



A VISION OF CLARITY

centonex



WWW.CENTONEX.COM





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CENTONEX

ABOUT CENTONEX

Established in 2002, we have extensive experience in marketing for our clients in Bristol, London and beyond, making sure we do what is needed to get them noticed. Our team of creative minds, website designers, copywriters, on and offline marketers and print managers enable us to create work with the wow factor.

An open mind and lots of hard work is what can be expected from us. We understand that your message needs to be delivered in its most powerful form. With our determination to see you succeed and our ability to deliver innovative and thought provoking ideas, we will find the right solution to engage your target audience.

There are many different ways to increase your company profile, but the trick is knowing how to do it. We create communication strategies by listening to your requirements, scrutinising your competition, seeing where your market place sits and then producing a research relevant action plan that is unique, targeted and precise.

Since establishing ourselves in the market Centonex has specialised in assisting service industries, in particular Business Centres and Commercial Property owners, turning newly purchased or empty/failing properties into successful, accessible and financially viable businesses using our targeted consultancy and marketing solutions. We are able to offer the advice needed to move projects forward, from whatever situation they are in. Our low cost feasibility studies and consultancy services ascertain whether a potential building is a good investment before buying or refurbishing.





WHAT WE DO

SOLUTIONS WITH CLARITY

Knowing how to get your business where you want and need it to be can be a daunting task. Centonex offers an unrivalled consultancy service to get your marketing working in the way it should, to best enhance your brand.

We provide a bespoke marketing plan and a precise time frame, giving clear guidance and support to enhance your business marketing.

We specialise in marketing for service industries. Clients include Serviced Office providers, Property Developers and Estate Agents. Our involvement ranges from providing advice on single issues and solving unexpected concerns right through to full sales and marketing management.

Our consultative approach assesses your businesses plans and needs. We then recommend and, if required, implement all of the processes from start to finish. We can provide everything from an initial consultative chat and marketing plans through to a fully functioning business model, right down to staff recruitment and space planning. With Centonex, you can turn your initial idea into an inspiring success.

We are happy to provide our initial consultancy free of charge and can provide full testimonials and details of our existing clients on request.





WHAT WE DO

HOW WE WORK

✓ UNDERSTAND



The first step is to fully understand our clients' needs and objectives. This is done by systematically reviewing the company's marketing strategy and activities. This essential stage of our process is free of charge and ensures the correct solution can be established for our clients.

✓ CONSULT



Using our expert knowledge and taking our clients' objectives on board, we work with our specialists in each relevant area to create a plan of action to achieve the marketing goals of our clients.

✓ IMPLEMENT



Taking the agreed marketing plan, we then do what we do best and implement our marketing strategies and start working with our clients to make improvements to their business.

✓ RESULTS



The most important element to any marketing activity is taking a successful outcome and ensuring longevity and momentum. Keeping what has been implemented fresh and making the most of every little detail, helping our clients stand out from the crowd.





