



Is your marketing going round in circles?



Finding yourself going backwards instead of forwards?



Then stop



Get ahead only with



Hyland Freeman  
specialist marketing services for the transport industry



# miles better marketing solutions

Hyland Freeman specialises in providing cost-effective marketing and promotional support to the transport sector. As well as acting as marketing strategists, we provide advertising and public relations to a wide range of organisations in both the private and public sectors. Our experience has given us a unique understanding of the requirements of the transport market including the need to :

- Be accountable, as spending is open to public and stakeholder scrutiny.
- Develop positive partnerships with relevant organisations and agencies.
- Implement cost effective communication programmes and marketing strategies.
- Achieve meaningful and measurable results.
- Adhere to rigid guidelines and deadlines.

## Capability

Significant experience of the planning and implementation of successful marketing campaigns for transport companies and departments in the public and private sectors.

All design and artwork is carried out inhouse giving us complete control over deadlines and budgets.

Our low overheads and strong buying power allow us to be cost effective and offer true value for money.

We have a strong record of client retention and a reputation for high quality creative and cost effective work in all disciplines.

We provide results oriented creative designs with a proven record for producing effective campaigns.

We have full media recognition.

We offer an effective, strong and experienced planning and buying service.

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## Services

Advertising Corporate Identity Design  
Exhibitions Literature Marketing Media  
Planning Public Relations Publications  
Recruitment Timetables Web Design

## Area of expertise

Hyland Freeman has experience of planning and implementing successful marketing strategies and advertising and PR campaigns for companies and organisations within the transport sector including:- Birmingham International Airport, London Underground, Mersey Transport Ltd., Midland Metro and Travel West Midlands.

The agency has planned and implemented multimedia marketing campaigns involving above and below the line advertising, direct mail, exhibitions, publications, promotions, timetables and route information, tickets and maps, public relations and training programmes.

Hyland Freeman's expertise is not confined to transport, we are a full service agency offering strategic marketing, for a wide variety of clients in consumer, business to business and public sectors.

Hyland Freeman is an equal opportunities employer.

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www.hylandfreeman.com



keep your marketing moving in the right direction

## **Advertising**

Press  
Radio  
Television  
Media planning  
Recruitment  
Web design

## **Design**

Creative Concepts  
Finished Artwork  
Posters  
Leaflets  
Invitations

## **Marketing**

Event management  
Exhibition / Display posters  
Media Relations  
Project Management  
Public Consultation Programmes  
Public Meetings  
Public Relations  
Research  
Strategic Planning  
Training Programmes

## **Clients**

Ajilon plc  
Aventis Pharmaceuticals  
Birmingham Central Library  
Birmingham City Council  
Birmingham Health Authority  
Birmingham International Airport  
Corin Medical  
Central Trains  
Groundwork Foundation  
The Law Society  
Midland Medical Technologies  
Midland Metro  
National Express Group  
NHS Executive  
Royal Mail  
Save The Rhino  
Solihull Health Authority  
Staffordshire County Council  
Travel West Midlands  
UK Science Park Association  
Warwickshire County Cricket Club

Hyland Freeman has specialist experience of the transport sector and can help put your organisation on the right track. Please contact us for an initial consultation followed by speculative creative proposals and full costings.



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