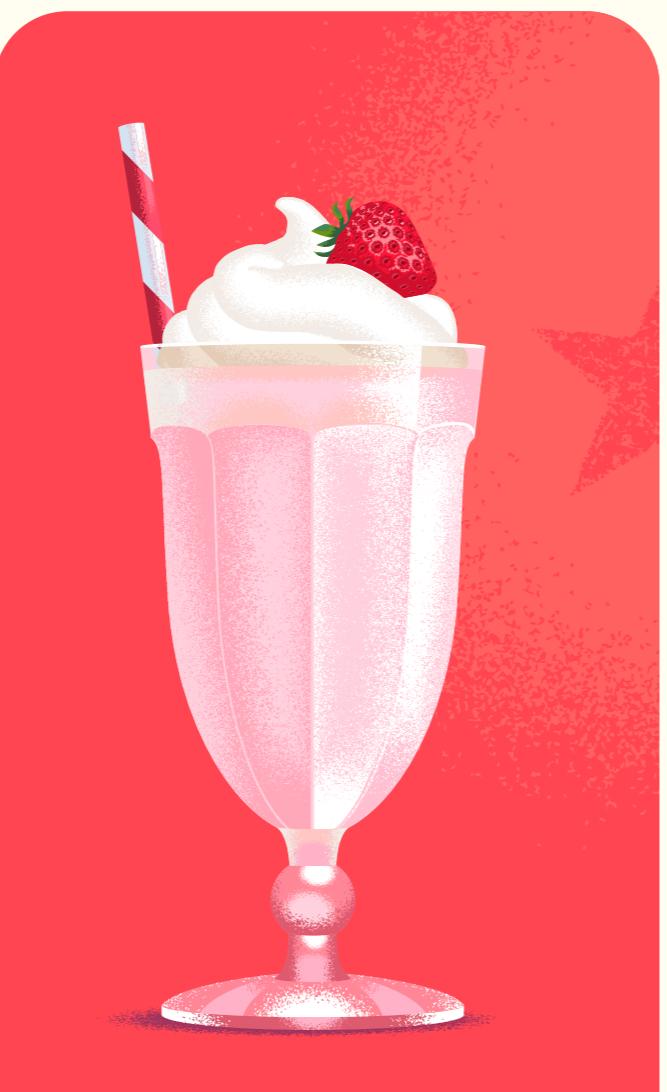


Solutions with *Style*

CREATIVE ■ MARKETING ■ PRINT ■ EVENTS ■ PROMO





YOUR FULL-SERVICE MARKETING PARTNER

AP&C is an award-winning marketing agency based in Newbury, Berkshire, delivering high-quality solutions across the country and beyond. With 38 years of experience, we pride ourselves on being experts in our field. Our team is passionate about helping businesses communicate their values and achievements effectively.

We offer a comprehensive range of services designed to meet all your marketing needs. From strategic marketing campaigns and print production to promotional merchandise, event management, and creative design, we've got you covered. Our goal is to ensure your unique story reaches the right audience, highlighting your strengths and achievements.

We don't just offer solutions; we deliver them with style and precision. Our mission is simple: to make your brand unforgettable. With a proven track record of working with clients globally, we understand the diverse needs of businesses around the world and tailor our services to meet those needs.

Let us help you shine and elevate your business to new heights.

OUR SERVICES

Discover our comprehensive range of services crafted to elevate your brand and effectively connect with your audience. We are dedicated to helping you stand out in today's competitive market.



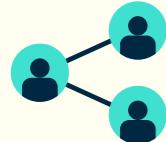
PRINT PRODUCTION

Our state-of-the-art printing facilities produce high-quality materials, from brochures and flyers to banners and posters, capturing the essence of your business.



MARKETING

We create targeted marketing campaigns that highlight your strengths and achievements, ensuring your message reaches prospective clients and customers.



EVENTS

Our event management team can help you plan and execute memorable events, from product launches to corporate gatherings, engaging your audience and showcasing your business's spirit.



