

# Smarter Marketing™

PRG Newsletter | Summer 2013

01323 411044 | info@prgltd.co.uk | www.prgltd.co.uk

## welcome

Welcome to PRG's summer 2013 newsletter. The last six months have been exciting here at PRG, for several reasons. In February, we moved from our offices in Devonshire Park and returned to the business hub of Eastbourne, giving us a far more visible presence as well as making life easier for our visiting clients by being in view of the railway station.

To tie in with the move, we've evolved our branding to become PRG Marketing Communications – a name that better fits our full-service, Smarter Marketing approach to helping our clients achieve their business goals.

2013 is shaping up to be a busy and exciting one, so much so that we have three new members of the team on board, helping us deliver the best possible service to new and existing clients. This newsletter will give you a bit of a flavour for what we have been up to, but there is plenty more to come, so keep watching our website and social media channels to find out more.

Simon Groves, Director

PRG Marketing Communications  
10 Gildredge Road  
Eastbourne  
East Sussex  
BN21 4RL

## PRG goes Global – now working in the Far East

When British Fortune Group (BF Group) approached us to create a new logo, PRG rose to the challenge to incorporate the BF Group's education, entrepreneur and visa business models. PRG has created marketing collateral, including a 60-page brochure and websites in English and Mandarin Chinese.

Head of Brand Development Lee Markham, expressing his satisfaction, said: "You truly went above and beyond what we would have expected; no task was too much trouble. Your professional approach and flexibility in being there at times to suit us made it a pleasure to work with you. PRG consistently produce work of an outstanding nature and have satisfied the needs of our London team and China counterparts – not an easy task!"

Based in Beijing and London, the BF Group promotes the best of Chinese and British expertise. With strong links to Chinese and UK governments, industries and education, the BF Group is poised to work with the rapidly emerging Sino-UK network of individuals and organisations.

We continue to look forward to working with BF Group on their exciting and boundary pushing projects in 2013 and beyond.



## Staying Local

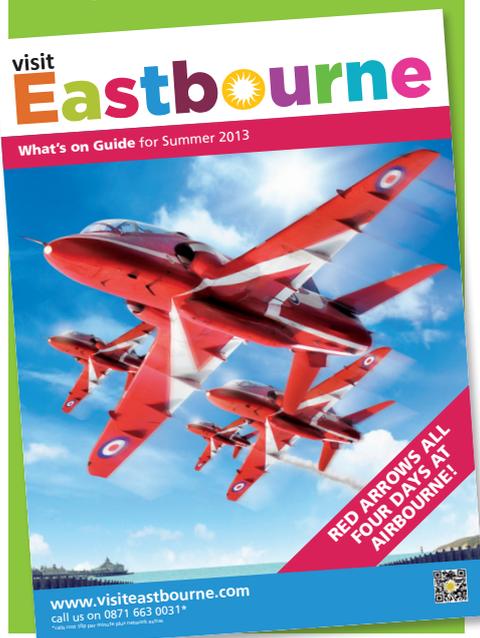
PRG Marketing Communications works with a broad range of national and international businesses, but it's a family business at heart and never forgets its Eastbourne roots. PRG has continued to expand its portfolio of local businesses, with several new contracts being secured in 2013.

Zest Printing, an Eastbourne-based on demand print company, is one business PRG is helping to grow. Zest has recently chosen PRG Marketing Communications to help with multiple social media platforms, as well as producing blogs for Zest's website – all expertly configured with regards to search engine optimisation (SEO).

Working with local businesses can be very rewarding and PRG has had some great marketing success stories, particularly its ongoing production of promotional materials for Eastbourne Borough Council's Airbourne airshow and the Eastbourne Review.

PRG's Eastbourne-based clients come from a broad range of industries, including security printing, plastic pallet and container suppliers, garden centres, charities and chocolate manufacturers.

We are proud to be a part of the Eastbourne business community, but keep your eyes open for us in Hastings too!



# Building the Brand!

In April 2013, PRG was approached by Asset Skills, which was in the process of creating a new company as part of its portfolio – Asset Skills Training. Our brief was to create, design and develop the branding for this new company.

Asset Skills Training will deliver high quality, customised training across the UK to the facilities management, housing, property, cleaning, parking and energy efficiency sectors. It will offer employer led and bespoke training programmes to



The trusted provider of workforce training

help improve workforce skills and raise staff performance and productivity.

