



Design & Production of Exhibition Stand



Sales Promotion



- advertising
- branding
- corporate ID
- corporate literature
- direct mail
- exhibition design
- marketing literature
- new media
- packaging
- signage
- websites



Product Catalogue + Technical Sheets



POS Stand

## Meeting the demands, creating a foundation

“At Milk-Rite we had been using a range of smaller agencies and individuals to create everything from sales literature to point of sale displays” explains Angela King, Marketing Co-ordinator for Milk-Rite, “but this was becoming more and more unreliable and increasingly difficult to manage”.

“With such a large international market, we found we had lots of ideas, and not enough hours in the day to realise them all. We needed to find an agency that could really deliver, who understood the task we faced, and were prepared to be flexible on costs. Raincoat offered the perfect solution.

“In a deal that provides great value to us, we now have one central resource we can call on for all our marketing support”, adds Angela. “We put together the bones of what’s needed – usually a fairly detailed brief plus some idea of content – and Raincoat does the rest – all for a fixed monthly fee.

“As well as moving the look and feel of everything we do forward, their team now acts as an extension of our marketing department, and we use as much, or as little, of their resource every month as we need. They also provide us with a dedicated account manager, who is able to juggle all the jobs in the system at any one time, making reporting and delivery much easier.

“Because Raincoat can do everything for us, from advertising and packaging, to product catalogues and exhibitions, we also get much greater consistency of style, which delivers a much stronger brand for Milk-Rite.

“We’re one of the biggest in the business and our products benefit thousands of endusers every day. It’s highly competitive, and we’re given stiff targets. It’s nice to know we have the support of an organisation like Raincoat – it makes life a lot easier, and ensures all our marketing material is produced on budget, on time, every time.”

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Angela King, Marketing Support Manager, Milk-Rite

