



Retail Specialist

Our Expertise and Services:



Innovative
Designers &
Dedicated
Account
Managers



In-Store Theatre
and Internal
Design



Data Analysis &
Development



Multi-Channel
Marketing
Campaigns

Proud Award Winners of:

XUG

XMPIE USERS GROUP

XMPie Users Group Conference
"Xcellence Award" Winner

PrintWeek

Finalist & Highly Commended as Cross Media
Company of the Year



Email Marketing,
Social Media
Management
& eCommerce
Specialists



Large Format
Print



Direct Mail &
Print Services



Web Design &
Development

“Whether you need a quick turnaround on a design project, a team that understands your brand or new creative concepts and ideas, we have a wealth of creative talent, skills and expertise.”

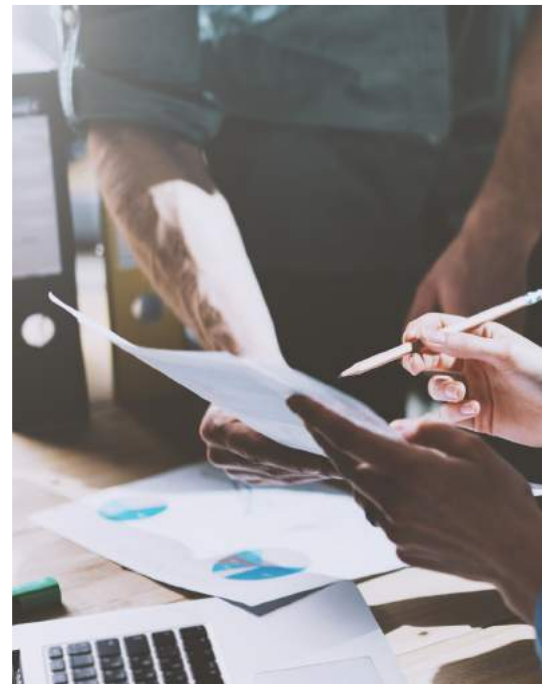
www.retail.agnortheast.com

Innovative Designers & Dedicated Account Managers

Our team of designers are highly skilled and knowledgeable in the Retail sector – working to understand your brand first and foremost, getting a sense of your products and business story.

From large format print through to in-store point of sale, brochures and flyers, we can design and produce a range of exciting and hard-working solutions, developing brand identity within your communications and printed marketing materials.

Your dedicated Account Manager will handle your projects – keeping jobs on schedule, organised and delivered. First point of contact for all of your enquiries, they will advise and help you with your print and marketing solutions.







In-Store Theatre & Internal Design

Large Format print is one of our specialities – whether you're looking for a simple update to some in-store POS or an entire overhaul of your Nationwide store designs, AG Retail have the capacity, facility and experience. Working alongside an Account Manager and Design Team, we can breathe new life into old graphics. From digitally printed wallpaper to large internal signage, advertising boards to window displays, our team can fully design customer-appealing new visuals, completely transforming the space with minimal upheaval.



Academic Support & Information



Health & Wellbeing



Exchange & Study Abroad Programmes



STUDENT SELF SERVICE PORTAL

HELP YOURSELF AND BEAT THE QUEUE

STOP!
I'm not Royal Mail...
I can't send birthday cards home to mum.
I will pass on forms for Student Services teams & SA timesheets

hello

We're here to help



EVERYTHING WE DO



Fees, Funding & Finance



Accommodation



Visa Support for International Students

Data Analysis & Development

Using your current and/or new **data**, we can segment key demographic information such as customer location, age, income, date of birth etc. – allowing you to better understand and target your client base. This information can then be used to tailor your approach – whether that be reaching out to married couples in a certain postcode, women over fifty or residents in close proximity to an underperforming store – it's relevant – it's targeted – it's personalised.

