

CORPORATE PUBLISHING FACTSHEET

Corporate literature services

Could your corporate literature be working harder?

You have an important message to get across to customers, employees and other stakeholders. Do they properly understand your corporate direction, services or product offering and how do you know?

Skilled communicators know how to stimulate interest, create understanding and provide memorable messages. The alternative is that you produce typical and predictable literature which is seen but not heard. This is an opportunity to build relationships, support the salespeople, expand the influence of training and provide a platform for your reputation.

How we can help

ANNUAL REPORTS

Our award-winning annual report projects succeed because we are willing to think differently about how information is disseminated and what it is that people want from the publication. It has led us, for example, to integrate printed publications with online and CD-Rom media to bring an interactive dimension. Users can generate their own charts, watch video-based commentary and experience more than the traditional printed experience can offer on its own.

PRODUCT AND SERVICE BROCHURES

We plan, write and produce brochures for clients who want more from their publications: positioning the company, presenting a competitive edge, simplifying the complex or maximising the reader experience. We tell the corporate story with imagination and interest, and communicate how products and services provide business benefit. We develop the language, imagery and dynamics in words and images. And we can turn this into web and other digital assets as well as print.

TRAINING MATERIALS

Training, to be effective is a combination of experiences and reinforcers to ensure that the learning extends into the workplace and can be sustained. We develop unique and effective learning tools and materials to make training memorable. We have developed Learning Logs, as well as a range of materials and presentations to support the learning process. Other projects have included elearning, and topics which include business excellence and quality.

HUMAN RESOURCES

We work closely with Human Resource functions to promote awareness of subjects which include disability, diversity, empowerment and self-managed, high performance teams. We also provide support for change management initiatives, providing communication strategies as well as the branding and materials needed to implement.

Our client experience

Our clients include several large corporations as well as UK government agencies and SMEs. Our experience with Xerox, Philips Lighting and ICI as well as the Training Standards Council and Adult Learning Inspectorate, has ensured a variety of challenges for our talented team and our work has been recognised with industry awards. We have been able to successfully tailor our services to match a variety of budgets and so can provide alternatives to conventional fee-based charging.

Related services

INTRANET AND WEB CONTENT

We design and build websites, mainly for smaller and medium-sized organisations wanting to gain direct business benefits. Our websites are often an integral part of an eMarketing strategy and may also include discrete microsites and portals. Our approach embraces linked websites, email marketing, site advertising, and eNewsletters, usually brought together in a single strategy. We will also link with direct mail and repurpose other client assets.

INTERNAL COMMUNICATIONS

We have more than eight years' experience of designing and implementing employee communication programmes for clients such as Xerox, Philips, UK Home Office and Atos Origin. These have included many HR projects: change management initiatives, diversity, business excellence and high performance teams.

TRANSLATION & LITERATURE MANAGEMENT

We can supply translation services for all content, publications and corporate literature. This is business-focused to ensure that your messages are appropriately interpreted in a range of languages. We can also manage the distribution, localisation and brand integrity via a web-based platform. This ensures that you retain quality and content control over your corporate materials.

Working with Saffron House

Saffron House has been providing successful communications and marketing consultancy and creative services to clients since 1994.

Our clients choose to work with us in relationships which are informal, responsive and pragmatic. For this reason we don't employ the usual agency structures. We keep our organisation tight and virtual, with the emphasis on high value and performance.

If you prefer the comfort (and premium) of a large agency then we won't be your choice. If, however, you want a catalyst - people who challenge the status quo and are prepared to think differently about your requirement - Saffron House can offer you this.

For more details of our approach to corporate literature, visit our website. Or, better still, contact:

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