



APS Group
Make more possible

Contents

- _ Who are APS Creative?
- _ What makes us different?
- _ Our creative process
- _ Creative folio
- _ Q&A

Awards:

D&AD
DesignWeek
Scottish Creative Awards
Roses
Scottish Design Awards
CLIO's
Graphis
Art Directors Club of NY
Donside Paper Awards
Chip Shop Awards
CIPR Pride Awards
Marketing Society Awards
Purple Apple Retail Awards
Cream Awards
GO Awards

Who are APS Creative?

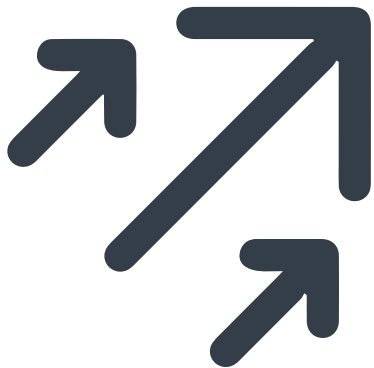
- _ Led by two former Scottish Designer of the Year winners - Michael Fraser (Creative Director) and Graham Walker (Deputy Creative Director)
- _ Highly creative team with lengthy experience in the Scottish and UK markets
- _ Collectively, around 100 national and international awards for creative and effectiveness
- _ Analytical approach to problem solving
- _ Work collaboratively with clients with a realistic understanding of their priorities, goals and limitations
- _ Passionate and driven to deliver effective, surprising creative solutions
- _ Our approach is 'It may not be easy, but it should be simple'

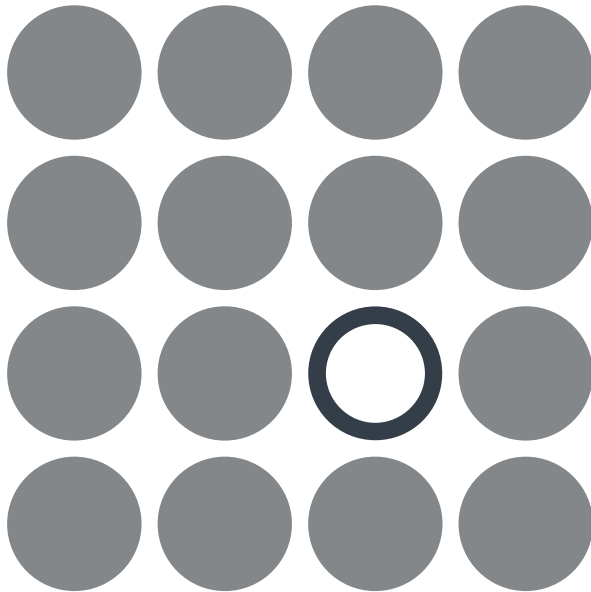
Sectors:

Public
Third
Financial
Retail
Drinks
Sports
Leisure
Arts
Property
Energy

Multi-channel capabilities

- _ Brand and corporate communications
- _ Brand identity
- _ Annual and corporate reporting
- _ Online
websites, microsites, email marketing,
online publications, e-books
- _ Social media content
- _ Exhibitions
- _ Packaging
- _ Direct Marketing



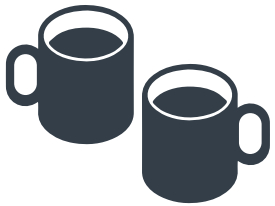


What makes us different?

- _ A dedicated Agency team structure and processes
- _ Supported by a wider Account Management team of 14 ADs, SAMs and AMs
- _ Access to a Scottish Government Framework of services provided by a team who not only understands the Scottish Public Sector but have a broad collective experience of the private sector and multi-channel marketing
- _ Cost effective contract rates defined and agreed for the Framework

Our creative process

A simple graphic overview of our creative process from idea generation to delivery.