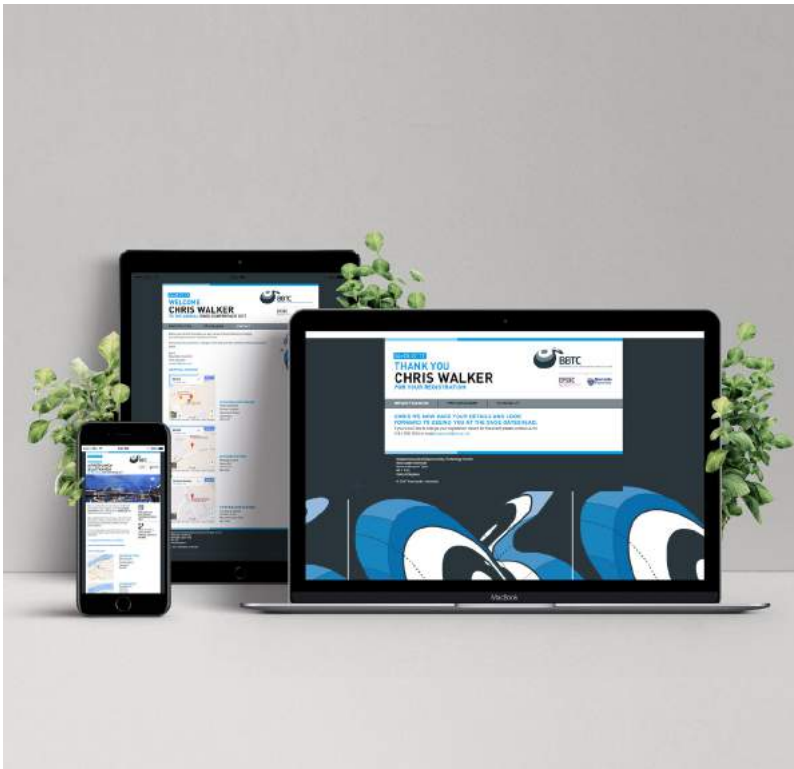
Combine this with innovative **design** and **development**, then **deploy** and **deliver** for effective and results-proven results.

We call it the AG Retail 5D Approach.





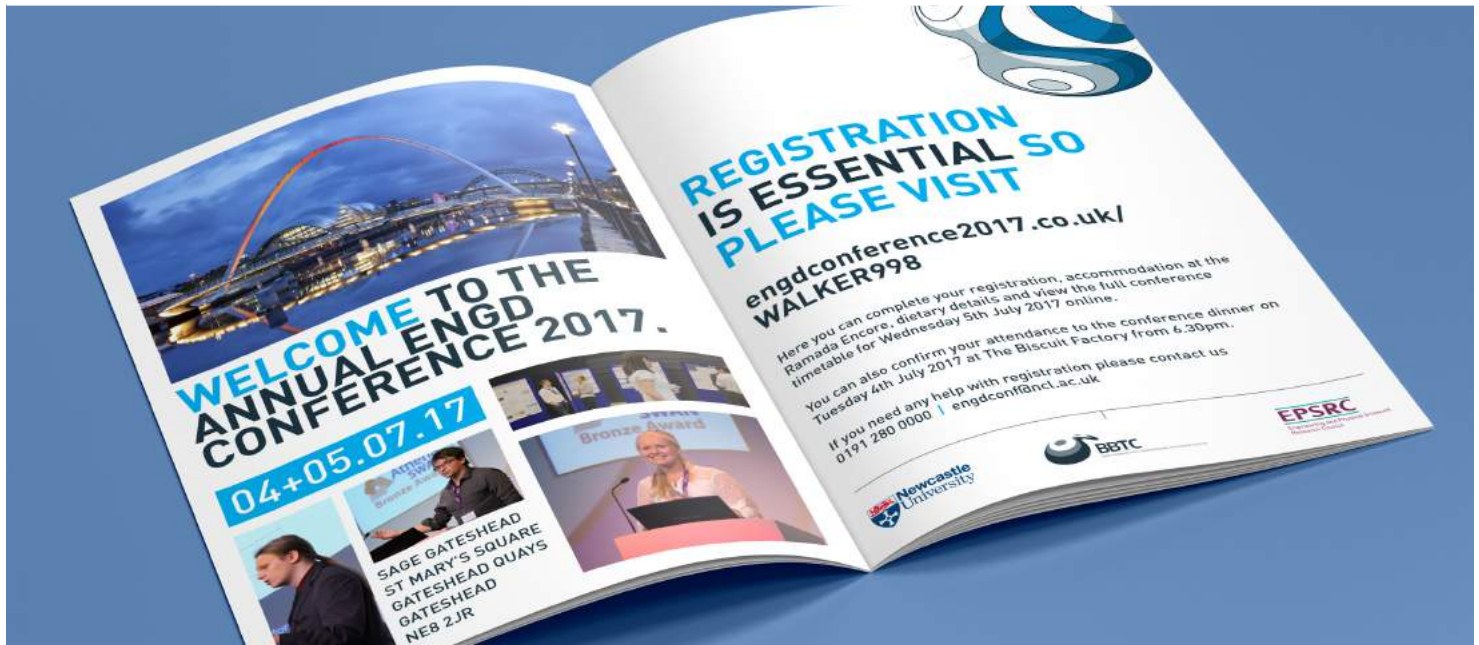
For Go North East, we created a personalised bus “Saver” direct mail piece, which suggested a route for each recipient, including travel time, calculated from their home address data, alongside a free ticket for the journey. The uptake was very positive, with a 14% return rate.



