



CREATIVE MARKETING SOLUTIONS
TO CONNECT AND INSPIRE



OUR HISTORY

gt4 is a talented team indeed. Whatever your marketing project, we have the experience, the knowledge and the enthusiasm to deliver. At gt4, you will enjoy personal attention, big-picture thinking and real world results - all at competitive prices. Our mission is to build a body of creative excellence that benefits our clients and drives their success. We know that our integrated, business-driven approach separates us from typical design and web companies. Through in-depth collaboration, we can help you find new and better ways of reaching your marketplace and cut through the myriad of messages that bombard audiences every single day. By keeping up with the latest technology and trends, gt4 will be your best friend in this ever-changing business world. We create with one thing in mind: increased success for our clients. We are always looking at how to reach your customers quickly and on budget. We provide a personalised service that is required for a long-term and mutually beneficial relationship. We call it making a difference.



WE MAKE A DIFFERENCE

DESIGN from 'just a logo' to a full blown graphic communications campaign with all printing and production.

DIGITAL & WEB from a straightforward online presence right up to an all-singing, all-dancing, bells and whistles digital extravaganza.

CD/DVD SERVICES from the burning of a CD here and there to a complex, personalised print run with distribution.

ADVERTISING from a one-off newspaper advert to an annual all-media schedule with research and planning, we have vast experience of brand advertising campaigns.

SPECIALISMS we also have particular experience in the fields of property, automotive and education marketing, as well as print management.



WE BELIEVE

We believe in innovative thinking and problem solving.

We believe in value for your marketing pound.

We believe in knowledge and intelligence.

We believe in intuition, inspiration and perspiration.

We believe in the power of truth and power of thought.

We believe in our clients and their products and services.

We believe in giving our clients the best of service.

We believe this thinking can make the difference.

Design is the creative visual adaptation of colours, shapes, images, typefaces, and words that cause a reaction and delivers a message.



CREATIVE

The need for a creative agency usually springs from the requirement for a visual solution - whether it's a marketing campaign to promote your business, a brochure for your next sales campaign, an advert to reinforce your brand or an exhibition system for an up and coming event. Graphic design is all about manipulating and combining shapes, colours, images, typography and space. If you need to produce a visual solution that makes a contribution to your business, you need creative thinking. You need a design team who can quickly develop an understanding of your products, services and goals, your competitors and your target audience. Which is why at gt4, our designers are client focused. They understand how to sell the benefits of what you do in a way that connects with your customer or client, from brand identity to annual reports. We create winning brand strategies by understanding. We help our clients communicate both in print and on screen. We think consistency is as important as creativity. We cherish the small jobs as much as the big ones. Our designers combine experience with enthusiasm. We call it making a difference.

Branding

Brochure design

Annual Report design

Magazine/Newsletter design

Direct Mail design

Catalogue/Directory design

Promotional design

Leaflet design

Web design

Today's 'always-on' digital world demands 'always-on' solutions. From online brochure sites to booking and ordering systems, our skills, and experience will help you take the advantage... and keep it.



DIGITAL & WEB

We design and develop small but beautiful microsites right through to multi-lingual websites with ecommerce and bespoke functionality. Reaching beyond information delivery, our web applications help organisations generate new business with minimal overheads. In addition to web design and web development, we provide a full range of related services from domain name registration and management, business critical web and email hosting to search engine optimisation and online marketing. With the advent of 'always-on' Internet access and connected mobile devices, the Internet is an ideal platform for delivering information and services to staff and partners as well as customers. Our intranet and extranet solutions help you keep your staff informed and educated whilst helping you centralise and automate business processes and are always customised to suit your exact requirements. It's a whole new world online and we can help you become part of it. We call it making a difference.

[Website design](#)

[Ecommerce site development](#)

[Web application development](#)

[Intranet development](#)

[Domain name registration](#)

[Hosting services](#)

[Consultancy](#)

Every conceivable solution for all your **CD and DVD duplication**, printing and packaging needs. And there are probably a few you haven't even thought of.



CD & DVD SERVICES

Such little things, but they certainly can be a minefield of technical jargon! When you simply want a quantity of CD's or DVD's reproduced, some CD companies need a full blown technical specification from you detailing CDR's or CDROM's, DVDR's, DVD5's or DVD 9's etc. It can be quite overwhelming. The gt4 way is much simpler. We have a chat, you tell us why you need the CD's or DVD's. We then advise on whether you need duplication or replication services, suggest the best type of printing finish for the CD or DVD, propose a range of packaging options and even help you with the label design if required. We'll guide you through the process step by step and make it all easy and simple - because it is easy and simple! At the end of the day, there will be no surprises, just solutions. We call it making a difference.

[CD's & DVD's](#)

[Duplication](#)

[Replication](#)

[Printed labels](#)

[Packaging](#)

What do you want to say? Who do you want to say it to? Advertising is a powerful tool to help you communicate specific messages to your target audiences – to attract their attention in your direction.



ADVERTISING

If you're not in business to succeed, you're not in business. gt4 specialise in tailoring communications packages to provide creative business strategies for our clients. Our full range of advertising services spans innovative creativity to the sharpest media planning and buying, all managed in a real hands on environment. In a crowded marketplace, most advertising agencies help you play the game. At gt4, we can help you win it.

We develop strategic partnerships the length and breadth of the UK to create solutions you cannot find from 'ordinary' agencies. We constantly push the boundaries in order for your brand (not us) to be the hero of the piece. We provide clarity in a world of clutter. We call it making a difference.