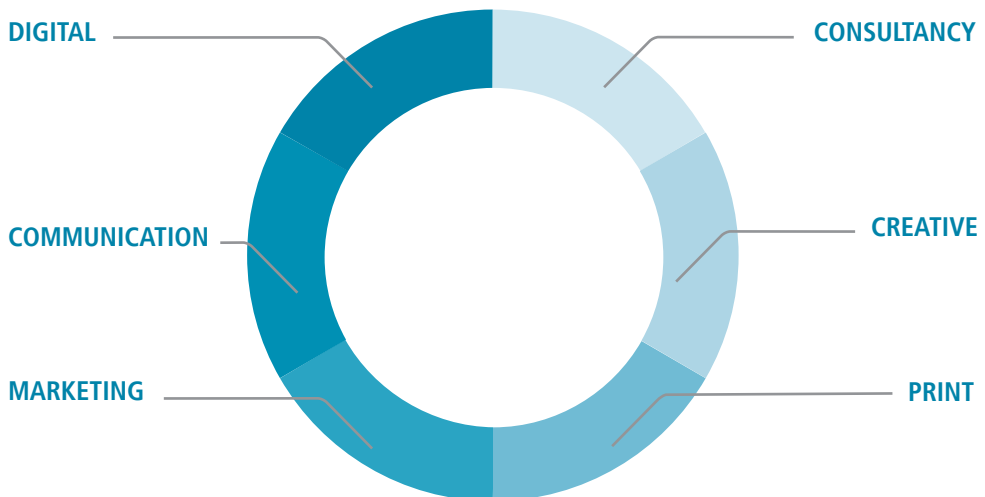
WHAT WE DO

OUR SOLUTIONS

In today's competitive market, image is everything. Whether we are talking about an advert in a magazine, a simple mailshot or an annual report, to succeed you need to have that extra something that sets you apart from the rest of the crowd.

Centonex will work closely with you and your objectives to deliver designs and solutions that captivate and compel. By applying visual impact to market driven business concepts, we will provide a solid and thought provoking campaign that will grab your audience's attention and deliver results.

Using a broad range of skills, disciplines and sectors, we are constantly adapting our working methods to offer each individual client the most ideal campaign for their budget and needs.





WHAT WE DO

CREATIVE

Whether you are in the embryonic stages of a newly established business or are looking to update a passé image, our design specialists will enable you to convey the vision of your enterprise through our cost-effective design process.

By combining fresh ideas with tried and tested techniques, we are able to offer our clients original and cost-effective design solutions that will engage their audience's attention and drive home results.

CREATIVE DESIGN SOLUTIONS

- > Branding and Identity
- > Annual Reports
- > Advert Design
- > Brochures and Leaflets
- > Design for Web
- > Promotional Literature





WHAT WE DO

PRINT

Centonex offer a comprehensive consultancy service and a one stop shop for all your printing needs. We cover everything from letterheads through to complex spot gloss promotional booklets. Dedicated Centonex consultants will guide you through every step of the printing process ensuring that we fulfil each of your individual requirements and objectives.

PRINT SOLUTIONS INCLUDING EXHIBITIONS & EVENTS

- > Full range of Lithographic print products
- > Guaranteed next day Digital printing
- > Promotional merchandise
- > Specialist bespoke printing
- > Online ordering and Artwork upload facility
- > Lighting, fixtures and fittings
- > Pop-up banner stand hardware and print
- > Full range of Roller and Vinyl banners
- > Directional, Exhibition and Event signage
- > Backboards





WHAT WE DO

DIGITAL

Centonex offer a full range of digital solutions from simple, professionally designed websites complete with full content management through to complex e-commerce or mobile solutions.

We are your perfect partners to set-up a new online marketing campaign, get you started with social media sites such as Twitter, LinkedIn and Facebook or to enhance your online marketing via Pay Per Click or SEO.

DIGITAL SOLUTIONS

- > Fully featured websites with content management
- > Adaptable Micro and Mobile Sites
- > E-commerce and digital content selling solutions
- > Social Media platform set-up and management
- > Pay Per Click Marketing across all platforms
- > Search Engine Optimisation





WHAT WE DO

COMMUNICATION

At Centonex we live and breathe communication. We have a stunning range of solutions from VoIP, email, mobile solutions and non-geographical marketing numbers through to traditional direct mail solutions. You name it, we can provide it.

COMMUNICATION SOLUTIONS

- Email and SMS Marketing Solution (CentMail)
- Direct Mail Management (CentDirect)
- Non-Geographic Numbers (0800, 0845 etc)
- Worldwide Geographic Numbers (any area code)
- Fax-to-Email numbers (any worldwide area code)
- Range of specialist call management solutions
- Call forwarding, hunt groups, IVRs, time-of-day routing
- Voice Over IP Telephony Services (CenTalk)
- SMS Short Code Mobile Marketing Solutions
- Hosted exchange email solutions (IntelliMail)
- Fulfilment and customer response services



communication





WHAT WE DO

MARKETING

Centonex offer a complete range of add-on marketing solutions and support; from marketing data through to our marketing management solutions, we can help you design a marketing plan with targeted objectives. We cost up all the services needed from design and print, direct mail and email through to web, digital and advertising and manage the entire process for you. We like to think of our marketing solutions as essential tools in your toolbox.

