

profit from our abilities

Positive Marketing are based in Kingston-upon-Thames, South West London. We have been established for over 15 years and are proud to be independent in both our financing and thinking. Our core disciplines are direct marketing and sales promotion. We offer a comprehensive range of strategic, creative and project management skills to supplement and complement our clients' in-house resources and requirements.



The aim of this brochure is to answer a simple question. Are you ready for Positive Marketing? We want you to be refreshed by the way we think, reassured by the company we keep and inspired by the work we do. We want you and your organisation to profit from our abilities.

Ken Powell



positive* marketing

We have a practical approach to problem solving and a hands-on attitude to getting the job done. Our small, dedicated team deliver many benefits – greater control of work in progress, flexibility to respond rapidly to new opportunities and cost saving economies. We work with energy and genuine enthusiasm to help our clients build bridges.

profit from our abilities



capability

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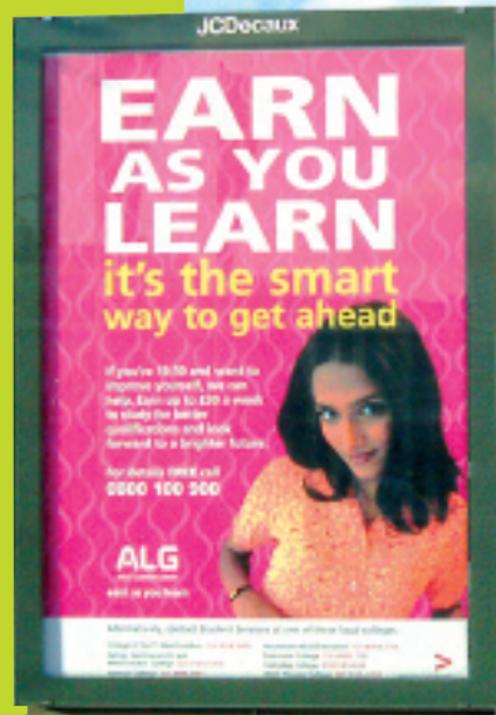
We liked the energetic way that Positive Marketing tackled our brief, came up with fresh, workable ideas then proved responsive and flexible during the delivery of the integrated campaign for the new Adult Learning Grant.

Mary Wray

Head of Communications and Marketing
Learning and Skills Council
London West

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Six sheet posters, targeted door to door leaflet distribution and field marketing teams promote adult learning in West London.





dependability

Our ability to quickly get to grips with clients' individual needs and specific market dynamics is an asset of our collective experience.

We encourage ourselves and clients to take calculated risks to achieve better results through innovation and originality.

But we believe risk must be tempered with strategic relevance and financial responsibility.

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The breadth of experience and expertise offered by Positive has made them a vital ally. After seven years our relationship has matured but is still as fresh as their first pitch. I rely upon their energy, creativity and honesty.

Nick Laughland

Product Manager, Commercial Marketing Department
Schering Health Care



Medical trade press advertising and direct mail to GPs keep prescriptions for this haemorrhoid treatment 'sitting pretty'.

We see your marketing budget as an investment intended to generate revenue, not as a marketing expense.

A clear understanding of how our work will achieve a return on your investment is essential from the start. Managing your expectations is not enough, we aim to exceed them by adding real value to your communications and bottom line.

measurability

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Positive Marketing have provided us with valuable creative input and tactical guidance. As an agency they approach every challenge with an open mind, pay great attention to detail and deliver high quality work within agreed budgets and deadlines.

Stephen Rangecroft

Director of Marketing, Executive Education
London Business School



An elaborate direct mail presentation to promote Proteus, a ground breaking leadership programme aimed at CEOs.



reliability

Meeting your deadline is paramount – we take great care to ensure every project is delivered on time. A deep knowledge of production techniques and logistics combined with uncompromising quality control procedures mean you can be confident we won't let you down. Our reputation depends on it and that's really important to us.

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Positive is a hard-working and consistent creative agency. They approach each project in a professional and organised way and their response time is second to none. I have nothing but praise for their creativity and the quality of work they produce.

Heena Patel
Product Manager
Forest Laboratories UK



This 'finger puzzle' mailing pack to GPs adds additional impact and a memorable twist to a simple message.



We want you to take us seriously. Give us the opportunity to show you what we can do on a real live brief. **It will cost you nothing.**

Chances are, we'll come up with a solution that will make it worth your while.

What have you got to lose?

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We have worked with Positive Marketing for many years on both retail and foodservice campaigns. They have been responsible for creating and efficiently managing the fulfillment of our most successful promotions on our flagship brands.

Cyril Solomons
Marketing Manager
Pura Foods

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On-pack activity for the leading fast food frying fat supported with trade press advertising and direct mail.

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