

09/09 **Aep launched a digital strategy across 15+ countries** designed to secure meetings. We were responsible for identification of key messages, positioning, development of htmls, all support literature, data mining and creation of master data base. Also the design, production and hosting of an interactive eVideo aimed at strategic risk officers.



08/09 **Appointed by Shred-it** to handle UK and Ireland marketing and drive customer acquisitions. Aep assumes responsibility for brand and tactical marketing including above and below-the-line activity.



08/09 **Appointed by Osmosis Capital** to review, design and produce a PPM for Osmosis Low Carbon Fund I L.P.



07/09 **Appointed by Canter Equity** with responsibility for company name, positioning, identity, stationery, website, presentations and launch of business in the UK lower mid-market private equity segment.



04/09 **Appointed by Aon Consulting** to design and produce an 8 page Cash Management brochure, a 32-page European Business Leaders Survey focussing on pension benefits provision and a new in-house newsletter 'Compass', distribution of over 10,000 copies plus launch of eVersion on dedicated website.



03/09 **Appointed by The Engineering Council** to devise an advertising campaign aimed at UK-based engineers to get them to register for further qualifications. Aep produced a media audit which mapped 100+ print and 100+ online channels with 32% savings. The ad campaign has exceeded all client expectations delivering over 2,000 direct responses within four months.



03/09 **Appointed by Caxton FX** to plan and execute a drive to reach UK corporates. Aep produced a strategic media audit with networks / centres of influence, advertising, eMedia and eResearch options. We delivered our first project, a CBI/Caxton FX Business Guide in June.



AEP Advertising

76/78 Charlotte Street
London W1T 4QS
+44 (0)20 7580 1806