

Gareth Hayes, Managing Director of Tiger Tiger explains why working with Tasker & Stone works so successfully -

“Clients appoint Tiger Tiger to deliver creatively memorable and challenging Direct Marketing - without compromise. In Tasker & Stone, we have found experts in print who not only hit the ground running, but also translate our concepts into effective and engaging, yet efficiently produced campaigns - without fail.”

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COMMUNICATIONS



The Client

Tiger Tiger is a through-the-line marketing agency, working with some of the UK's and world's market-leading brands. The Bristol based company specialise in direct marketing, point of sale and customer loyalty campaigns, sales promotion, publishing and advertising. The team offer exceptional personal service providing objective, integrated marketing advice, inspired creativity and wide ranging experience as well as fast turn around times and measurable impact.

The company prides itself on finding original solutions to ensure messages not only reach audiences, but actually make those audiences engage with the brand.

The Background

Tiger Tiger are able to combine high standard creativity with expert planning and account management disciplines to plan a wide range of advertising, sales promotion and Direct Marketing campaigns. They do not however have an in-house print production department to take these campaigns through to successful fruition. Tasker & Stone have provided all aspects of print production, planning and execution for Tiger Tiger for the past 8 years.

Working with their account management team, creative director and planners, Tasker & Stone provides full service production support to make sure that every campaign meets their exacting standards, has the right level of appeal and stands out from the crowd ensuring every campaign is a success and responses are maximised.

The Service

Tasker & Stone work closely with Tiger Tiger providing a key partnership one-stop supplier for their printed communications. We carry out research into materials and production feasibility; we source the best suppliers, manage print budgets and deliver to tight deadlines.

Every aspect of every communication has to conform to the end-client brand guidelines, which is where we use our extensive knowledge of commercial projects and our colour management experience to ensure attention to every detail. Our industry knowledge and understanding of direct marketing and sales promotion production means that we can anticipate potential issues before they arise, leaving Tiger Tiger to concentrate on the core skills of creative and account management.

From low run bespoke packaging sales promotion projects and point of sale campaigns to personalised direct mail and multi million doordrops, Tasker & Stone give Tiger Tiger a single point of contact for purchasing and production management that they can trust to deliver their print on time every time, to specification and on budget.

Results & Benefits

- A highly successful partnership
- Innovative materials and formats
- Increased efficiency
- Quality print delivered on time, every time.
- Increased response rates
- High level of customer satisfaction and retention for Tiger Tiger

