

THE RECIPE FOR SUCCESS

The Pepper Creative guide to adding flavour
to your print, web, branding and advertising.



LIFE.

**IT'S STUFFED FULL
OF FLAVOURS.
YOU JUST HAVE
TO FIND THE
RIGHT BLEND.**

Inside you'll see why Pepper Creative have all the right ingredients to add flavour to your marketing and success to your business.

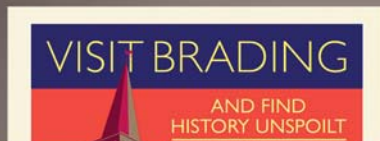


Pepper Creative is a design agency dedicated to producing print, web, advertising and branding projects that really work hard for you and your business.

Our recipe for design has proved a success for many businesses. Whether it's raising your profile, competing in a busy marketplace or boosting sales, Pepper Creative have a proven track record for creating fresh ideas that keep you ahead of the competition. We build strong relationships with our clients to understand their markets and needs, ensuring that we achieve the best results, on time and on budget - every time.

We believe that it's the quality of our team that sets us apart. We're friendly and professional, and strive to achieve the best results for all our clients, large or small.

We also believe that good design doesn't cost the earth, but it can make all the difference to your business. We always ensure that our work offers the best value for money and gets the best results.



PRINT

Stationery design
Brochure & product catalogue design
Packaging design
Printing, print sourcing, planning and management
Exhibition stands and display graphics
Merchandise design
Vehicle livery and signage
Illustration, photography and image manipulation

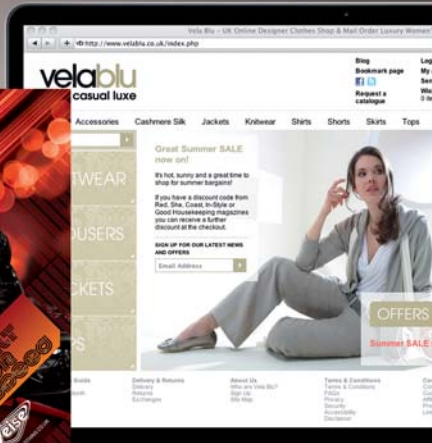
WEB

Website design and construction
E-commerce websites and online trading
Databases, intranets and extranets
Email stationery
Content management systems
Email newsletters
Flash & video-rich content
Online business solutions and software

...AND MORE

Logo design, branding and corporate identity
Newspaper and magazine advertising
Online advertising
Navigation-rich DVDs
Interactive Acrobat PDF, CD and DVD presentations
Video editing, compositing and motion graphics
3D modelling and visualising

THE SPECIAL EDITION POSTER OVERLEAF CONTAINS ALL THE THINGS THAT MAKE PEPPER WHAT WE ARE. IF YOU'D LIKE PEPPER TO BE A VITAL INGREDIENT IN YOUR SUCCESS, CONTACT US NOW.





ISLE OF WIGHT COLLEGE SIXTH FORM



PRODUCING WORK THAT NOT ONLY MEETS A CLIENT'S EXPECTATIONS, BUT EXCEEDS THEM, IS SOMETHING OF WHICH PEPPER CREATIVE IS MOST PROUD. OUR CAMPAIGN FOR THE ISLE OF WIGHT COLLEGE SIXTH FORM PROVED TO BE ONE SUCH SUCCESS.



“The design work for the prospectus is superb and the support has always been personal and responsive. I've been particularly impressed and grateful for their response to our requirements, they really do put their customers first!”

PETER THOMPSON: VICE-PRINCIPAL, ISLE OF WIGHT COLLEGE

Unique, inspirational, innovative - the design of the Isle of Wight College Sixth Form prospectus, and its wide range of related marketing material, had to reflect the ethos of the exciting new Sixth Form centre.

Pepper Creative were pleased to be given the freedom to create a prospectus that not only met, but exceeded, the aims of the brief and the expectations of the client. A unique format, high quality print finishes and a lot of passion were invested in a document that was expected to be a cornerstone in the new build's success.