PRG is working with Asset Skills to create and design a new identity and logo for the company, supported by additional marketing collateral and course materials. The campaign is an ongoing project that includes web design, PR and a launch event in September, promoting and introducing Asset Skills Training to the market.

Jess Watson, Communications and Marketing Manager at Asset Skills, said: "We chose PRG for their expert knowledge and experience in our sector. Always friendly and open to work with, the team at PRG demonstrated real passion and commitment to delivering the best results on our short timescales."

## Promoting German design to the UK market



a design 'edge', combining technical superiority with high energy efficiency.

PRG has recently kick-started a PR campaign with Solarlux, a market leader in glass door and glass element technology, to increase Solarlux's brand awareness in the UK market.

PRG will be communicating the advantages of Solarlux technology to both B2B and end-users.

Our campaign strategy focuses on architects commissioned to work on London-based design projects for new builds and remodelling. The strategy targets those architects seeking unique, custom-made materials to achieve

Equally, PRG will be communicating directly with end-users who are looking for bespoke design concepts with an eco-friendly focus. Solarlux offers a range of environmentally friendly products, including sustainable wood, water-based glazes and the lowest U values available on the UK market. Ultimately, consumers will benefit from significant cost savings through optimal thermal insulation and the achievement of passive house standards.

If you are interested in learning more, Solarlux will be exhibiting at Grand Designs on 4–6 October 2013 showcasing its outstanding range of products.

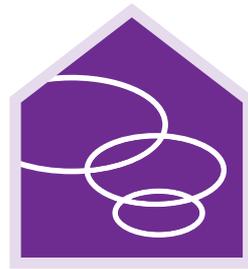
# PRG & Stamco get “Inspired”

PRG Marketing Communications has created branding for Inspired Home Interiors by Stamco, a new name in quality kitchens, bedrooms and bathrooms.

PRG’s brief was to create the face of the new indulgent home interiors company and then launch it to the public. Creating new brands and visual identities is part creativity and part hard work and PRG has built up a wealth of experience in creating, publicising and maintaining brands.

PRG’s skilled design and publicity team uses a tried and tested method to ensure that the branding reflects the ethos of the company or product it stands for. It begins with getting to know the company – what it stands for, what it’s hoping to achieve and what it offers, not just in terms of the product or services it provides, but how they are provided.

This means research. The findings are then used to fashion a collage of ideas and imagery synonymous with the company – the foundations on which to build a brand. These raw ideas are then developed into



## Inspired Home Interiors

something tangible to bring the brand to life. It’s an organic process – ideas take form and evolve on the page as our designers work with the client throughout the process.

Once the branding has been agreed, PRG produces brand guidelines with the client to make sure the identity is represented correctly wherever it’s shown, but also understands that brands grow and develop over time, so its experts are only ever a phone call away.

# PRG secures First Headline Sponsor for Eastbourne Festival

PRG has sold advertising and sponsorship for many years, as well as hospitality packages at the AEGON International tennis in Eastbourne, and worked with Eastbourne Festival Community Interest Company to promote Eastbourne Festival 2013. PRG also procured the festival’s first headline sponsor and sold a record amount of advertising in the festival brochure.

Eastbourne Festival is an open access arts festival that takes place annually for three weeks from Easter Saturday. It attracts regional, national and international participants and enables all strands of the arts to showcase their work, network with other artists and further their expertise.

Stephen Rimmer LLP Solicitors, which has signed up to sponsor Eastbourne Festival for two years, used its sponsorship to good effect on all its marketing materials and was very pleased with the response.

Bob Bastian, Business Development Director at Stephen Rimmer LLP, said: “Stephen Rimmer LLP are delighted to be supporting Eastbourne Festival for the next two years. We look to support events such as this; it’s our way of helping to give back to the local community, which has helped to support our business over many years.”



# PRG News

## PRG and Airbourne take to the skies again

PRG is proud and excited to be appointed by Eastbourne Borough Council to produce all promotional and marketing material for Eastbourne annual air show Airbourne once again, following hugely positive feedback on last year’s 20th anniversary designs.

