

# MARKETING SERVICES CASE STUDY

## positive

### BACKGROUND >>>

**Positive Image is a digital media agency based in Windsor, Berkshire. Founded in 1982, the company employs 10 people and boasts an enviable client list, including automotive companies Volvo, Jaguar; retailers Clarks Shoes and Next; and tech companies like Dell, Oracle and Kodak.**

## The A3 print solution that creates a positive image!

### THE CHALLENGE >>>

**With such client names, it is imperative that Positive Image is able to provide the same impact as the “big names” in the industry, as creative director Stuart McLean explains: “While we are relatively small, there is no doubt that our work is regarded as being up there with the best in the industry. However, we do face competition from some of the more established London-based agencies, and so it is vital that we never compromise on the service that we deliver to our clients.”**

A key ingredient of that service is the design, output and presentation of materials at the concept stage. Up until recently, Positive Image used an inkjet colour printer to print off pre-production materials. If they needed anything more professional, and invariably they did, then they had to outsource the work to a print shop: “This was far from ideal. First of all it was costly. Then it built in delays. And thirdly it meant that we couldn’t be as flexible and responsive as we would have liked,” said Stuart.

### THE OKI TOOLKIT

**Printer:**  
OKI C8800

**Software:**  
OKI’s Template Manager

**Media:**  
A3 & A4 Banners,  
Wrist-bands,  
Business cards,  
A4 Duplex Newsletters,  
A3 Posters  
Certificates  
CD packaging



The other challenge was that Positive Image increasingly needed a printer that would work across different computer platforms and be compatible with both Mac and PC environments.

The hunt was on for a new printer!

## THE SOLUTION >>>

After intensive research Positive Image found what they were looking for and chose the C8800 from OKI Printing Solutions.



"The A3 functionality, combined with the different media it can handle, means that we are no longer constrained in how we present back to clients, and the creative ideas we are able to recommend."

**Stuart Mclean**

Creative Director, Positive Image



## THE RESULTS >>>

Not only did the new printer fulfil the main buying criteria set by Stuart and his team, it ticked a number of unexpected boxes as well.

Firstly, the printer itself proved to be half the price of other printers with a similar functionality. Secondly, the printer was also half the size: "That might not sound that important but when you are working in a busy, well equipped studio with lots of technicians running around, then space is at a premium. Having a printer half the size of a normal printer is a real bonus," explained Stuart.

But it's the performance of the printer itself that has really stood out for Stuart: "For a start it has A3 functionality so we can produce concepts with real impact. Previously we had to paste A4 sheets together!"

The other real benefit is the C8000's ability to handle a variety of media: "We can now produce banner length pieces for project plans. This makes them far easier to read and ensures that we stay on track."

However, the key to all of this for Stuart is the difference it makes to the quality of the solution Positive Image provide to their clients: "The A3 functionality, combined with the different media it can handle, means that we are no longer constrained in how we present back to clients, and the creative ideas we are able to recommend."

This creativity and innovation has even extended into the services they offer. "This has taken us into fulfilment," said Stuart: "We created some DVD's for Next and we were able to print the covers straight off the OKI printer, saving us both time and money. We are also running a poster campaign for them, and again all the posters are being printed in-house on the OKI printer.

"OKI run marketing campaigns around LOOK WHAT YOU CAN DO. Well we are certainly living proof of that!"

FOR FURTHER INFORMATION CONTACT:

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