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Winter 2007

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Handle with care

Response handling

Effective e-marketing

The hows and whys for electronic success

New additions to the Remo Team

Meet the new faces and hear their stories

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A white Christmas?

Call me a humbug but am I the only one who dreads Christmas?

Even as I write, I can see my shopping list looming off the top corner of my screen. But, it used to be a lot worse. Did you know that in many rural areas of Ireland the custom of whitewashing the outhouses and stores still prevails? At one time, it was the whole farm, inside and out, though to give us our credit, we usually managed to avoid the chickens. The women would scrub and polish everything till it shone, and the men would take a bucket of whitewash, or limewash, and purify everything in honour of the coming of the Christchild.

But there was one glitch in this tradition in our family... I was the one who had to do the limewashing. And can I tell you; limewashing a pebble-dashed wall is no mean feat. I swear I got more in my eyes and on my face than I did on the walls.

The custom, I am told, goes back long before Christianity or even Celtic civilisation. In 4000BC the Mesopotamians would cleanse their homes, even sweep the streets, in an attempt to assist their god in his battle against the powers of chaos. How did they know about the Debenhams Sale on Christmas Eve? So from this ancient custom comes the modern tradition of putting up fresh curtains, a special Christmas bedcover, cushions and table linens, not forgetting the whitewashing of the house.

And so I sign off counting my blessings having survived this annual ordeal to wish you all a very happy Christmas and a year full of goodwill and happiness.

My thanks to Katherine Maxwell at Moore Blatch who has kindly sponsored this edition as well as the legal section.




Handle with care

An invaluable department in any business, HR is hard working. When you've got a to-do list as long as your arm, the last thing you want to do is take endless calls from unqualified candidates, respond to emails and send out another envelope with an application pack!

Making good recruitment decisions is more easily said than done and the consequences of poor decisions really don't bear thinking about. The burning question must be then, 'why should you have to cope with these decisions alone?' Well now you don't have to because when it comes to recruitment; we're here to make your life easier, much easier!

We can offer you a dedicated, cost effective response handling service that will give you a bit of a breather and allow you to concentrate on your other important tasks. The quality of your response handling is often the first impression that candidates will get, so it's vital that your applications are handled with care. With the ability to manage responses from large one-off recruitment drives to smaller everyday ads, we can tailor a specific package to suit your needs and leave candidates feeling good about your brand.

In addition to our usual services of media analysis, design and copywriting, we can critique your entire recruitment process, and offer solutions to increase responses to your advertising. In terms of managing the responses themselves, we can monitor the number of applications that are received and handle enquires by post, telephone and email. We're also very experienced in developing bespoke screening forms, candidate screenings, undertaking telephone interviews and first round interviews from acceptance letters to holding letters, acknowledgement letters to rejection letters. In short, Remo can ease the burden!

ha ha ha...

Why was Santa's little helper depressed? Because he had low elf esteem!

How come you never hear about the 10th reindeer "Olive"? Olive? Yeah, you know - "Olive the other reindeer, used to laugh and call him names".

'Work while you're sick' culture is becoming even more of a problem than employees taking 'sickies'

Much has been written about the number of 'sickies' taken by UK workers, but new research claims that a 'work while you're sick' culture is becoming even more of a problem.

The study revealed that unfortunately, being ill is now perceived as a sign of weakness. This leads to people turning up for work when they aren't fit to do so, which in turn damages productivity, morale and other people's health. While absence management looks to be a positive HR practice on the surface, it can really put pressure on staff to return to work too early.

Health doesn't seem to be at the top of the corporate agenda, with only around half of the managers questioned believing their organisation is committed to employee wellbeing. It is this attitude that can resonate through an organisation, culminating in a disenchanting, demotivated workforce, with many organisations unaware how much damage is done by employees who come into work when they are sick.

Altogether Care Group extends contract with Remo



Remo is delighted to have been retained by The Altogether Care Group, one of the south's leading Care Services Providers, as their full-service agency. The Group has a number of care homes across Dorset and Somerset, as well as a home care division - Care Wey.

Remo will be working with the Group to deliver strategic marketing, advertising, PR, events, web and literature design. As Altogether Care's marketing department, Remo will also handle all new enquiries and run a response handling service sending out brochures.

"It is our philosophy to enable all our clients to life live to the full, this is the key message we will be communicating to our current and prospective clients via the web site, literature, advertising, internal communications and PR. This will be Remo's main task".