Discuss



Brief



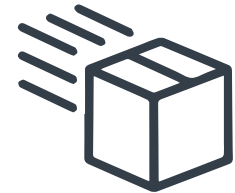
Concepts



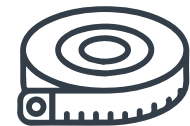
**Budgets
& timings**



Develop



Deliver



Measure

Corporate Reporting







Accountability Report



Remunerations
and staff

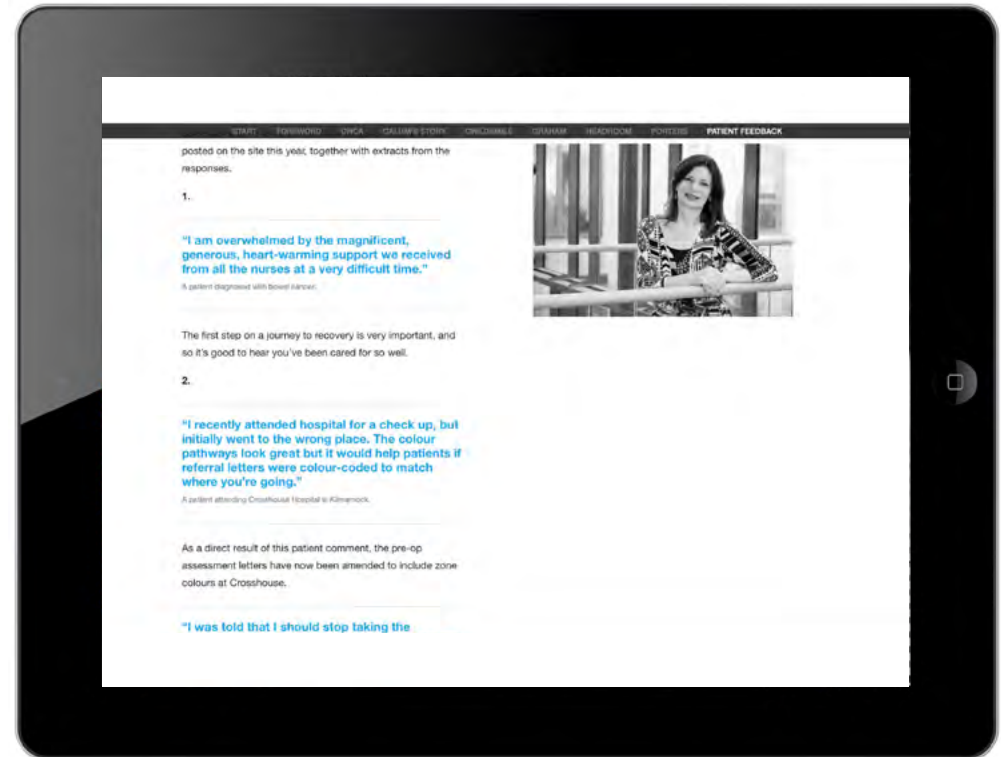
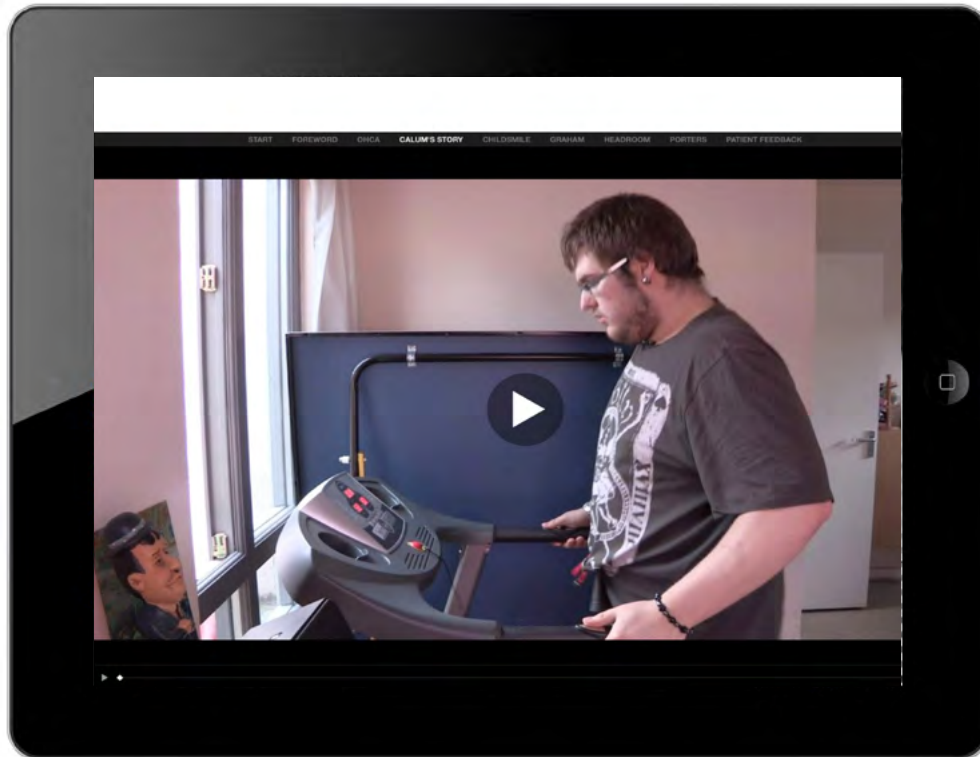


Auditors









Satisfaction with NHSScotland remained high with...

