



## Creative services

Relevant, engaging and effective creativity that works across all media adds real value to your business

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You know this. We know this. Your target audience knows this. And that is why your audiences will appreciate good creativity and you will reap the benefits.

DG3's creative team has an effective mix of skills and experience that allows us to deliver creatively-led communications solutions for our clients in any media.

### Key Features

- All creative projects are undertaken from simple redesigns through to complex, globally co-ordinated creative campaigns
- In-house expertise and vast experience in all creative disciplines is represented within our team
- We utilise and apply the latest creative tools and methodologies to all our projects to ensure a thorough and totally professional approach
- DG3's global creative capability means we can handle all types of international projects
- You are assured of media neutral creative solutions, providing true through-the-line synergy and consistency
- Well run and professional projects are guaranteed, handled and actively managed by our dedicated account management team

### Benefits

- Projects are delivered on-time, on budget and on-brief
- Creative consistency is guaranteed across all outputs ensuring more effective results
- No need to manage multiple agencies or deal with multiple contacts
- The project team can scale with your needs – our breadth and depth of team allows for rapid expansion
- Global projects handled from one source – meaning you have the capacity to deliver your messages and communications output across the globe
- Effective creativity is guaranteed and is delivered by true creative professionals, backed by the solid approach you would expect from one of the world's leading communications businesses



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## A Case In Point

One of the UK's leading software and IT-focussed facilities management companies approached DG3 to create a whole new identity for them. With 20% of FTSE 100 companies utilizing the products that the company supplies, our client needed a professional and sophisticated new look to attract even more high profile clients and portray a competent and successful image.

DG3 worked closely with the company to develop and launch a totally new ID for the business from logo designs through to effective marketing outputs. From this successful platform we ensured that the company's core messages were conveyed in a consistent manner across several different forms of media including:

- creative and tactical direct mail to targeted prospects
- trade press advertisements in industry publications to ensure maximum exposure for the company
- a fully interactive and informative website that was search engine optimised and gave the target audience the clear benefits for purchasing their products

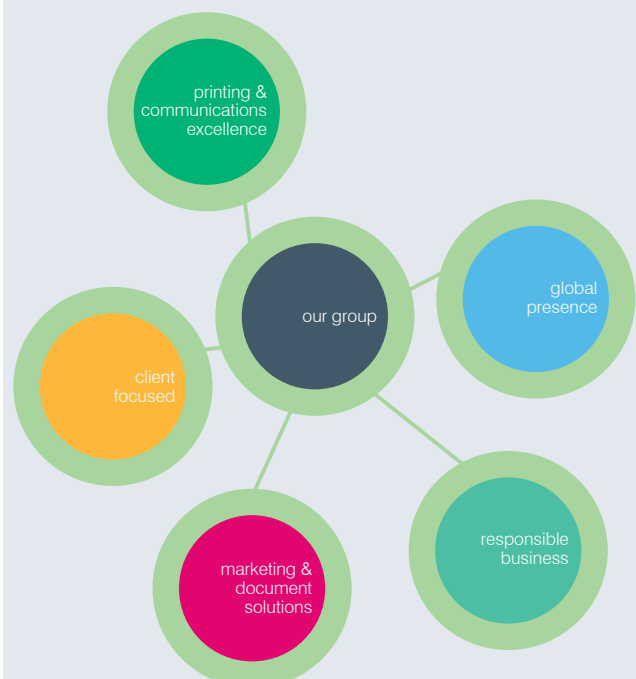
## DG3 Group Services

DG3 is a leading global provider of global print and communications services with locations across four world regions and a world-class team of over 700 associates.

We believe in making a difference and we do this with some of the world's largest and most discerning organisations every day, delivering superior integrated communications solutions.

Our services include:

- Creative and marketing services
- Typesetting, document composition and regulatory filing
- Desktop, graphics and print outsourcing
- In-house litho and advanced digital printing
- Print binding and finishing services
- Mailing, fulfilment and distribution
- Document Process Outsourcing services



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