PROMOTIONAL MERCHANDISE

We offer a wide range of branded merchandise, including stationery, apparel, and accessories, to help you build a strong brand identity.



CREATIVE DESIGN

Our talented designers work closely with you to create visually stunning materials that reflect your business's unique character and values.



OUTREACH

Our dedicated outreach team connects you to success with a personalised approach for maximum impact.



BRINGING YOUR VISION TO LIFE WITH PRECISION AND VIBRANT COLOURS

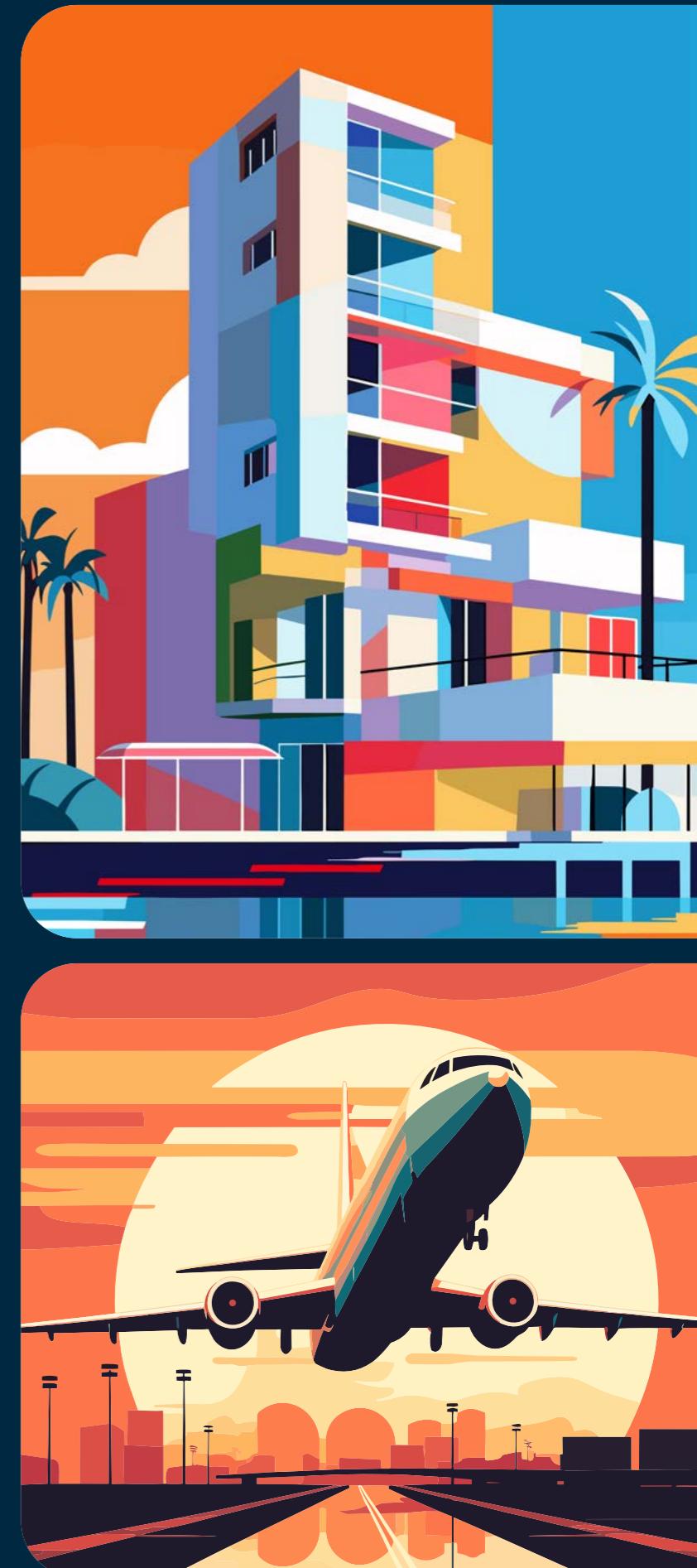
At AP&C, our state-of-the-art printing facilities are designed to produce high-quality materials that truly capture the essence of your business. Whether you need brochures, flyers, banners, or posters, we ensure that every piece is crafted with precision and attention to detail.