90%



of hospital inpatients reporting
overall care and treatment to
be good or excellent

Click **here** to view the animation



Click **here** to view the animation

Brand creation





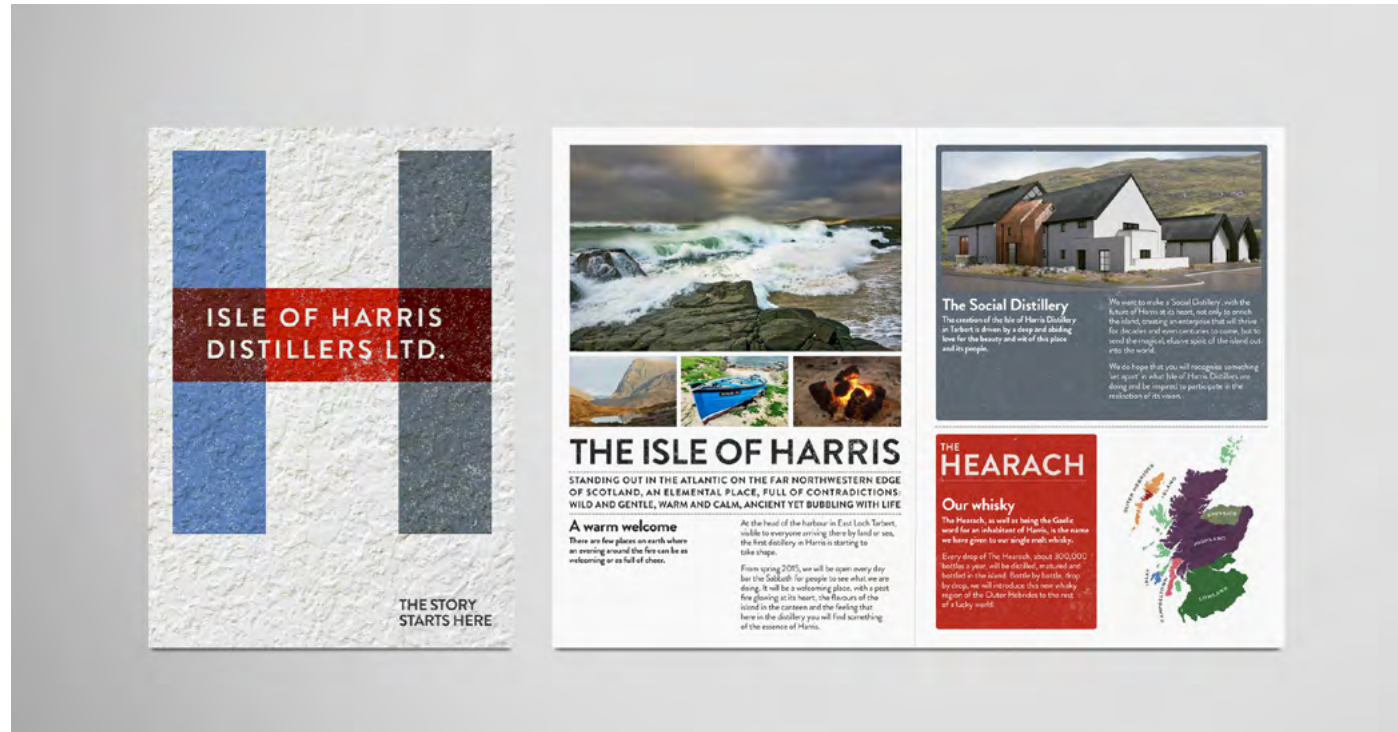








THE ONE NINE ONE SIX ARE A SPECIAL GROUP OF PEOPLE, BOUND TO THIS REMOTE ISLE IN THE HEART OF THE SCOTTISH OUTER HEBRIDES BY FAMILY, FATE AND CIRCUMSTANCE.










Marketing Collateral



MIRROR, MIRROR

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TED BAKER, FOSSIL, KURT GEIGER, RADLEY, JAEGER & MANY MORE

livingston-designer-outlet.co.uk    #loveitforless TAKE JUNCTION 3 OFF THE M8 MOTORWAY











Behind the Lines
PERSONAL STORIES OF THE FIRST WORLD WAR

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National Library of Scotland
Leabhrairinn Nàiseanta na h-Alba
www.nls.uk




FRIDAY 27 JUNE - TUESDAY 11 NOVEMBER
George IV Bridge, Edinburgh EH1 1EW.

