



PRESS RELEASE

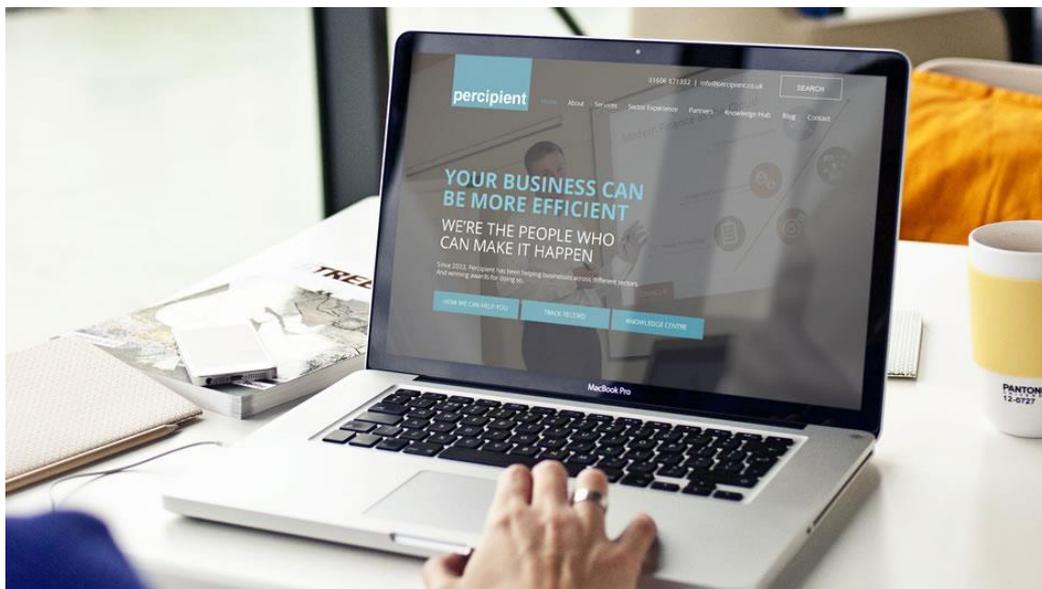
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Thrive rebrand and launch integrated creative campaign for business systems specialists Percipient

Thrive, the Cheshire-based Brand Communications Agency, recently won a four-way pitch to rebrand and launch an integrated campaign for award-winning company Percipient.

Percipient are specialists in ERP – Enterprise Resource Planning, which automates and integrates an organisation's core functions to make them simpler and more efficient. They had a need to communicate to businesses how ERP can make a huge difference as well as highlighting their experience and knowledge in this field.

Thrive's approach was to develop a new brand, which was bold, straight-forward and business-like and a new website which, unlike Percipient's competitors, clearly identified the benefits of ERP. Percipient were so keen on this approach that it was quickly rolled out to a full integrated campaign that included press ads, emails and landing pages.





Founder and Managing Director Dave Powell said *“This was a four-way pitch alongside some very well-established and high-profile agencies, so we were really pleased when Percipient appointed us. We stripped back the website to focus upon Percipient’s objectives and to set them apart from their competitors. There is no greater recommendation for a job well done than a client liking the work so much that they immediately decide to roll out the project further.”*

Chris Stock, Managing Director at Percipient said: *“We got exactly what we wanted when we first engaged with Thrive, a reliable local digital agency. After 12 years I have a website to be proud of. The team at Thrive are a joy to work with; communication has been excellent throughout the project with regular status calls and comprehensive email follow-up. Thrive excelled in their ability to react quickly to ad hoc queries and requests. Nothing is ever too much trouble and the Percipient team are really looking forward to continuing working together on our digital strategy.”*

Amongst Thrive’s current portfolio are Cheshire East County Council, Claire’s, Wright Marshall and The Victorian Chop House Company. Thrive is based in Beartown, the affectionate name given to the market town of Congleton, Cheshire.

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NOTES:

Percipient help businesses across different sectors improve and grow using Oracle and Sage software. They are one of the longest-established and most trusted Oracle Applications Partners, working with the very latest Oracle ERP Cloud products. Now a noted Sage Business Partner, working with their flagship X3 product. Percipient are based in Northwich, Cheshire and clients include Fisherman’s Friend, NAPP, Compass Minerals, Bristol Sport and Mobiletron.

Additional information, images etc:

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