



For one of Australia's leading audio visual companies, dealing with the Vivid Group ensured its ultimate marketing aim of an increase in sales did not waiver.

Although appreciative of the impressive graphic design skills some e-commerce companies boasted, Concept Audio Visual wanted its marketing material to remain unashamedly focused on sales generation.

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“There is more to marketing than graphics...”

- Geoff Brown, Managing Director

They found the perfect working partner with Vivid - a successful e-commerce company which endorses accountability with all marketing initiatives.

Concept AV worked with Vivid to introduce to its customer base the idea of e-permission marketing and although it is too early to tell if the move into new technology will lead to more sales, feedback to date has been very encouraging (and already the company is saving money).

Traditionally, Concept AV introduced new products and services via a colour brochure which was posted to clients on its database. Today, the relatively high cost and slow turn-around time means communication has been replaced with a sophisticated -but simple to use - electronic email type system developed by Vivid.

The new communication and promotional system allows Concept AV to draft words for the correspondence and have them sent and received by all on its database within hours!

Like many companies, Concept AV is always examining ways of cutting costs to ensure its cost effectiveness - this latest tool is not only achieving that but showing its competitors its willingness to embrace new technology to stand it apart from others in the industry.

And by working with a BRW Fast 100 Company like Vivid, it is assured that all its e-commerce initiatives are ethical and conducted within SPAM guidelines.

Concept AV believe that being part of an industry themselves where technological changes are rapid, it is similarly important to work with a company like Vivid which is continually keeping up-to-date with new advances in it's area of expertise.