



Branding

Ripped jeans / haute couture
Safe and reliable / thrillingly new

How does your business look? And how do you need it to look?

'Branding' is such a dull little word but we make it sparkle! Good branding comes from boundless creativity, design, colour, image and tells the story of your business, its values and reputation. **Branding... your unique and powerful identity.**



With marketing expertise we create the best bespoke branding which can dress everything from stationery packages to brochures, exhibition stands to websites. There's no limit to what we can do but getting it right is a 'make or break' moment for any business, and we make it a moment to celebrate!

Cool and suave or flash and pizzazz? We'll find the right 'face' for your business – one which people will remember and trust.



*The Real Cake Company
Truly Vegetarian*

Print Media

See it, read it, feel it – love it!

Yes, we're talking about paper but not just any old paper - the stuff that talks about your business.

You're taking the trouble to write, we make sure people take the trouble to read it. Boring design plus boring content spells boring business. We make sure this never happens.

How it looks, how it feels! What it says and how it says it; all this matters to us and it's different every time. This is why our fresh concepts, designs and presentation, driven by solid marketing expertise, always deliver the best solutions.

Brochures, leaflets, presentation materials - there's absolutely no limit; fabulous printed material that works from the first glance to the final word.



Web Design & Development

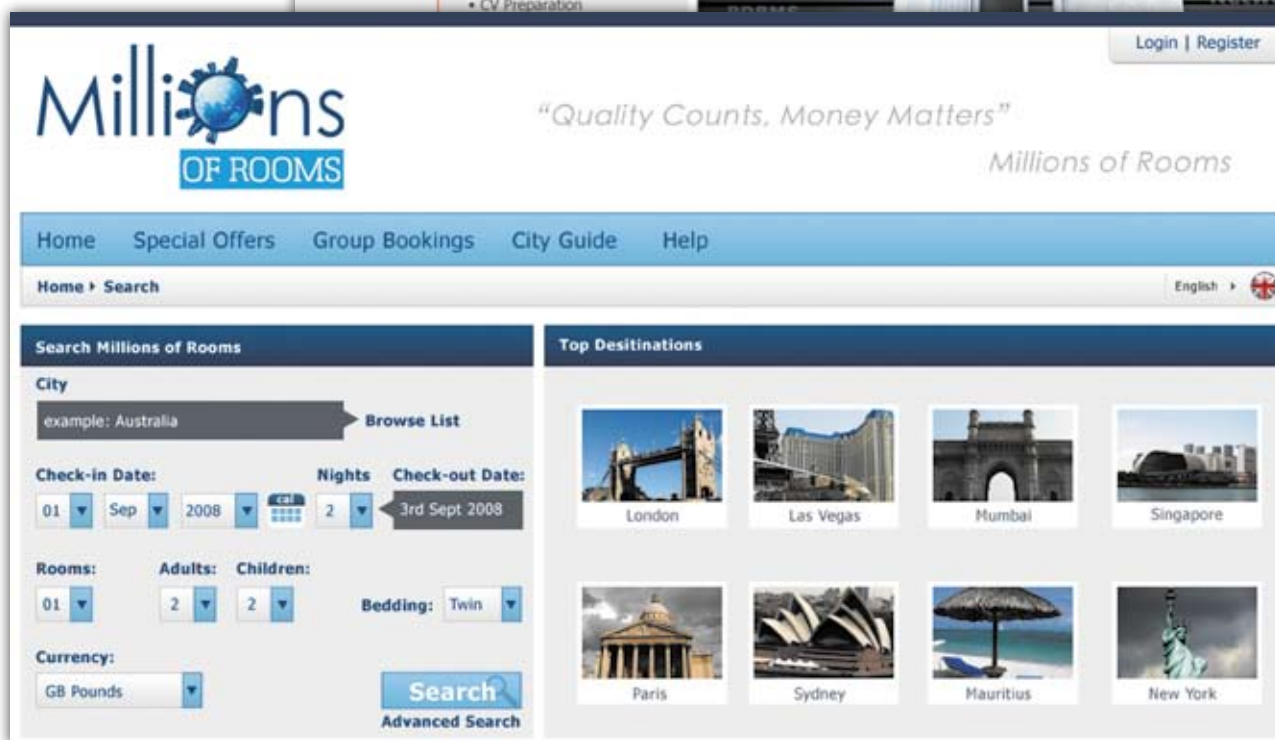
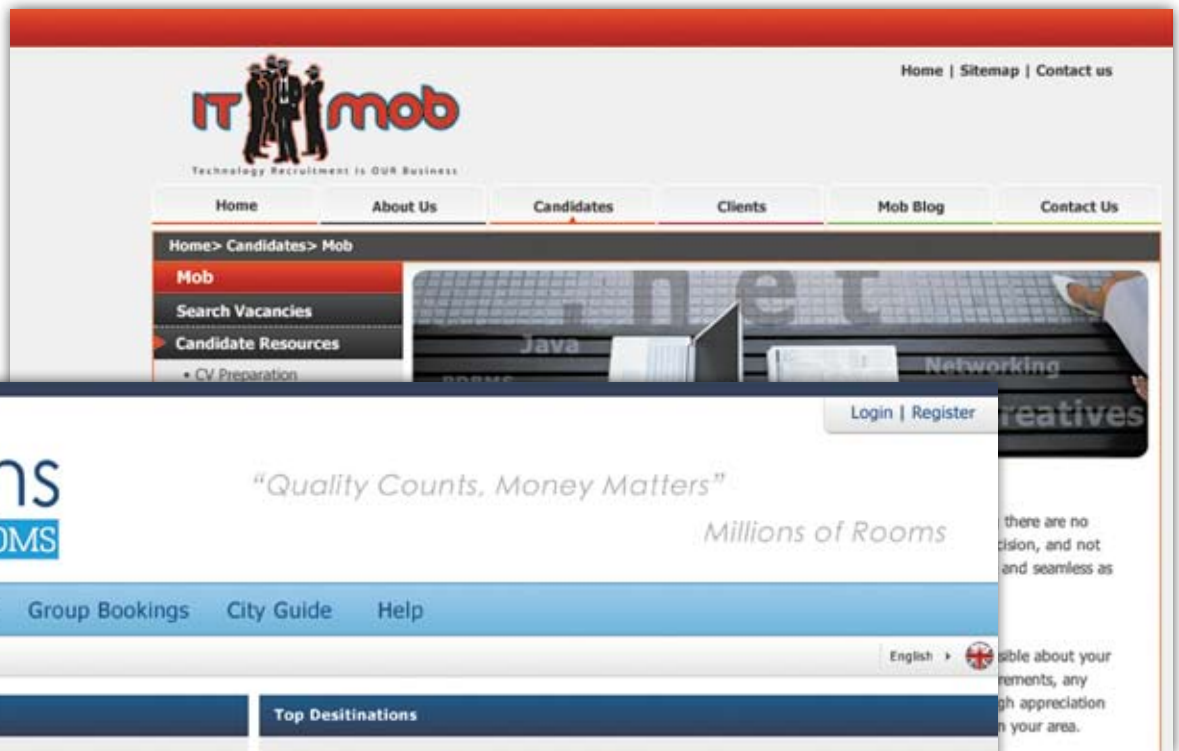
Love 'em or loathe 'em, we all need them - websites that 'tell and sell' and our goal is to make you love yours and love what it does for your business.

