

T.E.G. Talks

..... THE ENVISAGE GROUP



IN THIS EDITION...

- Sampling – does it work?
- Men's mental health
- Awesome optical illusions!

**SEE
INSIDE...**

To win
an Envisage
goody bag!



We do things differently (and better)

A WORD FROM MATT – THE FUNNIEST PERSON IN BOOKINGS TEAM!

What are the benefits of teamwork? Does it really matter? Can you do it on your own?

The answer to that last question is of course you can't. Whether you play for a football team, work in an office or work in a zoo – you will always need a fantastic team around you!

Steve Jobs once said "Great things in business are never done by one person. They're done by a team of people" and this is something we love to live by at Envisage! Although sometimes we pull each other's hairs out we all know that without each other we wouldn't be even half as good as we are at present!

I would love to know what you do in your business to make sure that your team ticks.

Here are our top tips for team bonding ideas;

- Team Lunches
- Room Escape Games
- Trampoline Park
- Cook-Off
- Or even a good old drink after work on the Friday at the local!



Giving Away FREE stuff - Does it Work?

Potentially, any brand could give away free stuff. From food brands giving out tasty morsels at food fairs to artisan food producers tempting customers to beauty brands giving away free samples, the psychology of giving customers 'a taste for nothing' has been a marketing ploy utilised for years.

There is a divide in opinion, however, with some saying that giving away stuff is exactly that, giving your product away for nothing and for little, if any return. But there are others who say it works.

It begs the question, do free samples increase sales?

Admit it, you, like everyone else, love something for free, even if it is just a snippet of what a brand has to offer. But can it be anything more than just a nice gesture?

It seems counterintuitive to give something away because you won't be making a profit on it. In effect, you are giving away a portion of your profit.

But this small gesture can bring big rewards, something that research has shown time and time again.

What giving away a free sample does is to raise a desire in someone for that particular thing.

For example, give someone a small block of chocolate and it releases the craving for more.

The conversion rate from sampling activities can be between 25% and 30% – and who would turn down more customers?

Playing to human instinct

The psychology of giving something away for free lends a powerful argument to the debate.

Receiving something for free promotes a very strong instinct called reciprocity.

It is a well-studied emotion in humans, when we see someone doing something

nice and when we happen to be on the receiving end, we want to reciprocate. In other words, we want to do something nice in return.

So when a beauty brand allows us to try their new hand cream for free and gives a small sachet away, we are more likely to buy the product.

To view the full article go to our website at www.envisagepromotions.co.uk



Mental Health awareness

As part of our commitment to mental health and wellbeing, we wanted to reach out to all men to discuss the sensitive issue of Mental Health.

It has been highly documented in the media, but this affects people closer to home, soldiers, office workers, promotional staff, family and friends.

We wanted to take this opportunity to signpost some links and websites for you, should you find yourself needing to talk or worried about someone close to you. If you feel unable to contact these charities and want to speak to someone, your GP will be able to discuss your situation.

www.mind.org.uk

www.mentalhealth.org.uk

www.samaritans.org



The statistics shown below are quite eye-opening...

- In 2017, **5,821 suicides** were recorded in Great Britain. Of these, 75% were male and 25% were female
- Between 2003 and 2013, **18,220 people with mental health problems** took their own life in the UK
- **Suicide is the most common cause of death** for men aged 20-49 years in England and Wales
- **One person in fifteen** had made a suicide attempt at some point in their life
- The suicide rate in Scotland **rose by 8% between 2015 and 2016**, with 728 suicides registered in Scotland in 2016

SAMARITANS



Competition time!

Here at Envisage, we like to get up to some antics in our personal lives. I don't know if we have any 'crazy hobbies', but we know that many of our contacts do.

So, this is a challenge for you for this issue... we want to hear all about your crazy and fun hobbies, pictures would be amazing too! So, if you paint rocks, skydive, pole dance for fitness, rock climb, play rugby, kayak, paraglide, cosplay, cave, scuba dive or anything else we haven't listed we want to hear from you.



You can send your images and hobby to marketing@envisagepromotions.co.uk stating Hobbies in the subject box. By sending in your hobby and images you will be giving us permission to post the pic on our social media.

Our first ten hobbies will receive an Envisage goody bag.

#happysnapping #hobbies

Hall of Fame - May

With summer fast approaching we are delighted to announce the man who has won the last HOF award of Spring 2019; Jim!

Having worked for Envisage for 2 years Jim has always impressed us with his time keeping, hard work and fantastic customer service. Not only this but he also sent in a brilliant video demonstrating his lead generating role based in the North West which we will be sure to put on our website for all to see very soon!

Jim is also a comedian and actor so be sure to keep an eye out next time you take a trip to see some local stand comedy! With a big month coming up for Jim we are more than confident that he will represent us the only way he knows how; delivering smiles!

Inessa, Eliza, Natalie & Nicola also impressed during May, a very big well done and we look forward to seeing who will win next months award!





Dates for your diary

We have now entered festival season, thinking of going to one? Here are some of the most popular ones:

- Wireless Festival: 5–7 July 2019, London
- Lovebox: 12–13 July 2019, London
- Latitude Festival: 18–21 July 2019, Southwold
- Camp Bestival: 25–28 July 2019, Lulworth Castle
- Boardmasters Festival: 7–11 August 2019, Newquay
- Green Man Festival: 15–18 August 2019, Brecon Beacons
- Creamfields: 22–25 August 2019, Daresbury
- Reading & Leeds Festivals: 23–25 August 2019, Reading & Leeds
- South West Four: 24–25 August 2019, London
- Fusion Festival: 31 August – 1 September 2019, Liverpool

Awesome optical illusions!



Eugene's Final Thought

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

"You're only given a little spark
of madness. You mustn't lose it."

– Robin Williams



envisage

delivering
smiles!

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