FREE EXHIBITION

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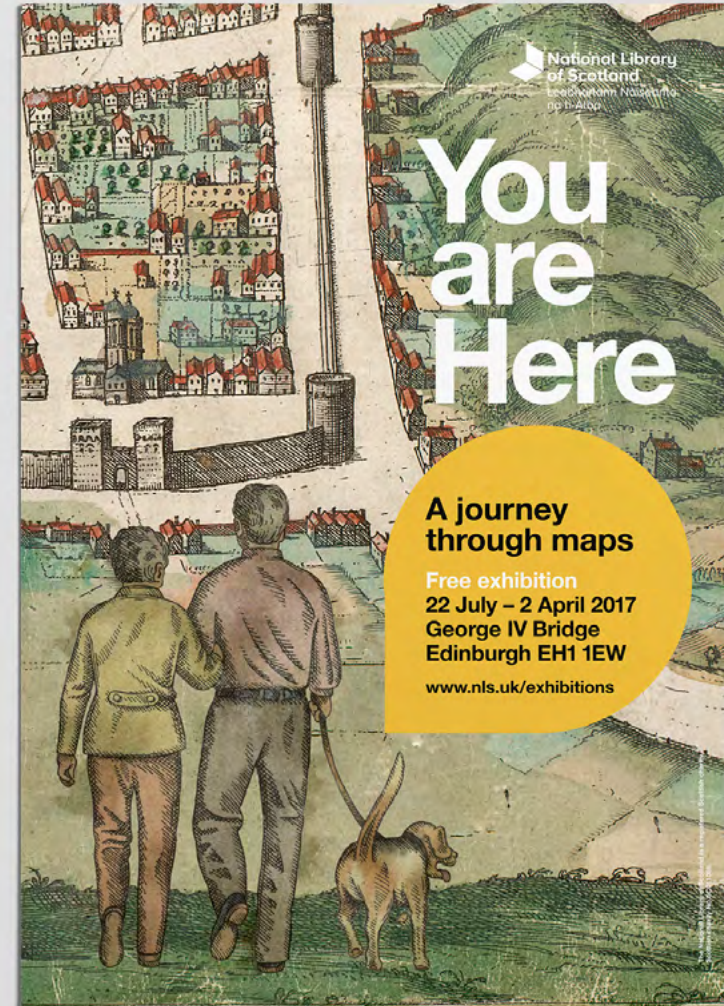
