

IGI Solutions/Illusion Factor Consultancy -
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Client: The Illusion Factor

Author: Jules Wright/JWMC

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Page 1. In the delivery of effective integrated marketing communications, both planning and delivery must go together hand-in-glove in order to hit home. This is why we have fused the award-winning concept, delivery and production capabilities of **Illusion Factor** with the strategic marketing consultancy skills of **IGI Solutions**.

Satisfying today's clear client needs for strategic marketing programmes that solve business problems, **IGI Solutions'** expertise spans a wide range of business sectors and their related issues.

Located in London, we apply proven business methodologies to ensure a joined-up approach to communications that links your critical triangle of People, Customers and Shareholders: communications that develop your brand, motivate your people, promote loyalty and improve sales. All within the measurable context of profitability, cost consolidation and return on investment.

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Page 2. Our fresh approach to communications consultancy combines board-level expertise from both sides of the fence - from agencies and leading blue-chip corporates alike – to bring an unmatched breadth and depth of perception to communications consultancy that makes it natural for us to view projects through our clients' eyes.

And we have the real world business experience that counts. Our skilled team has decades of man-years working in some of the toughest markets worldwide; time spent learning how to make communications work through the fusion of practicality and clarity with innovation. We possess the maturity, judgement and common sense that lets us view problems objectively, backed by a competence in which you can trust. Whether it be in brand development, customer loyalty and change programmes or public affairs, corporate citizenship strategies, community initiatives and investor management. In addition, our extensive international network of over 100 consultants are veterans in the tailoring of major corporate campaigns, considerably amplifying our consulting perspective and capability.

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Page 3. Our expertise extends across a broad range of areas: right across the public and private sectors from central and local government to NGOs; from FMCG to pharmaceuticals; telecommunications to financial services and energy to the automotive industry.

And our record speaks for itself: from managing European privatisation positioning to guiding the marketing communications for a critical £100million business change programme. From bringing together potential energy exploration investors to managing the steep communications change from monopoly to competitive telecoms operator.

From translating business-to-business product and service propositions into sector-specific pitching models right through to defining the umbrella communications programme required to support the South Korean Government's bid to host the World Expo in 2010. We're not afraid to get our hands dirty.

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Page 4. So however complex, diverse or international your communications consulting needs, **IGI Solutions** has the intellectual depth and the physical capability to help you. We're just a click or a call away.

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