Forget the baby boom, this is the website boom, with a new one born every second! Give yours the strongest start in life with the very best planning and design.

Everyone's 'www' need is different and we help to define yours, from the "why? where? when?" to the "who? what? WOW!"

Your website has to perform and we make sure it's an Oscar winner, both front of house and backstage. We integrate design and content to give it the best profile, and use technology and visitor psychology to deliver the audience response you need sales, enquiries, and more!

Original design, embedded technology and the best crafted content, our 'www' recipe for creating top performing websites ones you can't help but love!



Online Marketing

Q: "Our website's gone live, loaded with info and graphics; we can now sit back and wait for the sales surge" – true or false?

A: (you know the answer, so read on)

A website is the best shop window you can have, but comes with a catch, we only notice you if we happen to 'pass by'. You have massive competition for attention and need the best sign posting and pied-pipers to get it. In internet-speak this means 'online marketing' and we can use this to get you noticed.

We're clever technicians as well as designers and can incorporate all kinds of wizardry to boost your visitor numbers. The most successful of these are Search Engine Optimisation (SEO) and Pay-per-Click advertising campaigns. Used badly, these are as helpful as the "Closed for lunch" sign but, designed carefully around your business objectives, these do what they claim and enhance awareness of your brand!

Crafty Pear - call us artists, technicians or magicians, we don't mind. We just want you to get best value from your website, and make it work!



Crafty Pear: Digital Marketing Agency

Our unique blend of expertise gives us a real competitive edge, and this is what we bring to your work.

As a full service digital marketing agency we bring together the very best creative, technical and marketing skills and they're all yours to enjoy. All you need to do is talk to us – about your business, your marketing, your dreams, and we'll create the right solution.

Successful design is a collaboration, so we'll talk to you too. Our state-of-the-art Project Management System keeps you in the picture throughout the process, gathering your own essential input at key stages and informing you of progress during the life of the project.

Producing a visual experience as unique as you and your business

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