

HELPING YOU MAKE THE MOST OF YOUR MARKETING BUDGET WITH STAND-OUT MATERIALS THAT GET RESULTS.

BUSINESS BASICS

BIG, BOLD CAMPAIGNS

SOCIAL DISTANCING MATERIALS



WE MISS YOU!

From meetings and events to chats in coffee shop queues, regular face-to-face catch ups are off the cards for a while.

SO, HERE'S A DIGITAL HELLO!

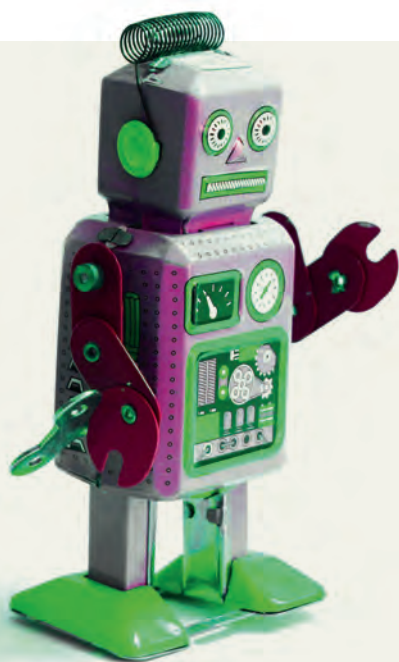


Super-brief update below, then onto the good stuff:

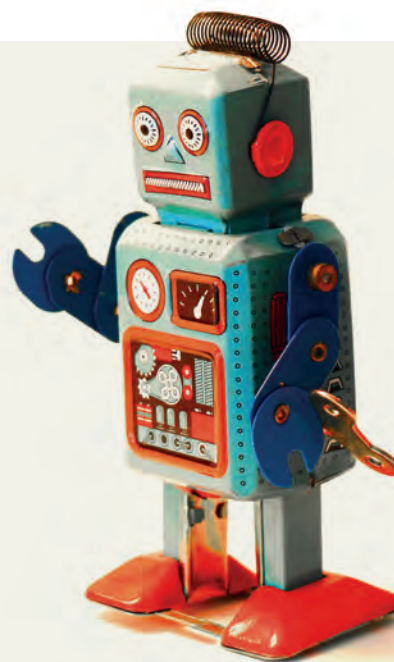
WE'RE STILL OPEN AND OPERATIONAL.

THE HEALTH OF OUR CLIENTS, OUR TEAM AND THEIR FAMILIES ARE OUR TOP PRIORITY.

OUR REDUCED ON-SITE TEAM IS HERE FOR YOUR CREATIVE DESIGN, PRINT AND DIGITAL NEEDS.



Staying apart
keeps us together



“

**STANDING OUT
WAS ESSENTIAL.
BUT IT WAS
IMPORTANT NOT
TO SCARE PEOPLE
OFF.**

”



REOPENED YOUR DOORS, OR DOING IT SOON?

IMPACTFUL REMINDERS WILL SAVE LIVES.

Whether you're in a small shop or service, a vast open plan showroom or a multi-storey office, find out what you need here.

BUT DON'T SWEAT IT.

Your brand + our templates = social distancing materials made easy.

Here's how John Clark got ready to reopen safely and in rapid time.

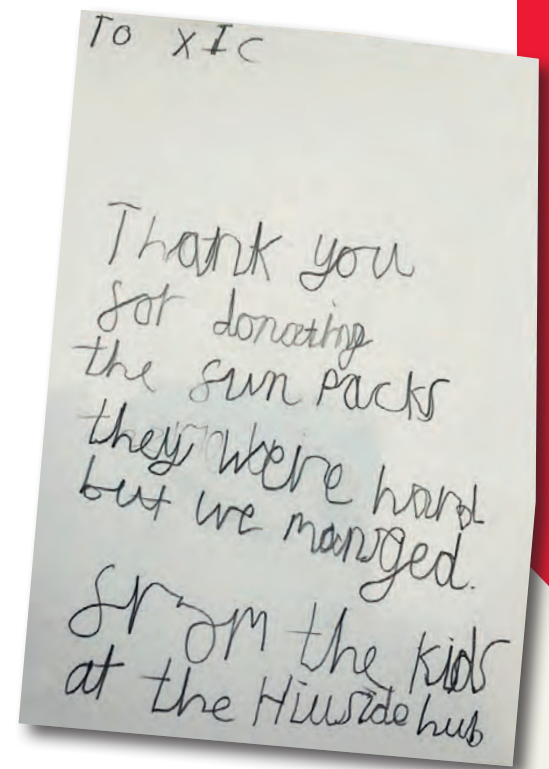


A HANDWRITTEN NOTE IS SO POWERFUL - NO MATTER HOW OLD YOU ARE OR WHAT BUSINESS YOU'RE IN.

In a bid to bring sunshine to the darker days at the start of lockdown, the XIC printing presses churned out old skool, tech-free goodies to keep boredom at bay.

Most went to charities for underprivileged children and schools with key workers' kids but some working parents lucked out, too. Rumours has it they enjoyed the packs more than their children!

Big thanks to **Aberdeen Football Club, Keycraft and Red Robin Records** for donations to make the packs super-special.



From Hillside Primary School after delivery of kids' fun packs.



WHEN STICKING A 'STAY SAFE' POST-IT ON EVERY TEAM MEMBER'S FOREHEAD JUST ISN'T GOING TO WORK...

GO FOR CUSTOM-MADE STAY SAFE SQUAD SNOODS.

Face masks are now compulsory in shops and on transport. Get one that'll see you through:

YOU ONLY NEED ONE

No stocking up on disposables.

QUICK-DRYING

Ready for your next outing in no time.

LOADS OF POST-COVID USES

Walking, cycling, hiking, sports, etc.



Thanks to Sandy for modelling!

Check out the latest designs here.

BUSINESSES	TRADES
SPORTS CLUBS	CHARITIES

Help protect yourself and others with a 100% unique snood – your colours + your pattern + your logo.

EVALUATE YOUR MARKETING MATERIAL

When times are hard, your marketing shouldn't stop. It should work harder, bringing you closer to clients and prospects as we remain at a distance.

TOP TIPS:

- Stand out in the sea of virtual meetings – brand your background.
- Pitch on hold? Event postponed? Engage via digital.
- Content is king. But you need to make yours stand out from the social media noise – and your competitors.



GET IN TOUCH



SOCIAL MEDIA

twitter.com/XICtweets
facebook.com/XICsocial
linkedin.com/company/xic
youtube.com/xicdotcom
instagram.com/xic_aberdeen

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**DESIGN
PRINT
DIGITAL**



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