

remoremoreremo remoremoreremo

consultancy advertising design print e-marketing public relations



Ryan EMO Advertising Ltd • Ferry House, Canute Road,
Ocean Village, Southampton, Hampshire SO14 3FJ.
023 8023 0940 • www.ryanemo.com • ursula@ryanemo.com

When is a brand not a brand?

When it's a logo.

Branding is not as straightforward as you may think. Especially when faced with opening the marketing toolbox and getting to grips with the brand experience, brand image, brand recognition, brand franchise, brand DNA, brand equity, brand name, brand energy, brand management, brand monopoly, brand policy, individual brands, derived brands etc.

And as if the water needed muddying further, if Gillette, Braun and Old Spice are brands then what is the parent company? Surely P&G is a brand, too. Isn't it?

Well, one thing's for sure. It's not a logo. Each brand has a logo, true. But the logo is a signpost. Not the journey, or the destination ... or the brand. So, if I feel my shaving routine (for instance) needs a lift, the logo helps me sift through all the merchandise on sale and points me towards a brand which will chime with my likes, dislikes, capabilities and perception of value-for-money.

Remo provides a safe, uncomplicated and stimulating framework that encourages you to ask and answer the key questions needed to establish a fresh commercial / professional direction. To help you build a credible brand.

And create an appropriate logo to act as signpost.



Texting for instant results



Did you know that 70% of the 27 million mobile phone users in the UK use text nearly every day? It's no surprise as we are living in a world of "immediate response", where people want information and news in minutes.

As a tool for marketing, texting is not only popular, but successful too.

At Remo, we've teamed up with a texting service provider, so we can now offer you this superb response opportunity. However, we've been thinking beyond the usual application and have developed a super new package for recruitment response too.

All our HR professionals out there will already know that candidates like to have a quick response when they apply for a job. The ability to be able to text to apply for a job is therefore the ultimate response mechanism! Candidates receive an instant text to their mobile phone and an email with application details straight to their inbox. Then they can read the job details and apply on the same day!

There are a number of options available, so contact us on 023 8023 940 and we can give you more information.

Many strings to our bow

We are always keen to keep everyone informed of the full range of services that we offer. Please don't hesitate to contact us if we can advise or help with any of the following: Corporate Advertising • Product Advertising • Employer Branding • Recruitment Advertising • Design • Print Exhibition and Promotional Material • Public Relations • Event Management • Newsletters • Websites • E-Marketing • Corporate Identity Photography and Illustration • Market Research • Strategic Consultancy.

BK Christmas envelope It's a-gonna be a blue Christmas without Burger King

Thankfully for Rudolph, not all the envelopes delivered over the Christmas period were as big or heavy as the Burger King Christmas envelope! A special pack developed by Remo, the Christmas envelope contained each Burger King restaurant's Christmas recruitment solution in a handy all-in-one giant envelope. Till toppers, tray liners, leaflets, posters and Christmas application forms - all themed with the "It's a-gonna be a blue Christmas without Burger King" message lay within for the lucky recipients of the packs. Seasonal recruitment is difficult for many companies, particularly within the catering industry, so Remo had to stretch all of its creative thinking to come up with a 'cracking' campaign.



Hertz 'Refer-a-Friend' scheme

£400 What will you do with yours?

133 Furry Dice?

By taking advantage of the Hertz Refer a Friend scheme, you could earn yourself £400. If you have a friend who you would like to introduce to the Hertz family, get them to fill out an application form and complete a claim card yourself. It's that simple! We hope you enjoy your £400. What will you do with yours?

136 Nodding Dogs?

By taking advantage of the Hertz Refer a Friend scheme, you could earn yourself £400. If you have a friend who you would like to introduce to the Hertz family, get them to fill out an application form and complete a claim card yourself. It's that simple! We hope you enjoy your £400. What will you do with yours?

Looking at 2007, Hertz UK wanted to reintroduce their 'refer-a-friend' scheme, offering incentives to employees for introducing new staff into the Hertz family. Used by many of the largest employers, refer-a-friend schemes are hugely successful and are a very cost-effective and quick route to recruit new talent. Remo relaunched the scheme, basing the campaign around humorous suggestions as to what the successful referrers could spend their £400 reward on. Keeping the ideas car related, we came up with a host of ideas which were whittled down to just two: 136 nodding dogs and 133 furry dice. We produced a range of promotional materials including posters and referral cards, that were rolled out across the Hertz UK network.

