

Rebranding project for PXtech

Customer insight helps inspire successful rebranding for an IT solutions company



The Story

AHK used a rebranding opportunity to help PXtech increase its appeal to a wider audience of major customers.

A series of new propositions was created for key marketplaces and executed via a communication programme targeting key customers. This activity included a new interactive website and targeted email campaign.

Monthly e-newsletters were produced targeting entrepreneurs who own Subway restaurants.

Client:

PXtech

Skills:

Creative concept, branding, email, proposition and messaging, web content

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.