MARKETING SOLUTIONS

- Complete marketing management
- Media buying and advanced ad campaign planning
- Data Buying - from 50 to 5 million contacts
- Complete range of data management
- Data Hygiene: TPS/MPS, gone-away's, de-duplication
- Customer Surveys and Analysis
- Third party campaign management (i.e. Groupon)





WHAT WE DO

CONSULTANCY

Centonex has extensive experience in marketing for commercial property owners, agents and hospitality businesses. Our consultancy draws on all our services - rather like our marketing management but using specialists with specific commercial property and hospitality knowledge.

CONSULTANCY SOLUTIONS

- > Business start-up consultancy
- > Commercial property marketing
- > Complete management of existing business centres and commercial properties
- > Full project planning from start to finish
- > Project costing and budget management
- > Space planning and space concept design
- > Specialists in building conversion and change of use
- > Building feasibility studies (including conversions)



consultancy





WHAT WE DO

OUTSOURCED MANAGED MARKETING

- You don't have to be a large company to outsource your business's marketing. Centonex's successful managed marketing solution draws on all our solutions and provides clients with a low cost approach to marketing. Our management includes advertising negotiation, data management, direct mail, email marketing, lead distribution, digital marketing, process management and more.

COMMERCIAL PROPERTY MARKETING

- Since inception, Centonex have specialised in marketing for commercial property owners such as business centres, providing a complete range of solutions under one simple package. Our solutions include fit out, space planning, marketing planning, brochures, prospect data, printing, digital marketing, building launch marketing and websites. Going forward we will manage the sales and marketing process for the business.

BUSINESS SETUP & RE-LAUNCH CONSULTANCY

- However small your budget may seem, Centonex are specialists in providing a complete one-stop solution to getting a new business off the ground or re-launching an existing one. Whether your requirement is just for an identity and website or a full marketing plan and the tools to implement it, we are on hand to help.





OUR WORK

STELLAR DIAMONDS PLC

Stellar Diamonds Plc, a leading diamond company in West Africa, engages Centonex to produce their annual report and accounts.

"Matthew and the team at Centonex have designed and produced our annual reports since 2011 and have produced excellent results. Key to the relationship is the flexibility that Matthew offers both in terms of the design and print options, but also in working to changing deadlines as the job progresses, and nothing ever seems too much"

Financial Controller,
Stellar Diamonds Plc



THE CHALLENGE

Stellar Diamonds approached Centonex in order to design, print and distribute their annual report and accounts. The annual report for any business is a key financial document providing vitally important information to investors and shareholders. Stellar's key objective was to have a quality and eye-catching design for their report with strict but flexible project management and most importantly, no surprises when it came to costs. The key requirement of our brief was to create striking design without repeating previous report themes.

THE SOLUTION

Initially, we gave three different options for the cover and front end layout design, all the time keeping the company's branding at the forefront. This allowed Stellar to choose a style that best fitted its brief and to work with our team of designers to come up with the final structure that would be used in the report.

After designing the front end pages and constructing the financial sections the report was ready for proofing. Following this, many stages of amendments were needed to ensure that all content was correct and financial figures were accurate. This process required stringent project management, ultimately allowing last minute amendments to be made right up to the print deadline. Centonex charged a reasonable, capped fee for this stage - the key to being able to do this is to fully understand the client and anticipate their every need, unlike many agencies where costs can often spiral out of control.

