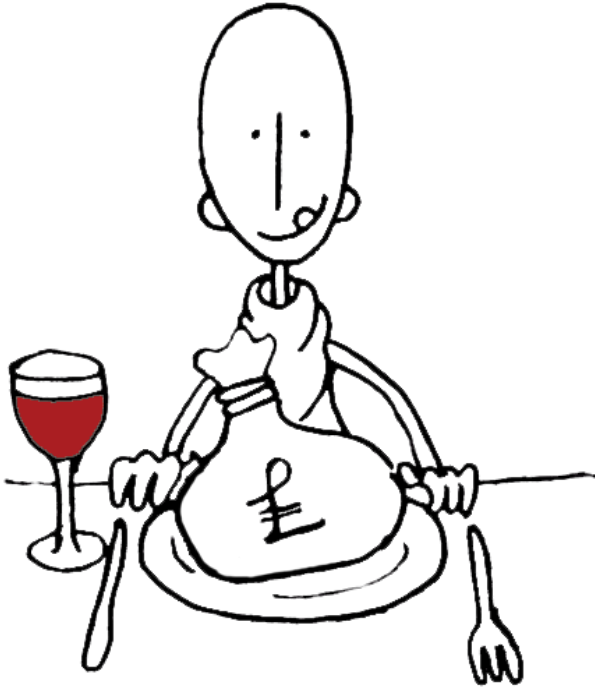


*DOES YOUR
CURRENT
ADVERTISING
ADD UP?*

archer

ADVERTISING



lavish lunches, off the menu

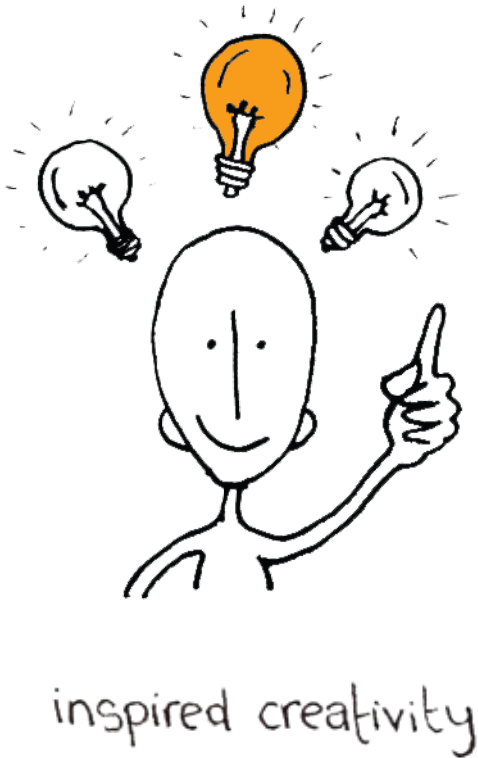
In tough times like these you may well be tempted to slash your advertising and marketing budget... but that might be a mistake. The question you need to ask... “Is my budget being maximised, or do the big bills I currently receive actually reflect designer lifestyles, long lunches and indolent largesse?”

At Archer, your money works harder. We’re a small team of dedicated professionals and we eat sandwiches at lunchtime, often at our desks!

Whatever the size of your spend, we’ll target it for maximum impact. You know your business, so together we’ll move it forward.

Your knowledge and our expertise could add up to the perfect partnership.

