

# Promotional Marketing

Working in collaboration with you we can create and deliver flexible, highly targeted end-to-end promotional marketing campaigns that will enhance your brand awareness and achieve your specific promotional goals through our unparalleled expertise.

## Prize Management

Boost your brand visibility through our prize promotions that are tailored to meet your needs and that of your target audience. We use our expertise to recruit relevant prizes and to protect brand reputation and the integrity of winner verification.

## Loyalty Programmes

Build your brand loyalty with engaging campaigns designed around your specific goals. We have a reputation for delivering highly successful loyalty programmes and are the driving force behind some of the UK's biggest sales promotions.

## Partnerships & Promos

Our extensive network enables us to match you with complimentary companies, resulting in mutual benefits; including access to new audiences and improved customer acquisition. We can also support your promotion with our contact centre services.

## YOUR BENEFITS

### End-to-end service

We can manage your promotional marketing campaign from concept generation through to delivery, as a result of our extensive in-house expertise.

### Bespoke campaigns

Your promotional marketing campaign will be developed specifically to match your needs and objectives in order to maximise its impact.

### Seamless brand extension

We work closely with you to ensure that we fully understand your organisation's culture, processes and objectives.

## CLIENT SUCCESS STORY

### The Sun Hols from £9.50

In 1989 The Sun contacted us to help them boost newspaper sales and build customer loyalty through a new holiday promotion. In response we created 'Hols from £9.50', which is today the country's longest running newspaper promotion. As part of our end-to-end service we; recruited 300+ parks, created a new booking site and designed in-paper supplements. Every year this promotion sends 2,000,000+ readers on holiday.



**Promotion sends sales, soaring every year**



**2 million+**  
holiday makers every year



**Holiday Parks at capacity**  
and revenue streams flow

