WORDS AND IMAGES

formula

WORDS AND IMAGES...

...their origination and creation based on analytical and strategic thinking

...their composition, to be memorable and distinctive

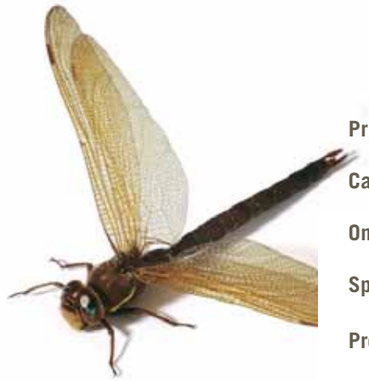
...their placement, to reach and influence target audiences cost-effectively

...their role, to help organisations achieve awareness, growth, and profit.

This is what we do, either on a project basis or within a full service agreement.

You can see some results – often produced on a tight budget – and what some of our clients think of them and us in this portfolio of work.

CONTENTS



01 Press advertising and media planning

03 Campaigns

05 Online advertising, web content and interactive media

07 Special projects

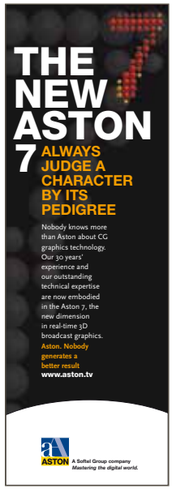
17 Product launches and start-up packages

19 Public relations

21 Who we work for and what they think

Client: Softel
Title: Strawberry
Format: Full page
Corporate ad positioning the client as lead player in interactive TV and subtitling technology

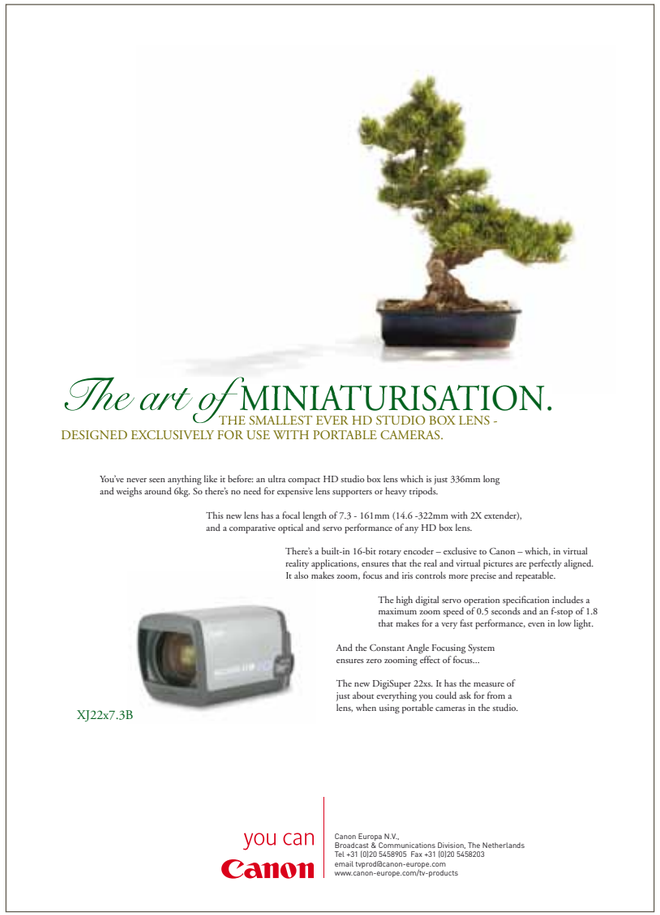
Client: Canon
Title: Relax
Format: Full page
Product ad promoting new format HDGC lenses in over 7 different languages



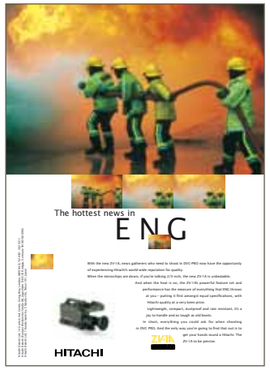
Client: Aston
Title: Seven
Format: Half page portrait
Announcement ad promoting new 3D broadcast graphics software

PRESS ADVERTISING AND MEDIA PLANNING

A complete advertising service from strategy and creative concept to final copy, scheduling and placement.