The College's faith in Pepper Creative more than paid off, with the new Sixth Form not only reaching, but exceeding, required student numbers.

The prospectus was a vital element in a campaign that also involved Pepper creating an ambitious print, web and multimedia marketing campaign. From bus sides and cinema advertising to a website and motion graphics for TV ferry advertising, Pepper Creative maintained a unique and creative tone which appealed directly to parents and prospective students.



IF YOU'RE HUNGRY FOR MORE SUCCESS STORIES, OR JUST WANT TO KNOW MORE ABOUT US AND WHAT WE CAN DO FOR YOUR BUSINESS, VISIT OUR WEBSITE OR CALL US NOW ON 01983 529039

www.peppercreative.co.uk



AVTRADE GLOBAL AVIATION COMPONENT SERVICES PROVIDER



001 Who we are

002 What we do



IN A CROWDED AND COMPETITIVE INDUSTRY, IT'S ESSENTIAL TO RAISE YOUR PROFILE AND GET YOUR PRODUCTS AND SERVICES TO STAND OUT FROM THE CROWD. YOU MAY BE A MAJOR PLAYER, BUT DOES YOUR MARKETING REFLECT THAT?



“Pepper Creative really are on the same page as Avtrade. I’ve already been getting lots of really positive feedback - this puts us way ahead of some very tough competition.”

JAMIE BROOKS: SALES DIRECTOR, AVTRADE MIDDLE EAST & AFRICA

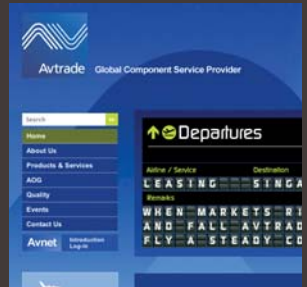
After 20 years in the aviation industry Avtrade required a new website and suite of brochures that truly reflected their status as a major player in the global market.

After building a strong working relationship with Avtrade producing their global press and online advertising campaigns, Pepper were in the ideal position to translate Avtrade's wishes into reality.

Two corporate brochures, utilising foil blocking and housed in a stylish slipcase, ably reflected Avtrade's professional approach.

The strong corporate design of www.avtrade.co.uk features a Flash-based departure board which presents Avtrade's core services, as well as an interactive map allowing customers to easily identify the right Avtrade contact from their global team. Further functionality planned for the site include realtime indicators and global weather status reporting.

Pepper Creative also developed Avnet, a comprehensive intranet, giving Avtrade's global team the power to manage orders, track the status of deliveries, share marketing reports and manage requests for repairs.



IF YOU'RE HUNGRY FOR MORE SUCCESS STORIES, OR JUST WANT TO KNOW MORE ABOUT US AND WHAT WE CAN DO FOR YOUR BUSINESS, VISIT OUR WEBSITE OR CALL US NOW ON 01983 529039

www.peppercreative.co.uk

DEENSIDE PERSONAL PROTECTION



THE CHALLENGE OF GLOBAL EXPANSION CAN SEEM DAUNTING. A WELL TARGETED PRINT AND ONLINE CAMPAIGN CAN INTRODUCE YOUR PRODUCTS TO THE GLOBAL MARKETPLACE, AND ESTABLISH YOUR BUSINESS ON THE WORLD STAGE.



“The website that Pepper created was a great investment. We never realised that this would not only pay for itself so quickly but deliver a significant up-turn in business. We have come to realise how vital an online presence is to any business operating in a global market.”

PHIL JONES: DIRECTOR, DEENSIDE

Deenside, a respected UK supplier of personal protective equipment, were keen to develop their business by appealing to world markets, and Pepper Creative were tasked with designing a strong brand and developing it for a global audience.

Deenside's dynamic image translated perfectly into an online presence. The strong graphic styling of Pepper's printed catalogues, advertising and exhibition graphics for the company brought the Deenside branding, and business, alive.