Brian Westlake Chairman of The Altogether Care Group



Effective e-marketing

Recently there has been a revival in investment in e-marketing, driven by a combination of factors - not least the fact that the web is now the first point of contact for finding information or searching out the best deal.

If you are willing to put a little time and effort into understanding Internet and e-marketing, the benefits can be enormous. Here are a few pointers that you can begin using immediately, to help you grow your business and increase your profits.

What is the point of your website?

You need to clarify what your website is for, otherwise it is impossible to measure and evaluate how successful it is for you. Does it sell something or simply provide information? Whatever it does, it is vital it does it well.

It's not all about you!

Prospective clients don't necessarily care about you, they are only interested in what you can do for them. If you can meet their needs, provide the information they want and offer them solutions, you'll have a website of real value and use.

Add real value

Stand out from your competitors by giving something of real value to your customers. Whether you are offering a free product or free information you will make a real difference and people will remember you.

What's in it for you?

Unless you are capturing the email address of everyone who's visiting your site - absolutely nothing! Every time you fail to collect someone's email address you've missed an opportunity! In order to collate this information it is vital you offer visitors a really easy way of submitting their email address. (Your web designers should be able to set up a simple way of doing this, but if they can't, ours can!)

Keep it regular

It is crucial you follow up those people that have submitted their details by communicating regularly. Use email to build relationships with your customers and potential customers. Thank people for their business, send them details of offers, or share some news they may be interested in...

It is worth remembering that the average time people spend looking at promotional emails from unrecognised contacts is just two seconds, so it's vital you grab their attention in the subject box. 50% of people use their preview pane to filter out unwanted emails and 40% of companies have image blocking software in place - so mailing a newsletter filled with images will more than likely be trashed straight away! Keep it simple, keep it interesting but most importantly, keep at it!

Competition time

Congratulations to last issues winner **Sandra Johnson of BCHA** who won with the caption: "His name's mud around here".

This issues question - based on a recent survey is:

What is the percentage of people that will embarrass themselves at their Christmas office party?

The winner gets a £50 M&S voucher!



Answers to gemma@ryanemo.com

GOOD LUCK ALL!

New additions to the Remo team

Taking roughly 365 days to orbit the Sun, the Earth rushes through space at a rate of around 67,000 miles per hour! Whilst we all hate to admit it, it's hardly surprising then that we're back to the time of year when the shops are full of Christmas decorations and all we hear are jingle bells and fa-la-la-la-la, la-la-la-las.

Looking back at 2007, a lot has happened in the UK, we've got a new PM, England reached the final of the rugby world cup and wellies replaced sandals as 'the' footwear to be seen in during summer. A lot has also happened at Remo this year with several new people joining the team. So we'd like to take this opportunity to introduce you to the new team members.



Marie Vaughan is our new Studio Manager with over 12 years experience in the design industry and a real eye for detail. In fact, Marie is so particular that she has already spruced some life into the Remo office with a belated spring clean. She is in charge of making sure your brand stands out from the crowd and can offer superb print solutions so let the queen of clean make sure your design work sparkles.



Julie Dean joined Remo as PR Director with over 12 years experience, working on a range of healthcare and lifestyle brands. Partial to a bit of Country and Western music, Julie is eager to grab the bull by the horns so to speak and get stuck into some exciting new projects. Look out for Julie rounding up some great new opportunities for those that work with Remo in 2008. Yee ha cowgirl!



Gemma Waterman has worked at Remo for the last couple of years as a student, so you may well recognise the name. She recently graduated from the University of Gloucestershire with a 2:1 in Creative Advertising, and has joined the team full time as an Account Executive. A Virgo through and through, Gemma is particularly good at hunting for bargains so you can be sure that she'll be on the prowl for some brilliant advertising deals for you.



Kirsty Lemon has been working part time at Remo for over six years and we are delighted that she has agreed to take on a new role as Office Manager. Kirsty currently manages our finances but don't judge this book-keeper by her cover! In her new role she will be doing a lot more than making sure the numbers add up. As the main source of support for the entire Remo team, Kirsty is at the centre of the hustle and bustle of office life.

Now that you've met the new team members, we'd all like to wish you a wonderful Christmas and we look forward to working with you in the New Year.

Search engine optimisation (SEO)

You can't ignore the importance of search. More than half of all Internet users search at least once a day, culminating in over 61 billion searches every year!

