

# EVERY BUSINESS NEEDS TO BE CREDIBLE...

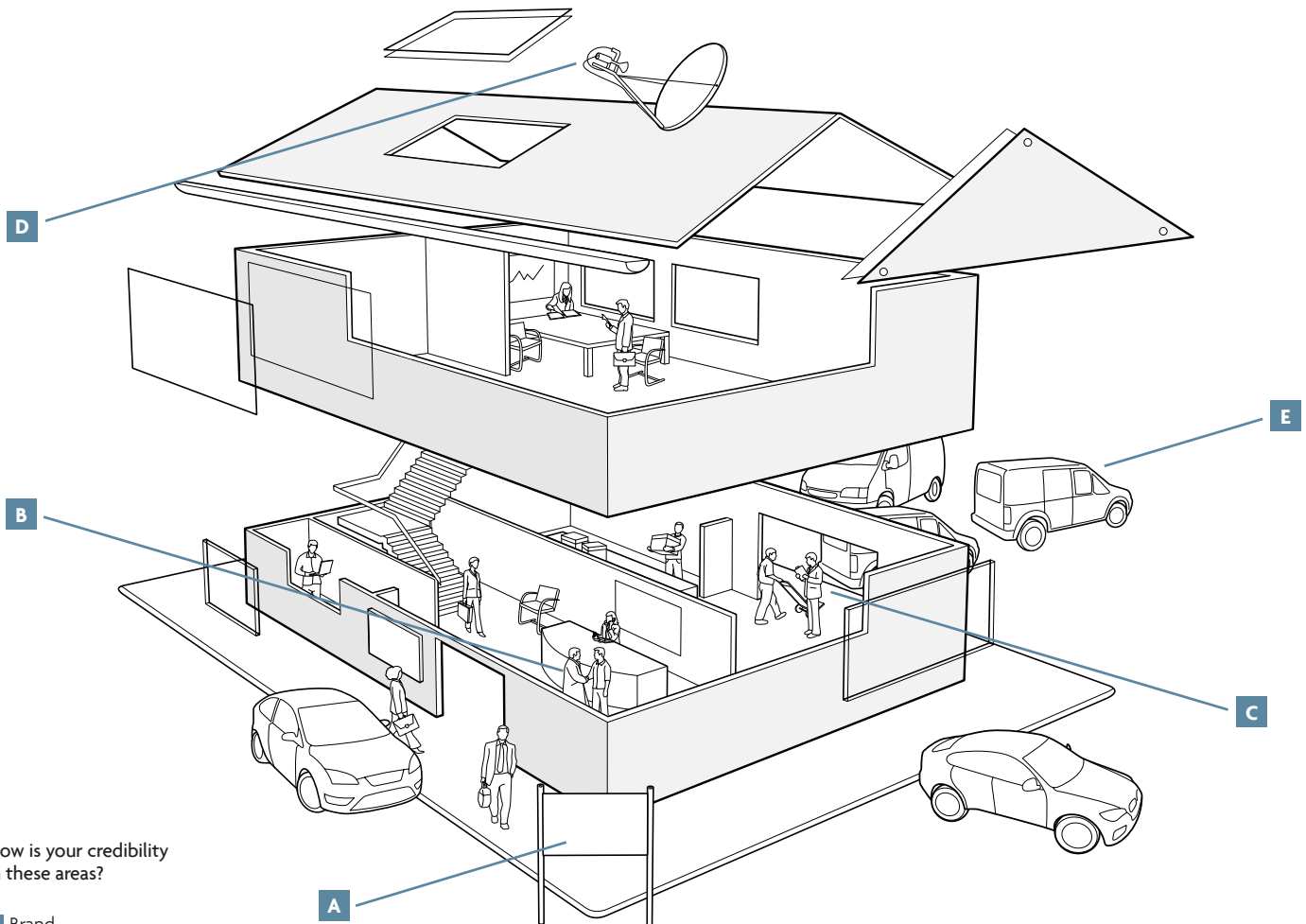
...to it's investors, to it's supply chain and associates, to it's staff but most importantly to it's customers and clients.

## IN FACING CUSTOMERS...

...a business needs to be credible in its brand – the values, personality and promises it shows to the world.


...a business needs to be credible in the products and services it offers.

...a business needs to be credible in the way it communicates these to existing or potential customers.



How is your credibility in these areas?

- A** Brand
- B** Customers
- C** Product and service
- D** Marketing and communications
- E** Suppliers



**Warning!!**  
An investment in **good design** will save you money in the long run.  
**Bad design** will cost you more!

## 1 DESIGN DELIVERS CREDIBILITY

**Design brings expertise and visibility** in these areas:

- brand and image, product and service development and marketing communications
- either in 2D (print or digital) or 3D (exhibitions, conferences or f2f).

## 2 I DELIVER DESIGN

**I have 25 years experience** in delivering credibility to clients through strategic design utilisation - across a wide variety of business sectors.

I specialise in the strategic integration and consistent delivery of brand, products, services and marketing communications.

I lead strategic teams, collaborating with both clients and design specialists, identifying, scoping and managing design projects that connect a business to its customers.

## 3 DESIGN CAN HELP YOU

**If you need help** with credibility, please contact **Andy Cripps** on:

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**ANDYCRIPPS**

