

T.E.G. Talks

..... THE ENVISAGE GROUP



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We do things differently (#trustenvisage)

NICHOLA'S NEWS

It's that time of the year again! A number of our promotional staff will be attending numerous festivals over the summer – from marshalling events and balloon modellers to samplers and mascots.

Chillies...

From 9th to 11th August, the Chilli Fiesta in Chichester is the place to be. There's something for every foodie who loves a little heat in their cooking and an enjoyable time in the kitchen too. As well as cookery demonstrations, there's live music and dancing, as well as stuff for the kids to do too.

Beer...

The Great British Beer Festival is not to be missed either. It's a chance to kick back and leave the hectic pace of modern life behind; meet the brewers, enjoy the games and just reconnect with the social side of life again.

Hop (get it?!) on over to Olympia London from 6th August right through to Saturday 10th August for a truly wonderful event.



Brunch...

Staying in the capital, at the tail end of August you could always enjoy London Brunch Fest. There's no need to stand on ceremony and so if you prefer a substantial elevenses, then the Brunch Fest is for you because they promise you'll brunch like you've never brunched before!

Cheese AND Chilli...

Is there a better combo than cheese and chilli? We think you'll be hard pressed to find one and so you may as well book your tickets now for the Cheltenham Cheese and Chilli Festival on 3rd and 4th August. There's all kind of stuff happening from cooking demos with things other than cheese and chilli, as well as live music performance and get this! – a human size table football game! The first event was a huge success and is being held at Sanford Park again.

Are you having a stall at a food festival?

If you are going to be selling your products at a festival this year and need an extra pair of hands, we can help. We have staff local to all UK festivals who can not only sell your wares but help you to set up, pack down, re-stock and cover you if you need a break.

NICHOLA CLYDESDALE
Director, Envisage Group

- ★ Over a third of the UK have attended a festival since 2016
- ★ 28% are likely to mingle with their tent neighbours
- ★ Reading & Leeds is the most attended festival
- ★ 62% of the people surveyed say that waste reduction at festivals is an important initiative*



Competition time!

Win a festival bag!

Just add a positive message about working with us on Google reviews, and 3 people will win our limited edition festival bag!

T's and C's on Facebook, competition ends Tuesday 6th August 2019

* blog.ticketmaster.co.uk/state-of-play-festivals/



National Bikini Day

Experimental marketing in action

We provided thirty five promotional staff for the launch of On The Beach's latest marketing campaign in July 2019 via our client MancFrank, and we were more than happy to be involved. Here's why...

For a long time, advertisers have used the slogan "beach body ready" as a means of selling everything from tanning oil to beach towels, bikinis and lotions. But it came with connotations – aimed at women, it suggested that the only time you should uncover at the beach was your body was perfect: sleek, hairless in all the right places and of course, slim with perfect proportions.

The backlash has been huge in recent years and so it was a breath of fresh air to provide thirty five 'real women' for On the Beach's promo event in Manchester recently. Andrea Tarpey, Head of Communications at On the Beach said; *"Our holidays should be a time to relax, recharge and enjoy the sunshine with a sense of freedom and without fear of judgment."*

With the hashtag #thisbikinican, On the Beach launched its campaign on #NationalBikiniDay, a chance to remind everyone that body confidence is about you being happy and confident in yourself and your body, and the promotional women we provided certainly were.

Experiential marketing brands and messages

Advertising and marketing have become so much more than just selling. Marketing today connects with popular opinion and can often be a driving

force in making changes for the better.

#loveyourbody has been used over 4m times!

Being beach body ready is not the only message that brands have picked up on recently but it shows the increasing value and popularity of marketing products that fit with and are part of popular opinion.

Laura Crompton, Client Services Director at MancFrank, said: *"As the beach holiday experts, July 5th as National Bikini Day was of course a natural fit for them, and the perfect opportunity to showcase their belief that all bodies are in fact 'beach ready' from the moment a bikini is donned. #ThisBikiniCan was a really fun campaign with an empowering message, and the level of support and engagement it generated organically on social and in the media, as well as the genuine passion and enthusiasm shown by our campaign influencers, was really inspiring."*

Great experience!

We love being involved in this kind of event! We have over 14k promotional staff on our books, and 10 years experience in helping people with their events, little or large. You know where we are if you have an event coming up, or you need models for an experimental campaign.



Promo spotlight

Name and region: Alex Ajuwon, North London

What do you specialise in? Nothing as a go to, I just really enjoy interacting with people.

How long have you been in promotions?
For three years now.

What do you like most about promotional work? The variety, it's always something new and different. One week I'm at Luna cinema, the next I'm a crowd filler and handing out lanyards at Gay Pride.

What has been your favourite job so far? Working for Adidas recently was such fun. It was a leafleting job, but it was great working with the staff; I really felt part of the team.



August diary dates

It's definitely festival season, hopefully we will see you at some of the shows listed below!

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| ■ 3rd – 4th | Cheltenham Cheese and Chilli Festival |
| ■ 6th – 10th | Great British Beer Festival |
| ■ 7th – 12th | Boomtown, Hampshire |
| ■ 7th – 11th | Boardmasters, Cornwall |
| ■ 9th – 11th | Chilli Fiesta, Chichester |
| ■ 10th – 11th | SunnyCon Anime Expo |
| ■ 10th – 11th | NerfWar Carnival |
| ■ 15th – 18th | Green Man Festival, Crickhowell |
| ■ 17th – 18th | DragWorld UK |
| ■ 23rd – 25th | Leeds Festival |
| ■ 23rd – 25th | Reading Festival |
| ■ 22nd – 25th | Creamfields, Daresbury |
| ■ 31st Aug – 1st Sep | London Brunchfest |