

**FANCY
BECOMING
A MEMBER
OF THE
FLYERING
HIGH CLUB?
TEG Talks!**

EXHIBITIONS
back in business!

There's no *better* paint
98% of professional decorators agree



It's not just paint,
it's personal.

LET THE DIY COMMENCE...

by Nichola Clydesdale

Historically, apart from the obvious over-indulgence in eating chocolate eggs, Easter has been a time for getting together with family to enjoy a four day weekend.

However, unlike Christmas, well spent family time has made way for the opportunity to undertake some home improvements, given the long break, making it a prime time for well-

known DIY manufacturers and stores to market themselves.

Earlier this year, Envisage Promotions was approached to provide a 'rent a crowd' on behalf of Crown Trade Paints.

Running for a year, the brief for the advert was to have a crowd of 21 people playing the role of being

professional decorators.

Photographed proudly holding paint brushes and rollers, the group shot would be taken in a studio, then re-touched to look like everyone is stood on top a giant tin of paint!

The final advert is to appear on Crown Trade Paints social media, and also on outdoor promotional material.

MAKE YOUR NEXT EVENT SIMPLER WITH OUR HOSTESS OR REGISTRATION STAFF

by Nichola Clydesdale

2022 promises to be one of the busiest years to date, with so many re-scheduled exhibitions and corporate events finally happening, whilst fitting in with those already planned for 2022.

For sure, it's great to be 'back in business' but for some companies it's creating its own headaches as staff simply can't be in two places at once!

Taking care of your guests and visitors at events such as this requires dedication. So, if your team is a bit thin on the ground, why not consider hiring temporary staff.

Experts in their field, our staff can ensure that your clients are attentively addressed, and as well as covering your hospitality and hostess

requirements, our staff will engage with footfall traffic and even distribute flyers into the hands of your potential customers, making the outlay both highly attractive and cost effective.

Obviously, our services aren't solely limited to exhibitions, and we're currently quoting on staff to promote car dealerships at product placement events, as well as a number of enquiries for assisting at the upcoming Commonwealth Games, the iconic Glastonbury Festival and even for staff to assist at events to mark The Queen's Platinum Jubilee!

NICHOLA'S TOP TIP FOR EASY EVENT MANAGEMENT

Hosting an exhibition or event can be a costly exercise, so be sure to leave adequate time to market your products or services properly in the run up to the event or exhibition.

And remember, help is always available too!





FANCY BECOMING A MEMBER OF THE FLYERING HIGH CLUB?

by Nichola Clydesdale

Whether you're eagerly looking forward to a long distance holiday in the guaranteed sunshine, a weekend getaway on a European capital city break, or a staycation on 'terra-firma', it feels good to be back getting back out again.

The simpler things that we all took for granted are suddenly so much more significant. Whilst human interaction might not have been a top priority before the pandemic, it's something so many of us have craved for during these past two years.

Now restrictions have eased, it's a

prime time to consider your marketing mix, and especially via the 'tried and tested' method of flyering.

At Envisage Promotions we have distributed thousands, if not millions of leaflets on behalf of businesses across the UK.

From shopping centres and high street stores, to out of town retail parks, our polite and professional leaflet distributors can target a wide range of potential customers, or tailor the audience to a specific demographic as desired.

Even if your products and services are not in the travel sector, you can still 'fly high' with a targeted flyering campaign and a little help from Envisage Promotions.

"It's a prime time to consider your marketing mix, especially using the 'tried and tested' method of leaflet flyering."



Library shots using models for a recruitment company



Ad-walkers outside Leicester FC

RECENT JOBS THIS MARCH INCLUDE

- Staff hired by Amelix Ltd for a roadshow school tour to educate young people regarding e-safety.
- Data collection staff on behalf of Forty Shillings to promote a farmers market in Guildford.
- Male model for Cow PR photo shoot for a tequila brand.
- Stand hostesses at the NEC Spring Fair for The Beauty Traders.
- Promotional video for Electric Gamebox, an immersive gaming company.
- Crowd hire to take part in acoustic testing of two new stations for Luton DART for Volkerfitzpatrick.
- Interactive floor game in Nike stores on behalf of Rosie Lees Ltd.
- Female presenter to work with a national housebuilder on an upcoming video, which is to promote the sale of their new homes.
- 10 background artists for a promotional video shoot for Lloyds bank. The video shoot will require them to stand in as Lloyds bank employees, and appear to be working on laptops, talking around a meeting table, and having a coffee and lunch with colleagues.
- Footage to promote a new game launch, with the actors posing as both customers and a shop colleague.
- Flying staff to promote the Byron Burger restaurant during the Scotland vs France Six nations game in Edinburgh.
- Marshals for every game for the rest of season for Charlton Athletic FC.
- Staff to promote a fun skiing holiday with travel via Eurotunnel.
- Marshals helping with a popup Titanic museum in Bristol.
- Staff to promote Pet Munchies, Groomers and Dapper pet products at Crufts at the NEC.

