



Strand in ten minutes



Retail Experience



Unique Services



Measurable Results

strand



Finalists in Marketing Society
Awards for Excellence 2008



The Financial
Services Forum

Runner up at Financial Services
Forum Awards 2008



Highly Commended at
B2B Awards 2008

Introduction

Strand Marketing is an award-winning marketing services group that specialises in the retail and financial services sectors.

We've come together from four agencies:

Promodus

Design & PR

Visible Results

Loyalty & CRM

Cognac

Big Pictures

Film 121

Video Production

How we spend our time

Sales & Marketing Audits - What would we change to increase success?

Tenders - Maximising your chance to win the business

Customer Loyalty & Targeted Marketing - Influencing behaviour and measuring it

Big Pictures - Communicating anything more simply, visually

Evaluating Voucher Codes - Measuring the impact of discounting

Brand Profiling - Design, reputation and awareness

Questions we're answering in 2011



Did we say measurable?

Even allowing for our modest fee, the return on investment is so good that your business will end up the winner.

Here are just a few examples of recent successes:

200% increase in quote requests in the first month following the campaign



We increased like-for-like turnover by **7.25%**



The first 6 months activity generated sales at **193%** of target



Case studies



AXA

Our brief was to 'make insurance appealing to staff in Thomson (TUI) travel agents'. Strand proposed the concept of AXA Fame - a pastiche of Hello magazine - as a communication vehicle for a staff incentive. The magazines were so effective that AXA saw an immediate and pronounced uplift in sales. We continued to produce the magazines on a quarterly basis for 4 years on a tight budget (including a face lift to make it a 'Grazia' pastiche). We also supported the AXA team when they attended the annual Thomson conferences with suitably themed exhibition stands and displays.



RUSH

We were asked by a retailer to measure the impact of discount vouchers on their business. To achieve this, we examined some of their financial data, alongside data from their recent marketing initiatives, including discount vouchers. We also spoke to some of their customers and staff to get a more qualitative answer too.

We pulled together the results in a comprehensive report and developed a series of charts by which to measure future discounting activity.

We found that there were a number of stores that appeared at first to be performing rather well, compared with the remainder of the estate. However, when we looked at the figures another way, we were able to demonstrate that some of these top performers were discounting when customers would have come back anyway. Strand was able to show that there was an equation, which could be applied to any store, to highlight whether the store was 'giving margin away'.

What was the result of this work?

An additional £141,000 in revenue.



What do others say about us?

"The Strand team completely exceeded our expectations. Having a small, nimble and dynamic team made the process efficient and productive. We also knew exactly who we were getting on our account and the time involved. The press coverage was extensive and the process of getting there fun. A great team, highly recommended!"

Marketing Director - Interbrand

Heard enough?

Call Darren Baker now on **020 7938 0800** or email darren.baker@strandmarketing.co.uk and tell him what you're looking for and you'll be surprised at what else he can tell you in ten minutes.

strand