## The ever-increasing website portfolio

PRG has added several new website clients to its already impressive portfolio. These include a new website for composites manufacturer The URT Group [www.urt-group.co.uk](http://www.urt-group.co.uk); a property development site for a proposed development in London [www.savoycircus.com](http://www.savoycircus.com), and a refreshed web presence for our gas heater client Vulcana [www.vulcanagas.co.uk](http://www.vulcanagas.co.uk). Our clients are wisely choosing to invest a good portion of their marketing budget in their online presence and visibility.

## Helping Eastbourne to get healthy

Working again with Eastbourne Borough Council, PRG designed and produced the branding and website for the Healthy Eastbourne campaign earlier this year. Beating several other firms with a competitive pitch, PRG provided an exciting brand design and highly effective website aimed at helping residents get fit and stay healthy. View the site at [www.healthyeastbourne.org.uk](http://www.healthyeastbourne.org.uk)

## PRG serves an ace at the Eastbourne tennis

Our exclusive partnership with the Lawn Tennis Association to sell corporate hospitality for the Aegon International tennis tournament in Eastbourne has been a resounding success, with most days selling out. The weather held off and all of the guests enjoyed the best views (and the best Champagne) in the house for a week of world class tennis action. We’re already taking bookings for next year! Contact Tracey Ledger on 01323 411044 to book your seats.

## Let’s Do Digital Business

The Let’s Do Business Group have appointed PRG as its digital marketing consultants, helping to create, develop and implement a full digital marketing strategy for the group’s offerings. This is an exciting partnership for PRG as we seek to expand our client base further in Hastings.

## Don't let the Social Media Revolution pass you by...

Whether you're prepared for it or not, the Social Media Revolution is now well underway. You can either jump in head-first or watch from the side-lines, but be ready for the consequences if you choose to abstain.

Recent research shows that now over 57% of the adult population in the UK is using social networks; but don't be fooled into thinking it's just a phenomenon for the young – over a fifth of all UK residents aged 65 and over are now regular users.

It's not just local or national either – Facebook and Twitter are in the top ten most visited websites worldwide and the numbers keep increasing. It's quickly becoming a question, not of "Do we need to get involved in this?," but of "How much longer can we afford to ignore this?"

### Why use it?

By connecting to social media you are instantly connecting to the rest of the globe and billions of its inhabitants 24 hours a day, seven days a week.

With the pandemic use of increasingly advanced mobile technology, the populace has instant access to these networks and they're taking advantage.

From a business perspective, what you have here is a unique situation. A captive audience, one who is choosing to spend their leisure time within these networks, and who is ready and willing to interact with your brand.



Understandably, business has been quick to capitalise on this exciting opportunity. The climate out there is extremely competitive already, but that doesn't mean that there isn't room for your business to grow a digital following.

There are several key benefits to involving yourself, including: driving traffic to your website, increasing brand awareness in an arena in which you're being welcomed, an increase in brand loyalty, interaction with your audience/customer base, in-house market research and a range of other applications which can be tailored to suit your business needs.

It is also a great way to interact with the customers you already have, because keeping in touch with them is just as important as attracting new ones.

High visibility on these sites means that your customers can see how your business is growing to benefit them, how knowledgeable you are in your field and be reminded of why they've chosen to work with you.

Sources: Office for National Statistics



## Three new additions to growing PRG team

PRG Marketing Communications has added three new members of staff to its growing team. Laura Hill, Stephen Bridle and Yasmin Dyson joined the team as account manager, account executive and account support respectively.

A proactive marketing professional with five years' experience and specialties ranging from advertising and PR to event management and project development, bilingual Laura previously worked as a marketing communications specialist for Brighton based Study Group UK Ltd.

Laura said: "I'm thrilled to have joined PRG as account manager and look forward to working in Eastbourne and meeting our clients. PRG represents an exciting new chapter in my career and I'm hoping to bring with me the experience and skills I've built up so far to become a valuable member of the team."

University graduate Stephen has a background in journalism and social media and Yasmin is a graduating college student interested in event organisation and planning.

PRG Director Simon Groves said: "I'm delighted to welcome Laura, Stephen and Yasmin to the team and look forward to working with them as PRG Marketing Communications progresses into the second half of the year. It's a busy time for PRG as we take on new clients in a constantly evolving market and I have the utmost confidence that these new additions will be a boost to the whole team."

