

MOD Hands Key Contract to Creative Rush Marketing Agency

Submitted by: Blue Click PR Limited

Thursday, 29 November 2007

Swindon, United Kingdom – Swindon-based advertising agency, Creative Rush has succeeded in winning a key contract with the Defence Storage and Distribution Agency, effectively the Ministry of Defence's distribution arm.

Creative Rush is promoting the improvements in performance of this agency which plays a vital role in the supply of UK troops in Iraq and Afghanistan, and in serving UK forces all over the world.

According to Jenni Jacobs, Head of Communications and Marketing at DSDA, 'Creative Rush grasped the complexity of our business with ease and as a result, were able to design an advertising campaign that reached our full range of stakeholders. They have the energy that suggests they are new to the marketing business but the expertise to suggest they have been doing this very well and for a very long time!'

Bruce Gamble and Ant Hodges, directors of the newly-formed agency, said they have the ability to provide the complete range of advertising, marketing and related services to companies in Swindon and beyond.

Creative Rush has been up and running since June, with an experienced team working together on a number of projects, including ongoing marketing for the Swindon-based Bible Society and a new identity for Millbrook Primary School.

'We believe that the best approach to advertising and marketing is to make use of all the strongest options, including print, the web and other appropriate media.

We have the skills to cover all the needs of our clients, from the printing of flyers to website design and build, and even complete corporate rebranding,' said Bruce.

They believe that the scope of their experience, which includes Bruce's work on BMW accounts while at blue chip brand agency EMO (Emery McLaven Orr), allows Creative Rush to pitch for higher level work within the Swindon corporate community.

For example, they regard brand development as one of the key elements in improving a company's sales, but point out that great care is required in this area. 'Too many agencies sacrifice brands at the altar of quick fixes. We work with clients to develop their brand image, building it into something customers will know and love,' Bruce said.

The agency is backing up its team with a select group of freelancers to cope with the increasing volume of work, and emphasis is constantly placed on the need to improve the quality of their clients' communications.

Website design and build is one of the busiest areas of activity at Creative Rush, and Ant specialises in constructing the sites in such a way that they achieve the best possible performance in terms of attracting viewers.

'This is an important part of the design. Initially it may seem easier to use templates to build a website, but its ultimate performance will not be particularly good, and extra work will be required to make it fully SEO and accessibility compliant,' said Ant.

Other services offered by the agency include public relations, exhibition design, packaging design and point of sale, and copywriting. For full details call Creative Rush on 01793 600769 or see www.creativerush.co.uk Anthony and Bruce regard copywriting as one of the most important aspects of advertising and marketing and Bruce concludes 'Writing copy that leaps off the page is no easy task. And yet crafting the right words can have a huge effect on your bottom line.'

For further details, interviews or images, contact

Rhona Jack

+44 (0) 1793 441414

+44 (0)7866 546221

rhona@blueclickpr.com

www.blueclickpr.com

Bruce Gamble

Marketing Director

+44 (0) 1793 600769

bruce@creativerush.co.uk

www.creativerush.co.uk