Multi-Channel Marketing Campaigns & Personalisation

Combining traditional print and direct mail with a digital approach through email and PURLs (personalised URLs), multi-channel marketing allows you to approach your customers in a variety of ways, reaching them through various mediums for maximum impact and traceability. Scheduled to reach your customers at the right time for maximum uptake, personalised communication is proven to be more successful, giving your customers an increased feeling of value. It's important that your marketing communications work seamlessly across all channels - from online to offline, keep your brand and services at the forefront of customer's minds.





Email Marketing, Social Media Management & eCommerce Specialists

Using the latest marketing technology platforms, we can deploy cutting-edge, trigger-based marketing campaigns, tailored to your current and potential target markets. We'll work with you to understand where your current marketing is slowing you down, and the optimum time to reach out to your customers. Encompassing effective PPC management, SEO solutions and online PR, we can help you engage with new prospects and pick up with current customers.

Social media marketing is a hugely powerful and influential tool when managed effectively. From content creation to voice and tone development to scheduling; we can help you create a presence that's followed, liked and re-tweeted, building your potential customer base and growing your reach, driving worldwide traffic back to your website.



CRAGGS
& C^o

[Shop](#) [About](#) [What is Spelt?](#) [Health Benefits](#) [Trade Enquiries](#) [Contact](#)



Shop

The only way to find out why our spelt flour is causing such a stir in the bakery world is to try it for yourself. Why not try both our white and wholegrain spelt flour? It can be purchased in either 1kg or 10kg bags to suit your needs.

Free delivery on all orders over £25



White Spelt Flour - 1kg

£3.00

MacBook



Large Format Print

With some of the UK's leading large format printing and cutting machinery at the heart of our operational print production facility, our LF team are regularly outputting high-impact jobs into the retail sector. From large in-store displays and internal signage to personalised wallpaper, floor graphics, window displays and point of sale, we can configure an exciting range of products on a wide variety of substrates, such as aluminium, acrylic, canvas and wood, to name but a few.



