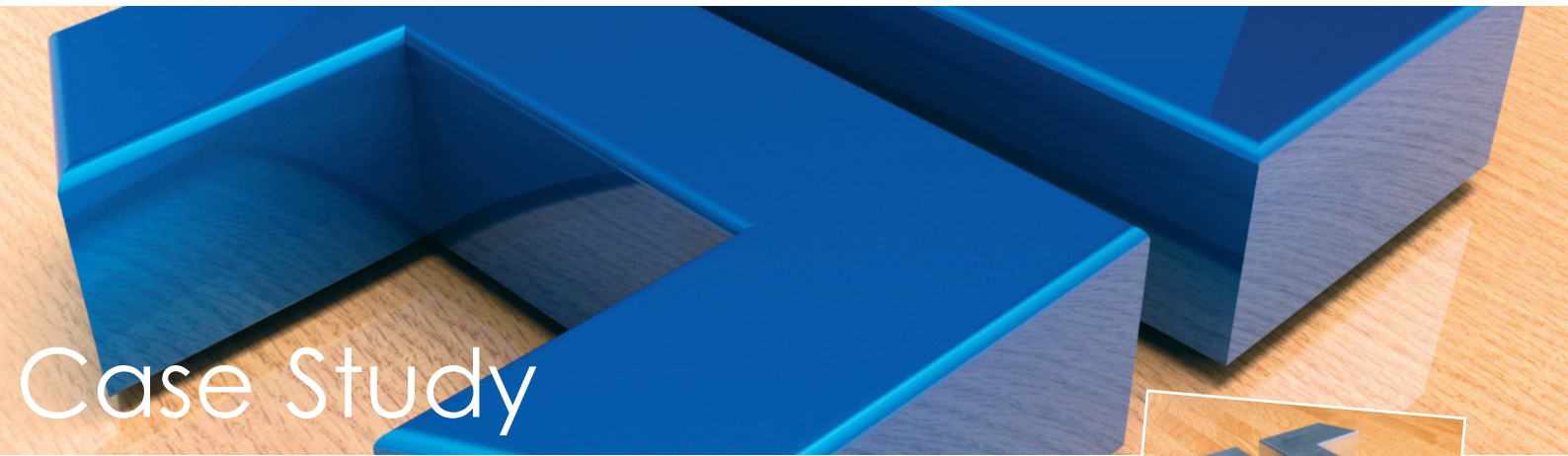




JACOBS GROUP
OF COMPANIES

Leapfrog[®]
M A R K E T I N G

- PUBLIC RELATIONS ✓
- WEB DEVELOPMENT ✓
- MARKETING STRATEGY ✓
- DIRECT MARKETING ✓
- ADVERTISING ✓
- DESIGN ✓



Case Study



The Challenge

Winning new business for any company is a challenge at the best of times. To attract clients you need a mixture of confidence, expertise and eye-catching literature. Experts in its field the Jacobs Group exuded confidence but wanted to strengthen its position with the development of a new corporate brochure to showcase its range of services.

The Solution

After discussing the challenges they face in attracting new clients, we developed a proposal for a corporate brochure that would not only demonstrate the service and skills they offered but also convey a message of quiet confidence and quality.

Referencing their website, we put a creative proposal together that balanced text with imagery to ensure the reader would stay focused.

Copy was written in a friendly, yet professional style and a range of imagery used throughout that demonstrates the level of quality Jacobs pride themselves on.

The Result

From start to finish the 12 page corporate brochure was turned around in a short timescale without compromising the finished result or quality.



"The new corporate brochures are fantastic, thank you all very much for your hard work and for producing such a professional image for the company. Now all we need to do is live up to it!"

Richard Cooper – Business Development Manager, Jacobs Construction