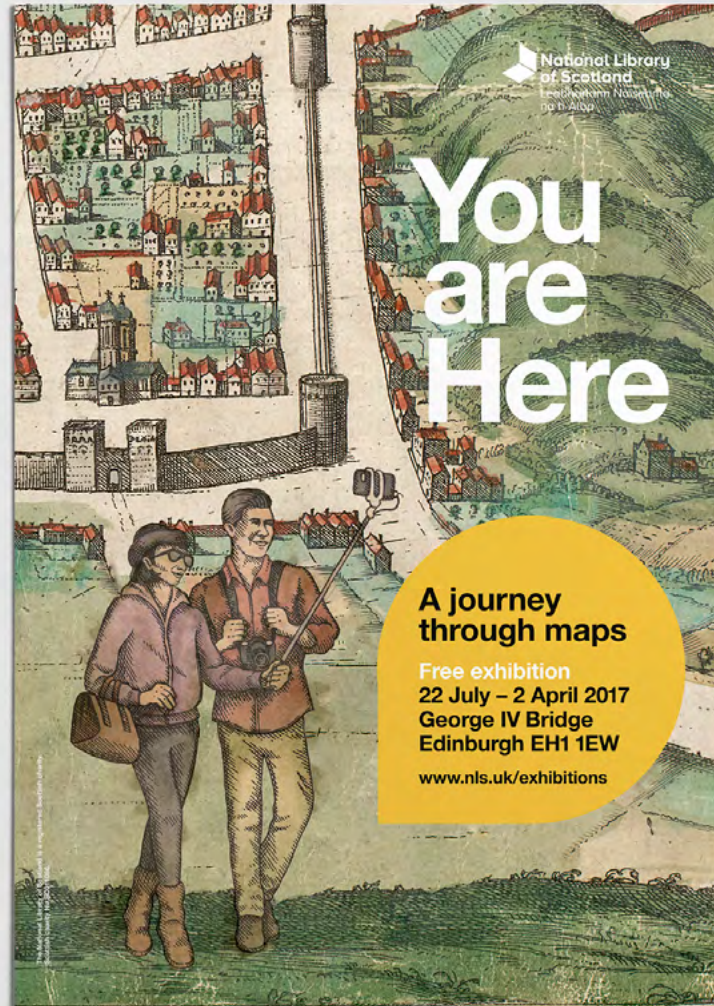
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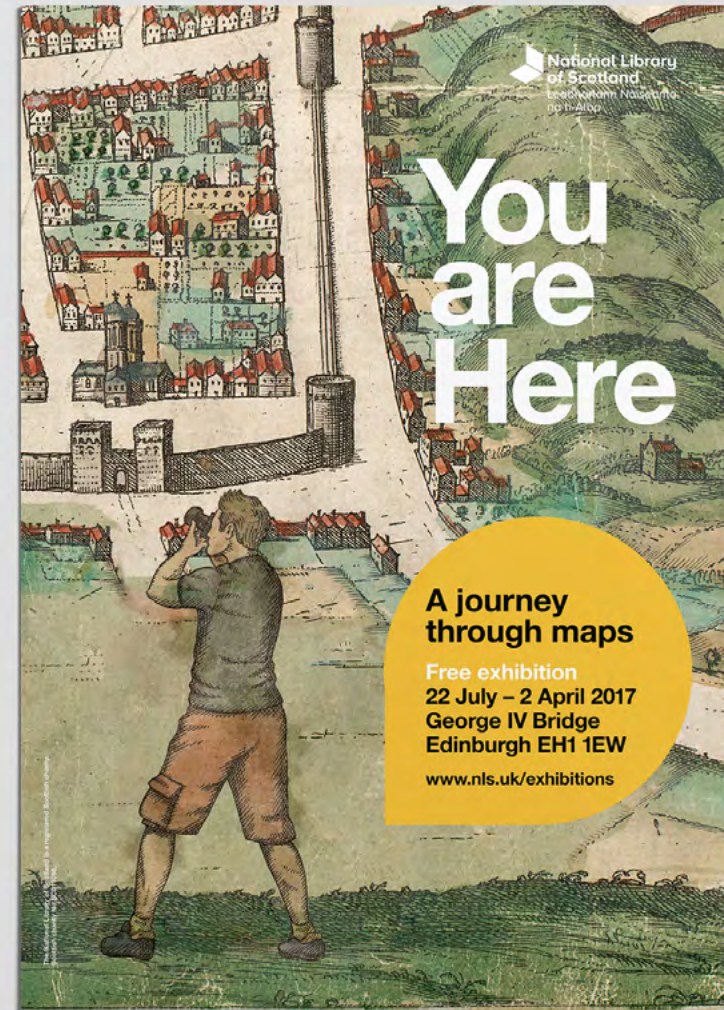
