



Option Systems is a specialist systems provider dedicated to the apparel and footwear industries. The company's core product, STYLEman, is operational in 33 countries worldwide.

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“Although we have worked with Leapfrog for a number of years, they continue to innovate. Illustrating our specialist IT products in an interesting way is quite a challenge but Leapfrog has mastered the art. They present impactful graphic designs that effectively portray our complex software applications to an international marketplace.”



Tony Parkinson
Managing Director, Option Systems

What did the client want?

The company had experienced rapid growth and wanted to consolidate the gains it had made by laying solid foundations for long-term expansion. To achieve this it was looking for a marketing partner that would understand its business and be able to quickly get under its corporate skin to develop a refreshed identity. The plan was to pull all the various elements of the STYLEman product offering under one umbrella brand in a consistent and eye-catching way.

What did Leapfrog do?

Leapfrog was able to quickly get to grips with the STYLEman offering to create an innovative corporate identity which was rolled out across the various sub-brands. The subsequent brand portfolio had a clear, consistent and effective image which helped establish trust and understanding of Option Systems products.

-  Graphic Design
-  Marketing Literature
-  Exhibition Stands

What were the results?

“Leapfrog has an impressive track record in graphic design. They have been providing creative solutions from their Midlands base for three decades.

“The reason they have kept our business is that they still manage to surprise us with their fresh approach, strategic thinking and first class service. You can rely on them to deliver every time, on time.”

Tony Parkinson
Managing Director, Option Systems