Client: Canon
Title: Bonsai
Format: Full page
Product ad promoting new lens technology with size and weight benefits

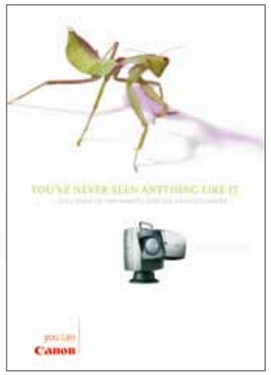


Client: Hitachi
Title: Fire
Format: Full page
Product ad launching new camera

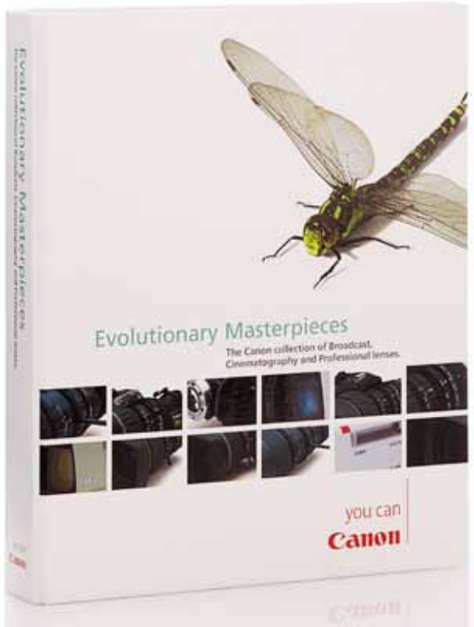
Client: Canon
Title: Insect campaign
Media: Product ads, inserts, posters, exhibition displays and promotional items
Project function: Multiple media campaign promoting a range of new broadcast lenses and products throughout Europe

CAMPAIGNS

Advertising and Public Relations through multiple media from press advertising and web content to sales and event support.



