

# Voice

## UK Trade & Investment Acquisition Collateral

“Voice have delivered results for us through their understanding of how our organisation works. Their commercial prowess and project focussed delivery, combined with their creative talents have stood them out from other bidders for UKTI work.

We continue to enjoy a successful relationship with Voice as they continue to deliver results against our objectives”

## Background & Brief

To raise awareness of UKTI's core programmes within SME's in the East Midlands region as part of acquisition activity to increase the number of prospects and customer on their database.

## Solution

We designed and printed an eye-catching folder and a suite of 3 inserts which clearly communicate programme benefits to prospects.

## Services Provided

Project management  
Conceptual thinking  
Copy writing  
Design development  
Artwork

Print management  
Proof reading and  
'plain English'

