

Promotional Materials Production

PCS provides customers' bid related and corporate promotional materials.

We are able to greatly reduce the amount of management and administrative time our customers allocate to relatively infrequent marketing activities such as corporate image review and production of corporate literature.

Our customers have particular demand for ad-hoc branding and communication support when forming consortia and JVs for specific sectors, projects and bids.



Promotional materials

- Comprehensive graphic design and copywriting service
- Brochures, stationery and marketing material
- Logos and branding
- Websites – design, construction and management
- Exhibition materials and presentations

Multi-Media Presentations

- Used in conjunction with tenders for major PFI projects
- Written and visual material that convey the message and address the issues
- Specialist 3D visualisations, video production and graphics work
- High quality presentations to promote the bid effectively

CD-ROM

- Leeds Supertram required computer generated simulations and artists impressions
- PCS manage the production process using partner third party suppliers
- Presented to the client on interactive CD-ROM

Videos and DVD

- Directed and produced a promotional video for Laing Rail Projects
- Storyboarding, filming, editing and scripting
- Worked with PCS specialist subcontractors
- Produced and distributed on DVD / CD-ROM
- Used to promote a new concept in design and construction of railway platforms

Media Campaigns



- Commissioned by a major US Corporation
- US Government sponsored mixed media campaign
- TV and radio advertisements, supported by printed media
- Target audience and media research
- Comprehensive, broadcast ready campaign