

THE BUSINESS

NEWS BRIEFING FROM THOMAS WINTER ASSOCIATES

JANUARY 2008

start the year **with a bang!**



We seldom need a good excuse for a celebration and welcoming in the New Year is no exception. Why not join us – if you fancy a glass of bubbly or bucks fizz or even a cup of coffee then call at anytime and let's get together. It would be an opportunity for you to find out where we are and give us an idea of what you want to achieve in 2008. You never know we might be able to help you and if we can't we probably know someone who can. If you would like to pop in **call Ed** on **01264 355 846**.

new website

– at last!

You would have thought that for a marketing communications company to produce a new website within a specified timescale would be easy - we do it everyday for our clients. But trying to get all of us to agree on how our own site should look took just a little longer. Fortunately when the Directors were looking the other way the site took shape and after a little gentle persuasion the green light was given. Don't miss the details of the prize draw on page 2 of this newsletter, then check out the new website, www.tw-a.com - one of our lucky readers is in for a real treat.



inside...

free
web hosting offer

essential
business briefing

£10,000
community grant award

case study

£10,000 community grant award

the challenge

After 30 years the Creme of Nature product range is radically improved to include organic ingredients, at the same time there is a subtle pack re-design and the range is increased with some additional products. The challenge is to communicate these changes through the distribution channel and at the same time re-position the brand in a very price sensitive market.

the solution

Create a classic push and pull strategy that improves the communications with the distributor channel whilst at the same time establish the Creme of Nature brand with new equities through the use of a high value, high prestige Community Grant awards programme. An integrated suite of different media including in-store promotions, Trade and Consumer PR, Radio, TV, extensive Point of Sale and dedicated on-line activity.

the result

Wait and see. The Community Grant Award will be announced in March 2008.



marketing on tap!

thomas winter associates based in andover launch a new marketing support service, enabling clients to turn on and off marketing support for their businesses as and when they need it.



Marketing is one of the key elements that needs to be absolutely right and always under review because it can make or break any size of business.

As we enter a period of economic uncertainty "getting the marketing right" will be crucial and yet paradoxically marketing has traditionally been seen as one of the business disciplines which is the first to be cut when the economy falters.

This is not the view held at Thomas Winter Associates as Chris Crossland commented: "marketing is no longer associated with leaflets and a snappy sales line - its primary focus is accountability through the development of profitable revenue streams into the business from goods or services. Which is further

enhanced with more traditional aspects of marketing such as brand development, marketing communications, and building value added customer relations."

Clients will be able to utilise the Marketing Support Service in theory on an hour by hour basis. In reality in the initial stages half and full days will probably be more appropriate, but if a client just wants 1 hour with a fully qualified Marketing Director then that's perfectly possible.

Another application of the service and one which will be of interest to smaller companies is the idea that you can have your own "Marketing Department" even if you are a sole trader. In addition to the strategic input Thomas Winter Associates have Designers, Copywriters, and Web Developers which together can engineer themselves around

a clients needs for a specific time and then move on to the next project. This offers a fixed price, low cost service which like a tap can be turned on or off as the client requires.

Costs are dependent on individual circumstances, but an hour on the phone with the equivalent of a Marketing Director could cost £50, or a team working on a push and pull strategy for your next sales campaign could cost £250 per day. At the other end of the scale a recent interim Marketing Management role cost £3000 for 6 day intervention to solve a problematic product launch.

If you would like any further information then contact Edward Thomas on **01264 355846** or find out more about Thomas Winter Associates at www.tw-a.com.

check
the
code



Included on this newsletter is a 5 digit code. Once you've found it check out our new website www.tw-a.com and have a wander around until you find the special code page. If the code is the same then you have £500 to spend on design and copywriting for your next marketing communications project. No time limit, but don't keep us in suspense because we don't know who you are until you call. The final number was pulled out of a hat by Paul Winter after we had sealed the envelopes. Check now and give Chris a call on **01264 355 846**.

free

libre
frei
解放します
قروح قدمخ

web
hosting!

as part of our
commitment to the
business community in
andover, thomas winter
associates is offering
free hosting* for your
website. that's great
news in any language!

'Tis the Season of goodwill to all men, and goodwill to all businesses in the SP10 and SP11 postcodes. Thomas Winter Associates opened offices this year in Andover specifically to provide businesses in Andover with a traditional marketing services company able to provide a wide range of marketing support from a simple leaflet to a complete marketing strategy.

