

media &
marketing
with impact

| **mwi**



guaranteed cost and time savings no minimum spend, no retainer fee or lengthy contracts

Great decision making needs solid information

Our strength lies in buying and planning media at excellent rates for many companies across all forms of media. This involves booking and planning press, radio, TV and outdoor advertising campaigns, at reduced rates therefore considerably reducing your advertising spend. We work with our clients on a non-retained basis.

Experience, imagination, passion and a professional proactive approach is how MWI bring advertising and marketing campaigns alive. Allowing you to make the most of every opportunity.

Great decision-making needs solid information. Whether you're entering a new market or consolidating your current position, we can provide you with relevant information based on facts, not assumptions, as well as wider exposure for the same budget, making your advertising more cost-effective with a bigger impact.

services

Media Buying & Media Planning

We plan and buy press, radio, TV, online, ambient and outdoor advertising campaigns to complement all budgets and locations. Everything about our approach involves making your advertising work.

We can save you time and money by referring your plan, and buying space at really efficient rates. And because we have close inside contacts with the media we can help you identify and exploit those special deals that most advertisers rarely get to hear about, even if you have a campaign in place. We work with our clients on a non-retained basis.

File Transfer

We supply files to all national and regional newspapers and magazines. Our pre-press team has over 15 years' experience of supplying colour and mono advertising to national and regional press. Our experience and professionalism enables us to ensure that the finest quality of filetransferduction is achieved, whichever newspaper title your advertising appears in.

We have installed the most up-to-date user-friendly system available where you are able to upload your files directly onto our website and we take full control from there on in. Go to mwi-upload.com for more information.

Online advertising

We know what works on the internet and how to create the right balance between new and traditional initiatives. We offer you access to the whole range of online marketing tools, from pay-per-click, banner advertising to search engine optimisation from web design to viral marketing. We're constantly learning about new ways to promote products and services online and ensuring that clients have access to the right range of services to fit their online marketing objectives.

Creative/Design

From the smallest classified to the largest display ad, all are equally important, and we believe they all benefit from careful and considered design.

To us, design goes beyond colour, typeface and layout - it is about effective delivery of your message to your audience. We will breathe life into that message, creating powerful

visual solutions that not only convey information, but make an emotional connection with your customers too.

We know how to make the best use of different media to maximise impact and achieve your targets. Whilst our knowledge of print, materials and technology will ensure that the final design is as potent as the original idea.

Print

Anything from the printing of a single colour leaflet, to brochures; from the design and delivery of a fully personalised direct mail campaign to design and point-of-sale graphics. All with state-of-the-art production technology, high speed sheet fed, web, laser and digital printing.

Website Design

We manage all aspects of web development. Co-ordinating planning, strategy, design and all the technical resources required to create a website that meets the needs of your business and those of your visitors.

Direct Mail

We believe that DM works best when it is targeted to carefully defined audiences with messages relevant to them. That means uncovering the right audience and the creative insights that will trigger the highest response levels.

Media Consultation

Great decision-making needs good information. Whether you're entering a new market or consolidating your current position, we can help. Our friendly consultants will provide valuable market intelligence, allowing you to make the most of every opportunity.

Research Services

MWI's research services are individually tailored to our clients' requirements. We manage the whole process from choice of research methodology, through to analysis and presentation of results.

contacts

If you would like to find out more about how we can help you create an impact with your media and marketing please contact us on:

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File transfer/Repro

For all enquiries please call 020 7253 8800 and ask for Jason Lecomber www.mwi-upload.com