THE RESULTS

The end report was professionally printed as a perfect bound book with a matt laminated cover and spot gloss finishing. The front end oozed professionalism and the back end saw the agreed financial information layout seamlessly transposed throughout the document. Once printed, we took secure delivery of the mailing data, segregated the distribution into countries and fulfilled the distribution of the report against strict timelines to ensure delivery before the company's AGM. Centonex continues to work on Stellar's annual reports and provides a unique fixed cost reporting solution without loss of quality or service.





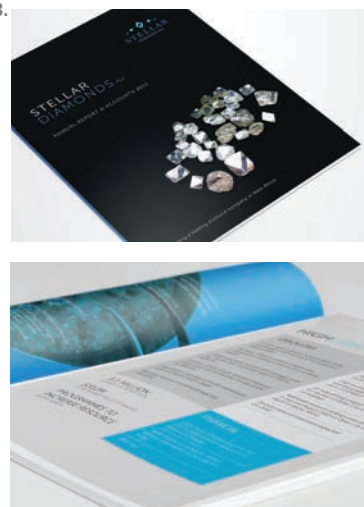
1.



2.



3.



1. Stellar Diamonds Plc 2012 Annual Report 2. Inner pages 3. Cover and inside cover





OUR WORK

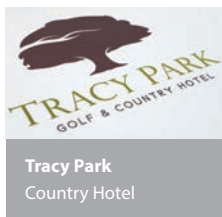
TRACY PARK GOLF & COUNTRY HOTEL

Tracy Park Golf & Country Hotel, home to two championship 18 hole Golf courses near Bath, engages Centonex to manage its marketing activities.

"Centonex were brought in to refresh our branding and marketing collateral. Since they started working with us in they have taken over the management of our businesses marketing and sales processes, which had lead to a net increase of over 400% in new business."

We continue to work with Centonex and their team work in-house providing consultancy and support to our team."

General Manager
Tracy Park Golf &
Country Hotel



THE CHALLENGE

After receiving one of our pro-active marketing mail outs, Tracy Park's owners approached Centonex to discuss a rebrand following their acquisition of the country hotel from its previous owners. The current brand was tired and the existing marketing collateral neither connected nor focused on the core features of the hotel, those being its use as a wedding venue and the two championship golf courses.

THE SOLUTION

Centonex met with Tracy Park's management to discuss its detailed proposal for the rebrand and present a mood board of ideas. We started by taking the new name "Tracy Park" and incorporating ideas into the logo after discussing what was important to the owners. A lone grand oak tree on the 18th hole is a prime focal point when looking from the back of the manor house so we presented ideas using this as a key feature. Our process involved looking around the building, the grounds and past material to see how we could bring the hotel up to the standard it deserved.

After selecting the style from our mood boards, the management approved the concept for the branding exercise. Centonex then set about designing the logo, stationery, brand guidelines and finally an elegant but functional website with integrated Wordpress for easy management.

THE RESULTS

The end result was a clear and easily identifiable brand and correct use of corporate colours across all collateral, stationery, the website and signage. New professional photos were also taken and showcased via a series of carefully placed ad campaigns in local high-end leisure media. Our client is very happy with the result and we continue to work with them, providing marketing support, design, printing and consultancy.



1.



2.



3.



4.



5.



1. Bride and Groom at the beautiful Country House Hotel taken from the 18th hole 2. New wedding brochure layout 3. New website front page. 4/5. Shows branded collateral





OUR WORK

HOLLYWOOD ESTATE

Hollywood Estate Mansion, a regency house set in 300 acres of prime North Bristol parkland. Centonex were engaged to setup, manage and develop its business centre.

"Centonex have taken a tired conferencing venue and given it a new lease of life - creating what is now Hollywood Estate - a thriving business centre nestling in 300 acres of luscious parkland in the heart of North Bristol.

Centonex manage the day to day sales, management and marketing processes for the estate as well as all facilities management."