We offer a wide range of printing options to suit your needs, from digital printing for short runs to offset printing for larger projects. Our team of skilled professionals is dedicated to delivering exceptional results, ensuring that your printed materials make a lasting impression.

With our expertise and cutting-edge technology, we bring your vision to life with stunning clarity and vibrant colours. Let us help you communicate your business's values and achievements effectively, making your brand unforgettable.



Learn more about our services



ELEVATE YOUR BRAND: YOUR PARTNER IN COMPREHENSIVE MARKETING SOLUTIONS

At AP&C, we specialise in creating targeted marketing campaigns that highlight your business's strengths and achievements. Our team of experts works closely with you to develop strategies that resonate with your prospective clients and customers. Whether it's digital marketing or traditional print advertising, we ensure your message reaches the right audience, effectively showcasing what makes your business unique.

In today's digital age, having a strong online presence is essential. Our comprehensive marketing services include social media management, content creation, and search engine optimisation (SEO) to help your business stand out in a crowded marketplace. By leveraging the latest marketing trends and cutting-edge technologies, we help you build a compelling brand that attracts and engages your community.



Discover how we can
transform your business



CREATING UNFORGETTABLE EXPERIENCES

At AP&C, we specialise in creating unforgettable experiences that captivate your audience and showcase your business's spirit. Whether it's a product launch, corporate gathering, fundraising activity, or trade show, our comprehensive event planning services ensure your events are seamless and successful.

From concept development and logistics to marketing and on-site coordination, we handle every detail with precision and care. Our goal is to craft events that leave a lasting impression, highlighting your business's achievements and fostering a sense of community. With our expertise and meticulous attention to detail, we help you create memorable events that elevate your business's reputation.

Let us transform your vision into reality and make your events truly spectacular.



Partner with us for your next project



ELEVATE YOUR BRAND WITH OUR PROMOTIONAL MERCHANDISE

At AP&C, we offer a wide range of branded merchandise designed to help you build a strong and memorable brand identity. From stylish stationery and apparel to unique accessories and thoughtful gifts, our promotional products are crafted to leave a lasting impression.

We collaborate with you to create customised items that truly reflect your business's unique character and values. Our comprehensive promotional merchandise services include product sourcing, innovative design, and meticulous production, ensuring you receive high-quality items that meet your exact specifications.

Whether you're in need of branded uniforms, corporate gifts, or event giveaways, our expertise guarantees products that not only enhance your business's image but also foster a sense of pride among employees and clients. Let us help you make your brand unforgettable.



Visit our website for more information



TRANSFORMING YOUR VISION INTO STUNNING VISUALS

Our talented designers at AP&C work closely with you to create visually stunning materials that reflect your business's unique character and values. From logos and branding to brochures and websites, our creative design services are tailored to meet your specific needs. We combine creativity with strategic thinking to deliver designs that effectively communicate your message.

We understand the importance of a cohesive visual identity in building a strong brand. Our design team ensures that all your materials, from print to digital, are consistent and aligned with your business's vision. By leveraging the latest design trends and technologies, we create impactful visuals that capture the essence of your business and resonate with your audience.



See our work in action – view our Portfolio



MAXIMISE YOUR ENGAGEMENT WITH OUR OUTREACH SERVICES

At AP&C, we understand the importance of connecting with your audience and turning prospects into loyal clients. Our Outreach services are designed to do just that, by engaging potential leads through personalised phone calls and emails. We work tirelessly to get meetings booked in your prospects' diaries, ensuring you have the opportunity to showcase your business's strengths and solutions.

But our support doesn't stop there. We also assist in boosting event attendance and enhancing your sales conversion rates. Our dedicated team is committed to helping you make meaningful connections and achieve your business goals.

With AP&C's Outreach services, you can focus on what you do best while we handle the rest. Let us help you expand your reach and grow your business.



