

### FSi (CAFM) Co.



FSi are one of the UK's leading Computer Aided Facility Management Companies (CAFM) whose client profiles are typically FTSE Top 250 Companies. The growth and success of FSi is down to the firm foundation of technical expertise in IT and modern facilities management.

FSi produce leading technology in facilities management software, and have clients worldwide with a growing presence in South Africa, the United Arab Emirates and throughout mainland Europe. They span facilities Management needs at all levels from scheduling on a single computer at a single premise through to server-based

control for multinational corporations. Their Software itself, provides clients with features that help to automate once time-consuming processes, therefore reducing administrative costs.

ETT Brand Delivery have worked with FSi for a number of years both offline and online developing the brand identity, devising and producing innovative and creative advertising campaigns, exhibition support, designing and producing corporate & sales literature, developing their online presence via sister company Affinity New Media and managing their online marketing through Affinity i-marketing.



*Innovative and creative advertising campaigns to explain a technical service offering.*



*Product literature was designed to reflect the type of organisations FSi deal with.*



*Literature ranges reflect the global nature of FSi operations.*



*Airbus are one of FSi's prestigious clients.*



*Advertising campaign targeted at the aviation industries.*



*Exhibition support across the world is an important part of ETT Brand Delivery's work for FSi.*

# case study FSi (CAFM) Co.



Direct Mail campaigns were designed to target senior specifiers.



FSi work with many household names.



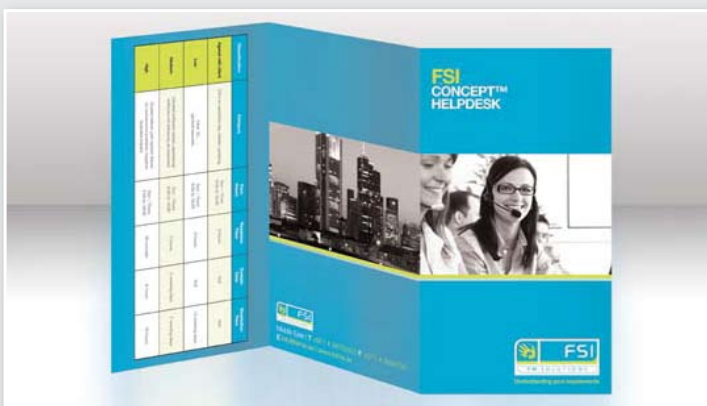
ETT Brand Delivery produced a detailed set of corporate brand guidelines for FSi.



FSi's latest mobile product demanded new creative treatments.



Marketing campaign themes are regularly updated to provide FSi with continued presence in key markets.



A range of support literature is produced 'on-brand' and 'on-message.'



FSi deal with many large blue chip corporates.

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