Hertz 01895 627 000 00-00-00
000000 0000000
Date

What do I do?
 1 Ask my friend to complete an application form
 2 Fill in the Refer a Friend claim card
 3 Give both to the Receiving Manager

How much can I get?
£400

What will you do with yours?
Four Hundred POUNDS ONLY
£ 400-00
Hertz UK HR

An Even Better Place to Work



We are proud to introduce Trisha Western as our new consultant for the 'An Even Better Place to Work' (AEBPTW) programme.

In a previous newsletter we introduced Shay McConnan, the originator and developer of www.anevenbetterplacetowork.com. His highly acclaimed Winning Relationships™ in the Workplace programme has been used by Siemens, Sony, PepsiCo Foods, BAE Systems and others in Europe, the USA and South Africa. 'An Even Better Place to Work' is an easily accessible, DIY resource kit that dramatically improves

workplaces. It can be used to improve leadership, team performance and the quality of work life for everyone.

"Trisha Western ran the courses in Sony that relate to this programme with many significant benefits for teams, managers and individuals. At the team level communication and team working improved while managers also were better able to think through how to handle HR issues. Individually people found value from the course for all their relationships whether at work or at home."

Andrew Sullivan, IT & Logistics Manager, Sony UK.

Please contact Remo on 023 8023 0940 for further information.

Little gem of a graduate

At Remo, we are excited to introduce you to our newest addition to the office, Sophie Hui. A recent graduate from Bournemouth University on the BA (Hons) Advertising and Marketing Communications course, Sophie has produced a dissertation on ethnic marketing and demonstrates a passion for advertising and communications. Ethnic marketing is definitely a hot topic within the industry and her knowledge will add another dimension to the team and to current campaigns.



With the UK increasingly becoming diverse and multi-cultural, we need to address the changes companies deal with, as there are many new challenges that lie ahead.

For example language and communications material may need to be simple and effective to cross all boundaries. Here at Remo we like to remove the fluff that other agencies use, we believe that simplicity is genius.

Exciting times lie ahead so watch this space!

Competition

For our competition this issue we are asking you to identify the logo from the extract seen here. The prize is a Red Letter Day Voucher for the first correct entry. Answers to stephanie@ryanemo.com



www.ryanemo.com

MLE direct mail

In preparation for a medical exhibition, MLE approached Remo for ideas on the best way to promote their presence there. We started with the design of two flyers, which were mailed out to 1,000 subscribers of Electronics Weekly in the run up to the exhibition. We also designed and produced two striking exhibition stands, focusing on their innovative PlasmaJet design.

We're your electronics answer...

...Now what's the question?
 MLE Electronics (MLE) is here to solve all your electronics design challenges. However complex your problem, we provide integrated and innovative answers delivered by a creative and passionate team.
 To discover just what we can do, visit us at Stand 7 at the Medical Innovation Forum, London Olympia, on 28th October 2006.
 If you can't make it please contact Martyn Dowdy on 0870 835 8416 or email marty@ml-electronics.co.uk
www.ml-electronics.co.uk
mle
 Creative Electronics
 Turning your ideas into reality

...We'll make it happen.
 At MLE Electronics (MLE), electronic innovation is not just our mission - it's our passion. We also understand commercial challenges, so we work with you right through to regulatory approval, bringing your original ideas into the light. Our extensive track record, technical ability and proven sales approach up to create solutions swiftly, fully and creatively.
 We speak your language - talk to us.
 You can visit us online at www.ml-electronics.co.uk or contact Martyn Dowdy on 0870 835 8416 email marty@ml-electronics.co.uk
mle
 Creative Electronics
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Employment law update

I have been asked to produce regular features on developments in employment law and best HR practice for Ryan EMO's quarterly newsletters. Employment law is one of the fastest developing areas of law and employers are finding it a challenge to keep one step ahead of all the new developments. I hope that my regular feature will help you to stay ahead of the game. I am pleased to be able to contribute and if you do have any employment issues, please don't hesitate to pick up the phone and call me: Katherine Maxwell on 023 8071 8000.



