

BUSINESS NEWS FOR KALL KWIK CLIENTS

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DESIGN TO DELIVERY



IS BIG BEAUTIFUL...
... OR IS SMALL SUPERIOR?

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DESIGNED FOR YOU?

CHOOSING A DESIGN AGENCY CAN BE TRICKY

Are large agencies a good choice... or do smaller agencies offer benefits?

From your corporate identity, to your brochures, direct mail, e-communications and point-of-sale materials... design affects the impact of virtually everything your customers see when they come into contact with your business. Good design can help you to stand apart from competitors and engage more effectively with new clients. So, how should you select the design team that's right for you?

Businesses of all sizes often find themselves drawn to the larger design agencies. Big somehow seems beautiful... but this can be a myth. Large agencies may have more resources – but they'll generally have more clients and larger accounts to spread those resources across. So, just how many of those resources will be dedicated to you?

Cut through the hype

Furthermore, if a designer is sick or on holiday, is it realistic to expect others to step into their place? If a different designer picks up a design – mid-way through the creative process – it could result in a disjointed and ineffective result. Given these concerns, if members of the design team are absent, is there any practical difference between small and large agencies... regardless of their total resources?

When assessing agencies, it's important to evaluate the team that's actually going to be working with you. It's no use having 'A-team' designers pitch to win your custom, if the work will then be given to junior designers. That way, you could be basing your selection on the skills of personnel that may have little or no involvement in executing your project.

Regardless of the size of agency you choose, you'll need to ensure that you avoid the 'emperor's new clothes' syndrome. Of course, you should be open to new ideas – after all, it's your design team's job to come up with innovative ways of conveying your business messages. However, you also need to rely on your own, common sense evaluation of your designer's ideas. Put yourself in your customers' shoes. Does the design communicate effectively with them?

On your wavelength?

Clever concepts and arty design may be entertaining for the designer... but will they bring the results you require? There are obvious benefits in choosing designers that combine creative flair and a down-to-earth attitude to meeting your business objectives. It's important to find a design team that's 'on your wavelength' and invests time gaining an understanding of:

- your business
- your market
- what makes your customers 'tick'.

In assessing the pros and cons of different sizes of design agencies, perhaps the ideal is a supplier that has a local presence... yet can draw on extended resources, to cover a wider range of services. With its nationwide network, Kall Kwik offers the benefits of small, local design teams... that are supported by resources throughout the UK.



THE ONLY WAY IS UP?

COULD YOUR BUSINESS GROW... DESPITE CURRENT CONDITIONS?

Periods of economic uncertainty can present opportunities for the agile business.

In recent years, many major economies have experienced a high degree of turbulence. Numerous market sectors have seen declining revenues and there often appears to be little consistency in analysts' forecasts for the future. Many businesses are resigned to doing whatever they can to make the best of the situation and focus on surviving until their market recovers. However, is it possible for businesses to be more ambitious and aim to grow their revenues during tough market conditions?

Winning new accounts

As organisations look to reduce costs, many are turning to outsourcing. Activities that companies used to carry out in-house are now being performed by external businesses, consultants and agencies. Proactively searching for such opportunities could help you to replace lost income or even grow your sales.