Hollywood Estate
Management



THE CHALLENGE

Centonex was approached by Savills International, Bristol on behalf of Bristol Zoo (the owners of Hollywood Estate, a 300 acre country estate and mansion house situated at Cribbs Causeway, North Bristol) to initially conduct a feasibility study of the commercial avenues available for the mansion house. Previously, the building had been let to long term tenants and operated as a conferencing centre but over the years had fallen into disrepair. When the tenancy ended in 2011, attempts were made to find a new tenant but, due to market conditions, these were unsuccessful. Centonex's task was to ascertain whether it was a viable option to bring the building back up to date and turn it into a mixed conference and business centre with the added potential as a wedding and outdoor event venue.

THE SOLUTION

Having reviewed the existing business at the mansion and what demand there was for serviced offices in North Bristol, Centonex concluded that there was significant potential for an additional revenue stream for Bristol Zoo by turning the building into a business centre. After a period of consultation with Bristol Zoo's directors and Savills, Centonex set out an in-depth business start-up strategy and an ongoing marketing plan to be implemented before the business could launch.

THE RESULTS

Centonex created a new brand (Hollywood Estate), stationery, website, a new brochure and a 12 month marketing plan. In addition, we also undertook the registration of the business with office space brokers and social media channels and kick started marketing with a direct mail campaign to current tenants of nearby competitors. We also created simple processes and sales templates to respond to new business leads and convert into new tenants. Part of the initial process involved conducting a major refurbishment of several areas of the building, dealing with a Business Rates Split and the employment of day to day management staff. All this was completed within 8 weeks prior to the launch in September 2012.





1.



2.



1. The view up the long drive on the approach to the mansion house. 2. New website created by Centonex to showcase Hollywood Estate.





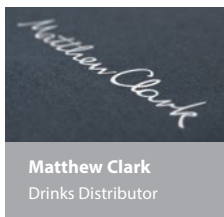
OUR WORK

MATTHEW CLARK

Matthew Clark - one of the world's leading trade drinks distributors engages Centonex to develop new marketing initiatives and data management processes.

"Matthew has extensive knowledge of e-commerce and data management and his expertise was invaluable in enabling us to evaluate a range of commercial options."

Commercial Director,
Matthew Clark



THE CHALLENGE

Matthew Clark are amongst the world's largest trade drinks distributors. Naturally, due to the volatility of the industry their customer base changed rapidly. The major challenge was keeping client data clean, communicating quickly, keeping marketing costs down and ensuring their customer's communication preferences were up to date - all of which posed a real challenge for the company.

THE SOLUTION

After approaching Centonex following one of its marketing campaigns on data management, Matthew Clark agreed on a multi-pronged solution to tackle their issues head on. Centonex looked at back office systems, customer data and how it was used, current client communication methods and data hygiene processes. Having established what the core issues were, Centonex quickly produced a detailed and cost effective action plan:

- Data Hygiene - taking the entire customer database and de-duplicating, and cleaning it to establish a secure system for the clean data to be shared with the sales team for mini campaigns.
- Customer Preferences - implementing an automated system via website to allow clients to change their communication preferences without the need to call.
- Newly designed, personalised and streamlined marketing material - Centonex designed new material that focused on each key area i.e. Pub, Restaurant, Hotel - this would target offers in the form of a monthly calendar and focus deals only relevant to that customer group in the mailshot.
- Email Marketing - Centonex setup a simple series of campaigns to communicate offers and information to Matthew Clark's clients via email.
- Online micro sites for ordering and registration - we designed a series of micro sites to take care of Wine Tasting registration, ordering for email campaigns and customer feedback.

THE RESULTS

Complete transformation in understanding of data regulation, cost effective communication with its clients and the power of innovation when marketing to its clients.



1.



2.



1. Newly designed direct to customer marketing material (Offers Calendar) 2. E-shot and microsite





WHO WE WORK WITH

SOME OF OUR CLIENTS







CENTONEX

EXAMPLES OF OUR WORK

1.



2.



3.



4.



5.





6.



7.



8.



9.



