

Studiografik Design Briefing Board

Olympic Support

“I have nothing but praise for the quality Studiografik provide and the impressive results they have produced for our marketing needs.”

Roger Taylor, MD.
Olympic Support
www.olympicsupport.com



STUDIOGRAFIK GETS OLYMPIC SUPPORT OFF THE MARK!

Olympic Support is a natural evolution of over 18 years experience of supporting sole and multi-vendor product environments. Taking the business forward required breaking into an entirely new market sector. Studiografik were asked to help make this transition as pain-free as possible.

Concerns and Challenges

Following a strategic business alignment, the decision was made to build on the technical expertise Olympic Support had amassed and create a support service model that could be taken to market as a profitable business proposition for resellers in the IT channel. Concerned about limited awareness within the market, no brand identity or bespoke marketing collateral, the challenge was to create a recognisable, distinct and consistent marketing profile that resellers would buy into and which could be easily integrated across both print and electronic media.

Creating Credibility with Reseller

Raising the Olympic Support standard began with the creation and design of a strong logo that portrayed importance of customer relationships and longevity, For the literature and website, photography of business situations that matched the target market and customer centric text was utilised. Laid out together in a simply defined structure, allowed the main benefits of the service to be relayed quickly and easily to busy decision makers.

Key Client Benefits

- Portrays clearly the comprehensive service provision available to Resellers.
- Makes the Olympic Support service a tangible proposition
- Educates clients and prospects
- Helps the sales team do their job better and shortens the sales cycle.
- Adaptable across all media.

First Point of Call

As business evaluates the rising costs for merely adequate work from outsourced marketing services, Studiografik is building a reputation with clients like Olympic Support, as the first point of call for the delivery of quality marketing material to fit their purpose, at a reasonable cost.

For your new brochure or logo.
Email: rsvp@studiografik.co.uk or
call us on 0121 251 5175.

The Brand and Service Delivery Logos

Strong and identifiable designed for two and four colour usage. It fits the purpose and works at every level from business stationery through to building signage.



The Reseller Pack

Has a unique value to the sales team allowing them to bring a concise selling proposition direct to prospective resellers.



The Website

Central to the Olympic Support business. With online access to the service centre for fault logging and valuable resource area where resellers can download material for their own use. Comprehensive and updated regularly to tie with incentives and email promotions.



The Direct Mailer

An ideal and inexpensive medium to prime prospects. Having the Olympic Support offering in front of them prior to a strategic telesales campaign, resulted in substantial new business gains.