

Creating a **storm** in marketing...





Weathered by the traditional agency approach, we decided that a fresh perspective to marketing was needed and set up Galeforce Marketing...

Creating a storm in marketing. Galeforce was originally founded in 1999 and has recently expanded. We offer a brighter approach for your business – whatever the weather!

Our dedicated team have a combined experience of over 47 years in marketing, on both the client and agency side.

Melanie Burgess and Nicola Burchell have worked together for over 10 years achieving huge success with clients. Nicola has over 13 years experience in marketing and PR, most of which has been gained in the premium brand automotive sector. She has run direct and CRM marketing campaigns for both Volvo Car UK and Porsche Cars Great Britain. She has also run strategic marketing and PR campaigns for Mondial Assistance UK and its 20+ automotive clients.

Melanie has worked in the incentive marketing industry for over 14 years, for a number of top agencies. She has gained a very broad spectrum of knowledge and key skills include copywriting, database management, project and event management. She has run successful campaigns for many blue chip brands including Canon, Volkswagen Group and several pharmaceutical companies.

Our travel & events manager has over 20 years experience in organising incentives, conferences, product and car launches, both in the UK and worldwide. These have been for a wide range of blue-chip companies, including automotive, pharmaceutical and the retail sector. She has travelled to all continents of the world and brings with her a rich experience in unusual, inspirational and exciting locations in which to hold events of any size.

Our design team have an exciting and vast mix of experience and together create visually imaginative concepts. They cover all aspects of design for print and the web, advertising, exhibition design, direct mail and artwork production.

We also work closely with a carefully selected, well established network of reliable and trustworthy printers, photographers, events crews, media buyers, fulfilment houses, IT specialists and production teams. We only bring them in when they are needed – ensuring we are able to keep our operating costs and overheads as low as possible.

It is this experience that guarantees our clients the very best results...

...and a brighter future!



Moving your business in the right **direction**

Our knowledge and expertise has developed through working with some of the most prestigious blue-chip brands in the world. It is this background that ensures we deliver the highest quality and standards in every programme or event we run.

We maintain a consultative approach; after a thorough discussion and assessment of your requirements we develop an in-depth project brief that we walk through with you.

Once you are happy with our strategic recommendations and expert advice, we maintain a practical approach to your business. We continually review what we are doing and sustain the closest attention to every detail.

We pride ourselves on being able to interpret our client needs, whilst offering our own suggestions, guidance and creative flair. We have a dynamic, yet flexible approach and feel passionately about the quality of our work.

We have real, hands-on experience gained over many years, at all levels and all disciplines within the marketing profession. We have worked from grass roots up; learning all the way and gathering insight and understanding of every critical marketing process.

We believe in staying true to our word. We do not over promise and we never under deliver. Much of our work has been gained through personal recommendation and referral – so we have our reputations to protect.



What we do

We offer a full range of integrated marketing services, including:

Marketing and communication

- Strategic planning and business analysis
- Brand development
- Bespoke measurement and incentive programmes
- Customer and internal communication programmes
- Direct marketing strategy and implementation
- Sales team and field force development programmes

PR and media

- PR campaign planning
- Research, writing and distributing press releases
- Media planning and buying
- Interviews, media relations, Press office services
- Road shows and product launches

Events and hospitality

- Global hospitality management
- Delegate recruitment and liaison
- Incentive and reward travel
- Team building events
- Press and media events
- Product launches

Design and production

- Design, print, collation and fulfilment
- Copywriting and translation services
- Image sourcing and photographic services
- Audio, video and CD production
- Web design and search engine optimisation
- Advertising and recruitment
- Brand and corporate identity development
- Corporate sales material and corporate identity development

Conference services

- Conference strategy
- UK and overseas conference management
- Press and product launches
- Delegate recruitment and co-ordination

Having worked with some of the best known brands in the world, ensures that our new clients benefit from our exceptional pedigree. Some of our teams previous brand experience includes:

Audi
Bentley
BMW
Britvic

Canon
Cornhill
image100
Land Rover

Mercedes-Benz
Mitsubishi
Mondial Assistance
Nationwide

Pepsi
Porsche
Sankyo Pharma
SEAT

Skoda
smart
Volkswagen
Volvo

As much or as little as you like, **whenever you need it**



Not all **agencies** are the same

Everyone likes to think they are different, we know we can prove it:

Traditional agency approach

Most agencies mark up all costs including venue hire, print, design, IT services etc

Management fees are charged at all levels i.e. Account Director / Account Manager / Account Executive

Agency structures may involve many levels and this can lead to confused communication

To meet excessive profit targets and to justify high management fees, many agencies tend to over complicate issues and over communicate with their clients

Many agencies operate from luxurious offices and fund flashy company cars

Many agencies have numerous permanent support staff fully employed who have to be funded whether busy or not



We operate an open book accounting system and all our resources are charged at cost

With us you only pay for who ever is directly involved on your account, at a realistic rate, so you see exactly what you're getting for your money

We operate a flat structure, ensuring communication is simple, effective and clear

We don't pester unnecessarily, we maintain accurate records and we keep our clients informed in a timely fashion

We work from small efficient offices and come to you for meetings – saving you valuable time and money

We bring additional resources on board when they are required, keeping our overheads to a minimum

Our approach



Case study one

In a highly competitive motor retail market, Porsche Cars Great Britain needed to ensure that its 32-strong dealer network attained maximum profit from its Aftersales departments. The Winning Formula - a strategic Aftersales marketing programme, combining incentive tools, strategic campaigns and a comprehensive communications package for Official Porsche Centres (OPC's) was developed by Galeforce.