PARTNER WITH US ON A RETAINER BASIS

At AP&C, we believe in building long-term relationships that drive continuous success. Our retainer services are designed to provide you with consistent, high-quality support, ensuring your business always has the resources it needs to thrive.

By partnering with us on a retainer basis, you gain access to our full suite of services, including marketing, print production, promotional merchandise, event management, creative design, and outreach. Our dedicated team will work closely with you, offering personalised solutions and proactive strategies to help you achieve your goals.

With AP&C as your trusted partner, you can focus on what you do best while we handle the rest. Experience the benefits of ongoing collaboration and let us help you elevate your brand to new heights.



CASE STUDY BERKSHIRE YOUTH



THE BRIEF

After successfully redesigning Berkshire Youth's website, we were delighted to be approached for another exciting project: creating a bus wrap for them. This new challenge presented an opportunity to further enhance Berkshire Youth's visibility and support their mission in the community.



THE APPROACH

As Reading Buses' Charity of the Year, Berkshire Youth provided us with the specifications for the bus wrap. Our talented design team immediately got to work, ensuring that every detail met the client's requirements. We collaborated closely with Berkshire Youth to understand their vision and objectives, ensuring that the final design would be both impactful and aligned with their brand.



THE JOURNEY

Our team crafted a vibrant and attention-grabbing design that not only captured the essence of Berkshire Youth's mission but also stood out on the streets. The design was meticulously created to raise awareness about the crucial work that Berkshire Youth does in our community. By incorporating bold colors, dynamic graphics, and clear messaging, we ensured that the bus wrap would effectively communicate the importance of youth work and engage the public.



THE RESULTS

The transformation was remarkable. The before and after photos clearly showcase the impact of our design. The new bus wrap not only reflects the significance of youth work within the community but also serves as a mobile billboard, helping Berkshire Youth reach even more young people in need of support. AP&C is proud to be part of such an impactful project, contributing to the visibility and success of Berkshire Youth.



“

We are absolutely thrilled with the incredible bus wrap design created by AP&C. Their team truly understood our vision and brought it to life in a way that is both eye-catching and impactful. This design will help us raise awareness of our work and reach even more young people in need of support across our communities.

Thank you, AP&C, for your creativity, professionalism and dedication to our cause!

Louisa Merchant

Marketing & Business Development Manager,
Berkshire Youth

CASE STUDY **ZSCALER**



THE BRIEF

The Zscaler EMEA Partner Summit 2025 was an invite-only, in-person executive forum focused on strengthening strategic partnerships and emphasizing the importance of collaboration, innovation, and strategic alignment to lead the way in cybersecurity. Zscaler wanted to host senior leaders from its most valued EMEA partners to deepen relationships and showcase the unique value of its solutions, against the backdrop of Lisbon's rich history and vibrant local culture.

Purpose of the Event: The summit fostered a collaborative environment where Zscaler and its key partners could:

- Strengthen executive relationships and align on strategic priorities to drive mutual growth.
- Showcase Zscaler's differentiating technology and go-to-market strategy, demonstrating why partners should prioritize investing in Zscaler over competitors.
- Immerse attendees in Lisbon's culture to enhance the experience and build lasting personal connections between executives.

Through interactive keynote presentations, technical and practical business sessions, and curated cultural networking experiences, Zscaler aimed to solidify its position as the go-to partner for EMEA's leading organizations. The summit provided an immersive platform for strategic discussions, personal connections, and showcasing the benefits of Zscaler's offerings in an intimate setting.

THE APPROACH

Our approach to delivering a seamless and unforgettable event experience was rooted in meticulous project planning, attention to detail, and creative execution. From the outset, we worked closely with the client to understand their vision, objectives, and key success factors in order to create a detailed and clear roadmap and project timeline. Detailed timelines and RAC trackers allowed us to work in priority order to ensure that all aspects of the project and tasks were assigned and managed effectively.

THE JOURNEY

- Designed and built an event landing page/microsite to manage attendee registrations.
- Wrote copy for pre-event reminder emails.
- Conducted a venue site visit.
- Created a concept for the event branding.
- Arranged attendee transportation.
- Sourced local suppliers for entertainment and AV.
- Sourced attendee gifts.
- Managed venue final details.
- Provided onsite event support for the live event.

