



Purple Pitched.

Influential

Design, PR & Marketing

Creative

Great design is at the core of everything we do, be it digital or offline.

Our team of talented creative designers will bring your brand to life from inception and implementation to instant recognition!

We create brands which bring your story to life and design which appeals to your target markets. Whether it's a brand identity, a marketing leaflet, a website or an annual report designed to influence your stakeholders, we have the creativity and expertise to cater for all your digital and print design needs.

We work with emergency services at a national level and with companies who want to get their services and products noticed by the emergency services market. We know the market and we know what works.

NPCC: Training Prospectus Brochure

Specialists in:



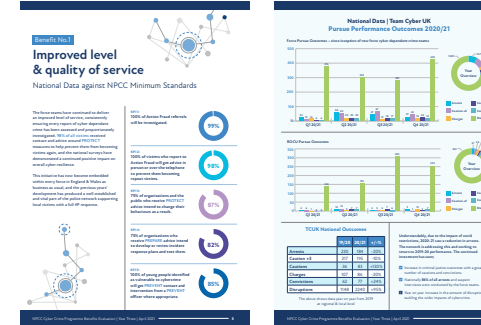
Cyber and
Security



Police and
Emergency Services



Travel and
Leisure



Videography

We can create engaging videos, animations, gifs and illustrations. Whether it's a professional promotional video, a character creation, a short explainer video or a fun, engaging social media gif we can work with you to bring your brand or project to life.



Print

It can be tempting, in this age where our lives are contained on our mobile phones, to put all your marketing eggs into one digital basket. But don't be fooled... print is still hugely important – and should be a major part of your overall marketing mix.



Business Reports

Annual reports, performance reports and benefits documents can be a bit dry if they aren't presented in an engaging way but they are essential in influencing boards, decision makers and investors. We can turn your business reports into a visual story of your organisation's successes and highlights.



Web Design

Our team will work with you to really understand your organisation and how your website can support your overall business objectives. We can create the content, source the images, design the structure and bring the pages to life.

NPCC: Digital Report

Practice to Progress: Video Production & Editing

Police Cyber Alarm: Branding

NPCC: Training Prospectus Brochure



Marketing

Targeted campaigns that deliver leads and raise awareness

We specialise in creating, managing and delivering social media content which get results. Our team can help you engage with your audience by paid digital marketing and putting social media at the heart of your digital marketing campaign.



Paid Advertising

Pay Per Click and social media advertising is an effective way to get in front of the right people with the right content...fast! Whereas SEO can be a long process, PPC tools like Google Ads help you jump the queue and get noticed.



Organic Social

It sounds simple, but creating the right content, personality and positioning at the right times of the day and night and on the platforms where your target audience hangs out is anything but simple.



Strategy

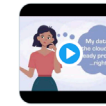
Setting up a social media account is the easy part but you need to understand what you are using it for, what you want your social presence to say about your organisation/brand and the right channels to use for your target markets. Having a social strategy is key to success.



Customer Relations

Social media is exactly that... it's a social space and the more popular you become the more people will want to engage with you on your social channels with comments, likes and inbox messages and they all need a response. We can work as an extension of your teams to manage that for you.

Communications across all major platforms



PCA Video 2 The Cloud
Even if your business data is in the cloud, that alone isn't enough to deter cyber criminals. This ...
youtube.com



Police Cyber Alarm @PolCyberAlarm · Jul 14
We are very pleased to be continuing our partnership with @PervadeSoftware in further developing Police CyberAlarm to help businesses across the country. #cybersecurity



British Police Double Down On CyberAlarm
A free police-led monitoring tool helps business users understand malicious cyber activity and ...
cybersecurityintelligence.com



