

CASE STUDY

How our Interactive PDF Brochure brought Centrepoint Alliance remarkable results

Client Profile:

Centrepoint Alliance is Australia's leading network of non-institutional financial advisers.

Industry:

Financial Services

Interview Partner:

Kevin John, National Manager, Sales Strategy

Project Date:

07/2016

Format:

Interactive PDF Brochure

Target Audience:

Financial Advice Firms and Advisers



GOAL

Centrepoint Alliance operates in the financial advisory industry that is complex and overwhelming. Following a brand re-launch, they decided to update their existing client resources. Basic PPT presentations and PDFs no longer catered for the way their prospects communicated and consumed information.

Centrepoint Alliance needed a new client resource that would convey their wide service offering in an engaging way. It had to be easy to digest, while reflecting their brand and value proposition at the same time. The challenge was to condense 'text-heavy' documentation without losing their meaning – and to create a 'light' digital asset that could be easily hosted and distributed.

SOLUTION

As none of the standard solutions such as videos or webpages would meet all of the above criteria, Slidemaster recommended using an interactive brochure instead. This innovative PDF format would allow their prospective customers to interact easily with content – providing an engaging user experience. While it would come with a small file size for high portability – it would also be able to hold a lot of detailed information.

Slidemaster's talented team of designers, writers, and illustrators worked in close collaboration with Centrepoint to create an impactful brochure. They delivered the concept, structure, copywriting, and design of this premium brochure within a very tight deadline.

KEY RESULTS

Centrepoint has received very positive feedback from their clients who enjoy interacting with content and instantly finding the information they need. This innovative tool provides an engaging experience and has shortened the decision making process for customers.

As a result, Centrepoint has witnessed an increase in their customers, along with a rise in referrals. This groundbreaking tool allows new standards to be set within the finance industry by Centrepoint.

“In Slidemaster we found a like-minded and highly professional agency that actually takes the time to truly understand our needs and those of our industry. They were easy to work with, and have guided us through the creative process – every step of the way. Our sessions were fun, creative, and educational. They have earned my highest recommendation.”

Kevin John, Sales Strategy at Centrepoint Alliance

Slidemaster – Professional Presentation Design Agency

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Interested in an interactive PDF brochure that will help you effectively reach your targets through exceptional creative and design performance? Contact us today for a free quote.