

redPepper

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your

ready-made

marketing

team”



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**people who
are good
at marketing**

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redPepper

A ready-made marketing team - flexible and dynamic marketing professionals providing expertise to complement your business.

redPepper consists of both chartered marketers and experienced business managers who have a proven track record of designing and implementing marketing campaigns. We go beyond the boundaries of traditional agencies and consultancies by becoming an integral part of your own team.

redPepper works with a wide range of specialists to deliver projects on time and on budget. Project management is at the heart of our success, combining the best of your resources, our talent and supplier expertise to deliver great marketing.

What is a ready-made marketing team?

On tap marketing talent! redPepper gives you access to a wealth of expertise covering all major marketing disciplines as and when you need it. It's a cost-effective way to boost your marketing without headcount or long-term costs. When you need help, we are there; when you have other priorities, we step back until you need us again.

Whether working on a project, monthly or retained basis, redPepper is committed to understanding every aspect of your business and environment. The team adds value and delivers tangible results.



How we can help you...

Marketing strategy

Marketing objectives, plans and budgets.

Market development

List research, direct mail, prospecting, telemarketing, meeting generation, customer communications, planning and implementation.

Brand management

Developing new brands, extending brand awareness, product launch and market penetration.

Events and exhibitions

Building relationships with VIPs and customers, total project management of events, corporate entertainment and stand personnel.

Public Relations

Editorial, lobbying and consumer relations.

Copy writing

For literature, advertising, web and press.

Multimedia

Web, interactive media and video.

Advertising

Above and below the line campaigns, competitions and direct mail.



Team Profiles

Michelle Tennens

As the founding director, Michelle planted the seeds of redPepper in 2000. A chartered marketer, she has a passion for hands-on marketing. You can always spot Michelle in a crowd - she's the red-head usually found at the front organising everyone.

Michelle's career history includes work with international telecommunications giants Cable & Wireless and Alcatel and also leading Essex-based companies Global Marine Systems Limited and the CML Group.

Born in Zimbabwe, Michelle moved to England in 1982. Terry, Samuel and Reuben are her pride and joy, her Christian faith, drumming, swimming and event organising keep her busy when away from the office.

Harri Owen

Harri joined redPepper in 2004 after relocating from London to Suffolk with her family. She has worked in customer-facing industries since 1985 and is totally at home working with businesses in the front line of customer service.

Previously Harri was the Bars Director for the leading West London Brewery, Fuller Smith & Turner and the Operations Manager for Pitcher and Piano, a national chain of bars. Her work creating and developing new brands within the hospitality sector has won a number of prestigious awards including Time Out's London Bar of The Year in 1999 and the Retailer's Retail Award for Best Brand Newcomer in 2000.

A Londoner through and through, Harri is surprised at how well she has adapted to rural Suffolk life. She enjoys playing tennis and eating out but having managed numerous bars and restaurants in her career, her standards are high!



Team Profiles

Catherine Norman

Catherine joined redPepper in 2004 as a graduate trainee having read Geography at the University of Nottingham. Her first job after completing her studies was with Coca Cola Enterprises where she was exposed to high profile international marketing campaigns.

Having made the decision to pursue a career in marketing, Catherine was delighted to secure a job in Mount Bures where she has lived all her life. She enjoys the practical side of marketing and successfully project managed her first re-branding after just six months with the company.

Catherine is a sports fanatic and spends most of her spare time playing tennis and golf, teaching aerobics or working out in the gym. She runs a 'Salsa Aerobics' class every week for the redPepper team and loves motivating them to achieve their fitness goals!

Caroline Hoche

Caroline joined redPepper in September 2003. Having relocated from Suffolk to Nottinghamshire in early 2005, she has become our 'northern branch'. Excellent communication facilities means that remote working is not a problem for technically adept Caroline.

Prior to joining redPepper, Caroline worked within the marketing teams at Suffolk-based baby feeding equipment manufacturer, CannonAvent, and the world's leading dry pet food manufacturer, Nestle Purina.

Married to Marc and with a lively son Sam, Caroline can usually be found cycling and watching motorbike racing in her spare time.



Team Profiles

Judith Offord

Judith joined redPepper in 2003 as a personal assistant. However her role now encompasses the accounts and office administration as well.

Previously Judith worked as an administrator at the University of Nottingham and also in Church Administration in large lively churches in Nottingham, Colchester and Sudbury.

Away from work, Judith is actively involved in her local Church and is following a Diocesan Ministry course. Her other passion is her beautiful garden which she and her husband are renovating back to organic culture. She is a seed guardian for the Henry Doubleday Research Association.