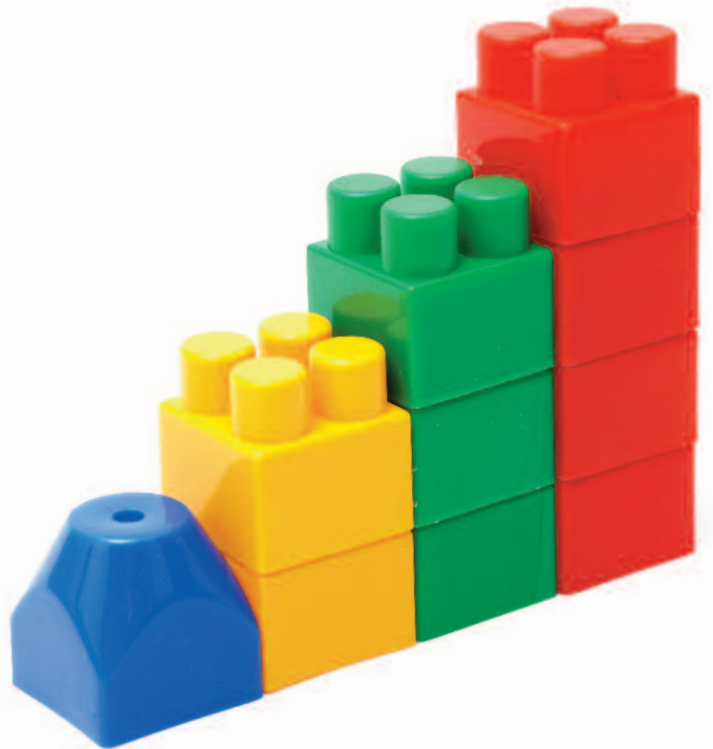
As businesses sharpen their focus on improving efficiency, many are re-evaluating long-established relationships with suppliers. Again, this can create opportunities. Could your business now be given the chance to bid for orders from customers that were previously closed to your approaches? If so, you'll need to ensure your bid clearly illustrates the business benefits you can deliver. Although cost reduction may be the main motivation for the customer, there may be ways in which you can help customers to take cost out of their business operations... without it affecting your margin.

However, it's worth remembering that your own loyal customers could also be investigating alternative suppliers. So, it's important to make sure you continue to build on existing relationships and maintain high levels of customer service.

Let your competitors lose heart... and lose out

In the public sector, budgets may be under pressure – but that doesn't mean that all expenditure will cease. If some suppliers are seeking to reduce their reliance on public sector customers, this can create opportunities. If your competitors are temporarily distracted by their efforts to move into other markets, the fact that they've 'taken their eye off the ball' could work to your advantage.

Of course, tough market conditions can be dispiriting for all businesses – including your competitors. If you do all that you can to motivate your staff and help them to rise above the negativity, perhaps you can leave it to your competitors to 'lose heart' and give you the opportunity to win a greater share of the overall market. Furthermore, if you concentrate on getting your strategy right during a downturn, your business could be in pole position to capitalise on the upturn when it arrives.



At Kall Kwik – regardless of economic conditions – we have always focussed on building strong customer relationships... with attentive service and value for money at the core of our offering. That's why we continue to attain such high customer retention rates.

SHOW YOU CARE

THIS CHRISTMAS...

LET YOUR CUSTOMERS KNOW YOU VALUE THEM



The festive season is the ideal time to thank your faithful customers and wish them well for the New Year. If you're sending Christmas cards, why not have them individually personalised by your print supplier – with the recipient's name on the front of the card – so that your business's Christmas greeting can really catch each customer's eye. You may also wish to give your most valued customers a business gift. Branded desk diaries and calendars are a great way to show your appreciation – and they can also help to ensure that your brand is on your customer's desk... throughout 2011.

Deck the halls...

Using Christmas-themed displays and banners in your reception areas and meeting rooms can help to spread a little Christmas cheer among your staff, while also promoting your business to any visiting customers. For retailers, Christmas-related point-of-sale displays can help to boost sales.

From personalised cards to giftware, Kall Kwik's design and print experts can help you to show how much you appreciate your customers... and we can help you to launch seasonal sales promotions, using special displays and promotional print.

VAT OPPORTUNITY?

PLANNING FOR THE VAT RISE COULD OFFER BENEFITS

With January bringing an increase in the VAT rate, many businesses are assessing which of their printed communications and web pages will need to be updated. If your company needs to amend and reprint any of its printed materials, there could be cost and efficiency benefits if you carry out design and copy changes at the same time.

Two birds... one stone!

Even though you may not have been planning to update the design or content quite yet... if you're already faced with the cost of a reprint, it could be more efficient to bring forward any revisions that you'd 'pencilled in' for later in 2011.

Kall Kwik can help you with virtually any design and print requirement – from simply updating price lists and VAT details, through to completely redesigning your brochures and web pages... and, with Kall Kwik's reputation for rapid delivery, we can help you to get everything in place before the New Year VAT rise.

With our compliments



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