

Peak Perfection!

Peak Active Sport Ltd (PAS) have been providing specialist sports coaching for schools and children in and around the High Peak since 2006. They offer fantastic opportunities through an array of different sports, delivered by a professional team of coaches.

The Challenge

Understanding the need to improve their marketing to be able to reach as many children, parents, schools and other organisations about their work, PAS approached First Impression. Steve Brackenridge from PAS explains how they were initially cautious; “We were looking to improve the leaflets we give out about the holiday camps to make sure all the places were filled but as with any small business it’s not always easy to find the immediate cash flow for marketing. We collected several quotes including from First Impression, who had recently become a Printing.com franchise.

Their quotes were competitive but not the cheapest, but we liked their interest in our business and how they could help us. We also liked the idea that they had designers in-house

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as well as the ability to build websites as this is something we knew we would need in the future. Dealing with one company for everything was very appealing.”



PAS Summer Sports Leaflet
June 2008



PAS Multi-sport Flyer
November 2008

PAS Website
Launched in October 2008



The Solution

First Impression were given the work to design and print PAS's holiday camp leaflets and they set about designing a complete new look for the High Peak company. Retaining their logo and using the photography PAS have had taken to best advantage First Impression gave the leaflets a modern, bright and colourful new look, attracting the attention of children and parents alike. Steve said, "We were delighted with the results of the new leaflets. They reflected the fun and variety of our holiday camps and at the same time the quality of the design and print portrayed our professionalism to parents and schools. We quickly saw the advantage of our new image and the holiday camps attracted much more interest than usual from a marketing point of view."

PAS quickly set First Impression onto design and print a whole series of postcards and leaflets to market the different areas of their business. Such was the strength of their new brand PAS

wanted to bring their website in line to ensure there was a consistency when parents and schools visited their site. First Impression worked closely with Mark and Steve to help them achieve a site that could grow with their business. "We're even able to update it ourselves so we can put up our latest events very easily."

The Benefits

Steve continued, "We've always been proud of our business and how we help children get the most out of sporting activities and now this is reflected in our marketing. We are proud to hand out our leaflets at the end of a session and to direct parents to our website – they reflect who we are and where we are going. We are in no doubt now of how 'good marketing' can really help a business and First Impression has helped us to achieve that.

We are so glad we made the right decision and didn't choose the cheapest print option. First Impression is more than just a printers and the value they have brought to our business is measurable on our bottom line."



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To find out more about PAS visit www.pas.uk.com or contact Mark Jennings on 07814 390740 or Steve Brackenridge on 07989 830890.

