stands. Every project is co-ordinated and managed by our experienced team, who are used to co-ordinating the most challenging of event schedules.

When it comes to Portable Exhibition Stands in the UK, we are among the leaders. We work only with the best exhibition stand manufacturers with a proven record of quality. This ensures that we are in a position to pass on extensive cost benefits to our clients.

For further information visit us at www.bigstuffexhibitions.com

MARKETING

Throughout this brochure we have spoken about our awareness of our clients' commercial objectives. To be able to offer creative solutions that qualify this statement, we at Bigstuff Media, truly understand marketing and if implemented correctly, how fundamental it is to any business growth, development and success.

At Bigstuff Media we feel that it is not enough to just pitch a good looking visual concept to a client. We believe good design should not only communicate the brand but should underpin the commercial needs of your business.

Without wishing to sound like a marketing text book, as marketeers, our task is to create the consumer awareness and mould them to your products and services through original thinking.

Our trained marketeers are able to assist businesses in all aspects of the marketing mix, from the strategic to the operational levels. Even if you have your own in-house marketing department with skilled

marketeers, you can be comfortable in the knowledge that we are an agency who understands your needs, adds value and will complement the department's effort.





ENVIRONMENT

Being responsible for the world in which we live requires more than throwing a few trees into the ground and stating that we are carbon neutral because of it!

Long term care for our environment needs us to take decisive and positive action that requires careful planning and implementation.

Our world of marketing communications is perceived to be wasteful and unaccountable. At Bigstuff Media we actively look for ways to reduce both our own and our client's environmental impact.

Our internal communications have been streamlined, we have paperless faxes, and all internal communication is electronic. Our computers are updated every 3 years to ensure maximum efficiencies are achieved and waste generated by the business is recycled too.

We all use and need to use energy every day, this is a fact, we are reaping the rewards of our forefathers; our aim is not to pass the same legacy on, compounded with more problems, to future generations.

Where possible we use materials from sustainable sources.

HANDLE WITH CARE

As we said at the start of this brochure; when you introduce our skills into your marketing communications planning we want you to say **"Here comes Bigstuff, they don't cost me money, they help me make money"**.



Our aim is to build and maintain strong working relationships across all levels of your businesses in order to exceed expectations.

You will be working with skilled professionals who will ensure that you are kept fully informed, from initial concepts through to implementation and completion.

Delivering successful solutions has secured Bigstuff Media a reputation of being resourceful and practical across many business sectors.

With Bigstuff Media as part of your team you can be assured you will be **"Handled With Care!"**.

For further information of how we can assist you with all aspects of your marketing communications please do not hesitate to contact us, details are on the back page of this brochure.

Or visit us at www.bigstuffmedia.com



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Marketing Strategy
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Exhibition & Display

CHESTERFIELD CAMBRIDGE DUBLIN