



elaborate

# let us elaborate...

...our dedicated team of writers, designers, marketers and sales negotiators is full of bright ideas, so why not let us help your company maximise its potential through all types of media

We are on hand to solve your public relations and marketing problems, either on a bespoke or long-term retainer basis. We are only a phone call away

## Media and investor relations

- Press release and story placement
- Press liaison and relationship building
- Marketing and press strategy
- Conference speaker opportunities
- Conference organisation
- Monitoring and assessment
- Press conferences
- Copywriting
- Press cuttings and photographic archive service

## Advertising & Media buying

- Creative development
- Budget management
- Advertisement planning
- Publication/medium assessment and identification
- Space and price negotiation
- Advertisement design and production

## Branding and logo hierarchy

- Corporate and divisional branding
- Complete or tailor-made logo design and construction
- Applications across all media both internal and external
- Hard copy and web based
- Complete design, production and application

## Web events and merchandising

- Website design, production and functionality
- Websites, intranets, extranets and infonets
- Internet based marketing
- Event identification and consultation



## Publishing

- Bespoke titles promoting your company or organisation
- Advertising sales
- Editorial research
- Design and production
- Print and dispatch

## Business & promotional literature

- Corporate brochures
- Newsletters
- Annual reports
- Stationery
- Point of sale
- Business cards
- Company/Association Handbooks
- All types of printed matter, branding and corporate identity literature
- Internal and external newsletters
- Promotional literature
- Flyers and leaflets
- Exhibition materials
- Stationery and branding

## Supplements, brochures & handbooks

Concerned about really getting your message across? Why not let Elaborate publish a special supplement about you and your company at NO cost to yourselves. And there are NO catches - the perfect marketing tool. Souvenir publications and anniversary magazines a speciality



Specialists in media relations and publishing within the  
international shipping and marine services sectors

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