



Oyster

ABOUT US

Established in 1982 our group has been providing high quality marketing and design support to a wide range of clients for over 25 years

Today we have grown into a marketing and communications company that provides highly effective, specific or integrated, marketing skills that are focused on achieving client objectives. Our team comprises both specialists and generalists so that services are provided by experienced, skilled staff with a real practical understanding of delivering solutions in research and consultancy; design and promotions; public relations; multi-media and Internet design and marketing.

We are listed as marketing consultants by the Chartered Institute of Marketing (CIM) and are also listed by the Market Research Society (MRS). Our Managing Director was recently elected as a Fellow of the CIM in recognition of his work in Marketing.

With our flexible approach to service delivery, Boost operates as a true 'full service' agency to provide practical solutions to business problems. We can act as a fully qualified specialist provider or assist with much broader strategy issues and all aspects of implementation.



OUR PHILOSOPHY

Oyster exists to create success for its clients. We achieve this by providing high quality professional marketing and design services that meet their needs.

We focus on helping our clients achieve their goals within clearly defined commercial objectives by undertaking work that is both disciplined and creative.

We have a substantial investment in computer aided design and processing with an ongoing commitment to investment in this technology.

We have also invested in the latest computerised administrative systems to ensure that all work and costs are carefully monitored and that our operational efficiency is maximised for the benefit of our clients.

We subscribe to all relevant professional codes of conduct including those of the Chartered Institute of Marketing, the Market Research Society, the Institute of Public Relations and the Advertising Standards Authority.



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OUR CLIENTS

Established in 1982 our group has been providing high quality marketing and design support to a wide range of clients for over 25 years

North Staffordshire Chamber of Commerce

The Nuffield Hospital,

The British Lymphology Society

Gough & Co (Engineering) Ltd

Bethan Ward

Confederation of West Midlands

Chamber of Commerce

North Staffordshire PCT

Woodstreet Builders

Clarity Integration Ltd.

Sea & Sea Ltd

The AWS Group

LEN Ltd

Archwright Ltd

Goldstar Windows & Conservatories

F. Ball and Co. Ltd.

Trafalgar Associates

SportsDrive LLC (USA)

Wreck n' Reef (Tenerife)

Archwright

Project Fire Global

Staffordshire Fire and Rescue Service

Rodbaston College

K7 Recruitment

Staffordshire Police Unison

Stoke on Trent City Council

BRC Special Products

Meccom Ltd

Boweld Ltd

British Lymphology Society

Holdsworth Ventilations

Shark Scuba

Ralftec

BM3 Architects

Broadcrown Group

Farmiloe & Farmiloe

Project Fire Group

AWS Group

Clarity Integration

Ideal Standard (Spain)

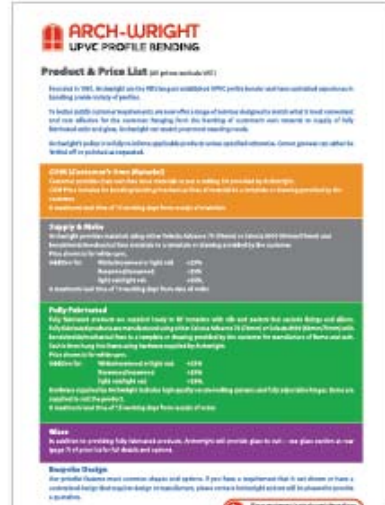
WPM Group

Oyster

Archwright are the UK's longest established UPVC profile bender – they create the arches and curved components used in many of the windows and doors supplied by well known replacement window brands.

Having already re-designed the Archwright logo, and produced a new brochure for the company, it was identified that some customers were not maximising opportunities simply because they saw arched or curved windows as complicated to sell.

The solution was to develop an illustrated pricelist that set new standards in the industry in conveying the range of shapes and options available, coupled with a clear indication of the sizes and costs.



Promotional Literature

Consultancy · Graphic Design · Artwork · Production

Oyster

AWS are a rapidly expanding group specialising in sub contract manufacturing and hi tech electronics. Following several acquisitions in the past year AWS realised the time had come to develop their Group corporate identity and to build a greater market presence.

Having created the original AWS logo some 15 years ago, we were pleased to have the opportunity to develop the corporate identity and build it into a Group identity. Having modernised and developed the logos we were requested to develop a new corporate brochure that presented the group companies and the broad spread of services they offer.



Marketing Support

Consultancy · Creative development · Graphic design
Exhibitions · Web Design · Artwork · Copywriting · Production

Oyster



When F. Ball wanted to launch a new range of products they required a new modern style of packaging that would be easily identifiable by product yet have a clear corporate styling.

Ball products are not sold via retail outlets but through specialist wholesalers to the trade, it was therefore a requirement that the new packaging should be modern and appeal to professional tradesmen, rather than being styled for the DIY/consumer market.



Packaging

Consultancy · Creative development · Graphic design
Artwork · Production

Oyster

F. Ball are the UK's largest supplier of adhesives and floor preparation products for the commercial flooring industry. With some products already achieving 70% market share, to further increase share is a continual challenge.

