



Branding and Design

Intelligent Design

Brand Design
Corporate Identity
Corporate Literature
Direct Mail
Advertising
Exhibitions
Presentations
Web Design & Development

Branding and Design

Intelligent Design



A reputation for quality design and production execution is not gained overnight. Anderson Baillie's creative portfolio reflects the benefits of our IT / high-tech marketing focus.

Having an understanding of the client's technology solution is important, but it is only part of the reason why Borg/Anderson Baillie's work is so well respected in the marketplace.

The real answer is found through the combination of other skill sets, and lies in our ability to marry innovative design, with a deep understanding of market strategy. Resultant creative solutions connect more directly to the target audience and are more likely to stimulate the desired action or reaction.

Anderson Baillie Design

We offer better design through co-operative working with Anderson Baillie's account and project teams, by integrating strategy with marketing and project planning skill sets.

Today it offers full creative and production services including graphic design, web design, exhibition/event creative services and brand development.

Anderson Baillies design teams have been responsible for the development of unique branding propositions for Anderson Baillie's clients, along with full creative and production capabilities. Quite often, by reviewing existing brand content, a new brand can be developed which supports the agreed business proposition.

Interactive workshops are held to assess and review the existing brand values and positioning, through to the development of the new brand and associated messaging.

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Our Services

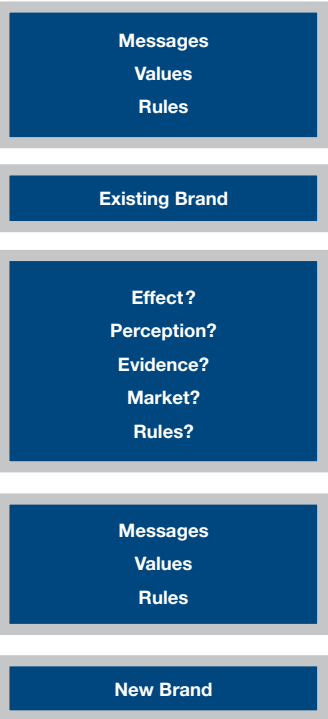
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Our Clients

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Branding model

Explanation of how the branding model works. Maybe why our approach is so unique and successful.



Further Reading and Information

Integrated Marketing Communications

Read about our Integrated Marketing Communications and learn about a smarter way to market.

www.andersonbaillie-projects.com

About Anderson Baillie

Anderson Baillie is one of the UK's foremost authorities in the delivery of technical business to business marketing working in IT and other complex product markets. Managing all marketing disciplines and communication programmes, Anderson Baillie is responsible for the creation of Integrated Marketing Communications, providing a strategic vision through to implementation and planning for accelerated revenue generation.

www.andersonbaillie.com



Member of the Association
of B2B Agencies

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Anderson Baillie Design.
Part of the Anderson Baillie Group solutions.