1. Adverts for Cadbury House 2. Hollywood Estate Stationery 3. 72 Point landing page designs 4. Venture business cards 5. Smart Suite Brochure 6. Matthew Clarke e-shots and micro site 7. Stella Diamonds Annual report 8. Lord Mayor's Ball leaflet 9. UK-NS website.





WHO WE WORK WITH

WHAT OUR CLIENTS SAY

"Having hired Centonex to advise and assist the Lewis Group with a number of complex projects of differing natures I found Matthew to be a driven, hard working, self motivated executive. He conducted himself in a professional manner and he provided a detailed and invaluable service which we did not have in house. I would have no hesitation in recommending him to other businesses."

Maxet House Business Centres

"Matthew has extensive knowledge of e-commerce and data management and his expertise was invaluable in enabling us to evaluate a range of commercial options."

Matthew Clark

"Mathew and his team provided just what we needed on time and to budget. We are delighted with the results and have had some great feedback on the design of our logo and our website www.goguard.co.uk."

GoGuard

"Having worked with Matt and Centonex in the past they were the obvious choice when needing guidance in creating my company's brand and implementing our communication systems. We approached Centonex who provided us with a range of solutions to our requirements, implementing them quickly and efficiently for us. I would recommend Centonex to anyone needing creative design or branding consultancy services"

Venture Insurance Services

"Centonex provided us with a successful, managed PPC campaign over the course of 24-36 months. They supplied advice and support during a period of heavy investment in this area which ultimately helped grow our business."

72 Point

"Matthew and I have worked together since Jelf acquired one of Centonex's clients. Matthew has been incredibly supportive during a period of transition, managing the requirements of all parties to ensure that we maintain a constant web presence in a changing environment. He is always available and has been able to ensure that work is processed promptly and accurately in line with our requirements."

Jelf Group

"Matthew and the team at Centonex have designed and produced our Annual Reports since 2011 and have produced excellent results. Key to the relationship is the flexibility that Matthew offers both in terms of the design and print options, but also in working to changing deadlines and requirements as the job progresses - nothing ever seems too much effort for them. The service levels are better and costs are lower than the primarily London based alternatives and I would highly recommend Matt and his team."

Stellar Diamonds Plc.





WHO WE SUPPORT

CHARITY SUPPORT

BUPCC

Every child has the right to ENJOY their childhood, and this is why The Bristol Under Privileged Children's Charity was created in the 1970's. Our aim is to raise as much money as possible for as long as possible to put back into and enrich the lives of children in a less fortunate position than ourselves.

Whatever their need, disability or situation we want to help improve their lives. The Bristol Under Privileged Children's Charity has no share capital and no paid officials so every last penny raised by the charity and its supporters is spent helping Bristol children who reside within a twenty-five mile radius of the city centre. Funds are raised through donations, functions and subscriptions and are then applied to grants, items, services or facilities that help to reduce the need, hardship or distress of these children.

Centonex helps the BUPCC by providing all of its design and marketing as well as helping to organise various annual events including the Christmas Luncheon and next year a Fire Walk, all to help raise money to support our local under privileged children.

www.bupcc.org.uk

THE LORD MAYOR OF BRISTOL'S CHILDREN APPEAL

The Lord Mayors Appeal originated in the 1920's when an illuminated tram toured the City accompanied by a number of collectors. No money is given out, all assistance is by way of vouchers, exchangeable in various stores throughout the City for food and clothing.

The Appeal has helped some 2,000 – 3,000 local children per year, at a cost of approximately £40,000 per year. This appeal really does make a difference to some of the poorest families in Bristol at Christmas, making festivities a little more than they might otherwise have been.

www.lordmayorofbristolappeal.co.uk





WORKING WITH US

ACCREDITATIONS AND PROFESSIONAL MEMBERSHIPS

Centonex are proud members of a range of organisations showing our commitment to quality and service to our clients.



RECOMMENDED AGENCY REGISTER

We have been given recommended agency status by the Recommended Agency Register for design, print, advertising, digital, direct marketing & data. RAR provide benchmark information for design and marketing agencies in the UK allowing businesses to obtain key business information prior to starting a new project.