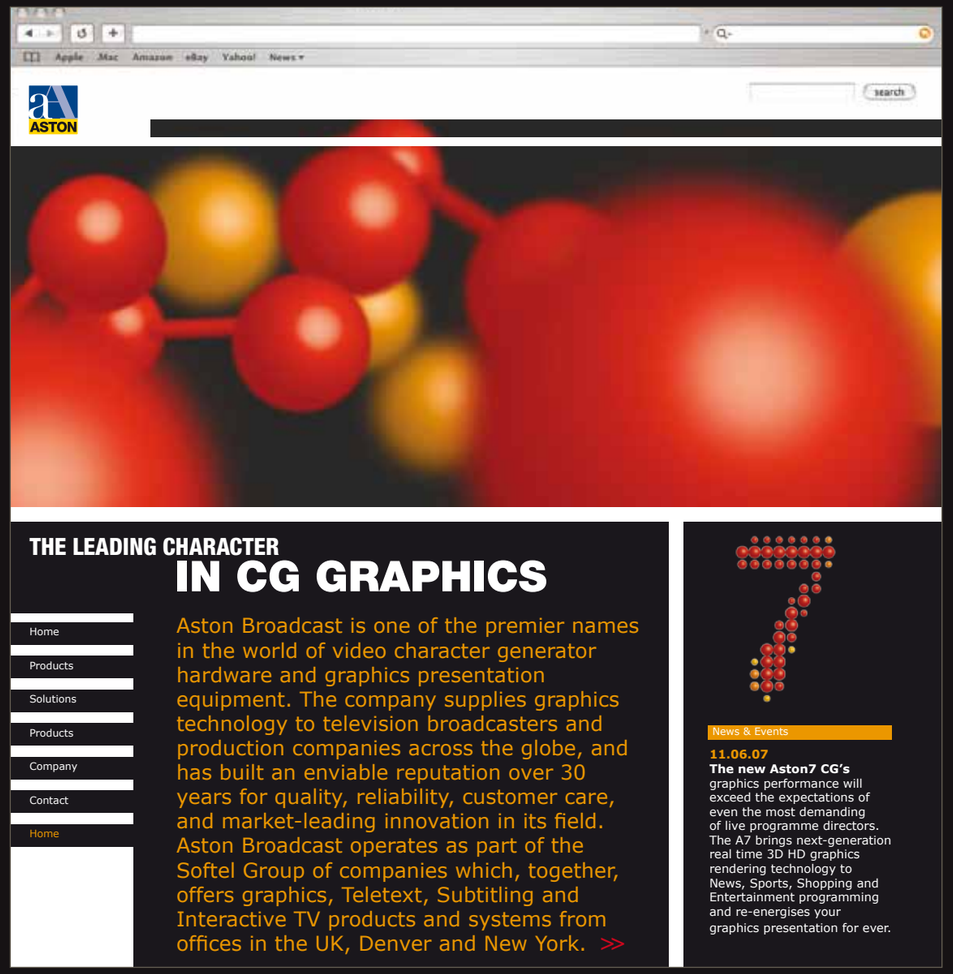
Full page press ad and A1 poster



A4 Ring Binder containing product brochures

Carrier bag, promotional give-away

6 page, 210x210mm magazine insert



Client: Aston
Work involvement: Home page design including 3D illustration

Client: Canon
Title: Discover the sharpest, fastest and lightest. HD Prime lenses ever
Format: Online and banner ad — part of a European advertising and PR campaign — with links to a specially created microsite, which included pop-ups with product specifications; users articles; comparative chart and PDF brochure download option

Client: Canon
Title: Relax it's going to be a perfect shot
Format: Part of a campaign including online ad with pop-ups and hyperlink to home page

