



Castley & Associates Limited

Company Profile

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- Overview
- Established 1994
  - Small Midlands based multi-disciplined marketing resource
  - Professional approach, global reach
  - Innovative, effective, memorable and cost effective solutions
  - 2 & 3 dimensional design capability
  - Full range of services, wide range of industry experience
  - Full new-media capability
  - On-time, on-budget philosophy
  - Exhibition and product display specialists
  - Wide range of “blue chip” industrial and consumer clients
  - Flexible and lean
  - Client comment - “nice people to work with”



- Services
- Concept creation
  - Copywriting
  - Strategic creativity
    - Literature
    - Exhibitions
    - Retail kiosks
    - Showrooms
    - Packaging
    - Point of sale
    - Signage
    - Graphics
  - Corporate and brand identity
  - Customer, supplier and employee PR
  - Advertising
    - Design
    - Planning
    - Media buying
  - New Media
    - Web design and development
    - SEO
    - Interactive multi-media presentations
    - e-fliers
  - Event planning & management



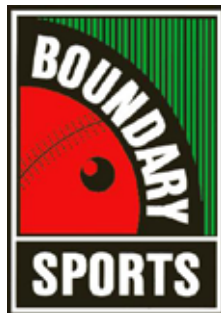
## Portfolio

- Industrial
- Hampson Industries plc
  - Unison Engine Components
  - Initial Cleaning Services
  - Allegheny Technologies
  - ThyssenKrupp VDM
  - Gardner Aerospace
  - Pacific Scientific
  - Smiths Group
  - Gunnebo
  - Yamasaki Mazak
  - Ortlinghaus UK
  - Cambridge Vacuum Furnaces

- Consumer
- SunRace-Sturmey Archer
  - Avocet Sports
  - Packaging Solutions International
  - Upper Street Events
  - Boundary Sports

- Public Services
- Transport for London

# Corporate and brand identity





# Exhibitions and display







## Team

Neil Castley - Account Director

Steve Parker - Creative Director

Rob Townley - New Media Director

Karen Jones - Administration + Finance

Anne Castley - Company Secretary

Working in partnership with: Design Built Exhibitions Limited  
Boldtrend  
Linear Photographics  
Webb Display Services Limited

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