DIRECT MARKETING ASSOCIATION

Centonex are proud members of the Direct Marketing Association, the professional body representing marketing companies in the UK. Centonex strictly adhere to the DMA code of ethics, giving you peace of mind that all marketing activities are following best practice guidelines.





WORKING WITH US

GETTING STARTED

As this brochure shows, there isn't much we can't offer to enhance the marketing of your business, its brand image or communication process. Most products and services, such as printing and telephone numbers, can be ordered easily and quickly via our website, whilst other services require a little more consultation.

Our website also contains a portfolio of our work, case studies, datasheets and client recommendations as well as support and tools to help you manage the solutions we offer.

CALL US

0808 131 2862

EMAIL US

INFO@CENTONEX.COM

WEBSITE

WWW.CENTONEX.COM

FACEBOOK

FACEBOOK.COM/CENTONEX

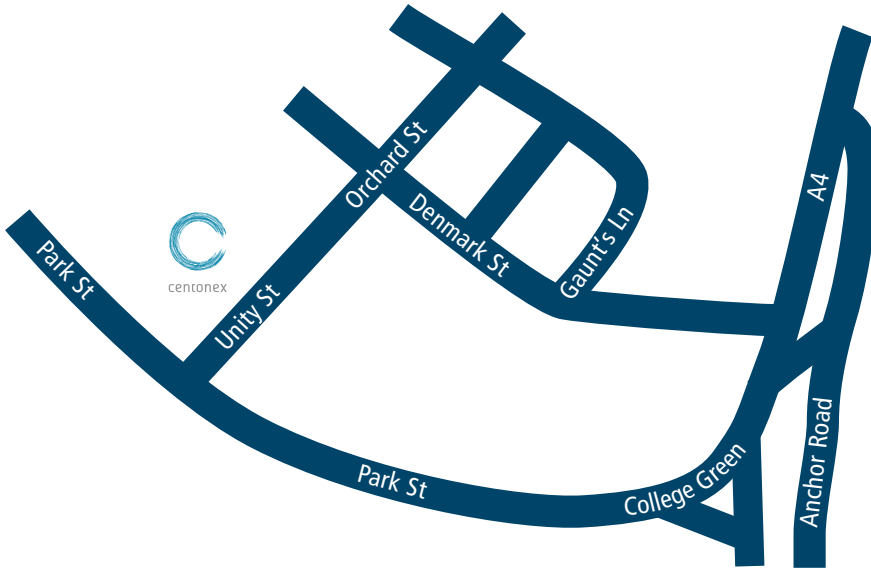
TWITTER

TWITTER.COM/CENTONEX



CENTONEX

HOW TO FIND US



BRISTOL

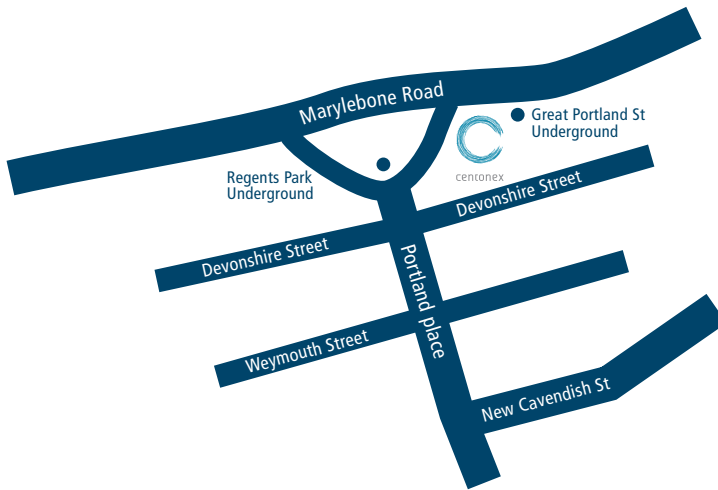
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CENTONEX

HOW TO FIND US



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