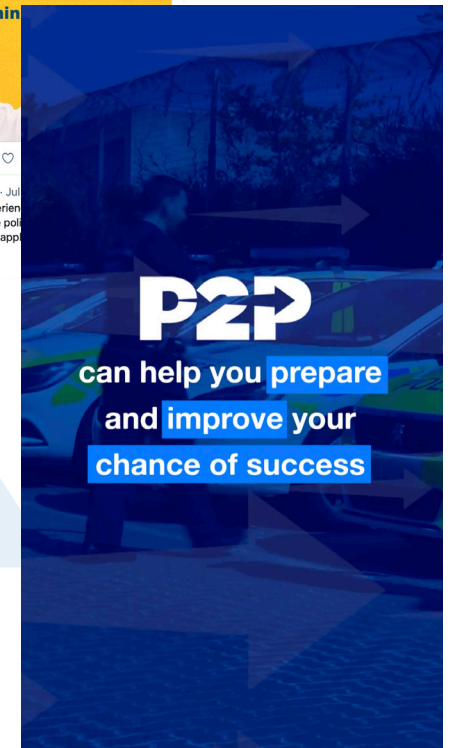
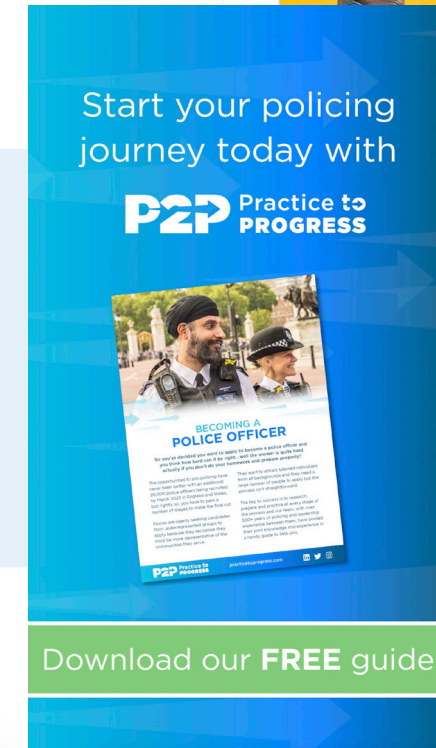
Practice To Progress @practice2prog · Jul 22
We are starting to work with forces on preparing their #FastTrack candidates for the @CollegeofPolice national assessment. If you want to be considered for Fast Track by your force or have been selected, get in touch to see how we can help you prepare.
practicetoprogress.com/officersandsta...



Practice To Progress @practice2prog · Jul 21
If you are applying to join the police and would like a bit of help preparing then why not apply for our Scholarship Programme with @MotSolsEMEA. Details of how to apply are on the website.
#jointhepolice #policejobs #P2P

rebrand.ly/z1gblbh

Apply for our Scholarship Programme with a 3 min



Top Left: Police Cyber Alarm Organic Posts
Top Right: Practice to Progress Organic Posts

Above: Practice to Progress Social Adverts
Content, video production and design



Public Relations & Communications

PR is all about the public reputation and perception of your business. We will develop your story and use creative content, intelligence-led campaigns and events to position your business and build a positive relationship with your customers, potential customers and stakeholders.



Media Relations

If you want to secure positive media coverage for your business, we have the experience and contacts to get you the column inches you desire. We know what makes a good story, and how to make your story stand out from the rest.

We have secured coverage in broadcast, trade, regional, national and international press and orchestrated media events and conferences across the globe.



Events

We can help you identify the right events, awards and speaking opportunities to raise awareness of your organisation and you as a leader and help you organise your own events including webinars and conferences.



Internal Communications

Well-motivated, engaged employees perform better for your business. Time and time again employee surveys sight poor communication and the perception employees are not listened to as a problem.

We have experience implementing new channels and mechanisms to improve two-way dialogue with employees and have worked with executives and managers to improve their communication skills and profile.



Crisis Communications

Experienced in managing crisis communications at a national level, including major incidents and matters of national security, we can help you get control of the story, influence the messages, ensure your voice is heard and mitigate the risks to your reputation.

We can also train your senior officers and staff in how to manage a media interview and get their messages across.





Two Established Brands One Influential Package



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