THE GOAL VS THE RESULT

The Goal:

The goal was to have over 85 partners in attendance with the hope that:

- Attending partners would increase investments in the Zscaler partnership.
- Attending partners would increasingly recommend Zscaler over the competition, accelerating ACV and new logos.

The Result:

Over the course of the three days, we had 104 partners in attendance.

“

I want to thank you and the whole team for supporting us this week and leading up to our Partner Summit. We appreciate the effort it takes to pull these things together and to make it look like magic when we can arrange things on the fly, knowing full well the complexities and costs behind the scenes. So, thank you! I appreciated the small touches that we thought about around the venue and the diligence you placed in this. We've had lots of positive feedback from our guests already, who have been delighted by our care and attention to their participation - which I hope in return we receive more business and a keen willingness to return to a Zscaler European Partner Summit.

CASE STUDY **SERVICENOW**



THE BRIEF

ServiceNow needed a robust long-term plan to strengthen the relationship between themselves and their partner network. They were faced with the increasing challenge of their partners not engaging and there was a notable lack of motivation. There was a pressing need to strategically address these issues to rekindle enthusiasm and foster and promote active involvement from partners. The challenge was to breathe new life into the partner ecosystem, ensuring heightened participation and renewed motivation, ultimately driving the success of ServiceNow. From an internal perspective, the Partner Account Managers needed greater visibility of partner interaction to help them identify where further support was required to help drive sales.



THE APPROACH

Following engagement with the key stakeholders, AP&C had a clear understanding of the challenge and the required objectives and goals. With vast experience in this space, AP&C created a comprehensive strategy that was designed to create immediate results and kickstart activity, but also provide longevity of the programme, encouraging ongoing partner relationships. Every touch point needed to be considered and measured to demonstrate ROI and success.

Solution

- An annual programme was designed with quarterly activity.
- Key goals, targets, and milestones were set and agreed upon by both parties.
- HubSpot was chosen as the vehicle to host and track the programme.
- Data was compiled, validated, and segmented.
- A thoughtfully designed incentive program was introduced, aligning with partner engagement objectives, motivating proactive participation.
- A sequence of email communications was created and implemented into a workflow, supported by landing pages to track engagement and support reporting.
- Additional outbound calling was provided within the programme to connect with partners not engaging with email content.

- A full reporting suite was created to provide complete transparency of the campaign activity and the results.
- Weekly catch-up calls were scheduled to track progress. This enabled us to be agile in our approach and provide an element of flexibility with the campaign based on the results achieved.



THE RESULTS

The implementation of AP&C's comprehensive strategy yielded remarkable results, surpassing the set targets, and significantly increasing partner registrations into the Partner Drive programme. The target was two-fold: the first to increase the number of contact registrations and the second to ensure that there was a proportionate balance of companies versus contacts. A strong focus was placed on companies who had not previously engaged. The outstanding outcomes underscore the success of our strategy in not only meeting but exceeding the set objectives, thereby positioning ServiceNow for sustained growth and strengthened partner relationships.



THE FUTURE/CONCLUSION

This campaign was successful on many levels, providing a healthy ROI and delivering a solid foundation that has led to a long-term programme. AP&C harnessed their expertise and skill sets across the business to bring this campaign to life and make it successful. Collaboration for this project demanded the skill sets from marketing, development, design, outreach telemarketing, and HubSpot specialists. Departments worked together to provide a seamless experience for ServiceNow. Looking ahead, ServiceNow is poised for sustained growth and success. The solid foundation laid by this campaign positions them for continued expansion with quarter-on-quarter increased revenue.

“

The Partner Drive Campaign is going from strength to strength, and this could only have been done with your persistence and drive. A massive thank you for all the hard work on this highly successful programme of FY23/24 - more greatness in plan for FY24/25, and I'm looking forward to driving this with you.