Gail Clark

A member of the team since 2001, Gail is a chartered marketer with an impressive background in both B2B and consumer marketing. From ship launches to high-class bathroom fitting PR, she has worked for some great companies and been involved in every aspect of marketing. Fujitsu, Canon, Cable & Wireless and Avilion are all part of her career successes.

She says that it is all just hard work, but when she gets to organise and attend events as far a field as Australia, Japan and Iceland, you know that she is having a great time while delivering the projects on time and budget!

Away from the office Gail enjoys being with her husband Jason and their two small boys, Mitchell and Oscar. Her favourite time of year is Christmas, with decorations always going up at the earliest possible moment!



Working with our clients

ADAllen Pharma Ltd - Marketing planning, brand development, website, exhibitions and events, direct mail, telemarketing, export/import research and lead generation.

Apollo Submarine System Ltd – Event planning and on-site management, presentations, copy writing, literature, website and meeting facilitation.

Cable & Wireless - Sales prospecting, exhibitions management, copy writing, literature development and streamlining internal and external communications.

Critical Path Engineering Ltd – Marketing strategy, brand development, direct mail, exhibitions and copy writing.

Leonard Smith – Competition creation, on-site exhibition staffing, sales and market research, PR and marketing strategy.

MovingAhead.co.uk - Sales and marketing services for traditional and on-line sales channels, brand development, advertising, web optimisation, contract negotiations and account management of industry partners, new product development internal and external communications.

Pager Power Aviation Studies – Marketing strategy, rebranding, website development, direct mail, exhibition management, PR, copy writing and corporate entertainment.

SelectWood International b.v. (Holland) - Database creation, sales prospecting and appointment generation, copy writing and proofing of English literature.

Suffolk Education Business Consortium - Campaign and objectives development to launch consortium umbrella brand, launch communications and events, PR, direct mail, website and newsletter for businesses and schools.

THP Professional Services – Marketing strategy, re-branding, sales process, PR, internal communications, lead generation, copywriting and web management.

Case studies

THP

THP is a firm of Chartered Accountants, established since 1974, with offices in Wanstead, Cheam, Southend, Chelmsford and Saffron Walden. The company has grown considerably in the last two years and is in the process of consolidating resources and creating an identity and culture that they can all feel proud of at THP.

One of the main business aims was to put in place an effective system to respond to new enquiries at each of their offices and convert these enquiries into new business. redPepper worked with THP to create a business development team providing customer-friendly and consistent service right through from initial enquiries to engagement.

Initial measures included the introduction of a Sales Manager to whom all enquiries are directed and the installation of an 0800 number for all forms of directories, promotional literature and advertising. Further initiatives included the introduction of new service levels and the development of a sales tool for the Sales Manager to use with new prospects.

One of the most successful campaigns built on THP's knowledge and experience within the Optometry industry. A highly targeted direct mail campaign and Account Management follow-up resulted in a 15% conversion rate into new business.

Today a consistent and professional approach to all enquiries has been achieved and all new leads are effectively monitored so that future expenditure can be targeted and results orientated. By creating a strong brand and sales proposition and strategically targeting customers and prospects, THP is seeing increased levels of new enquiries and sales – positive results from practical marketing.



Case studies

The TEAMED project

The project was developed and launched in summer 2004 for Suffolk Education Business Consortium to promote business and education partnerships. The Consortium consists of leading government and industry education partnership groups including Connexions, Suffolk Young Enterprise, Care for Education and Business in the Community.

The Consortium received government funding to assist them in the creation of a unified identify. redPepper worked alongside graphics agency Barber Jackson to conceive and deliver a launch campaign for TEAMED.

Resources created included a new website, a newsletter and a direct mail leaflet targeted at businesses with a call to action. This was supported by a media campaign to draw attention to the launch and raise awareness of the many ways in which businesses could participate in education with mutual benefits and rewards.

During the project, business partners such as Adnams, Ipswich Town Football Club and Select Recruitment were asked to participate in a series of sponsorship events under the TEAMED umbrella. This project required a great deal of initiative and resourcefulness to bring so many agencies and companies together in a common cause with limited funds.



Case studies

ADAllen Pharma Ltd

A pharmaceutical wholesaler based in Epping, Essex, ADAllen Pharma appointed redPepper as its ready-made marketing team in 2002, a relationship that continues today. Work is varied and includes the use of marketing tools such as market research, direct mail, exhibitions, PR, advertising, web, literature and telemarketing.

In 2003 ADAllen entered the Clinical Trials sector as a specialist provider of comparator drugs. The market entry strategy was designed and implemented by redPepper with the aim of establishing a high profile for the company within the UK market in a short timescale.

