

quality communications for
financial services





Are you getting top quality customer communications cost-effectively?

Communications which inspire and motivate your target audiences are a vital part of your business.

Media Generation offers a full print and web-based communications service.

We have considerable experience of the financial services industry and, just as importantly in the current climate, we offer high quality, cost-effectively.

MEDIA
generation

an explosive combination...

Whatever your communications requirements – print, web or a fully integrated combination of both – then look no further.

Media Generation has the creative flair, technical ability and managerial experience to make sure your communications enhance your customer relationships and your business.

Add in our track record of meeting tight schedules and tight budgets and you have an explosive combination that will allow your business to reap the rewards of excellent communications.



our experience...

We know our business...

- We've worked for the major publishers
- We produce trade and consumer magazines
- When it comes to the web, our technical and design knowhow are of the highest calibre

and we know your business...

- We've worked in the financial services media
- We've worked in the financial services industry
- We work on contract for financial services companies



Our services

printed media



Quality writing and excellent design are fundamental to effective communications. So settle for nothing less.

We can provide:

- Client newsletters, magazines and corporate brochures
- Reports for shareholders, government, and other key audiences
- A full copywriting service (using leading journalists if required)
- Creative and effective page layout and design
- Advertising sales and sponsorship support
- Print buying and management

the Internet

The web is growing rapidly in importance, so make sure your site can help achieve your business objectives.

Our services include:

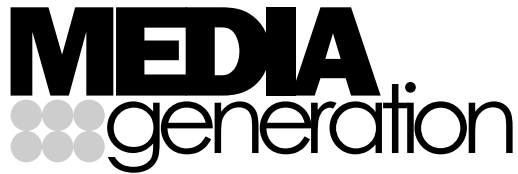
- Website design, construction and maintenance
- On-line database design and implementation
- Fully integrated e-commerce solutions
- Wide range of web components
- Content and eNewsletters
- Advertising and sponsorship solutions

training and consultancy

We can help build or enhance in-house communications capabilities.

We offer:

- Training in copywriting and design – get the most from your staff
- Full editorial and design consultancy – ensure you hit the mark
- Audit of existing communications – how they can be enhanced
- Print and production management – all the latest developments



quality customer communications cost-effectively

For further information and customer references contact

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