



# Welcome to **nxo**

strategic marketing network

**nxo** is a strategic marketing agency with a difference. Founded in the UK, we can access marketing expertise from across Europe to serve clients in the Asia-Pacific region. Working with clients from the formulation of strategy, through delivery of tactics to the analysis of results, we provide end-to-end marketing solutions for companies, ranging from high growth start-ups to global blue chips.

We pride ourselves on being a full service strategic marketing agency specializing in brand equity development, marketing process, ROI generation and CRM systems, together with a range of services including strategic consultancy, advertising, design & print, website design, PR, events, direct mail and online marketing. We are constantly evolving our network and skill-sets whilst working closely with our clients at all stages of the marketing process. The final output is always in line with client expectations.

Using the most appropriate and effective tactics, we utilise the skills of our own team in conjunction with carefully selected suppliers to provide fully integrated campaigns that are always focused on results and superior value for money. We also have comprehensive sector experience across the network drawing from backgrounds in a huge variety of industries ([www.nxo.net/sector.php](http://www.nxo.net/sector.php)).

In this dynamic information age, as product lifecycles shrink, customer loyalty to brands becomes strained, and competitors enhance their business models continuously, why not stay ahead of the game and try the **nxo** approach.

We look forward to working with you.

Samir Asaf, **nxo** Asia Pacific, President & Managing Partner

# “take a seat”

View some of the companies we have worked with in the past and see what they had to say about **nxo**:



“**nxo** has been instrumental in helping us achieve our brand objective of being seen as the world leader in software testing. Their branding expertise has been invaluable and it is extremely beneficial to be able to rely on one company from start to finish, i.e. from research and development of the brand concept through to its implementation in collateral from the website and brochure to business cards and letterheads! That one-stop shop approach provides a streamlined service that ensures everyone involved is onboard, on-plan and focused on a successful outcome throughout”

**Adam Ripley**, Senior Vice President,  
Marketing, AppLabs



“We needed a company which could help us to communicate our message of change, both internally and externally. **nxo** took on the challenge and delivered a series of open days which were innovative and informing, but above all, a success.”

**Mike Loyd**, former Managing Director,  
Alstom



“**nxo** proved to have a clear understanding of the campaign requirements, especially the need to balance our key brand messages, and their creative work successfully conveyed the correct messages to our target markets. Based on the success of the initial campaign we have since worked with **nxo** on more campaigns.”

**Henri Bryan**, Marketing Communications  
Associate, GORE



“We are very pleased with **nxo**. Their experience and knowledge in developing and implementing direct marketing has helped develop new insights for Phoenix Natural Gas.”

“**nxo** continues to help us develop our contact strategy and improve returns on campaign activity. This work complements our broader brand programme.”

“It is important to us that our marketing agencies can work effectively together and **nxo** have demonstrated their willingness and ability to do this.”

**Sharon Hearty**, Corporate Affairs  
Manager, Phoenix Natural Gas Ltd.





**Philip Dyer**  
CEO,  
nxo plc (Europe)



**Samir Asaf**  
President & Managing Partner  
nxo Asia Pacific

“Marketing has the potential not only to help increase sales but also to identify new opportunities and create new solutions and strategies. Today, relationship thinking has replaced transaction thinking, customer lifetime value has replaced customer current profitability, services and experiences have come to be more important than the product itself. **nxo** offers outstanding value and the European perspective to Asia-Pacific. Let nxo enhance your marketing ROI through delivering effective marketing solutions tailored to your specific requirements. I look forward to hearing from you.” – Samir Asaf

## “Contact us”

**Telephone**

+44 (0) 870 754 7755

**Facsimile**

+44 (0) 870 199 1455

**Email**

samir.asaf@nxo.net

**Web**

www.nxo.net

**nxo plc**

PTMC, Marsh Lane, Preston, Lancashire, PR1 8UQ, United Kingdom