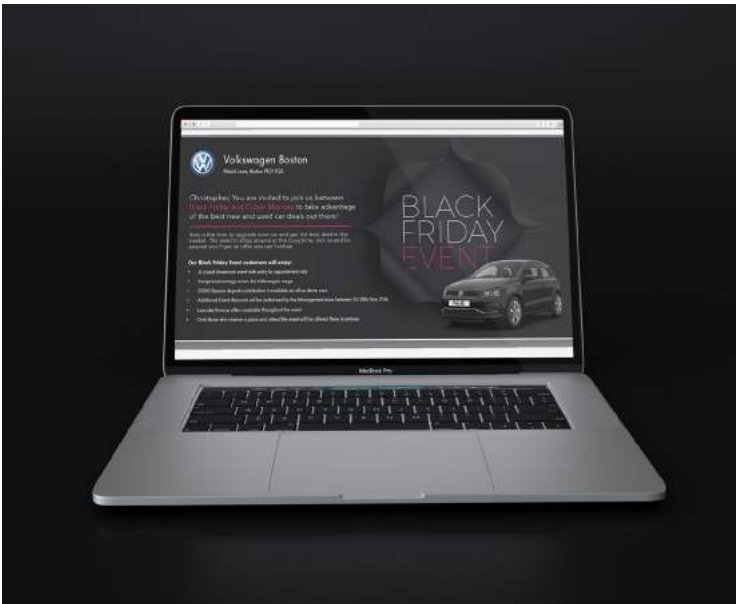


Direct Mail & Print Services

With an ever-increasing range of digital advertising options, reverting to direct mail and door-drop campaigns can provide cut-through in a crowded online market. Research shows direct mail is likely to be read, on average, 17 times - with various touch points around your customers' home. Effective design and print still play a big part in your brand awareness - brochures, leaflets and flyers employing personalisation are guaranteed to catch attention on arrival. Our in-house design studio is able to develop eye-catching and inviting direct mail for high quality print through our 24 hour print production facility.

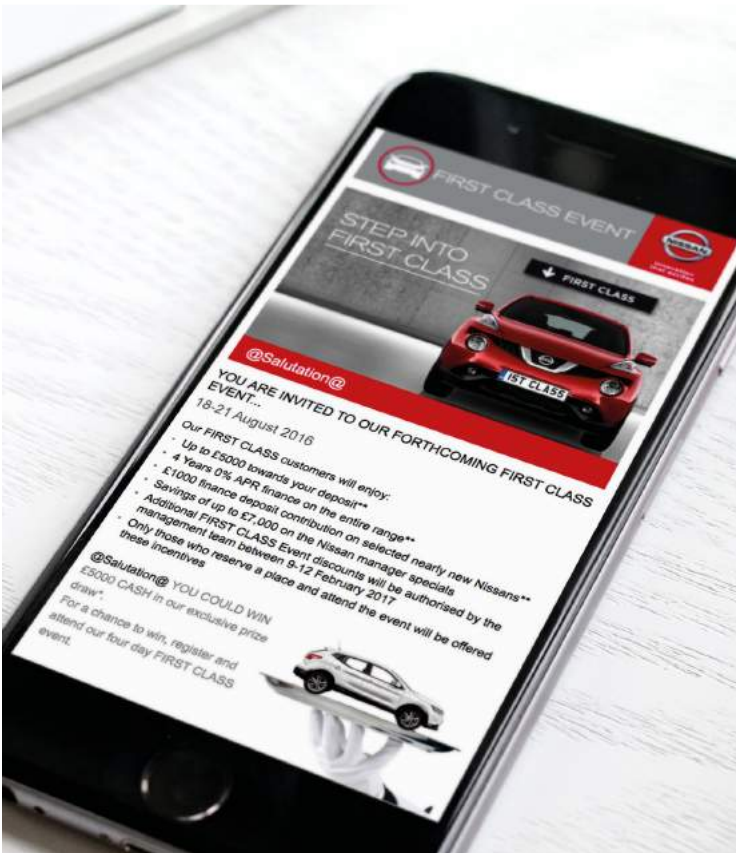






Web Design & Development

With a team of highly skilled technology gurus, we're up to date with the latest advancements, and can guide you through a potentially confusing section of your marketing approach. From optimised websites through to triggered email campaigns and response data reviewing and management, our Development Team make the whole process simple, cornering the effective and results-proven digital approach.