Porsche Cars Great Britain - "The Winning Formula"

We were responsible for producing a monthly communication bulletin, incorporating new product information, parts & accessories updates, recalls, competitions & dealer success stories. In addition monthly statements showing dealer performance and league tables were produced. This created a competitive edge within the OPC network to win a major travel award for the top performers.

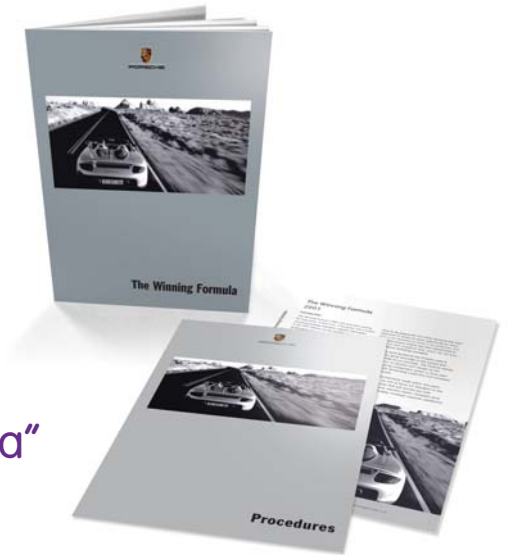
We manned a dedicated Dealer Helpline which allowed OPC's to share their opinions on all marketing strategies, with head office. Every quarter, Galeforce

- Summary**
- Ran the entire Winning Formula programme for five years
 - Designed & implemented numerous Aftersales marketing campaigns
 - Wrote & produced a monthly 16 page full colour dealer communication bulletin
 - Managed & produced monthly performance measurements
 - Attended quarterly sales conferences
 - Designed & managed dealer incentive & customer loyalty programmes
 - Manned OPC hotline providing two-way communication platform between OPC's & Head Office
 - Researched, planned & managed end of year major travel award

Marketing was invited to the Aftersales Planning Council, attended by key dealers and head office staff.

We became well known throughout the OPC network, building strong relationships, inputting tactical and strategic marketing ideas. We established ourselves as an additional seamless resource for a marketing department already over-stretched. As a result of the success of this programme we were asked to complete a number of other marketing initiatives for the Aftersales marketing team.

- Results**
- Increase of 34% in incremental business on promoted parts
 - Improved dealer communication & input with head office on key marketing strategies
 - A highly motivated Aftersales team, all contributing to increases in workshop throughput, parts & accessory sales & ultimately dealer profitability
 - Programme was used to showcase PCGB's marketing achievements to the Porsche European Marketing Council
 - As a result of the success of the Winning Formula, Galeforce were then asked to implement several additional marketing initiatives





Case study two

Bentley dealers had seen a steady decline in the servicing and repair of older vehicles – a critical revenue earner for the global dealer network. Galeforce Marketing was approached to discuss customer and vehicle retention strategies.

Bentley Motors Limited - "Service Clinic"

Drawing upon our vast experience in the automotive sector, we developed a comprehensive marketing tool-kit to enable dealers around the world to stage a 'service clinic' – an exclusive consumer event, aimed at building relationships with rarely seen customers. It allowed dealers to assess vehicles and sell parts, accessories and service time, promote new and used vehicle displays and offer carefully selected third parties the opportunity to cross-sell.

With 72 dealers worldwide, clear communication was critical. We developed an interactive pack that was simple to use and effective in explaining the desired

messages. It contained a step-by-step marketing support mechanism, customer communication pieces and showroom PoS items, to enable any size of dealership to stage a professional, co-ordinated and corporate event. An interactive CD-Rom was also produced, helping dealers to create and print their own adverts, letters and invitations locally, whilst still adhering to strict corporate identity guidelines.

The end result was so successful, the programme became part of the Bentley Dealer Minimum Standards and we were asked to produce it in five different languages - English, French, Italian, Spanish and Japanese.



