

welcome

Welcome to PRG's summer 2012 newsletter. The poor English weather and equally poor economic outlook have done nothing to dampen our spirits at PRG, as we celebrate some exciting contract wins along with continued great results for our clients.

In this newsletter, you can read all the latest news from PRG and both our local and national clients, along with some useful tips about how to promote your business and where you should be investing your time and marketing budget.

Simon Groves, Director

News

Airbourne returns to PRG for fifth year

PRG was delighted to win the high-flying Airbourne marketing contract for a fifth year. Following a three-way pitch, PRG was chosen to design the official programme and supporting marketing material for the UK's largest seafront airshow.

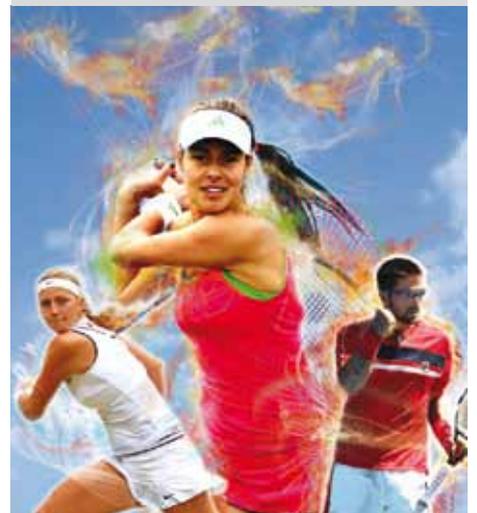
As 2012 sees the 20th anniversary of Eastbourne Airbourne, PRG and Eastbourne Borough Council (EBC) have worked closely to create an iconic and eye catching theme to highlight this important milestone.

Lisa Martin-Smith, Marketing Manager for EBC, said: "Everyone was impressed that your creative met the brief and the overall design has a wide appeal to the family audience celebrating a very British year and Airbourne's special anniversary."



PRG's winning design for Airbourne.

News



AEGON International Tennis' record-breaking hospitality sales

This year, PRG increased ticket sales for the AEGON International Tennis' hospitality packages for the third year in a row. Despite the economic downturn, PRG pulled out all the stops and proved that, in Eastbourne, there is always room for a little tennis.

PRG won the contract to sell the hospitality package for a third year thanks to our previous success and continued the winning streak this year with:

- Increased sales for the third year in a row
- A new record set for attendance in the hospitality suite
- Half of the bookings for the suite this year attributed to returning guests, meaning more satisfied customers.

Tracey Ledger, PRG's Sales Manager, said: "Wonderful habits are hard to break and tennis in the sun with champagne is a habit to which we could all become accustomed. The tennis hospitality package is a day to remember and highly recommended, and there have already been expressions of interest for next year's event. Long may it shine."

Social Media

Social media success with squeeze monkeys

Hire Intelligence, a technology rental company, asked PRG to increase its online presence in the run up to the London 2012 Olympic and Paralympic Games.

Our team of social media experts encouraged the client to delve into Twitter, Facebook and add blogs to its website. PRG created a business Facebook page for Hire Intelligence and began posting useful information, advice, articles and jokes, to engage its audience. Using the Facebook page and other online resources, PRG launched a competition offering the first 300 Facebook 'likes' an exclusive Hire Intelligence squeeze monkey stress toy. The competition saw the page likes rise from 17 before the competition to more than 4,000 when the competition went viral in just one day! Since then the page has continued to remain popular and has more than 5,000 likes.

While the competition set the Hire Intelligence Facebook page alight, PRG identified topics for discussion and turned these into blogs, using our knowledge of SEO. To date, each blog has pushed Hire Intelligence's existing website to the number one position in Google searches for relevant keyword terms and phrases. The news from our client is that the blogs have already won them a high profile client.

Hire Intelligence was so pleased with the campaign's success that it recommended PRG to orchestrate a social media marketing strategy for its Australian counterpart. G'day indeed!



Blog

Face-to-face marketing

The exhibition environment is unique. Where else would you get the opportunity to meet with potential buyers, industry influencers and journalists all in one go? PRG likes to practice what it preaches and we have helped many clients identify key messages, design exhibition stands and produce marketing material for the day.

If face-to-face marketing is still an important part of your marketing strategy, it's important you get the basics right, pre, during and post show.

Pre-show promotion

- Define your exhibition objectives.
- Invest in a well-designed exhibition stand.
- Promote your exhibition attendance.