Case Study: Center Parcs Parcmarket Stores

Redesigning, Printing & Installing Fresh Large Format Graphics

Center Parcs wanted to update the design of their internal supermarkets - ParcMarkets. The visuals and POS were in need of brand modernisation and fresh approach.

Our Project Management and Large Format teams began by visiting each of the five UK holiday sites to survey and assess the requirements; from available space to create the biggest impact, to meeting the direct employees and developing a critical path. All existing branding and point of sale was re-designed by our Design Team and fitted to a high specification, bringing a freshness and an updated look to each shop.

Following creation of the new brand, the shops looked much more modern and appealing to guests. Category management and navigational signage improved the layout of the shop, creating a story for shoppers, and overall, a better customer experience.





“AG Retail worked up detailed proposals for each village, developed proofs, arranged printing and managed the installation. We have been impressed with the results, and look forward to working with them again in the future.”

Nick Martin, Group Retail
Operations Manager at Center Parcs

Case Study: Craggs & Co.

Brand Identity and Design Guidelines for a Market Entry

Craggs & Co. tasked AG Retail to develop a set of brand guidelines and graphics for use when producing Craggs & Co. printed collateral, ensuring that visuals, tone of voice and communication is always professional, consistent and distinctive.

The Craggs & Co. logo was first to be set in stone. From the type to the underlining and supporting icon, it was critical that the importance of each of these components as a whole were communicated, and it was made aware that deviation would not be permitted. The logo must not be encroached upon, and sizing must remain proportional. A branded colour palette was developed and identified in the brand guidelines, alongside Pantone and CMYK references.

Craggs & Co. were able to communicate brand guidelines going forward, allowing for consistent and high quality printed materials.



“All of the branding work and the initial website holding page has received some really good feedback - the Craggs family are also very happy with it! Thanks for your hard work with the branding - it’s very much appreciated!”

Kate White, Craggs & Co.



Case Study: Bestway Wholesale Group

Warehouse Rebranding and Product Showcasing

Store layout and navigation needed an overhaul – customers were unaware of Special Offers and the product offering available to them. The cash and carry warehouse lacked visibility and engaging marketing materials, and provided little or no incentive to buy.

AG Retail was approached to enhance Bestway's customer facing marketing collateral, and in particular brighten up and design eye-catching POS which engaged the customer and in turn increased revenue. Our retail expert worked closely with Bestway Head Office in London to come up with designs and finished goods which complimented the wide range of products on offer, and promoted chosen lines in-store. These were expertly printed through our Large Format printers.

The warehousing was significantly altered through clear signage and POS, including indications towards best-selling products, special offers and popular lines, improving the efficiency of the store and heightening the shopping experience, allowing customers to locate new products and browse more effectively.



“From day one, AG Retail was ‘on-board’ and engaged in our vision of how we wanted our warehouses to look. The creative team produced impactful designs which helped promote our offering to customers, and we have seen a significant increase in sales as a result. Our category management team love the POS and agree it makes the whole area more desirable to ‘shop’ - the quality is great. The automated solution they provide is very innovative and helps us keep our POS up to date and relevant to the shopper.”

Steve Carter, Senior Trading Controller Fresh, Frozen and Food Service at Bestway