Summary

- Devised entire 'Service Clinic' concept
- In conjunction with Bentley Technical team wrote 78 page operations manual
- Wrote, designed and produced customer communication material
- Wrote, designed and produced showroom point of sale and display items
- Managed print and production of 14 separate print items
- Translated everything into five different languages
- Designed and produced interactive CD-Rom
- Collated and dispatched packs to 72 dealers worldwide

Results

- Increased overall older vehicle retention by 12% in the first two years
- Increased parts sales by 28% in the first two years
- Feedback from worldwide dealer network was the best head office had ever had for this type of marketing initiative
- Significantly educated dealers on and improved the use of corporate identity guidelines worldwide



Case study three

The in-house team at Britvic were well versed in organising events, holding over 60 each year. However, at the time, nobody in-house was available to organise and coordinate their Senior Management Conference (SMC) - so Galeforce Marketing was approached.

Britvic Soft Drinks Limited - Senior Management Conference

Britvic's newly appointed Managing Director wanted the annual SMC to reflect a fresh approach and a new way forward for the company. He wanted something different that would inspire and breathe new life into his Senior Management team.

The event, involving a daytime conference and evenings entertainment had to fit the brief – unusual and inspirational. With only four weeks to find a venue and organise the event, timings were extremely tight. Galeforce Marketing came up with state-of-the-art venues; we discovered the newly refurbished Old Library, part of The Custard Factory in central Birmingham.

For the evening it was decided to hold a celebrity 'Ready Steady Cook' event with TV chefs Ainsley Harriot and Anthony Worrell-Thompson.

In just under three weeks we had organised the stage design and build, with two fully working kitchens, complete with ovens and gas hobs and all professional equipment. An enormous empty space was transformed to house a fully working bar, stage area and dining room for 70 people, incorporating dynamic audio and visual special effects. The event proved to be a huge success. Members of the audience were invited on stage to show off their culinary skills and as each course was demonstrated, our caterers brought out 70 covers of the same dish.

Summary

- Sourced the event venues
- Co-ordinated production team, caterers, technicians, lighting and security teams
- Liaised with installation teams and set designers
- Managed on-event, responsible for entire delivery and quality
- Ensured Health & Safety regulations were met

Results

- A highly motivated Senior Management team who had never experienced anything like this before
- Positive impact for the new Managing Director who gained the full attention of his key managers and relayed his new strategies in a dynamic, unusual and memorable setting
- Galeforce Marketing were asked back to organise another, larger event



Case study four

As a result of the success of the SMC for Britvic, Galeforce Marketing was then asked to organise and manage a much larger event for one of Britvic's sub-brands – Pepsi UK. Over 350 distributors were invited to the Manchester International Conference Centre (MICC) to attend the launch of Pepsi's sponsorship of Euro 2004. The event had to follow a football theme and had to reflect the brand values of Pepsi.

Pepsi UK - Euro 2004 sponsorship launch

It was agreed with Pepsi UK that a scaled down version of a football stadium would be built inside the main hall at the MICC, complete with raked seating, floodlights and artificial pitch.

Delegates would be shown the latest product, TV advertisements featuring David Beckham and other world famous footballers, as well as launching the promotional single by Beyoncé, Britney Spears and Pink.

Using Britvic's production company, we successfully created the stadium, with a VIP lounge and viewing platforms. Andy Gray hosted and former Arsenal players



Viv Andersen and Tony Woodcock helped make the 4-a-side football match with a charity penalty shoot-out, much more exciting. After lunch, guests were shown to 10 breakout rooms for product training and were handed promotional material. Later it was back into the main arena for a final football showdown.

The two events took place within weeks of each other and due to the tight deadlines it meant a coordinated effort and hands on approach from everyone involved

Summary

- Re-constructed scaled football stadium inside the MICC
- Personalised, collated and fulfilled information packs for 350 candidates
- Co-ordinated production team, specialist service providers and event team
- Managed on-event, sourced and hosted celebrities

Results

- Communicated Pepsi marketing messages in innovative and unexpected dimension
- Received unprecedented feedback from the UK distributor network
- Received excellent praise from Pepsi USA who had sent a representative for the day

A seamless additional resource

We've learned from day one, that what our clients really want is a fast, reliable service and good value for money, without compromising quality. We also know that these days, people want to feel fulfilled at work – and happy people create positive results. Our work ethic is very simple – we enjoy what we do and we believe our energy and fun approach is infectious.

Often in-house marketing teams are over stretched with too many priorities. There is too little resource to achieve the desired results, in the required timescales. That's where we come in. We work in partnership with you – to achieve your results. We don't just say so, we really do it!

Our aim is to support and develop your brand and your products. We work transparently, behind the scenes, providing you with a 'virtual' marketing support. We don't pester or over communicate; we meet with our clients regularly and keep them informed in a timely fashion about what we're doing. And we deliver results.

We do not over promise and we never under deliver



contact us

We believe we are unique from other agencies. Not only because we work hard to save you money, but because we foster a work ethic that is creative, flexible and dynamic....

If you're tired of your existing agency, want a fresh approach and believe, like us, that marketing should be fun – then give us a call.

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We'd love to **talk** to you

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