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# Westfield Dive Insurance

Brochure and Exhibition Stand



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## Brochure and Exhibition Stand

**THE BRIEF** | Westfield have been providing insurance for 'Sport Divers' since 1972. Their main source of new business, centres around the annual 'Dive Show' held at the NEC. But how could they maintain or increase their market share with competition increasingly coming from the more established highstreet insurers?

**THE SOLUTION** | We have worked with Nick for the past decade and over that time we have created a strong brand that is immediately recognisable within the industry. Our challenge has always been to make them stand out to new divers in the noisy environment of an exhibition. We begin with the exhibition stand to help drive footfall, build relationships and generate leads. Next we turn the engaged crowd into tangible returns, with a well designed brochure, highlighting the core policies and their key features and with a clear call to action, interested readers are quickly converted into loyal customers.

**THE RESULT** | Ultimately new customers, the fact that we have worked together for so long shows that there is a clear reward in marketing spend and return on investment. Coupled with a year round media advertising campaign in most of the trade publications, we have helped in some small part to make Westfield insurance the successful company it is today.



Creative i Design and Print Limited

43-47 High Street, Queensbury, Bradford, West Yorkshire, BD13 2PE  
 T: +44(0)1274 460009 M: +44(0)7961 871801 E: darren@creativeidesign.com

www.creativeidesign.com