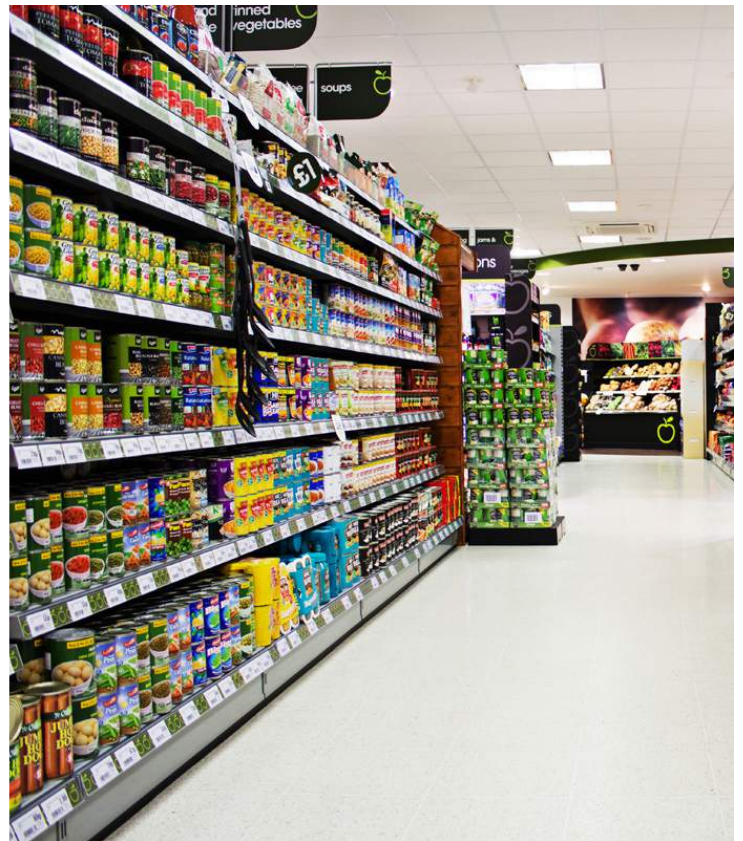
Case Study: MacLennans Supermarkets

Redesign and Refit Store Graphic Displays for a Fresh Brand Identity

MacLennans supermarket approached AG Retail following a referral from national retail chain Nisa. MacLennans had recently purchased a brand new, 4,000² ft development, replacing their previous 2,500² ft unit, and required a new brand identity to launch the new store and to help increase sales and footfall.

We worked closely with the MacLennans family to preserve their ethos and develop a new brand with a range of designs. Following careful analysis of the retail marketplace and relative positioning of MacLennans, AG Retail developed a clear and modern identity, creating a sustainable and consistent design that effectively communicated the brand personality and positioning in a variety of print and online formats. The campaign required a number of elements including brand and logo identity and design, uniform, POS and navigational signage design.

Sales increased dramatically - by more than £33k within the first five days of the new supermarket opening and trading under the new brand. The brand identity also provided MacLennans with a more effective and unique logo, and a strong, consistent identity that is seamlessly applied to every aspect of the supermarket's daily activities.



Case Study: Xcel Local, Xcel Fresh and Xcel Xpress

Development of Company Brand Guidelines and Store Designs Across Three Sub-Ranges

Xcel required AG Retail to further develop an existing brand, producing a complete brand pack by store proposition type for use on a newly acquired site in Bexley. The brand needed to be easily transferrable to various media, and useable across upcoming franchise opportunities. The brand designs needed to target three areas: Xcel Local, Xcel Fresh and Xcel Xpress, and would then be developed into a range of printed large format POS.

The project began with research, expanding the Xcel brand through colour palette and font development, as well as approved stock photography and illustration direction. These were then further developed into large format work, including fascia and window redesign, point of sale, category dividers, food-to-go area signage, door and column vinyls, shelf edges and flooring.

Existing stores were given a facelift and a refresh in branding, while new stores are opened under the new branding. All large format, digital and printed material presence was affected, bringing consistency and continuity across each independently-run store, regardless of location or ownership.



tempting
 on your LUSCIOUS
 doorstep ready
 treat when you are
 local suppliers
 SIZZLE fresh

“The approach by AG Retail was brilliant, with their lead designer thinking outside of the box to provide some exceptional creativity, whilst their flexible and understanding approach was very helpful given that we were also trying to run and develop our business at the same time. Absolutely no hesitation in using AG Retail again for design.”

Steve Browne, Retail Operations Director

Meet the team

Your dedicated, personal AG Retail Team.



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Retail Account Director

.....
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.....

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“We have been really impressed with the results from AG Retail, and look forward to working with them again in the future.”

Nick Martin
Center Parcs

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