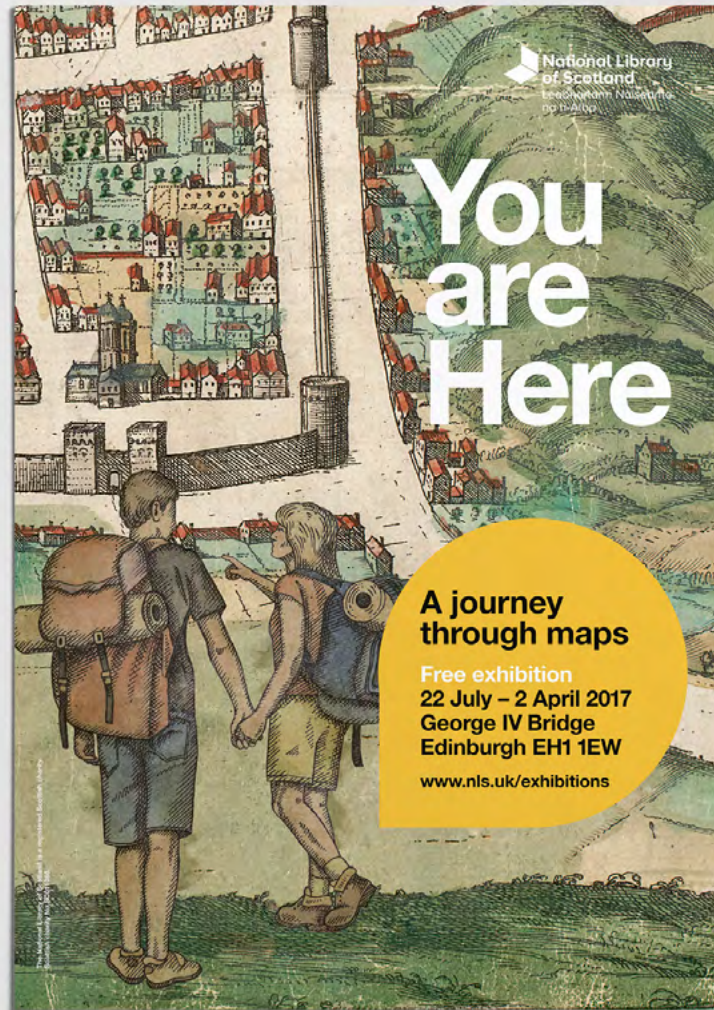
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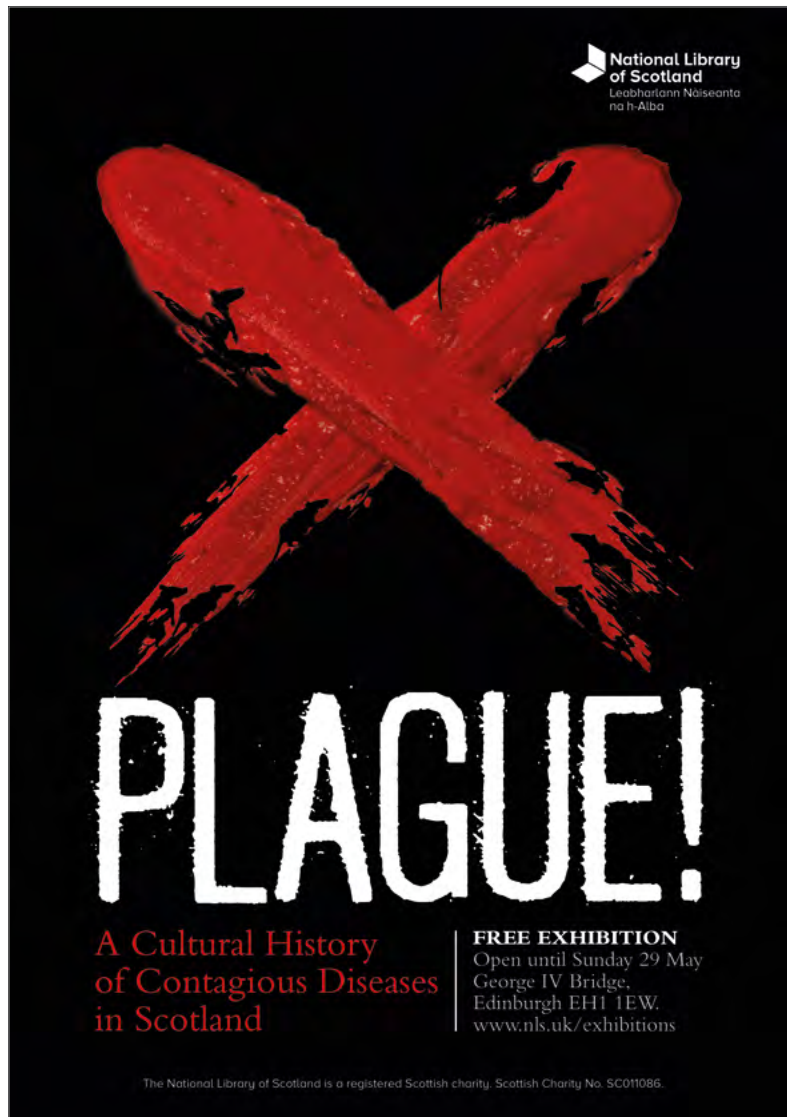