The website's e-commerce product catalogue is updateable by the client, and all online trading transactions are subject to the rigorous protection required for such a security-sensitive product.

The huge success of Deenside.co.uk in Europe and the Middle East led the company to commission a US version of the website, and it's hoped that Deenside's development will lead to many more successful projects with Pepper Creative.



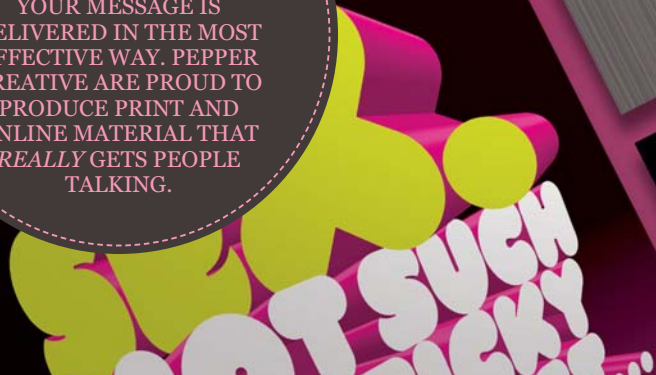
IF YOU'RE HUNGRY FOR MORE SUCCESS STORIES, OR JUST WANT TO KNOW MORE ABOUT US AND WHAT WE CAN DO FOR YOUR BUSINESS, VISIT OUR WEBSITE OR CALL US NOW ON 01983 529039

www.peppercreative.co.uk

ISLE OF WIGHT NHS HEALTH PROMOTION



WHEN IT COMES TO TACKLING SERIOUS HEALTH ISSUES, IT'S VITAL THAT YOUR MESSAGE IS DELIVERED IN THE MOST EFFECTIVE WAY. PEPPER CREATIVE ARE PROUD TO PRODUCE PRINT AND ONLINE MATERIAL THAT REALLY GETS PEOPLE TALKING.





“Pepper provide an excellent service. Their work is exciting, innovative and well received by the young people it’s aimed at. Pepper’s creative team have been able to take sensitive and difficult topics and turn them into informative, stylish and successful campaigns.”

SARAH STRINGER: HEALTH IMPROVEMENT SERVICES MANAGER, ISLE OF WIGHT NHS

Sexual Health is one of the UK’s biggest issues. It is estimated that 1 in 10 people suffer from chlamydia, a disease that is undetectable but highly dangerous.

The Isle of Wight NHS commissioned Pepper to raise awareness of chlamydia and sexual health issues, and to drive people to one of the many clinics and screening services that they provide.

Pepper’s approach was to use a very visual, and often humorous, approach to get the serious message of sexual health and wellbeing across to people of all ages.

Cinema advertising is one of the best ways to connect directly with a younger age group, and Pepper Creative’s foyer poster campaigns took full advantage of this medium. Press advertising and billboard campaigns were also commissioned based on the success of these campaigns.

Pepper also created www.wish-net.co.uk, a comprehensive guide to sexual health services on the Isle of Wight. Each section of the website was designed to attract specific age groups, from age 11 to age 34 and over, and also features a section for health professionals.



IF YOU’RE HUNGRY FOR MORE SUCCESS STORIES, OR JUST WANT TO KNOW MORE ABOUT US AND WHAT WE CAN DO FOR YOUR BUSINESS, VISIT OUR WEBSITE OR CALL US NOW ON 01983 529039

www.peppercreative.co.uk

**FOR A FURTHER
TASTE OF WHAT
WE CAN OFFER,
CALL OR VISIT
US NOW...**

Telephone 01983 529039
Email info@peppercreative.co.uk
www.peppercreative.co.uk

Mill Court, Furlongs, Newport, Isle of Wight, PO30 2AA, UK



You can download or request more Pepper Creative Recipe Cards at
www.peppercreative.co.uk/recipe