So as part of our on-going commitment to Andover, if your business lives in the SP10 and SP11 postcode areas and you would like a **FREE** hosting* service for your website then give us a call.

This offer is targeted at smaller SME's in our business community to help them achieve success. However any company can apply so call now on **01264 355846**.



*transfer charges may apply. conditions apply. call for details.

we've joined have you?

Local Business Groups are really important not only for networking and building valuable relationships, but also for finding out about the issues locally which make a difference to your business. We are pleased to have joined both the Andover

Chamber of Commerce and the Andover Mutual Business Group. If you needed any incentive to join then all members of both Business Groups get **10% discount from all our services!** Andover Chamber has merged with the North Hampshire Chamber

of Commerce and Industry. Membership information can be found at www.nhcci.co.uk. For the Andover Mutual Business Group visit their website at www.andovermbg.com.

sticking it out on sundays!

A new recycling idea is coming to your street.



Across the country all manner of items which are really useful are being re-used again instead of being dumped. We were so impressed with the idea we tried to buy it, but we couldn't so we created and host a website to help promote what is a simple and brilliant idea. Check our www.stickitoutonsunday.com.

marketing secrets

customer profitability

You don't treat customers or clients the same, because it's bad for business. People like to feel special and don't like to feel that they are being treated the same. However it's also bad for business not to recognise that every customer because of discounts, late payments, delivery charges, sales volume and day to day hand holding, etc. provide your business with very different actual profits. It really is worth while taking a long hard look at your top five customers and seeing which one generates the most profit – find out why – make a few changes – and you can add some contribution your bottom line.

As part of our programme of Business Briefings we anticipate a very full house as we provide two leaders in their fields. Peter Thomas, an expert in Waste Management and a representative from British Standards Institute (BSI) who has extensive experience in Environmental Management. The event includes light refreshments and on February 21st starts at 4.30pm and is repeated at 7.00am on the 22nd. Those attending will be able to find out current and future waste and environmental legislation with hot topics such as re-cycling, site waste management schemes, and STEMS an integrated approach to achieving BSI 14001. These seminars offer companies access to essential information that could save time and money in preparing for the future. There is no charge for these seminars but places are limited, please **call Paul Winter on 01264 355 846**.

business briefings
important dates for your diary
february 21st and 22nd

and finally...

amazing advertising

we just had to share these few pics with you. some brilliant advertising from around the world!



sites
we like

- www.rememberthemilk.com
- never forget to remember again
- www.whitehouse.org
- officious website of george w. bush
- www.engadget.com
- for those with an interest in technology
- www.yetisports.org
- a few games to keep you amused

musical
meanderings

- jeff buckley / grace
- porcupine tree / deadwing
- powderfinger / dream days at the hotel existence
- jellyfish / spilt milk
- blackfield / blackfield II
- pink floyd / wish you were here
- the dissociatives / the dissociatives
- L.E.O. / alpacas orgling

movie watch

the golden compass (PG)

★★★★☆☆

In the genre of fantasy adventure, **the golden compass** doesn't captivate you as much as the **lord of the rings** trilogy. The effects are very exciting, but unfortunately behind this façade the film is lacking in any real sense of depth. It is, however, relatively easy to follow and reasonably entertaining. Not bad. Just not great!

Paul

all is fair in business early finish...

A shopkeeper was dismayed when a brand new business much like his own opened up next door and erected a huge sign which read 'BEST DEALS.'

He was horrified when another competitor opened up on his

right, and announced its arrival with an even larger sign, reading 'LOWEST PRICES.'

The shopkeeper panicked, until he got an idea. He put the biggest sign of all over his own shop. It read: 'MAIN ENTRANCE.'

These two construction workers always noticed that their boss always left early on Fridays. So one asked the other that if the boss left early next Friday if he would want to also. The other man agreed. Sure enough, when Friday came, the boss left early. Therefore, the two men left also. The one offered the other to join him down at the bar, but he decided to just head on home. When he arrived home, he heard a noise from up stairs. When he reached the top of the stairs, he

noticed that the noise was coming from the bedroom. He opened the door and saw his boss sleeping with his wife, so he quietly closed the door and headed back down the stairs and out the front door. He made his way down to the bar to see if his friend was still there and he was. His friend asked, "I thought you were headed home?" The man replied, "I did, but this is the last time I ever leave work early again." His friend asked, "Why's that?" The man replied, "I almost got caught by the boss."



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