



Operating from an extensive 35,000 sq. ft. production and warehouse facility in the centre of Leicester, Marpak provides a high quality trade carton finishing service.

“At Marpak, we work closely with our customers to develop the best possible results for them and we wanted our marketing to underline this philosophy. Working with Leapfrog has given us a new corporate identity and a revitalised website that not only accurately reflects our first class facilities but also, more importantly, our brand values.”

*Chris Goodayle
Director of Operations, Marpak*

What did the client want?

Marpak had developed a five year plan to expand the business and wanted to start the process off by refreshing its corporate identity and building a new website to replace its ageing website. To promote the company’s finishing services to both new and existing customers, Marpak wanted to develop an ongoing marketing campaign to educate and inspire confidence in the Marpak brand across a broad range of industries.

What did Leapfrog do?

Following a strategic review of Marpak’s business Leapfrog created a fresh, new identity and colour palette for the business. This new identity was then applied to the completely new website designed to attract target customers from the Food & Drink, Pharmaceutical & Healthcare, Cosmetics and Direct Mail industries.

What were the results?

“The difference Leapfrog has made to our market presence has, without doubt, been impressive. They have developed a coordinated and consistent brand voice which has given us great exposure in the market place.

“All our marketing collateral clearly reflects Marpak’s unique value proposition from our compelling corporate video right down to our letterheads and business cards. Leapfrog’s influence and guidance in developing our new website was key and it is now the communications hub for the business.

“Without doubt, their attention to detail, enthusiasm and willingness to get the job done has been massively beneficial to our business.”

*Chris Goodayle
Director of Operations, Marpak*

The ongoing campaign has included:

 **Public Relations**

 **Marketing Literature**

 **Video Production**

 **Advertising**

 **Graphic Design**

 **Website Development**

 **Exhibition Stands**

 **Photography**

 **Promotional Merchandise**