At the show

- Smile, be friendly and helpful.
- Well-designed promotional literature is

a must, aesthetically displayed.

- Arrange an exhibition rota to ensure your stand is always manned with eager staff.

Post-show marketing

- Arrange your exhibition leads in order – call hot leads immediately to arrange a meeting, email warm leads with requested information and suggest a meeting, send cold leads a well-crafted letter and your company brochure.
- Exhibition evaluation – measure your return on investment. Did you achieve your exhibition objectives and recoup some exhibition costs with sales leads? If so, book your stand for next year.

PRG makes a point of attending all our clients' key trade shows, to support them and seek out their competition. If you want to make your exhibition presence count, we can help you with exhibition stand design, exhibition strategy and post-show exhibition marketing.

Publishing

CQ continues to soar

PRG's arts and theatre magazine, the highly acclaimed Cultural Quarterly (CQ), has expanded for the summer to reach a wider audience, covering Lewes, Hastings and Rye in addition to our beloved Eastbourne.

It is hoped that CQ's expansion will be repeated in the future if its readers continue with their encouraging support. For now, a big thank you to all the CQ readers.

CQ's success is due to the hard work of PRG's in-house editor, journalists and feature writers, who source the creative talents in our area and entice them to share their knowledge and experience; our in-house designers, who artwork and design the publication to the high standard for which it is known, and our sales team, who sell the advertising space. We're a one-stop shop for your publishing needs.

Of course, CQ's success is also due to the readers who have taken it to heart.



Digital Marketing - E-newsletters

Direct, digital marketing = sales leads

Emailed newsletters or e-shots are an inexpensive way of reaching your target audiences, communicating your key messages and putting recipients just one mouse click away from your website.

To make your e-shots irresistibly readable, PRG identifies your strongest selling messages and presents them with appealing design and persuasive copywriting.

By employing a sophisticated email broadcast software system, we can tell you who opened your e-shot, which pages they looked at, how long they looked for and whether they clicked through to your website. As a result, each subsequent e-shot is even better at understanding your target audience and triggering positive responses.



Two of PRG's e-newsletter success stories include System Hygienics and David Bailey Furniture Systems.

System Hygienics' Air Hygiene e-newsletter contained latest news and advice on ventilation ductwork, kitchen extract ductwork and fire safety services. As a result of the e-newsletter System Hygienics received a quote request for cleaning nine kitchen extract systems at a top UK theme park, and a request to complete tender documents for ventilation replacement at a large leisure centre.

David Bailey's Education themed e-newsletter announced the launch of an online virtual tour, its new brochure and latest school contracts and resulted in a significant increase in website visits specifically to the virtual tour page.

Marketing



Marketing success for local companies

PRG has harnessed the PR-power of good photos for our clients. A good image can speak a thousand words, three of which are Return on Investment (ROI), and PRG proved this for two local clients.

One of PRG's Eastbourne-based clients, the UK's leading independent supplier of plastic pallets and containers, was involved in a project to help a major pharmaceutical company speed up production of its popular sports drink to meet demand for the London 2012 Olympic and Paralympic Games.

PRG hired a professional photographer to take photos of the containers in use throughout the manufacturing process. The photos helped secure media coverage in the materials handling and logistics sector worth a total of £11,000.

Another local client was launching its new garden centre in Eastbourne following a £3million redevelopment. PRG organised a professional photographer to take some fun publicity shots with the local MP and Mayor.

As a result, we secured local media coverage worth almost £8,000.

Some local photographers can deliver a full day's photoshoot for less than £500. By generating multiple times that in media coverage and with permission to use the photos in future advertising, it's money well spent.

