

HEADLINE

DESIGN & PRINT



Working in the
legal sector



Working with
clients in Surrey

Headline Communications has worked with Nick Shrimpton for over 12 years when he was Head of Marketing at Stevens & Bolton and then Marketing Director at TWM Solicitors.

Client Profile:



Nick Shrimpton started Sixth Sense Marketing earlier this year, providing advice to professional services firms on a flexible basis without the need to employ someone. He was Marketing Director at TWM Solicitors for seven years until May 2016, improving the presentation of the firm across all of its public facing channels, and using Headline Communications design and print services for much of the firm's marketing collateral. Prior to TWM, Nick led the marketing team at Stevens & Bolton and engaged Headline Communications in a very similar way.

"Headline intuitively understand that they are more than just printers. They get the bigger picture and support their clients' 100% to deliver on time, every time".

Nick Shrimpton, Marketing Director

Sixth Sense Marketing



Nick Shrimpton, Marketing Director, TWM Solicitors (2009-2016) and Head of Marketing, Stevens & Bolton (1999-2009).

"Working with Mark and his team has been a pleasure over the years. This is because Headline understand the challenges facing marketing teams in law firms. Solicitors are very busy people and the needs of clients and their work always takes priority. Marketing and other areas, while important, are attended to in between client work. This means that deadlines tend to get pushed right up against their limit; not always, but quite frequently.

Headline take this in their stride. Whether it's artwork that gets modified numerous times as minor amendments are drip-fed to them, or final artwork sent over for almost immediate printing and dispatch. No doubt Headline would say '...it's all part of the service.' I would say it's a superior service and there have been many occasions where I have been made to look good because of their speed of service."

Adding value and coming to the rescue

I can think of numerous examples where Headline have added value or come to the rescue. Take a newsletter for example, something any printer can do. Headline print newsletters, but they also do the fulfilment too. It's a simple point but illustrates that they understand what else might be needed after the printing before the project can be considered finished from the client's perspective.

I also recall one day in 2015, I contacted Headline thinking there was no way they can help me here. We were attending an event in two days' time, and we needed suitable, sturdy outdoor banners to withstand some unexpected summer weather! Mark happened to have two typhoon banners so we went from having nothing on Thursday to a weather-proof banner artworked specifically for the event we were attending that weekend.

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