Michelle Collen

EMEA Partner Marketing Lead



CASE STUDY INFINIGATE CLOUD



THE BRIEF

The cloud distributor, based in the United Kingdom and operating in the cloud computing and distribution industry, aimed to increase its market share and drive revenue growth by attracting qualified leads and improving conversion rates through a targeted paid media campaign and an optimized sales pipeline. The overarching goal was to achieve 120 leads within 12 months.



THE APPROACH

The company faced several challenges, including low market penetration despite offering competitive cloud solutions, a fragmented online presence with a limited and inconsistent digital advertising strategy, and an inefficient sales pipeline that lacked organization and efficiency, leading to lost opportunities and lower conversion rates.



THE JOURNEY

To address these challenges, AP&C implemented a comprehensive strategy:

Paid Media Campaign Design

- Platforms Used: LinkedIn Ads and Google Ads.
- Budget Allocation: Allocated budget based on the platform's reach and engagement metrics within the B2B sector.

Ad Creation and Optimization

- Created compelling ad copies and professional visuals that highlighted unique selling propositions (USPs) and solutions tailored to various industries.
- Implemented A/B testing to identify the most effective ad variations.
- Continuously monitored and adjusted ad performance to ensure optimal budget use and maximum ROI.

Sales Pipeline Management

- Implemented a robust Customer Relationship Management (CRM) system to efficiently track leads, manage customer interactions, and streamline the sales process.

- Provided extensive training for the sales team on CRM usage, ensuring thorough documentation and follow-up on all leads.
- Established automated workflows for lead nurturing, including personalized email marketing campaigns and scheduled follow-ups.

Integration of Calling Campaign

- Integrated a calling campaign to support the paid media efforts and engage high-potential leads.
- Developed detailed call scripts for the sales team, emphasizing solution benefits and addressing common pain points.
- Implemented call tracking to measure the impact of the calling campaign and refine the approach based on data insights.



THE RESULTS

- The implementation of AP&C's comprehensive strategy yielded remarkable results:
- Ad campaigns achieved an average click-through rate (CTR) of 4.2%, which is 60% higher than the industry average.
- A 35% increase in lead-to-customer conversion rates.
- Overall revenue increased by 50% within six months.
- Achieved 129 leads, surpassing the initial goal of 120 leads.



CONCLUSION

The comprehensive strategy implemented for the cloud distributor successfully addressed their challenges, resulting in significant growth in brand visibility and revenue. This case study underscores the effectiveness of a multi-faceted approach to marketing and sales, leveraging both digital and direct engagement tactics to achieve substantial business growth in the cloud computing industry.



“

Thank you so much again to you and the entire team for such a fab job as always.

Helen, Zscaler

“

Zac's positive attitude and commitment to delivering quality work were evident throughout the project.

Sarah Ronan, ServiceNow

“

Once again HUGE thank you for your support yesterday! The day ran very smoothly and the branding looked AMAZING.

Sarah, TRM Labs

“

Your execution and participation in our event was outstanding, flawless and so so professional.

Judith Butler, CDW

“

Thank you again for all your sensational support and planning of this event... You rolled with all the punches and made everything feel so easy.

Esmé, Zendesk

“

I wanted to express how impressed I am with your service. Nothing is too much trouble.

Sue Busher, Kennet School

“

I love it and it's a damn sight better than the awful Canva job that I put together!

Nicola, Swings & Smiles

“

THANK YOU so much for your support with Zenith Live! You came in late to support, grabbed it and ran with it.

Katie Overton-Hart, Zscaler

WHY CHOOSE US

When you choose AP&C, you're partnering with a team dedicated to your success. Here's why businesses trust us:



EXPERIENCE

With decades of industry experience, we have a profound understanding of various business sectors and their unique needs. Our expertise ensures that we can provide tailored solutions that truly resonate with your audience.