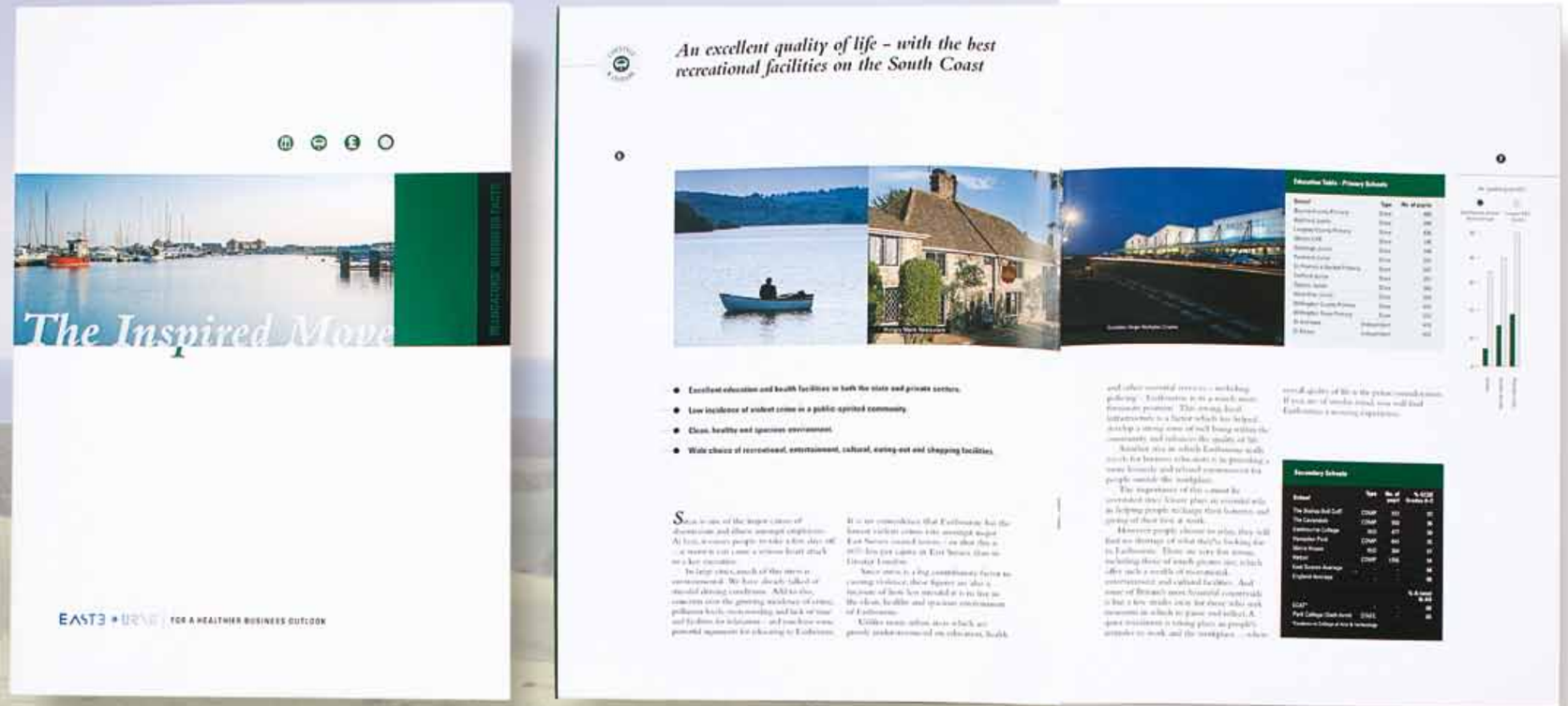
ONLINE ADVERTISING, WEB CONTENT AND INTERACTIVE MEDIA

Online ads and homepage designs to microsites and database management systems.

Client: Eastbourne Borough Council
Title: For a healthier business outlook
Format: Folder and four 12 page brochures
Function: Sales pack targeting relocators, hoteliers and retailers
Project involvement: Sourcing data, commissioning reports and strategy development to concept, copywriting, photography and print

SPECIAL PROJECTS

Advertising, PR, Direct Response, and project literature
From qualitative research and strategy to
conceptual thinking and multi media solutions.



Hotelier brochure
A4 12 pages

Retailer brochure
A4 12 pages

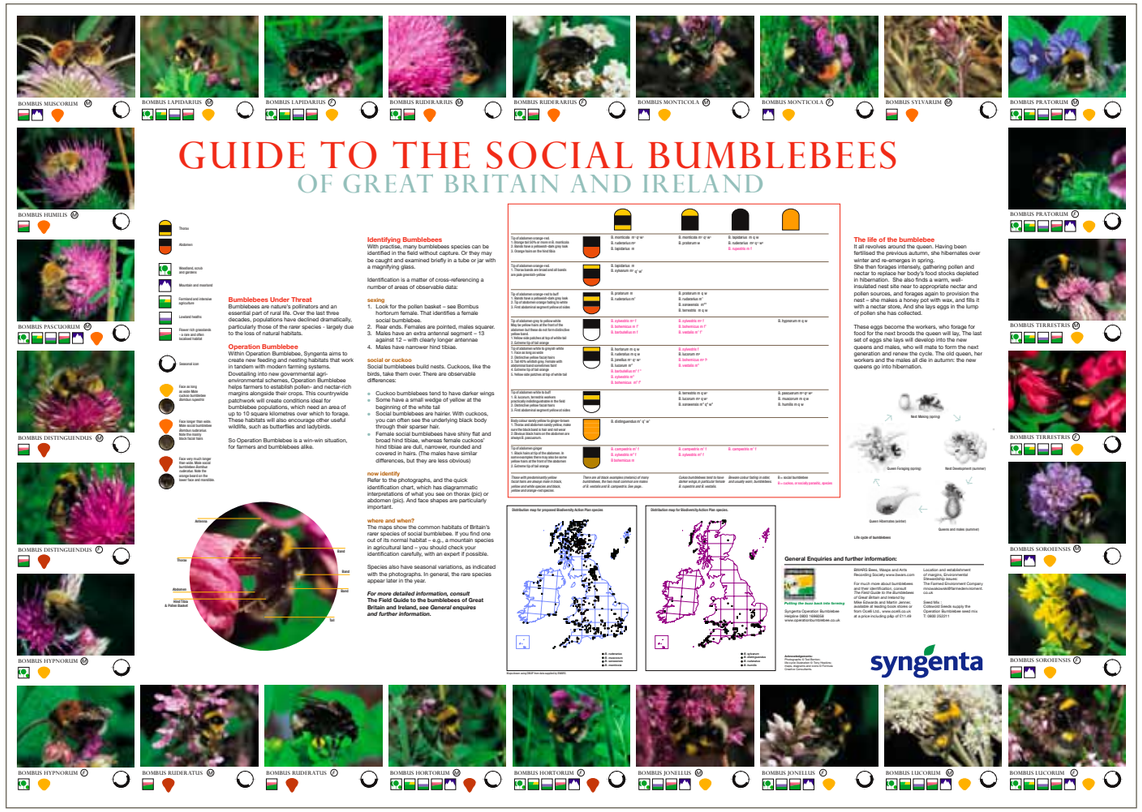
Countryside leaflet targeting
landowners local authorities
and conservation bodies.
4 page, 210mm x 210mm
Total print of 40,000
including reprints