[Press advertising](#)

[Television advertising](#)

[Radio advertising](#)

[Outdoor advertising](#)

[Ambient advertising](#)

Specialism: the concentration of one's efforts upon a particular field of study. Once we gather knowledge and intelligence about particular industry sectors, we like to share!



SPECIALISMS

Often, when we apply our combined knowledge and initiative to solving some of our clients' marketing needs, it becomes obvious that the skills we gather become incredibly useful to other clients in similar sectors. This is why we have created our gt4 'Specialisms'. Our team members have particular expertise in the following specialisms:

[Education Marketing](#) for colleges and universities - we work with our clients on student recruitment advertising campaigns, annual prospectuses and everything in between.

[Property Marketing](#) for new home builders and commercial construction clients - we understand the property press and the buying motives of the target audiences.

[Automotive Marketing](#) for both car retailers and manufacturers - we cover the whole spectrum of design, print and advertising.

[Print Management](#) for all our clients – projects large and small, we have the knowledge and skills to progress any job to print, regardless of complexity.



OUR SPECIALISM

EDUCATION MARKETING

Our experience in education marketing is all round intensive. The team at gt4 have an impressive array of knowledge and understanding of the pressures facing your education marketing department. One of our gt4 employees was a Glasgow Caledonian University marketing team member at the university launch in the 90's - real frontline education marketing! The distinctive GCU 'Where careers come first' university launch campaign won many awards, not just for the creativity but also for the effectiveness and the resulting increase in applications. We can help with PROSPECTUS DESIGN & PRINT, ADVERTISING, EXHIBITION STANDS and PHOTOGRAPHY. Wouldn't it be great to have a design agency you can depend on? Who know what you need and will deliver to your timescales at budgets that won't break the bank? gt4 is that agency.



OUR SPECIALISM

PROPERTY & NEW HOMES MARKETING

If you are responsible for marketing and selling new homes, KEEP READING. We have an incredible understanding of operating at the front line alongside major homebuilders. Why use gt4 for your next development? There's one easy reason to start with - we speak your language. We know you need names for sites and house types. You need brochure design, signage, wallboards for inside the marketing suite, invitations for showhome launches, photography arranged. You need computer generated images, DVD walkthroughs... Wouldn't it be great to have a design agency you can depend on? Who know what you need and will deliver to your timescales at budgets that won't break the bank? gt4 is that agency!



OUR SPECIALISM

AUTOMOTIVE MARKETING

Automotive marketing is a truly specialised area where few agencies have in-depth experience working with both retailers and manufacturers. Here at gt4, we have that knowledge and expertise gained over 20 years working with some of the major marques in this highly competitive industry. One of our team members led the project where a major manufacturer's UK regional marketing budget moved from London to Scotland for the first time ever. At gt4, we cover the whole spectrum of DESIGN & PRINT, DIRECT MAIL CAMPAIGNS and ADVERTISING. Wouldn't it be great to have an agency you really can depend on. Who really understand and empathise with your particular sector? Who will deliver to your timescales and to your budget and who gets your product out of the forecourt fast! gt4 is that agency.



OUR SPECIALISM

PRINT MANAGEMENT

safe in our hands

It's always really important to us that the care and attention we invest in your design projects translate right through to the finished product - and that means that we take just as much time at the printing stage. Our experience in printing techniques starts much earlier of course. When we start designing your project, we start with the end in mind, and will suggest paper types, paper weights and particular print finishes like embossing, spot uv, binding etc that we think will add the finishing touches. Once you sign off your artwork for printing, our hard work really starts. We work alongside the print company to progress the artwork through pre-press and printing, checking everything along the way such as colour matching, saturation and trimming. You don't need to know about the details of all of that behind-the-scenes work of course, you just need to know it's safe in our hands. All we want you to do is be surprised and delighted when the finished product arrives.



COFFEE TIME

We love our location in Hamilton. Just opposite the racecourse, we are a few minutes from the delightful village of Bothwell and also close to the motorway network. We also love clients (and potential clients) popping in to see us. There's always biscuits, sometimes croissants and plenty of coffee, tea and even herbal tea if you're so inclined.

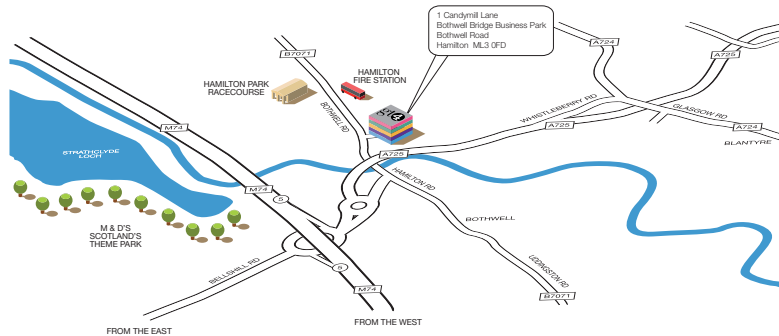
tel: +44 (0)1698 206720

email: info@gt4.co.uk

web: www.gt4.co.uk



HOW TO FIND US



From the west. M74 leave at junction 5, at the roundabout take the Hamilton exit and follow the signs for Hamilton Racecourse, we are across from the Racecourse on your right hand side, next door to the fire station.

From the east. M8/A8 leave at Bellshill/East Kilbide exit A725. Follow signs to the M74. At the roundabout (junction 5 of the M74) take the Hamilton exit and follow the signs for Hamilton Racecourse, we are across from the Racecourse on your right hand side, next door to the fire station.

1 Candymill Lane, Bothwell Bridge Business Park,
Bothwell Road, Hamilton ML3 0FD

tel: +44 (0)1698 206720 email: info@gt4.co.uk web: www.gt4.co.uk