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 get the results that bigger companies
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 they really do exactly what it says on
 the tin.

JAMES ABBEY
 OPERATIONS DIRECTOR
BRETT COMMUNICATIONS
 Location: Milton Keynes
 Website: www.brettcomms.co.uk
 Telephone: 0845 3106800



OVERVIEW:

Number of staff: 13

Partnerships: Associate with APC Premier

Company background: Brett Communications was founded in 1994 by John Abbey, whose idea was to provide an independent value-added service of all critical standby power within the ICT infrastructure. With members of the family working in the business ever since, Brett Communications has gone from strength to strength.

NEED:

To re-brand the company's logo and website, making it clear what services the company offered.

Brett Communications had received comments in the past that their previous website didn't translate their services across to potential clients, and that their company image was very unclear.

In order to find the right company to tackle their branding and website problem, Brett Communications contacted four design agencies to provide them with a quote. After an initial meeting with FDC, they were convinced that FDC were right for them due to a number of factors.

Operations Director of Brett Communications, James Abbey, said: "When I went to see what FDC had to offer us, I was very impressed. They showed me their portfolio of work, and a case study of a company, similar to ours, that they had transformed.

"We didn't have a lot to spend, and luckily the quote they offered us was bang on budget, unlike other prices which were five times the amount. FDC strive to help companies like ours get the results that bigger companies can afford, and their service proves that they really do exactly what it says on the tin."



QUICK OVERVIEW

COMPANY:

Brett Communications

INDUSTRY:

Supplier of critical standby power and energy management solutions

NEED:

Stronger corporate image; improved bounce rate; greater customer awareness

BENEFITS:

FDC's re-branding and web design solution



SOLUTION:

Since their website was completed at the end of June of this year, their image overhaul has transformed Brett Communications.

James added: "We wanted our website to get across our services in a basic manner, telling people what we do for a living. Before, people didn't understand what Brett Communications was all about, but now that has all changed. People now will stay on our website to find out more about us.

"The new branding has generated an image for Brett Communications, while also giving the impression that we are a corporate company much bigger than we actually are. However, FDC gave us the ability to have a website which can be expanded as we do.

"Despite the work having been completed, FDC are still happy to answer our questions and problems. The sales staff are primarily there to sell, but they make it their job to ensure we are still happy with the service they have provided, which is something that I have rarely found elsewhere. We are now working with FDC to look at methods of marketing - something we have never properly looked into before.

"My first impressions of FDC have stuck with me right to the end, and proved that their tagline - 'big agency ideas, without the big price tag' - is correct. I look forward to working more with them in the future."

FDC Senior Designer, Nick Prince, said: "Brett Communications had a tricky product to sell in a concise and understandable way. We looked outside the box to come up with a solution which would provide a user-friendly website that would sell their services in the best way possible."