Garden leaflet targeting gardeners
and pest controllers.
6 page, 210mm x 210mm
Total print run of 75,000
including reprints

Farming leaflet targeting
farmers and landowners within
environmental schemes.
8 page, 210mm x 210mm
Initial print run 15,000

Client: Natural England and
Scottish Natural Heritage
Title: Help save the bumblebee
Media: 3 bumblebee awareness leaflets

Client: Ocelli
Title: Field guide to the Bumblebees of Great Britain and Ireland
Format: 115mm x190mm, 108 pages
Project Involvement: Concept, design and artwork including identification system. Sponsored by English Nature (now Natural England) to raise profile and awareness of bumblebees and distributed through all major book retailers



Client: Syngenta
Title: The Social bumblebees of Great Britain and Ireland
Format: A1 laminated poster
Function and objectives: Part of a farming initiative targeting 1000 farmers to introduce field margins and encourage the conservation of bumblebees and wildlife. 16,0000 posters printed and distributed to farmers, school children and environmental interest groups

Client: Softel
Title: Natural Selection
Format: A5 landscape, blind-embossed, full colour presentation folder containing introductory leaflet and individual product cards
Function and objectives: Dual purpose corporate/sales pack positioning client as a dominant force within its sectors and also providing introductory brand information

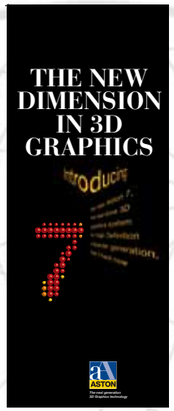
Client: Canon
Title: Getting the best out of the Digital Drive system
Format: 20 pages, 210x100mm
Function: User friendly instruction guide

Client: Canon
Title: To be opened before an emergency
Format: A5 bespoke ring binder containing 12 page brochure, lens cleaning cloth and individual leaves
Function and objectives: Service binder promoting a worldwide network of service centres, reinforcing a commitment to reliability, service back-up and technical support with guidance on lens care, testimonials and contact information

Client: Aston
Project: Corporate identity redesign and new product launch
Included updating company logo, new product logo, advertising strategy, leaflet and ads, exhibition displays

Company logo
Revamping logo to maintain identity and recognition to existing customer base

Product logo
Designed in 3D to help promote one of the product's main benefits



Announcement ad
Format: Half page Vertical

Launch brochure
Format: 6 page 210x210mm

PRODUCT LAUNCHES AND START-UP PACKAGES

PR, advertising, corporate identity and brand identity,
From research and brief development to advertising strategy and media planning.

PUBLIC RELATIONS

Newsletters, press articles, press releases and cuttings service. From press liaison and event support to organising user reports and developing newsletter content.

Client: Canon
Project: Canon newsletter
A3, 8 page. Includes new product information, news stories and user reports. Used to disseminate new product information and news at the main European annual broadcast exhibition

Client: Various
Format: Press releases, articles and user reports

Client: Aston
Project: Aston newsletter

Client: Softel
Project: Softel newsletter

'For a small business, the project of creating a product catalogue is a demand on resources. Formula understood the constraints on manpower and managed the complete process, from directing of product shoot, layouts and copy creation. From initial brief to delivery, the project was managed with little interruption to my time... and on time.'

Brian Larter – Managing Director, Autoscript UK

WHO WE WORK FOR AND WHAT THEY THINK

Our current client base is mainly B2B, but also includes environmental organisations, government agencies, charities and local authorities.