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FREE EXHIBITION









Brand identity







WHO ARE THIS YEAR'S STARS?

NOMINATE A VET, NURSE OR SUPPORT COLLEAGUE FOR
THEIR OUTSTANDING CONTRIBUTION IN ONE OF FOUR CATEGORIES:

CARING RESPONSIBILITY RELEASING POTENTIAL INNOVATION



WHO WILL GET THEIR PAWS ON AN AWARD IN 2016?

NOMINATE A VET, NURSE OR SUPPORT COLLEAGUE FOR
THEIR OUTSTANDING CONTRIBUTION IN ONE OF FOUR CATEGORIES:

CARING RESPONSIBILITY RELEASING POTENTIAL INNOVATION



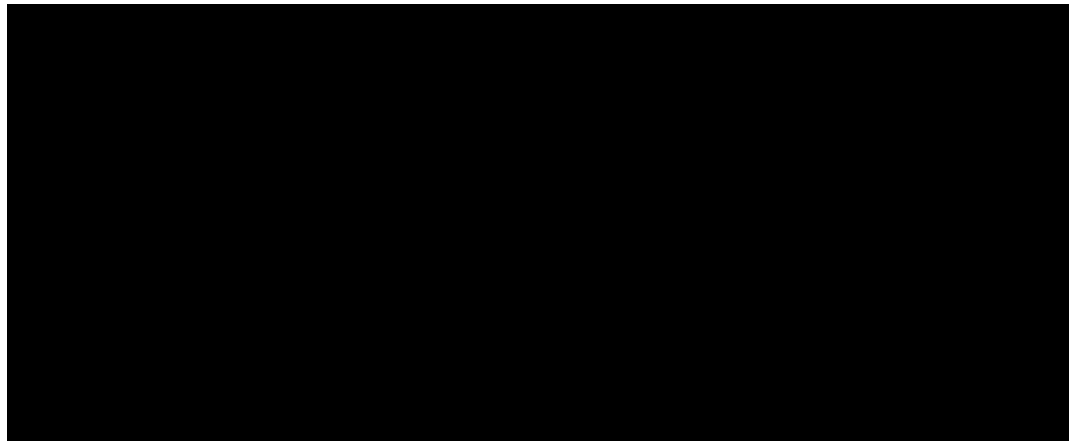




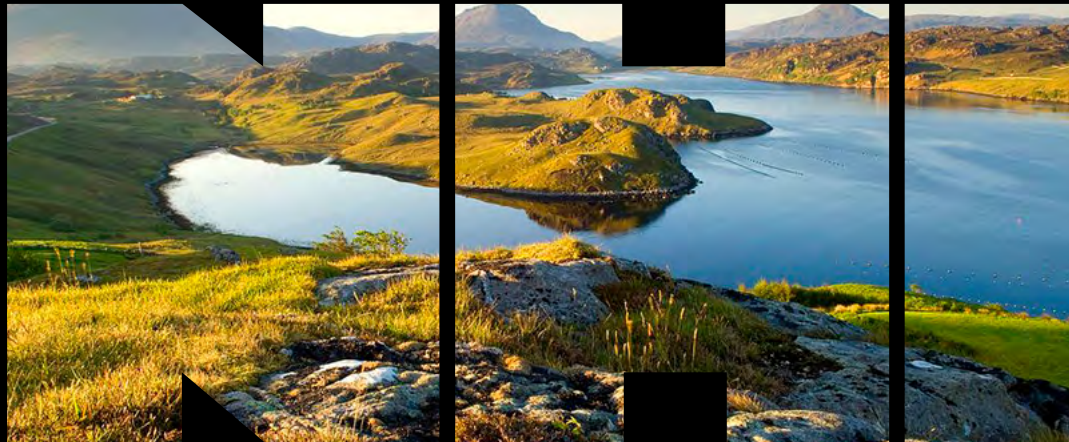




The North Highland Initiative
Success is in our nature



NHI



Tourism



Built Environment



Product








Cycling Scotland

Lose the beer belly



Cycling improves cardio-vascular and aerobic fitness, lowers blood pressure, boosts energy, builds muscle, and improves coordination.

Visit the website to find more about Bikeweek and events happening in your area.

bikeweek.scot
Everyday cycling for everyone. 10-18 June 2017

In partnership with
we are cycling UK

Cycling Scotland
Registered charity no. 50102716

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Cycling Scotland

Say cheerio to bingo wings.



Cycling improves cardio-vascular and aerobic fitness, lowers blood pressure, boosts energy, builds muscle, and improves coordination.

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Cycling Scotland

Great exercise for cheeky monkeys.



Cycling to school encourages independence and provides an active start to the day, making children more alert in class.

Visit the website to find more about Bikeweek and events happening in your area.

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Everyday cycling for everyone. 10-18 June 2017

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Cycling Scotland
Registered charity No. SC038768

Cycling Scotland

Go green.



Cycling saves you money, gets you fit and is great for the environment; whether you're going shopping, meeting friends or popping out for coffee.

Visit the website to find more about Bikeweek and events happening in your area.

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Cycling Scotland



Feel free to organise your own event

Visit the website to find out more about organising
or attending an event in your local area.