We have now worked with the client for several years to develop highly targeted promotions to successfully increase market share of key products.

**Promotion**

Consultancy · Creative development · Graphic design
Artwork · Production

Oyster

The BLS has long had a web site providing basic information on membership and activities, but it was felt that the style of site failed to present the Society as a modern professional organisation.

First task was to update and re-design the BLS logo. This was then followed by developing a modern, user friendly site. To assist BLS staff the site has its own comprehensive content management system (CMS) so that it may be updated on-line without requiring specialist training or software.

The site has many new features allowing BLS members to pay subscriptions, order publications and book conference places on-line, a services directory and comprehensive members area (where individual members can edit their own profile) forums and private messaging service.



Website

Creative Development . Graphic Design . Production . SEO
Hosting . Database Design . Promotion . Maintenance

Oyster

Boweld are an established and growing manufacturer of tipper bodies for trucks. Having built a new state of the art factory, we have been retained to assist in building their market presence and increasing customer awareness of the brand.

The company has no tradition of marketing and we are developing a full marketing programme from the ground up.

Actions to date include marketing consultancy, new logo, corporate brochure, development of technical literature, advertising, exhibition materials and web site.



Marketing Support

Consultancy · Creative Development · Graphic Design
Artwork · Copywriting · Production
Advertising · Web Design · Exhibitions

Oyster

Clarity specialise in helping large organisations rationalise and integrate their IT systems, often where company amalgamation has resulted in various legacy systems being operated that do not share data.

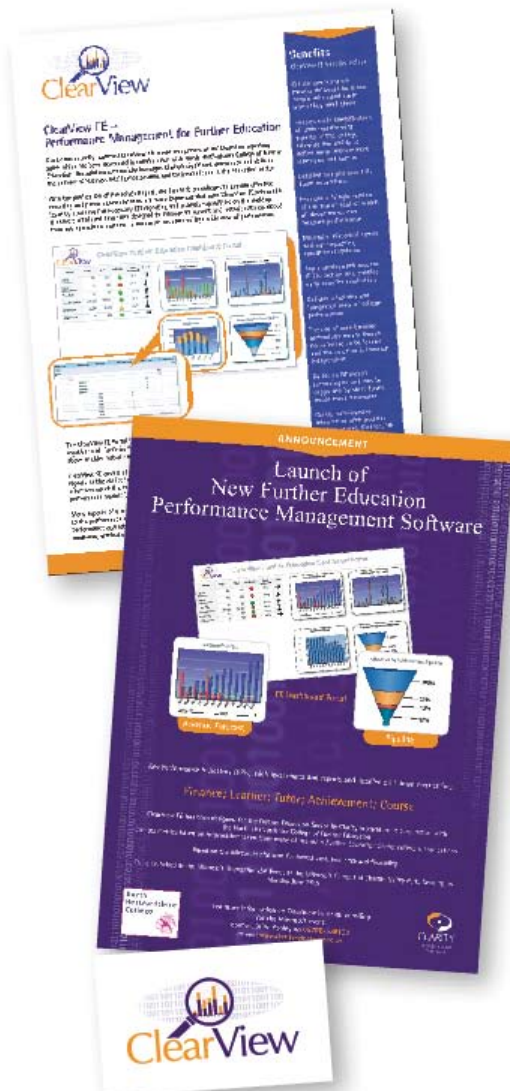
We have worked with Clarity since their infancy and have produced a wide range of materials to support their marketing and sales activity.

As part of their development the company has now developed a series of software packages to help organisations with their analysis and reporting. Specific tasks have included designing product logos and one page promotional sheets and exhibition displays that can be used at seminars.

Marketing Support

Consultancy · Creative Development · Graphic Design
Artwork · Photography · Copywriting · Production · Displays

Oyster





CONFEDERATION OF
WEST MIDLANDS
CHAMBERS OF COMMERCE

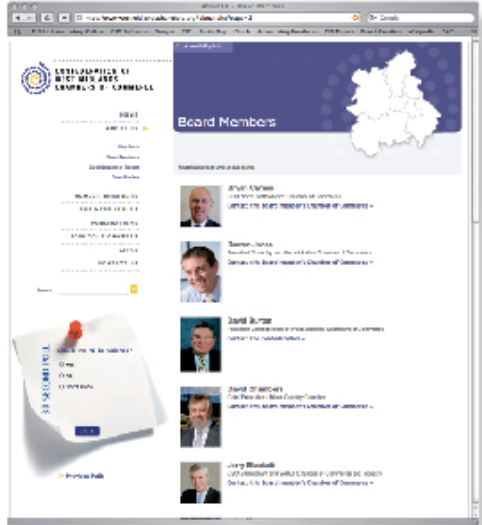
CLIENT

Confederation of West Midlands Chambers of Commerce

The Confederation of West Midlands Chambers of Commerce wanted to raise their profile and increase awareness of their role in representing Midlands' businesses to regional, national and European government.

The first step was to develop a new web site that outlines the membership and function of the CWMCC whilst allowing on-line polling to establish business views on specific issues.

