

Access Europe
Financial software developer and vendor

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The launch of four key products in quick succession caused a major shift in the strategic thinking of the Access Europe board.

The result?

A need to change the way the market perceived the business, from a one product supplier to a dynamic, innovative and versatile partner, offering a suite of e-financial solutions to a myriad of commercial problems.

Think Creative's contribution to this strategy was crucial; to the new products and the newly shaped business. We advised the client on their corporate rebranding, in parallel with developing four new product identities and an integrated marketing communications programme.

To provide a distinctive, memorable and unified visual identity for the business and its products, key ingredients such as colour, typography and photography were carefully chosen. Luxurious reds and blacks were selected for their effectiveness on the web and their financial connotations. And as Access Europe's customers

operate in a challenging market place, using 'animals perfectly adapted to a hostile environment' provided a rich vein of metaphors for a relevant, sustainable and highly differentiated campaign.

Are slow payment problems threatening your survival?

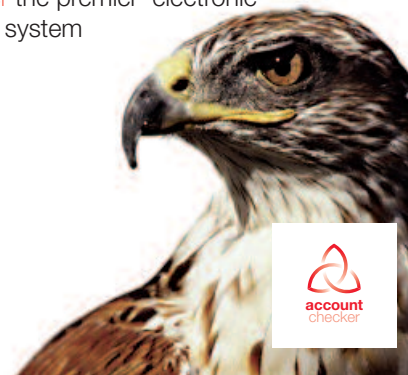
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