DESIGN



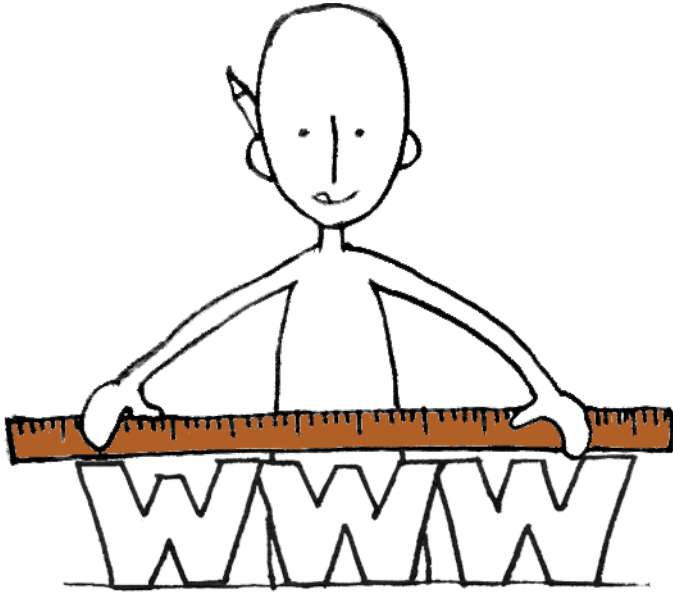
Some design companies promise the moon and the stars – and their bills can be astronomical too!

At Archer however, that sort of thinking just doesn't add up.

From the initial brief we work closely with our clients, getting straight to effective, hard-hitting designs, inspired creativity that will improve the profile of your product or service in today's message-packed, multi-media marketplace.

Your input and experience, together with our design team's expertise add up to a cost effective solution for all your advertising, sales literature, point of sale and packaging requirements.

WEB DESIGN



web design tailored to suit you

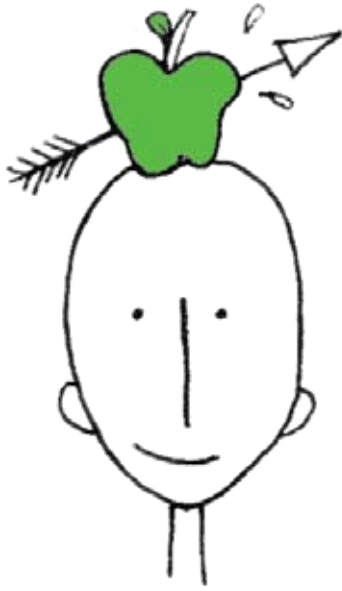
Web Design is continually evolving and sites can become 'old' very quickly. That's why at Archer we employ a young team of professional web designers who are constantly at the creative cutting edge.

Consumers are turning to the web more and more as they research products before purchasing, that's why it adds up in the long run to ensure that your web presence is simply stellar.

In terms of reaching everyone from schoolchildren to retirees, the web is a fast and supremely flexible marketing tool. At Archer, we'll make sure it's utterly cost effective as well.

Archer's web design solutions are tailored to suit your business and your budget. You'll be amazed at what we can create together.

MEDIA PLANNING



on target

Effective media planning has never been more important than in these trying times. But it isn't rocket science.

Archer continually monitors the entire media spectrum, assessing which spends add up...and which don't.

By monitoring trends at local, national and international levels, Archer brings its decades of experience to bear – targeting the media that works best for your type of business.

From our data we can identify the best media mix, the one that's the most cost-effective. Allied with your knowledge of your business and customer base, we'll deliver the campaign that will work best, and hardest, for your money.

TV AND FILM PRODUCTION



moving images, emotive soundtrack

When times are tough financially, it's nice to have an edge.

In Archer's case, that 'edge' is in-house sister company Visionworks Television – a massively experienced, multi award-winning TV production company.

You might think that given your budget, TV or moving images aren't an option. That it simply doesn't add up.

Think again.

Because our production facilities are in-house, we can deliver line animations, CGI and broadcast standard corporate films at a much reduced cost compared to agencies who out-source crews and editing.

We've our own radio commercial recording studio in-house too, offering savings that can add up to a sound investment!

CORPORATE PUBLIC RELATIONS



journalistic approach

There are many more effective ways of influencing potential clients than just shouting out loud.

A well-planned and carefully executed public relations strategy is the perfect complement to your advertising activity. Archer can deliver both, with synergistic savings along the way.

Archer will enhance your business message, influence the decision makers and if the worst happens, effectively defend your organisation's reputation.

Our in-house media training division Channel56, can skill up your key people into effective media performers, underpinning your organisation's public profile.

CONTACT US



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