You can have the best website in the world, but if you aren't ranked by the major search engines your business is unlikely to succeed. In fact if your website is your major marketing tool and you aren't listed on the first few pages of Google you might as well be invisible!

Employment Update

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Q & As for your niggly employment problems



If I employ an illegal immigrant, what is my maximum liability?

The government has announced that from February 2008, employers who negligently hire illegal workers will face new penalties. They could face a maximum fine of £10,000 for each worker found in their employment. The fine is likely to depend on how thoroughly the employer was carrying out identification checks and if they have received any previous penalties or warnings. If they knew they were employing an illegal worker, the fine can be unlimited and the employer can be sent to prison.

Can I monitor my employee's communications?

It is a criminal offence for employers to intercept employees' communications unless both parties consent, or the employer has taken reasonable steps to inform the employee that their communications might be monitored. Intercepting communications without consent could be a breach of the relationship of mutual trust and confidence and result in the employee resigning and claiming constructive dismissal. If employers wish to monitor employees' use of their IT equipment, they must have in place a monitoring policy which advises employees what use they can make of their employer's computer systems and advises them on any monitoring.

When short listing for interviews should I take any notes?

A recent Tribunal case has highlighted the importance for employers to record the reasons why they reject an individual's application for work. The case involved a Pakistani born Engineer being turned down for a job for which he believed he was adequately qualified. He reapplied for the job using a fictitious name and was offered an interview. As a result, he took an Employment Tribunal claim against the prospective employer for race discrimination. If employers have a genuine reason for treating individuals differently, then they need to make sure that they have retained a record so that they can defend any discrimination claim.

Please contact Katherine Maxwell on 023 8071 8000 if you would like any more information - www.mooreblatch.com

Remo organise Pope Priestley Architects Lo Shu Shindig (15th anniversary party)

Remo has undertaken all aspects of event management, from designing the Lo Shu themed turtle invitations to compiling the goody bags and obtaining prizes for the raffle.

The event will take place on Friday 7th December at Southampton's Apartment 26 and will feature a presentation from Mark Gallagher of Formula One fame who will draw some interesting parallels between the adrenalin fuelled world of motor sports and modern day business. There will also be a raffle and a showcase of Pope Priestley's work.

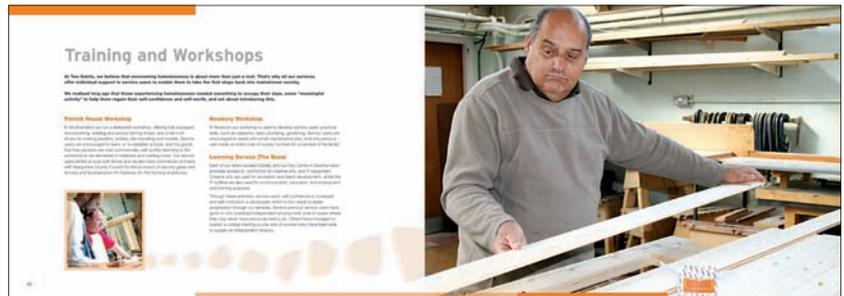
"This is a great opportunity for us to celebrate the company's success and to say thank you to the people who have made the last 15 years possible".

Dennis Priestley, MD of Pope Priestley Architects

Two Saints Annual report

Remo recently developed the annual report for Two Saints Housing Association, who specialise in the provision of services to combat homelessness.

Fareham based Two Saints has been an advertising client of Remo's for a number of years but new Chief Executive Angela Smithers was keen to explore the agency's design flair further with the production of their 2007 annual report.



More 100% true Christmas facts?

Not long ago and far away, Santa was getting ready for his annual trip... but there were problems everywhere. Four of his elves were sick and Santa was beginning to feel the pressure of being behind schedule. Then Mrs. Claus told Santa that her mum was coming to visit which stressed Santa even more. When he went to harness the reindeer, he found that three of them were about to give birth and two had jumped the fence and were gone. More stress! Then when he began to load the sleigh, one of the boards cracked and the toy bag fell to the ground and scattered the toys. So, frustrated, Santa went into the house for a cup of coffee and a shot of whiskey. When he went to the cupboard, he found the elves had hidden everything and there was nothing to drink. In his frustration, he dropped the coffee pot and it broke into hundreds of little pieces all over the kitchen floor.

Just then the doorbell rang. He opened the door and there was a little angel with a great big Christmas tree. The angel said: "Where would you like to put this tree Santa?" And that my friends, is how the little angel came to be on top of the Christmas tree.