

# T.E.G. Talks

..... THE ENVISAGE GROUP .....



## IN THIS EDITION...

- Meet our office pups!
- Bradders social media tips!
- Competition time!

**SEE  
INSIDE...**

For your  
chance to win  
a festival kit!

# We do things differently (and better)

## A WORD FROM OUR OPERATIONS MANAGER

**I hope you are well. Kidding! I mean, I do of course hope you're well, but I'd never start a message that way.**

Why??? It is the start of every message that is both dull and guaranteed to ask you to do something that do not wish to do. I would go as far to say it sounds almost as if an alien species has tried to grasp our language when making contact.

So how should we engage our employees, clients and management? In a word, make it different. You can stand out from the crowd quickly by being a little more fun. The best news is that you do it already with your friends and family, when was the last time you messaged your partner 'I hope you are well?'. I best openers are when you have some rapport with the individual, just as when you message your friend. Some good alternatives to get you started are...

- Hello from the other side
- I hope you've had your coffee already
- It's me again
- I'll keep this short
- I'm sorry if this Message sabotaged "inbox zero" for you
- Just what you want: another email!

How do you start your emails? I would love to hear, email me at [bradley@envisagepromotions.co.uk](mailto:bradley@envisagepromotions.co.uk)

**BRADLEY JACK**

**Operations Manager, Envisage Group**

## Bradders social media tips

### 5 steps to a social media marketing strategy that works

A strategy gives rise to a plan and when you have a plan, you know what it is your setting out to achieve and why. You'll also determine that the indicators of success are because understanding what has worked (and what hasn't) is important for future social media marketing campaigns.

#### STEP 1 – Know your audience

#### STEP 2 – Choose your platforms

#### STEP 3 – Create content

#### STEP 4 – Consistent posting and updates

#### STEP 5 – Measuring success

- Engagement
- Reach
- Followers
- Impressions
- Shares and re-posts
- @mentions

For the full article and more tips and tricks, visit our website at [www.envisagepromotions.co.uk](http://www.envisagepromotions.co.uk)



## Charity news

**In 2018 we chose to support charities closer to home and which are Rugby based.**

So, one of the charities we chose was The Rugby Foodbank. During the latter part of 2018 we ran a food drive for the Foodbank, we challenged our team to bring in a number of items each to donate, everyone was keen to take part – Paula from our Marketing Team popped down with our donations to the Foodbank at the start of December and she was amazed at how the scheme works and the numbers of people using it.

The donations were gratefully received and put straight into the system they have in place, to help the families of Rugby that find themselves sometimes through no fault of their own, struggling to put food on the table.

We are currently running a further food drive for the Rugby Foodbank, to include a few Easter Eggs. If you would like to donate items, please let Paula from our Marketing Team know.





# Client success story

## Crowd Hire – Fake Red Carpet Fans

### The Brief

Our client organised a PR stunt in Leicester Square, London. The event took place for a well known online retail company that was having an awards ceremony for its star employees of the year.

To create a “red carpet” experience for the attendees we assisted by organising a crowd of 100 people to act as obsessed fans cheering on the retailers employees as they exited their limos and walked down the red carpet and into the venue!

### Promotional Staff/ Crowd Sourcing

The key for our bookings team was to find people that were enthusiastic, diverse, experienced and punctual.

As all of the crowd were actors they could really get behind the role and create the atmosphere you might expect to see if Tom Cruise or Jennifer Lawrence was in attendance! With the event only being an hour long a key element of the event was to ensure that the process ran smoothly and efficiently.

By using only local, Envisage experienced and professional staff we could guarantee that all 100 members of the team arrived on site punctually and were fully briefed as to their requirements for the event. A service we always provide at no extra charge was for one of our experienced event managers to oversee the event.

### The Results

We had a full debrief with our client to discuss how the event ran. One element that we hadn't anticipated on happening was an extra 200 to 300 people surrounding the red carpet! As the general public walked past the event and saw our crowd of 100 people cheering and shouting they naturally became interested in the event assuming that a real red carpet event was taking place.

**At the start of the event our client required an experienced, confident, energetic and punctual crowd which was delivered!**

To find out more and read the full case study, visit our website at [www.envisagepromotions.co.uk](http://www.envisagepromotions.co.uk)



# Competition time!

## Win a Festival Kit

With festival season approaching we wanted to give our seasoned festival goers the chance to win a Festival Kit!

### It's really simple...

Just tag us in on one of your festival images and the best one wins.

Use the hashtag #ilovefestivals2019 and then post to either...



@envisagepromote



envisage\_promotions



@envisagepromotionsltd



# Hall of Fame - March

## The third winner of Envisage's Hall of Fame belongs to Darryl!

A fantastic staff member who really showcased his talent throughout March! His promotional work in Bristol was really something that made Darryl stand out from the crowd; the pictures he sent through were fantastic and the feedback we received about Darryl is something for all promo staff to aspire to!

A huge shout out also to Darryl's son and partner in promo; Danial. Also, to Fleur, Sandy & Luke who are all deserved winners for the Envisage MAD award. A big thank you to all the staff out there, without you the face of Envisage, there would be no Envisage!



## Ruff day at the office??

Not for our office pups! Check out our newest team members: Amber, Kira, Elvis and Noodles!



## May's upcoming events

### London Excel

4–12 May Grand Designs Live London

### Olympia London

1–2 May Retailexpo

10–12 May A place in the sun live

17–19 May International Makeup Artist trade show

20–22 May London wine fair

### NEC – Birmingham

10–12 May Bodypower Experience

12–14 May UK Bridal Week

17–18 May The Dentistry Show & The Dental Tech Showcase

17–19 May The Baby Show

31 May – 2 June UK Games Expo

### Manchester Central

4–5 May PLAY Expo Manchester 2019

### Event City Manchester

8–9 May The Show North

### SEC Glasgow

3–4 May Olly Murs: All the hits tour

7–9 May Hugh Jackman

24–27 May The Ideal Home Show Scotland 2019

## Eugene's words of wisdom!

Every issue I'll be sharing something that makes me smile!

"I am so clever that sometimes I don't understand a single word of what I am saying."

– Oscar Wilde



# envisage

delivering smiles!



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