April is always a busy month in the employment arena and this year is no exception.

The first phase of the new **Family Friendly Provisions**, which will have a huge impact on businesses, has been introduced giving women whose expected week of childbirth (or date of adoption) is on or after 1st April 2007 the right to 52 weeks maternity leave, regardless of their length of service. The right to paid maternity leave will increase from 26 weeks to 9 months, with only the final three of the 12 months maternity leave remaining unpaid. The Government aims to increase this during 2009 so that the entire 12 months leave is paid and to allow fathers to effectively share the leave.

It will not be long before all work places must become **smoke-free**. The legal requirement in England and Wales starts with effect from **1st July 2007**. Employers face potential fines of up to £2,500 and a criminal record for failing to comply with the new obligations. A 'no smoking' sign must be displayed at the entrance of premises and in any work vehicles. I would recommend, in order to reduce potential liability, that all employers introduce a no smoking policy and warn their employees that disciplinary action for misconduct may result if they fail to comply with the no smoking rules. All employers should be able to show that they have taken reasonable steps to prevent people from smoking on their premises. I suggest that employers start considering how they are going to comply with their obligations so that they avoid any fines or claims from their employees. We have been told that Council workers will be working undercover to enforce the ban.

**Our Legal Update Section is sponsored
by Moore & Blatch Solicitors**

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BLATCH**
SOLICITORS

A note from Ursula

Hello all, it seems that my space in this issue has been limited to just a few lines, so my message is brief. "If you think that something small cannot make a difference - try going to sleep with a mosquito in the room."

Special thanks to Simon Rodgers of Reed Business Information for kindly sponsoring this issue.

Mike Golding update

Following his dramatic rescue of Alex Thomson in the Southern Ocean during the Velux 5 Oceans race and being awarded an OBE, we were thrilled to be able to snatch a few moments with Mike Golding, world yachtsman, before he sets off on his next challenge:



How much did being a fire officer for 12 years influence your decision to rescue Alex Thomson?

I don't really see my actions as being the result of a "decision" as such, it was simple - if I hadn't gone back Alex may have died. Perhaps my Fire Service career made this more natural - but who knows!

If the tables were turned, do you think that your rivals - after a lifetime's hard work and personal sacrifice, not to mention professional pride and sponsorship obligations - would have abandoned their chance of glory and come to your aid?

I am sure of it. In such a hostile place (the Southern Ocean) any experienced solo sailor would know the possible consequences of not assisting another in dire need.

It can be lonely, dangerous and seriously frightening. What makes you keep on racing?

The challenge of these events compared to other technical sports, is to stay self-motivated under extreme long term duress, pursuing a winning goal every moment of every day 24/7 - possibly for months on end - this is what differentiates the winners from the rest.

What made you co-found a commercial company? And how involved are you in its day-to-day running?

I prefer to have control of my own destiny, running MGYR as a business rather than being a hired gun for a sponsor appeals to my independent streak. MGYR owns all the hardware and employs all the staff - we generate income through sponsorship contracts but take the pain when something breaks or goes wrong (which it often does). It's a risky game but if our forecasting and planning goes well we make a little money at the end of the year - if we don't - well we have great fun trying!

Website offer

How easy is it to update your website? How search engine friendly is your website? How easy is it to add new functionality? Remo, in conjunction with a local web developer is introducing what we think will be the perfect website solution for any company - large or small. Using the design, strategy and copywriting experience of Remo, and based around a bespoke content management system, we can give you a website that you can update easily yourself and add new functionality to at any stage. The site will also be fully W3C and Bobby compliant and search engine friendly. To find out more please email: dave@ryanemo.com

An easy equation:

**Personnel Today =
more HR jobs.**

Personnel Today carries more jobs than any other HR magazine in the UK*. And that's official.

Personneltodayjobs.com has over 4,000** jobs

**Personnel
todayjobs**
www.personneltodayjobs.com

Source: *Nielsen Media Research, number of job advertisements MAT January 2006 - January 2007, **Publishes Statement January 2007