The second step was design and production of the Confederations 'Manifesto' to place the Confederations views and opinions on the agenda of government.



Marketing

Graphic Design · Copywriting · Web Design
Production · Hosting

Oyster



Gough have a wide target audience for their range of conveying and material handling products both in the UK and Internationally.

As long standing clients we have undertaken a wide variety of tasks for Gough including logo, brochure, exhibition and web site design.

We have also developed a range of mailing material from promotional mailers on specific topics to a customer newsletter.



Marketing Support

Consultancy · Creative Development · Graphic Design
 Web Design · Artwork · Copywriting · Production
 Direct Mail · Fulfillment · Exhibitions

Oyster



FILTER AND NETWORK TECHNOLOGY

CLIENT

LEN

LEN is the UK's leading specialist in passive signal enhancement. Wherever a signal requires to be transmitted, enhanced, cleaned, split or combined, LEN has the expertise and products to assist

We have worked with LEN to raise their profile and have produced a wide range of materials to support their marketing and sales activity.

Services supplied have included a new logo and corporate identity, brochure, exhibition stand and CMS website.



Marketing Support

Consultancy · Creative Development · Graphic Design
Artwork · Photography · Copywriting · Production
Web Design · Exhibition Displays

Oyster



The North Staffordshire Chamber of Commerce and Industry has been representing the interests of local businesses for almost 200 years. With a current membership of over 1000 local businesses, covering all sectors of industry and commerce, the Chamber is the 'voice' of business.

The Chamber recognised that its website was out of date - failing to provide an up to date interface with its members.

The first stage was to develop a comprehensive, Content Managed System that would allow Chamber staff to easily update events, publish reports and accept subscriptions, and payments.

Additional facilities have now been added to allow on-line questionnaires, distribution of committee papers and minutes, etc.



Web Design & Programming

www.nsccl.co.uk

Consultancy · Copywriting · Web Design
Programming · eCommerce · Production · Hosting

Oyster

The formation of the North Staffordshire PCT from two area PCT's created the need for a new web site to publish information about the administration of the PCT, but also as a source of day to day information for PCT clients ranging from contact details of GP's and opticians, to information on health campaigns.

The site was developed to comply with key NHS guidelines and all practical aspects of the Disability Discrimination Act.

Once the core site was developed additional features were added to include a confidential moderated forum for staff to discuss clinical issues.



Web Design & Programming

Consultancy · Copywriting · Web Design
Production · Hosting

Oyster



The North Staffordshire Nuffield Hospital

CLIENT

Nuffield Hospital

The Nuffield Hospital, Newcastle under Lyme, is a well known independent hospital providing a wide range of patient care services, and has a long history of working with local NHS Hospitals.

With the development of NHS programmes for increased patient choice, the Nuffield needed to make local GP's more fully aware of their ongoing work with the NHS, and the extensive range of services available.

Our solution was a series of Newsletters written specifically for GP's not only containing information on the Hospital and its facilities but also including updates on treatments and techniques written by Nuffield consultants.



Newsletter

Design . Photography . Copywriting
Artwork . Production . Distribution

Oyster



Project Fire
Group

CLIENT

Project Fire Group

Project Fire are world leading innovators in the fire protection industry - quite simply, their products make sprinkler systems 'better', saving water, energy, cost and improving efficiency.

Oyster has worked with Project Fire to develop their brand awareness through the production of a co-ordinated range of materials that are used internationally by the group.

In addition to the normal range of graphics based projects, we have also produced three websites, multimedia presentations and a video.



Marketing Support

- Consultancy · Creative Development · Graphic Design
- Artwork · Photography · Copywriting · Production
- Web Design · Video Production · Exhibition Displays
- Multimedia · Advertising

Oyster





CLIENT

Wreck n' Reef Diving Centre . Tenerife

Boost have a long association with the scuba diving industry, and we have undertaken many projects for dive schools, tour operators and distributors of diving equipment.

We have worked closely with Wreck n' Reef (Tenerife) to design a new corporate identity, develop their new web site (to include eCommerce and booking facilities) and to design advertising and promotional signage for their premises.



Marketing and Internet Support

Consultancy · Creative Development · Graphic Design
Web Design · eCommerce · Artwork
Copywriting · Production

Oyster



RESEARCH

We undertake a wide range of market research projects, often in parallel with consultancy or design assignments.

We are listed by the Market Research Society and undertake projects in accordance with their code of professional conduct.

Most projects are commercially sensitive and are therefore undertaken on a confidential basis. Past projects have included customer satisfaction surveys, new product studies, market assessments, International market entry/development studies, mystery shopping, product validation on hi tech products.



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CONSULTANCY



We have a long pedigree of undertaking marketing and business consultancy assignments.

We are listed as consultants by the Chartered Institute of Marketing and undertake projects in accordance with their code of professional conduct.

Many of our assignments are confidential and include work for blue chip companies and governments.

Typical projects include advice on brand development, how existing assets may be utilised to generate additional income streams, distribution strategy, improving customer loyalty, marketing strategy etc.



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