Websites

Chamber website appointment

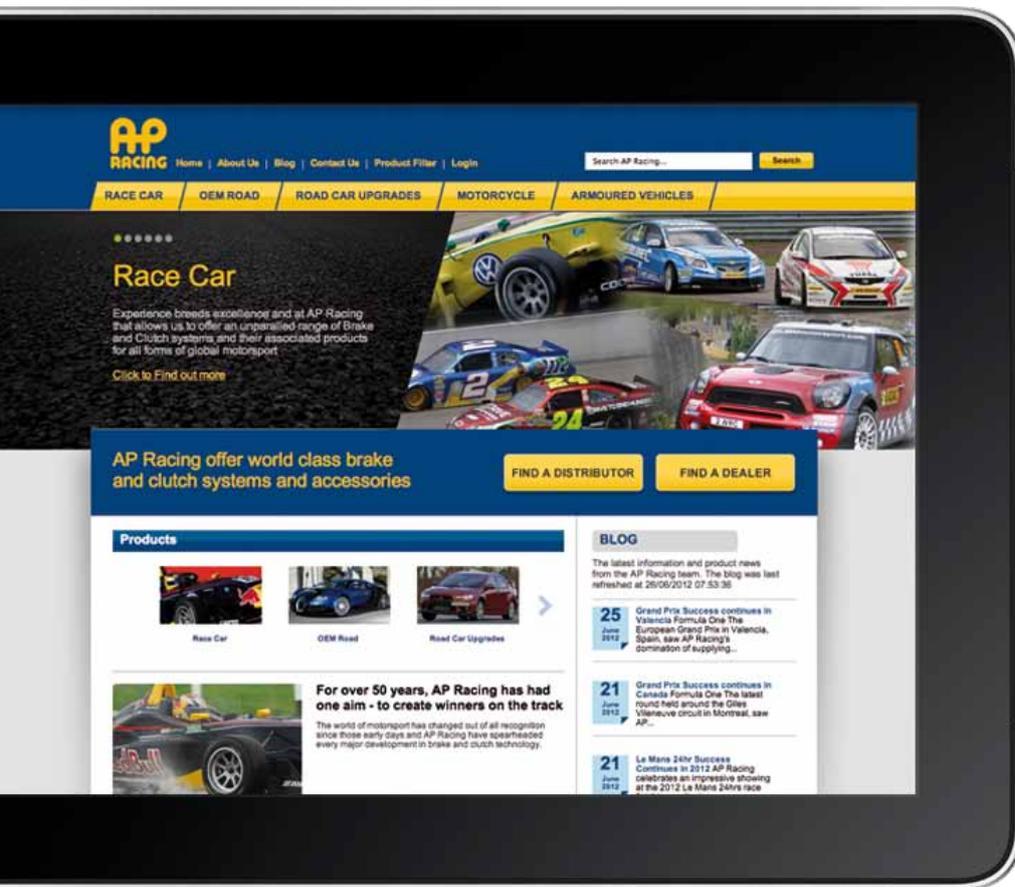
PRG is pleased to announce that we have won the contract to produce a new, dynamic website for the Eastbourne District Chamber of Commerce.

PRG's web experts will work together alongside the Chamber to create, design and build the large and prestigious site, which will be a great resource for the town.

There will be a heavy influence of social media to bring the Chamber into the 21st Century and to help it embrace all businesses of the town, helping everybody.



Websites



PRG creates all inclusive website for AP Racing

PRG was raring to go when the UK's leading manufacturer of high performance brakes, clutches and other motorsports equipment asked us to create a new website. For more than 50 years, AP Racing has created winners on the racetrack and since 1967 it has amassed an incredible 686 wins for cars using its brakes and clutches. PRG knew that its new website would have to be of the highest calibre to maintain the company's winning heritage.

PRG's design studio accepted the challenge and the result is a massive, complex website with logical navigation, incorporating a mass of information in clean and concise web pages.

Designed using the most up-to-date technology combined with the experience and knowledge of PRG's in-house web

experts, the new website incorporates everything: a full search facility including PDFs and product filter to compliment its extensive product catalogue; blogs that have already increased its social media presence and a full content management system; file transfer protocol (FTP) reports; and online ordering enhanced by customer service. Importantly, the website design also incorporates the scope to add future developments as the company evolves.

Simon Groves, PRG's Director, said: "AP Racing's website was one of the largest sites our design studio has taken on board. But the combined knowledge and experience of our web experts, including designers, programmers and SEO experts produced a website that far outreached expectations. We're a small, local company, but big on ideas and ability. A winning combination for everyone."

Graphic Design

More than a pretty face

Clever creative design will make people stop and look at your product. By 'clever design', we mean successfully achieving a look and feel that connects with your target audience. Not design for design's sake, but design that sells.

PRG's design studio consists of graphic designers with an eye for detail and a flair for creation. Whether it is a corporate brochure, advertisement, exhibition stands and promotional material or your corporate identity, PRG's design studio is known for its quick turnaround and clean designs.

PRG's popularity crosses multiple industries, from County Durham to Sussex, and further afield thanks to our international clients. Our design experts work with our talented copywriters to produce original, professional and functional material.



One of PRG's local clients Smith & Ouzman's corporate brochure had a targeted international audience.