

dark grey

Business Messages in Motion

your business has a vision...

The strategy is in place to deliver that vision. You have the right sales / service channel, the right people and they have the right tools. But, the business landscape is changing and changing fast with new business acquisition and customer retention becoming harder and harder.

Your business has an array of communication tools and content, but, to win you need to put your messages into motion and ensure your employees, sales channels and dealers know what they need to know and to act on this months tactical sales, service and marketing messages, updates, targets and results.

And you need this to be done quickly, nimbly and frequently to the right people and be sure that you have been heard.

Dark Grey provides senior management in companies and brands with a proven and simple mechanism to do just this...



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what we do...

Dark Grey is a B2B communications specialist, which creates and delivers regular business video messages via the Internet for companies' senior and key stakeholders - direct to their employees, channels and dealers.

- At the right time, quickly, nimbly and simply
- Push/pull time managed messages to the right people
- Real-time audience tracking and analysis
- Instant audience feed back
- At very little cost

Helping companies gain a competitive edge, attract new business, increase customer retention and deliver increased service quality.

Helping stakeholders drive through any communication barriers and to securely and directly engage with their dispersed and often disparate audiences. Such as their employees, sales / service channels and dealers - and to share success, quickly and directly influence results through educating, informing, engaging and motivating.

Deliver consistent and aligned messaging, with no Chinese whispers - connect with a few or thousands with a cost from pennies per person to gain a competitive advantage.



how do we do it...

The answer to how do we do it is very simple: you, us, video and the Internet.

- You or we develop a short presentation that contains your key "catch-all" messages for the month, quarter or campaign
- A professional camera crew and producer films you / your team presenting using speech prompting
- This is then swiftly edited, supporting graphics and data added, then encoded for your approval
- The result is a focused, effective, engaging and quality summary of your very latest tactical sales and marketing messages, updates, targets and results
- Your webcast video is delivered to the users computer via a high quality, robust, secure log-on direct to your audience and your audience only
- We can include a simple response tool enabling your audience to feedback directly to you - at no extra cost
- Viewer tracking helps you see exactly who has been paying attention
- Alternatively, we can provide a professional presenter and film at our facilities - again at no extra cost
- Options include subtitles or foreign language support

We know that your time is very precious and we ensure the process is simple, professional and effective. The whole process takes hours not weeks, is cost appropriate and is designed to have a minimum impact on your work payload.

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who we do it for...

Our clients are major brands who want a competitive advantage, to fix the odds and influence sales results - and need to educate, inform, engage or motivate their audience.

Their audiences are:

- Owned or shared sales and service channels
- Dealers
- Employees
- Franchise networks
- Affiliates
- Sales/Marketing/Merchandising field forces

In the following sectors:

- Automotive
- Fuels marketing
- Pharmaceutical
- FMCG
- Travel and leisure
- Retail
- IT and telecommunications

Our experienced team have delivered successful communications for many European Brands.

techy stuff...

There is very little to say about the technology, it is what it is, and it simply works. Importantly there is no IT hassle or involvement for your business.



...engage with a few or thousands of people...

...align teams, departments and divisions...

...drive through any communication barriers...

...get results...

...gain a competitive advantage...

...see exactly who has been paying attention...

...deliver and manage your messages fast...

...with a cost from just pennies per viewer...



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Our people have an award-winning track record and deliver clients' strategic and tactical brand messages effectively, appropriately and cost effectively in the right medium, in the right environment at the right destination and with no hassle

contact us...

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