Our collective backgrounds however – marketing and creative in both large agencies and plcs – go right across the board, and include finance, publishing, communications technology, food and drink, motoring and fmcg. Brands and corporates worked on include Honda, Economist, Daily Express, Abbey National, Clairol, P&G, Lloyds, TSB, Associated British foods, Citibank, Canon, Nestle, Mars, Bird's Eye, Martini, Van den Berghs, Levi's, Caterpillar, Massey-Fergusson and many more.

'Help save the Bumblebee... get more buzz from the countryside' was probably the most successful promotional campaign we ever launched. There were 850 enquiries about the leaflet on the first day. Two phones were continually manned to cope with demand and the answer-phones were jammed. Enquiries continued for months afterwards.

There were also 19 radio interviews over the first few days, articles appeared on at least 11 websites and there were 64 press articles in 57 newspapers. Articles were still appearing four months after the launch.

Clearly, the leaflet concept, and the message it contained was ideally suited for the general public - but the scientific input, strategic approach, creative concept and informative text made this a valuable tool also for pest control officers, and a concise guide for gardeners who were keen to play a role in the recovery of bumblebee populations.

'Working with Formula has been a pleasure. Conversation was always productive, to the point and any confusions quickly solved. Everyone was kept informed at each stage and drafts were exchanged several times. The final proofs were stunning. A delivery date was agreed and the leaflets arrived promptly, in stout boxes. The whole process could not have been simpler.'

Dr. David Sheppard – Invertebrate Ecologist, Natural England

'I felt compelled to write and thank you for your efforts, on our behalf, in creating our latest advert. Whilst your ideas were not what I expected, and not in our traditional theme, you have proved to be correct. The volume of enquiries received to date has surpassed our previous response level and our current expectations.'

Ian Wood – formerly UK Sales and Marketing Manager, Hitachi Denshi

'As a successful manufacturer of TV broadcast products, Softel know a thing or two about communications theory, but when it comes to getting our marketing message across, we turn to the experts. I have used Formula's creative services for many years and, without fail, their team find a way of creating compelling logos, brochures and advertising concept and copy that succeeds in catching the reader's attention which is what counts. Furthermore, it is difficult to compete in an industry where design is taken for granted, but Formula see this as a challenge to be beaten.'

Gordon Hunter – Group Marketing Director, Softel Group

'Canon Europe Broadcast Products division has been working with Formula for nearly 15 years. Formula offers many advantages that we seldom find with large communications companies. Formula is flexible, fast, creative, accurate, very hard-working - and always listens to our demands and market trends in order to get the optimum results.

Thanks to them, creative advertising and editorial campaigns as well as sales literature and websites have been successfully produced.

It is not an exaggeration to say that their work has helped bring about the highly successful sales we have today.

We are very pleased to work with them, and we will be working with them in the future too.'

Ken Koyama – General Manager and Director, Broadcast Products Division, Canon Europa NV

‘Formula translate our advertising and PR needs into winning strategies and campaigns that are successful, cost-effective and in a contemporary style, often with an unusual design approach.

Things that also really impress me is their honesty and their commitment, when working on a project, to always try and achieve the very best value for us.

Canon Broadcast has been working with Formula Creative Consultants for over 10 years and the relationship has been both a success and a pleasure.’

Remco Klaverstijn – Marketing Coordinator, Broadcast Products Division, Canon Europe NV

‘This was a very important project for Eastbourne Borough Council. From the initial brief, Formula sourced data, commissioned special reports, presented findings, and then developed an advertising strategy for business investment in Eastbourne. The final product – a folder, a 12 page general brochure and three 12 page sector brochures – including concept, design, copy, photography and print was fresh, distinctive and very impressive. We were delighted.’

Penny Shearer – Economic Development Manager, Eastbourne Borough council

‘We first asked Formula to manage our advertising and commercial literature about 15 years ago. They brought completely fresh and cost-effective ideas to us very quickly. Formula adopted a strategy which proved to be successful for us all over the world. They manage each project entirely with a high degree of integrity but still allow us to “meddle” when we feel the urge. The results always exceed our expectations.’

Stephen Potts – Managing Director, Gearing & Watson Electronics Ltd

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formula