



we provide power
to keep your marketing on track

third rail noun

A rail laid parallel and adjacent to the running rails of an electrified railroad to provide electric current to the motors of a car or locomotive through contact shoes.

Why work with us?



54 years

Over 54 years of combined business, sales, creative design & strategy under one roof.



experienced

In-house & agency experienced consultants who understand business challenges.



solution driven

We start with the problem and find the solution that suits your business environment.



enviable track record

Local and global brands alike sit within our portfolio of customers.



a partnership you can trust

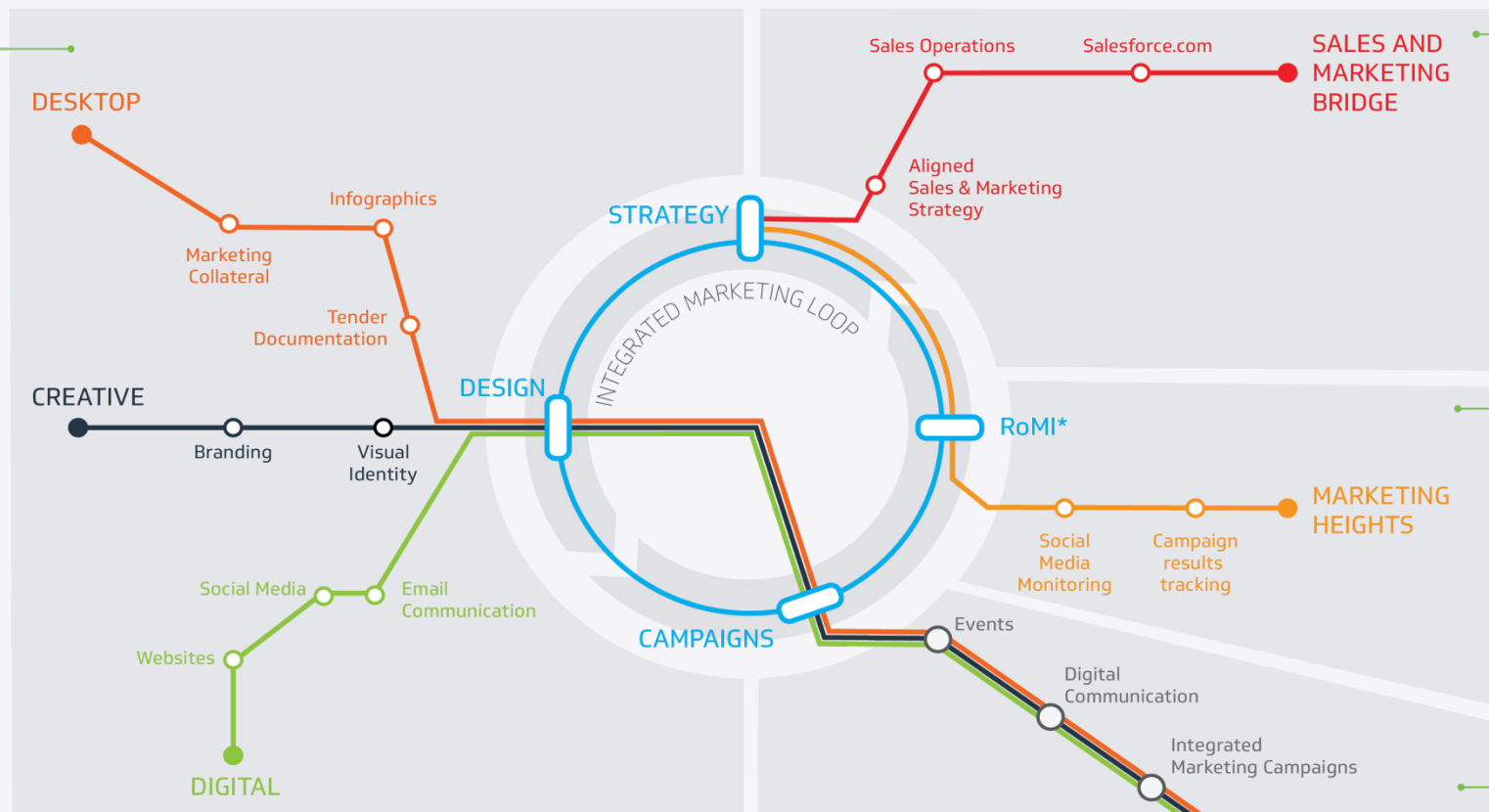
We deliver, take all of the risks whilst you take all of the credit.

what's on offer

CREATIVE DESIGN

Creative Graphic Design is the cornerstone of our services and main tool for building your brand. If you need support in consistent implementation of an existing visual identity across all visual touchpoints or are looking for a fresh look and feel for your brand, we are here to design all the required elements for you.

A thousand words does not always tell the right story, so one of our favorite ways of spending time is visualizing concepts and data. We develop infographics, to help you capture your audience with compelling diagrams in your presentations, corporate reports, marketing collaterals or tender documents.



STRATEGY

Sales and Marketing are often treated as parallel functions to drive your business. The reality is that they are most effective when they work together. Aligning their goals and creating a mutually reinforcing feedback loop between the two can be a powerful engine of your business development.

ANALYTICS

Analytics can help you understand the performance of your activities, control their effectiveness and adjust your strategies to maximize their potential.

MARKETING COMMS

An integrated marketing communication strategy that combines the right mix of tools and channels to deliver the right message, to the right people at the right time.

SCHEDULE AND FARES



CHAT

Our trip starts with a simple conversation with you about your idea of where you start from and where are you heading.



PLAN

A well planned journey means we begin with a detailed plan of time and resources needed. We then price our services based on time required to reach the agreed goals.



DELIVER

We believe in transparency in everything we do. Therefore our quotes are presented as a list of all tasks ahead with details of time, cost and resources required for their completion.

ROUTES

- Desktop Graphic Design.** All things printed. A fascinating route among captivating designs.
- Integrated Marketing Loop.** Convenient transfer between all other routes. A fun ride with the additional bonus of refining your marketing.
- Creative Conceptual Design.** This is where visual identity is forged. From logo, through color schemes to layouts.
- Strategy.** Suggested starting route to every enjoyable trip. Allows bridging the gap between your sales and marketing.
- Digital Design.** A trip through the scenic route of great design on the web. Websites, emails, social media to name a few.
- Analytics.** A route to complete all other routes. Works great in combination with Strategy giving unforgettable views from the Marketing Heights.



Creative concepts & solutions that drive results for your business & solve your customers problems.

new to
third rail

 Third Rail Consulting

anonymous



anonymous.

Third Rail Consulting's, CSR marketing & strategy arm that solves a multitude of business and social problems via campaign management, memorable events & initiatives that deliver results for all.



*CSR event planning,
management &
execution*



anonymous CSR

problem



customer engagement



strategic customer centric campaigns



budget constraints



time management issues



manpower limitations



market awareness

solution



sponsorship campaign



sales opportunity



zero investment



outsourced



Third Rail Consultants



advertising, PR & social media

outcome



CSR investment



new & existing sales opportunities



success based fees



limited customer input



TRC's work your name



Increased visibility, credibility and brand is humanized externally

anonymous. campaign output



the anonymous team



Maciej Napierala
Creative & Design

CEO of Third Rail Consulting



David Bryuntjes
Sales & Business
Development Director

Third Rail Consulting



Sarah Jane Martin
Anonymous Account
Director

Sales, Marketing & Start-up
ventures.



Lynda Vanderwel
Social Media and
Online Digital

Campaign Director

「Thank you.」