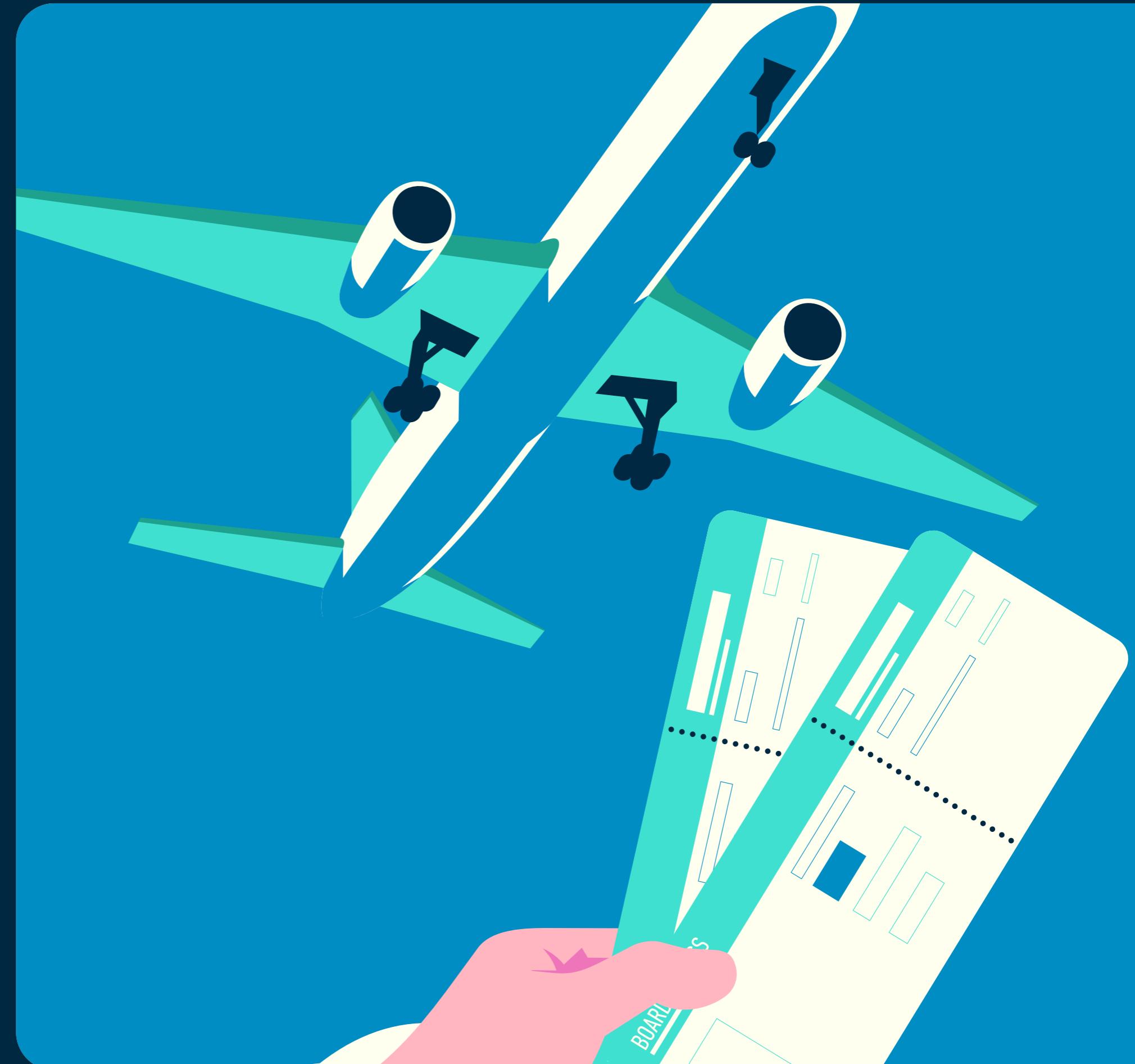
QUALITY

We are committed to delivering the highest quality products and services. Every project we undertake is crafted with meticulous attention to detail, ensuring it exceeds your expectations and leaves a lasting impression.



INNOVATION

Our team stays ahead of the curve by embracing the latest technologies and trends. We provide innovative solutions that not only meet but surpass industry standards, making a significant impact on your clients and community.



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