

Marketing Matters

High impact

making the right impression

IN THIS ISSUE:

There's no excuse!

How to avoid boring magazines

Page 2

15 million
Scoring for British Gas

Page 3

World record mailing
goes Countrywide

Page 3

Win a wine tasting break
in our competition

Page 4

Boring customer magazines

there's no excuse!

Do you currently produce a customer or staff magazine? Maybe it's something that you are considering. With the proliferation of media channels, it has become harder for brands to secure time with consumers. Magazines offer a medium that grabs the attention for longer. Now many organisations are recognising the impact of a carefully targeted title.

The key questions that we ask ourselves when creating or reviewing customer magazines are:
Consider what your magazine would look like on a newsagent's shelf? Does it stand out? Would you want to pay money for it? Does it sit well with other branded communications that you produce?

It's important to think who your readers are and what content will interest them. Inevitably there will be some editorial compromise, but there's always an interesting angle in any story.

It's this combination of quality design and good writing skills that creates a sought-after magazine, and the good news - it needn't cost you any more. Business or consumer, we produce magazines that are eye-catching, colourful and full of informative content. For more information email Becky Thurtell at becky@marketing-impact.biz



How we scored 15 million for British Gas



Marketing Impact recently produced a regular job for British Gas. Their Standards of Performance mailing was despatched to over 15 million account holders, and although produced annually, it is no less daunting each time. This year's creative uses the theme 'How we scored', and as usual, our artworking and proof-reading skills scored very highly. Print production capacity on such a large run is paramount so a quick turnaround for the creation of the mailing piece was crucial to dovetail with the British Gas billing cycle. Maybe it's time you put Marketing Impact on your team sheet. For more information email Steve Davidson at steve@marketing-impact.biz



Jenny boosts Studio design team

Recent new business gains have required us to increase our design resources. Joining us from JPMH, a leading marketing services group, is Jenny Hogg who has extensive experience of designing for the web. Prior to this Jenny's career involved working for a number of agencies, both above and below the line, producing sales promotion and advertising campaigns for retail, fmcg and property clients. Jenny lives locally to the Studio in Surbiton and enjoys socialising, cooking for friends and horse riding in her spare time. For more information email Jenny Hogg at jenny@marketing-impact.biz

Marketing Impact's world record

Our challenge for Countrywide Corporate Property Services was to create a direct mail piece targeting Sales Directors of new house builders with a mailing piece which boasts largest and biggest.

As part of the UK's largest estate agency and financial services group, our client wanted to leverage the market strength that this brings. The prospect group is in the hundreds so we could afford something a little more elaborate. But how do we communicate those values to a sophisticated audience without being wasteful, whilst still ensuring recognition when followed up by the telemarketing campaign?

The chosen creative route was a client-specific mailer containing a copy of the Guinness World of Records book. The small mailing size dictated digital printing and we were able to personalise each mailing piece with the prospect's personal details adding both interest and recognition. For more information email Jayne Boulden at jayne@marketing-impact.biz





Swirl, smell, swill, swig and slur!

Win a wine tasting break for two

We're giving you the opportunity to win a Red Letter Days' wine tasting break for two in our easy to enter competition. You know you like wine, but you have no idea how to tell good from bad. Is it corked? Is it a poor year? Which wine will impress your friends, Chateauneuf du Pape or Asti Spumante?

Wine is meant to be drunk, not a forced dinner party anxiety and with this fun and interesting experience you can learn from the Masters and quaff with confidence. The wine experts can help you pick good wine from bad, find bargains and avoid problem wines. You'll taste a variety of red and white wines and learn how to match these with food and discover the secrets of blind tasting. After your tasting relax, enjoy dinner and finally retire to your room in a stunning mansion near Guildford in Surrey. Wake up to a full English breakfast the

following morning and take the opportunity to absorb the beautiful landscape of your hotel's gardens.

The experience is for two people including the tasting, overnight stay, dinner and breakfast. All you need to do is correctly answer the following question and email the answer to wine@marketing-impact.biz **Champagne originates from which country? The closing date is the end of the month and the winner will be the first correct entry selected.**

eMedia expanding



Increasingly our clients are asking us to maintain the continuity of our print work for them through to a digital presence. Whether micro sites or full blown web and intranet the benefits of this

strategy are clear. The traditional trade-off between quality of design and technical functionality is no longer an issue. Having completed their other design and communication material, we can maintain the design integrity which is often lost when handed over to a technical web outfit. For more information email Andrew Hartley at andrew@marketing-impact.biz

Design - it's just child's play

As part of the briefing pack for our latest job from Elmbridge Borough Council we were handed a pile of children's drawings. Now we're not precious about our design skills, but we do have some principles! Thankfully the client just wanted us to use them as a focal point. The leaflet which is distributed to doctors' surgeries, libraries and other public places in Elmbridge Borough, aims to encourage residents to make promises of changes in their daily lives, such as turning the tap off when brushing their teeth to save water. For more information email Alan Ould at alan@marketing-impact.biz

