



## The story behind bmrk solutions

bmrk solutions ltd evolved as a new agency at the beginning of 2002.

However, its relationship with its clients goes back many years and the experience of everyone involved with the agency is considerable.

Born out of a need to survive the aftermath of the dot.com business and the general downturn in the advertising and media industry bmrk solutions provide clients with an alternative. Something different.

An alternative where your business is the focus point not ours.

## Why are we different?

Our experience covers working in senior roles on both the client side and within advertising agencies. We really do appreciate and understand what clients go through and have particular knowledge of working with the UK offices of multinational clients.

We only use people who are right for a client's business. So we can choose the most appropriate executive or partner company to work on your business. This, we believe, cuts down on the inevitable learning curve and we are happy to work within existing agency relationships and within the resources that are likely to be available to clients.

We believe in long-term relationships whenever possible. We have worked for the majority of our clients for over five years and some for over 19 years.

***"We have worked with bmrk personnel for over five years, using them alongside our international agency. They always follow the corporate guidelines yet at the same time add local value."***

***tesa UK***

This has enabled us to fully understand our client's business and adapt as new people become involved without losing sight of the long-term objectives. This continuity has proven invaluable to many of our clients.

It goes without saying that your success is ours too. Together we would hope to build a worthwhile and exciting relationship with you. A relationship, if it is to succeed in the long term, must be mutually beneficial to both parties.

***"They really know the business and have consistently given us a friendly and very responsive service. bmrk has also shown great support for our work even creating a unique concept to raise money painlessly from their other clients."***

***Treloar Trust***

We hope that the information in our credentials presentation document will demonstrate that bmrk solutions has the creativity and expertise to help your business.

## Our wealth of experience

We have either worked for or worked with the following organisations:

### Client Experience

#### **Automotive**

Bristol Street Motors	retail motor sales
British Car Auctions	trade motor marketing
Budget Rent-a-car	car-hire
Fiat	cars and trucks
Heron Motor Group	retail motor sales
Suzuki	cars, motorcycles and accessories
Warranty Holdings	insured warranty products

#### **Business Services**

Bruck Payne	corporate mentoring & coaching
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#### **Charity**

Treloar Trust	charitable trust
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#### **Consumer**

Allanda	incontinence products
Chiswick Woodworking Company	fitted furniture
Beiersdorf UK	skin care
Lavis Medical	hearing aids
Marks & Spencer	retail
Odie & Amanda	retail fashion
Turnaround	food and drink
Yi Ban	chinese restaurant

#### **Financial services**

International Factors	factoring and invoice discounting
Towry Law	personal finance

#### **Industry**

Aurora Tech	IT computer support
Coverall	floor and roofing sealant
Emerson Climate Technologies	air conditioning and refrigeration technology
Dione	chip and pin terminals
DZUS Fasteners	industrial fasteners
Dirak	industrial fasteners
Internet Central	ISP
Kango-Wolf Power Tools	professional and DIY products
Lamco Paper	paper and board marketing
MIRKA	industrial abrasives
Project First Group	refrigeration and cooling
tesa scribos	anti-counterfeiting systems
tesa UK	industrial and consumer adhesive tapes

#### **Property**

Foinavon	property consultancy
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***Trade marketing***

A D Specialist Recruitment  
Ardent Radiators  
BEKO Heatline  
Izonil Ltd  
NVA Group  
Southernprint

industrial recruitment  
domestic heating products  
domestic heating products  
waterproof solutions for the building industry  
ventilation and environmental control  
web printers

***Travel and Tourism***

Thomas Cook  
Poly Travel  
BA Way / Leisure Fare

travel and tour operators  
travel and tour operators  
cruise and travel operators

## With bmrk you benefit from:

- Strategic analysis
- Market research
- Marketing strategy
- Creative solutions
- Project management

## The way we work will keep your costs down

- We are competitive
- We keep within agreed budgets
- We quote all work
- We promise added value in everything we do
- Your budget will go further

***“Importantly, they saved us wasting time and money and turned ideas round in hours”***  
**Odie & Amanda**

## What will it cost?

Too many relationships end over money. So we work in an open and transparent way.

Some clients retain the agency on a fee basis, others on a mix of fee and commission whilst others choose to budget on a project-by-project basis.

To give you an idea of what a fee arrangement would normally cover:

- Marketing advice throughout the period
- Monthly meetings
- Regular contact by phone or e-mail
- Media and print buying advice
- Concept visuals
- Quarterly meetings to monitor progress

## We guarantee:

- 1. Only senior, experienced people will work on your business.**
- 2. There will be no surprises in the costs you receive from us.**

***“Their involvement with their clients and working closely with the media has provided a win-win situation for both parties, and the new ad created by bmrk for their ‘Fastening News’ client is the best performing one we are currently carrying.”***

***– Mark Newby, Publisher ‘Fastening News’***



## Get in touch with us

You can contact us in any of the following ways to discuss your requirements:

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