Advertising and Promotion





Traditional Media

Advertising in traditional media such as newspapers and magazines and outdoor media, including poster sites and transport media (buses and taxis etc.), is still a vital part of the marketing mix despite the rising importance of online advertising.

Design Matters have designed compelling and creative advertising campaigns for a wide spectrum of clients in a wide range of industries. We work alongside media buying agencies who rely on us to do the creative and manage production issues to ensure the correct artwork is delivered by the relevant deadline. For clients with smaller spends, we can advise and help the client and buy media direct (often with the same discounts offered to agencies).

Online Advertising

A vital component of any marketing plan. Web advertising consists of a vast range of options and we believe that time spent on regular research pays huge dividends in reduced advertising spend. When an internet advertising campaign is linked to our SEO service we can trace and monitor which advertising is working.

All websites we produce can be set up with google analytics which has all the tools to monitor the success of campaigns and the effectiveness of advertising channels. Adwords and other well known

promotional tools all have their place, but the key is constant tracking to ensure maximum value for money for any spend.

Client comments

"Design Matters' creative thinking for our ads is so original and sets our ads apart from the competitors"

Laura Haverley, Head of UK Sales, Keeler Ltd.

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"I can totally trust Design Matters to take care of all my press and online advertising, the ads always look great and well-considered and they manage the year plan from our media buyers for us"

Oliver Wooding, Global Marketing Manager, Altacor Ltd.