

## **bezier Group Services**

Services provided by our individual best in class agencies include:

### **Conceive**

- Brand planning
- Campaign development
- Consumer behaviour
- Shopper insights
- Market trends

### **Create**

- Creative shopper marketing
- Retail strategy
- Planning
- POP design
- Graphic design
- Artworking
- Virtual reality tools
- Project management
- Direct mail
- Sales promotion
- Experiential
- Digital marketing
  - Online marketing
  - Web design
  - Digital screen content

### **Activate**

- Temp/Perm/Semi-Perm Manufacturing
  - UK
  - Far East
- Digital screen management
- Store friendly fulfilment and logistics
- 250,000 sq ft warehousing capacity
- In-store support
- Actionlines
- Store services teams
- Merchandising teams
- Implementation teams
- New store opening support teams
- Campaign management solutions

### **Evaluate**

- Store audits
- Measuring and evaluating ROI of campaigns
- Campaign recommendations