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Everyday cycling for everyone. 10-18 June 2017

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Cycling Scotland



Keep a date free for bikeweek

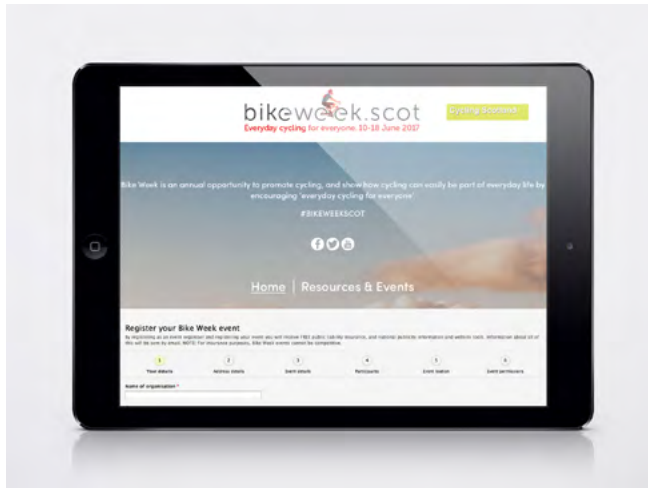
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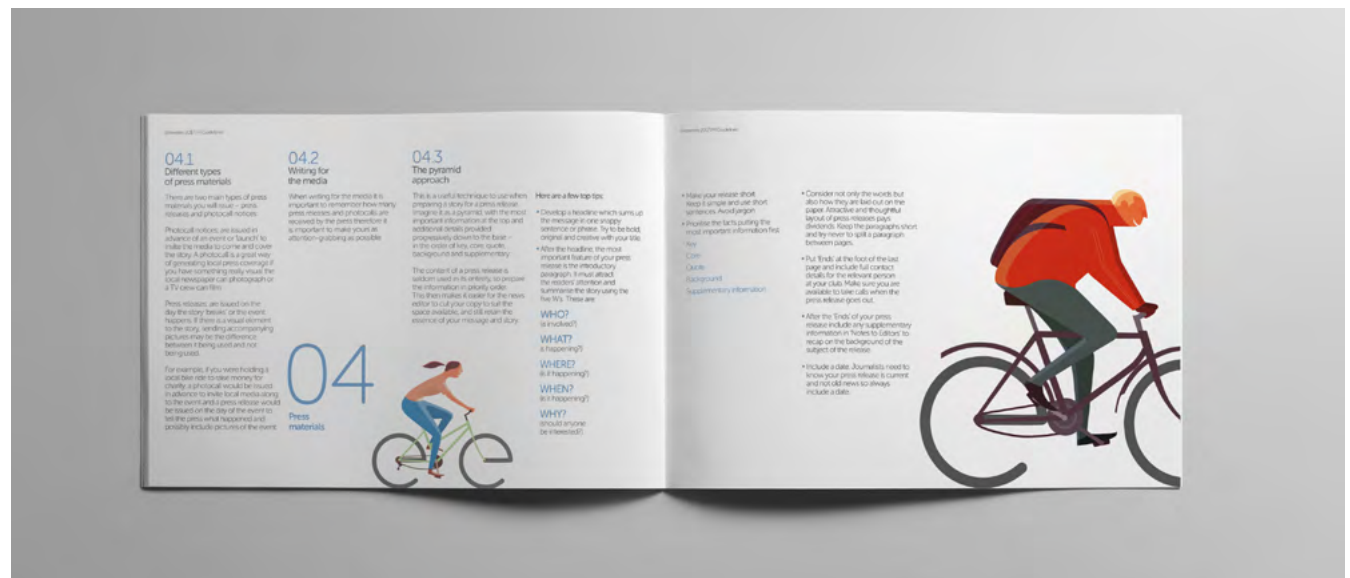


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Exhibitions



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**Greener
Scotland**
Scottish
Government



INSULATE YOUR HOME

There are many simple yet effective ways to insulate your home, which can significantly reduce heat loss while lowering your heating bills. Speak to our adviser to find out more.



CONSIDER ELECTRIC

Electric cars offer lower running costs and need less maintenance. They also have on-board accessories helping to create a cleaner, greener Scotland.

SAVE ENERGY, SAVE MONEY

Home Energy Scotland is the only source of clear and impartial advice on making your home more energy efficient and cheaper to heat, and your travel more affordable. We've already helped many of Scotland's households; with our help you could:



Create a warmer and more efficient home



Drive down your motoring costs and improve air quality



Explore your options and switch to renewable energy



Get expert financial advice and support



TRANSPORT
SCOTLAND
COMMERCIAL ALBA

SAVE YOUR CAR A DAY OFF
Lend the car collect, especially for shorter journeys.
Car sharing, cycling and public transport all offer other benefits, including getting there. Ask us about alternative transport.

SWITCH OFF AND SAVE

If every household in the UK avoided standby and turned appliances off when not being used, together we could reduce energy bills by as much as £250 million every year, and save five-and-a-half million tonnes of CO₂ emissions to the environment. Switch off. Really. 1000 times.















Thank you