ADAllen attended their first UK exhibition in April 2003, the annual Institute of Clinical Research (ICR) meeting. As a new player in the market with a low budget, a crowd-pulling device was needed. So, in keeping with the ICR gala dinner theme of 'white tie and diamonds', a competition was conceived and organised by redPepper in which the prize was a cut diamond valued at £1,200.

The diamond was displayed on the exhibition stand, which gave the sales staff opportunities to present the proposition of ADAllen in a fun

and exciting manner while delegates completed the entry form. 40% of delegates entered and the information gained from the exercise formed the basis for sales activities during the following year.

To bring the event to a climax, two drummers from the local regimental band were engaged to parade through the exhibition hall, attracting a large crowd for the prize draw.

ADAllen Pharma's reputation and tenacity remain unsurpassed within the industry with delegates and competitors still continuing to recall and comment on the success of the promotion today.

To see examples of the work created by the redPepper team for ADAllen Pharma Limited visit www.adallenpharma.com.

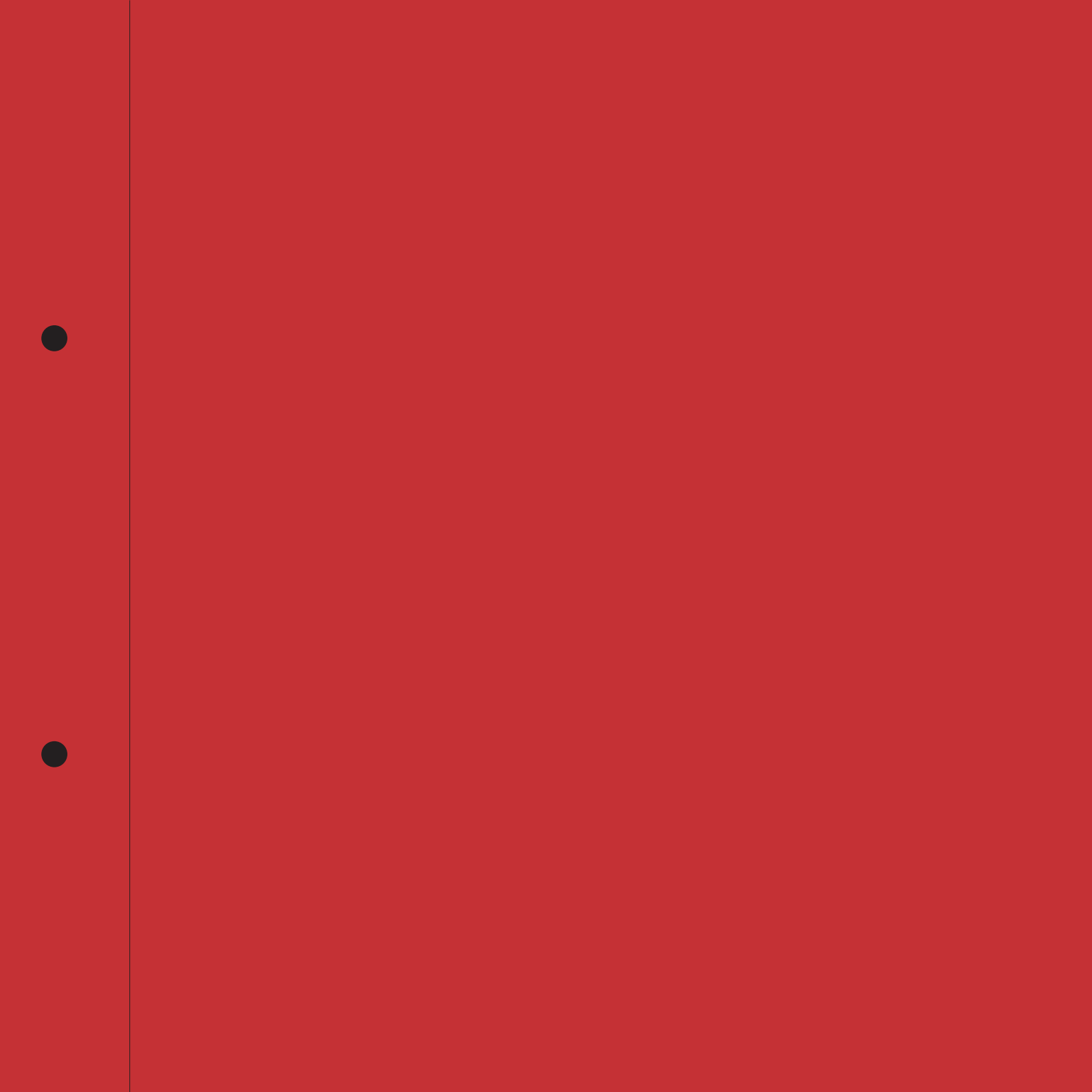


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