

Summer school
for Santa's!

CREATIVE
WAYS TO
MARKET
YOUR
BUSINESS
TEG Talks!





DOES YOUR BUSINESS NEED SOME MARKETING CREATIVITY?

by Nichola Clydesdale

Is your business struggling to create cohesive marketing campaigns that really stand out from your competition?

Do you find it easy to come up with creative ways to best market your brand or service, or are your ideas drying up?

Have you ever thought about trying a different approach to your marketing and simply don't know how to go about delivering it?

At Envisage Promotions, we're so much more than just another marketing team, having delivered thousands of creative solutions to

best market our clients brands.

From simpler ways to best market a product, such as leaflet distribution and in-store product sampling, to creating a buzz with a 'rent a crowd' or roadshow team, we've tried, tested and delivered them, all with great success.



CHANGE 4 LIFE NHS CAMPAIGN

by Nichola Clydesdale

It's hard to believe that it's ten years since we were first approached by one of the UK's leading PR agencies to work with them on the NHS campaign 'Change 4 Life'.

Familiar to so many of us, this government initiative was designed to encourage and promote healthy

eating and regular exercise.

Our involvement included providing teams of promotional staff to man the roadshows across the UK. As well as engaging with people, our staff would interact with the public via games, challenges and quizzes purposely aimed at families.

Over 900 Envisage staff initially worked on these annually held roadshows, which were spread out over 50 locations across the UK.

Even today, we continue to provide temporary staff for all Change 4 Life campaigns - a true testament to the work and results our teams deliver!



PR STUNT FOR HEART UK

by Nichola Clydesdale

With an estimated 60% of the UK's population being unaware of having a high cholesterol, how do you raise awareness about the importance of getting it checked in a fun and engaging, yet serious way?

This interesting brief was given to us by a leading PR agency, and we're

always up for a challenge!

The venue was to be the London underground, where over 100 people of different ethnicities would take part. Some would act as business commuters, whilst others would be dressed casually, and 20 people would be wearing large yellow chub

suits to represent cholesterol.

All participants were required to film the goings-on and share on their personal social media platforms. This exposure generated further interest and the publicity stunt made it to the national press, gaining the exact exposure we hoped it would!

STRUCTURED IDEAS FOR YOUR NEXT MARKETING CAMPAIGN

by Nichola Clydesdale

It's fair to say that Envisage Promotions has literally helped thousands of businesses to deliver successful marketing campaigns over the years.

Whilst many of these jobs have been publicity stunts to gain maximum exposure for our clients, many of our jobs simply involve providing temporary staff to marshal an event, or exhibition staff to man a stand.

After receiving a client's brief, we will always advise on the best ways to utilise and maximise the budget, to

ensure each and every event that Envisage Promotions represents is effectively hosted.

This coming August, we've got bookings for stewards and car park marshals for festivals, village fetes and street parties, and have staff booked to promote the start of the premier league season, which kicks off in early August, and with over 30,000 staff on our books, we always provide regionally based teams too.

So, whether you're looking for staff to distribute flyers in Sheffield, sampling teams to promote your products in Perthshire, or brand ambassadors in Brighton, we can always help!

NICHOLA'S TOP TIPS 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.
- Even if you don't think you'll need to hire external event staff or marshals, it's always good to have a 'Plan B'.
- A small budget doesn't have to mean you can't make 'noise'. Even just one aptly dressed costume character can be enough to create a commotion, especially if children are around!
- Lastly, whilst we will always do our best to accommodate every request, it's always best to book early to avoid disappointment and take advantage.





MEET THE TEAM : LEE MURPHY

Every month the internal team at Envisage HQ gets bigger and bigger, so to ensure you can put a familiar face to the name, we like to focus on a member of staff.

Our Sales Director, curry loving drummer 'Lee Murphy' is the man in the hot seat this month, and it's his mission to make the Envisage customer's experience a very enjoyable one.

13 THINGS YOU PROBABLY DIDN'T KNOW ABOUT LEE!

Q. What's your favourite film?

A. *Good Will Hunting*

Q. What you choose for your last meal?

A. *Curry*

Q. How do you like to relax?

A. *Watch a movie*

Q. What hobbies do you like to do?

A. *I'm a drummer in a band*

Q. Which football team do you support?

A. *That's so easy - Liverpool*

Q. Where were you born?

A. *In Rugby*

Q. What's your dream car?

A. *An Aston Martin*

Q. Where would your ideal holiday be to?

A. *Las Vegas*

Q. Do you have any pets?

A. *Kira the husky, she's an integral part of the HQ team at Envisage!*

Q. Whose your all time favourite band?

A. *The Beatles*

Q. What's your favourite TV show?

A. *The Walking Dead*

Q. Who would you most love to meet?

A. *Megan Fox*

Q. Whose your favourite comedian?

A. *Micky Flanagan or Sean Lock*



SUMMER SANTA SCHOOL

Whilst Christmas might be the last thing on people's minds in July, especially given the recent heatwave the UK experienced, at Envisage, summer Santa School is top of our list and this year is no different!

Having had an all time record number of bookings for our fabulous Santa's last year, and indeed an all time record for the number of bookings made in June, July and August 2021, we decided that it was imperative to recruit even more Father Christmas' for 2022, and as such we ran an even bigger annual Santa School!

Trained by the big guy himself, the full day workshops included a costume fitting and professional photo shoot, and whilst beards, big tummies and glasses weren't essential, a beaming smile most definitely was!

If you're considering employing the services of a Santa for Christmas 2022, be sure to get in touch as believe it or not, we're already taking bookings.

