





### Client comment

“As with any development of a company's brand, there is a degree of trepidation in how an outside supplier will interpret things. Shere did put forward bold, unique recommendations – and the route we chose we are very pleased with. The copywriting work they did helped to form our proposition for all our communications. The web site, literature and other materials they created have certainly achieved for us a fresh unique identity in our market that enables us to present the re-engineered software solution to an existing audience without carrying forward previous perceptions. Shere managed the production process smoothly and pro-actively ensured that input required from my team was minimised, allowing us to just get on with our jobs”

### Michael Burke

Managing Director