

## designed to sell

rhc help clients generate more return on investment with cost-effective marketing that sells.

For example:

- **Marival Group** online video destination showreels increased their sales by 400% in a year.
- **Carlsberg-Tetley** sold more than 1 million pints of a new Ale in the launch month - 25% more than forecasts.
- **Alamo Rent A Car** won a £6m tender with British Airways.
- **Millennium Copthorne Hotels** promotion achieved record Christmas and New Year business.
- **Citi Private Bank** doubled sales of Trustee Services products.
- **Holiday Inn & Crowne Plaza** enjoyed lucrative new sales channels via unique e-mail marketing tool with facility to track response and results.
- **A London Housing Association** reserved 30% of a shared ownership development after just one month.
- **VisitBritain** adopted our brand architecture over 23 countries.



keeping your brand relevant

[www.rhc.uk.com](http://www.rhc.uk.com)

## Pirtek Europe - UK and European Marketing Collateral

With over 90 centres in the UK and Ireland, supported by 400 mobile service workshops, Pirtek's brand promise is hydraulic hose replacement - ETA 1hr. Following a brand audit, rhc rationalised all marketing collateral and produced new brand architecture and marketing campaigns for both the UK and European markets. With a fundamental shift towards selling service solutions rather than products.

### Client feedback

*From brand audits, guidelines, digital asset management and production of dynamic new marketing collateral, you rationalised the brand and delivered real results that can be measured against set criteria.*

**Nigel Davies, Chief Executive Officer, Pirtek Europe.**



## Millennium Hotels and Resorts - F&B Events Advertising

After a successful tender, Millennium Hotels and Resorts, operator of the Millennium, Copthorne and Leng's Collection hotel chains, appointed rhc to deliver this Pan-European campaign.

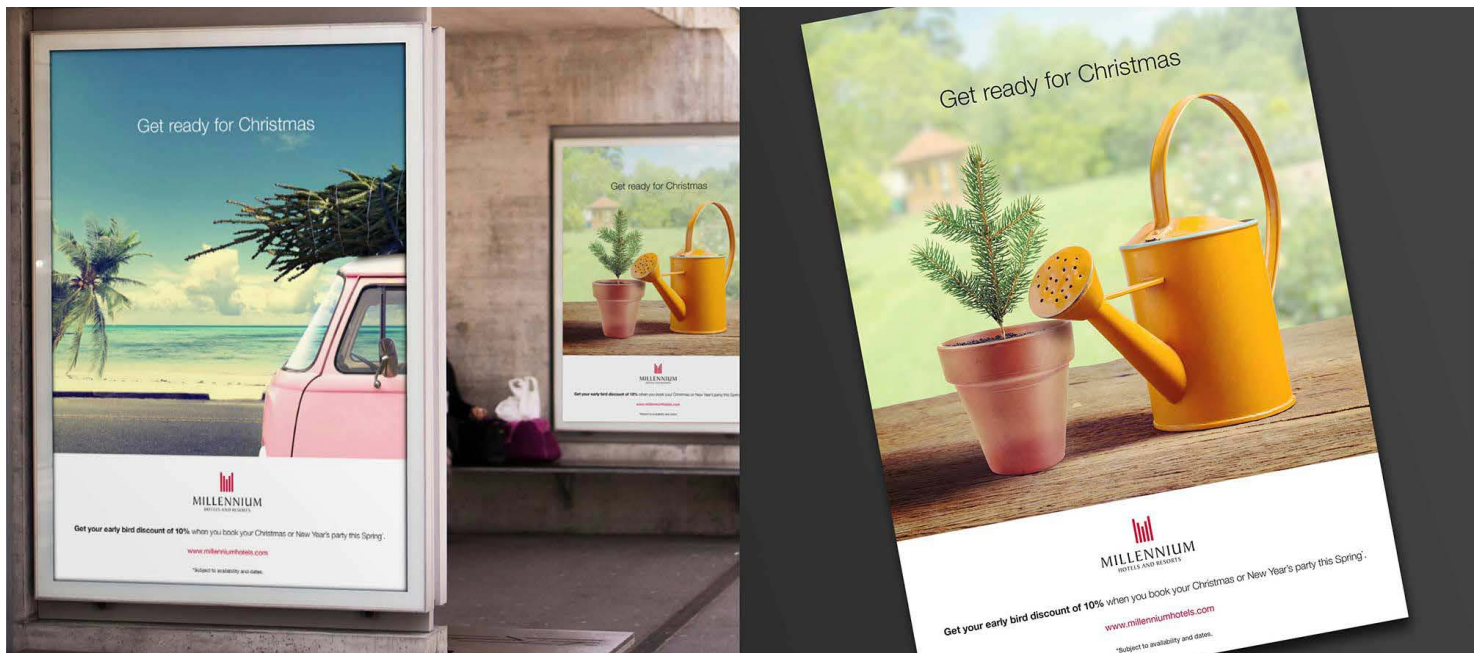
rhc worked alongside 24 hotels within the United Kingdom and Europe. Each hotel offering its own distinctive style, from heritage elegance to urban chic.

While promotional collateral was unique to each hotel the internal and external advertising for different seasonal events was generic to all. Early booking being a primary objective, especially to Christmas and New year events.

### Client feedback

*Promoting awareness and booking of Christmas and NY events as early as Spring has always been a challenge, but the creative campaign has really got us off to a good start. Well done rhc.*

**Virginie Buades, Marketing Manager - Europe,  
Millennium Hotels and Resorts**





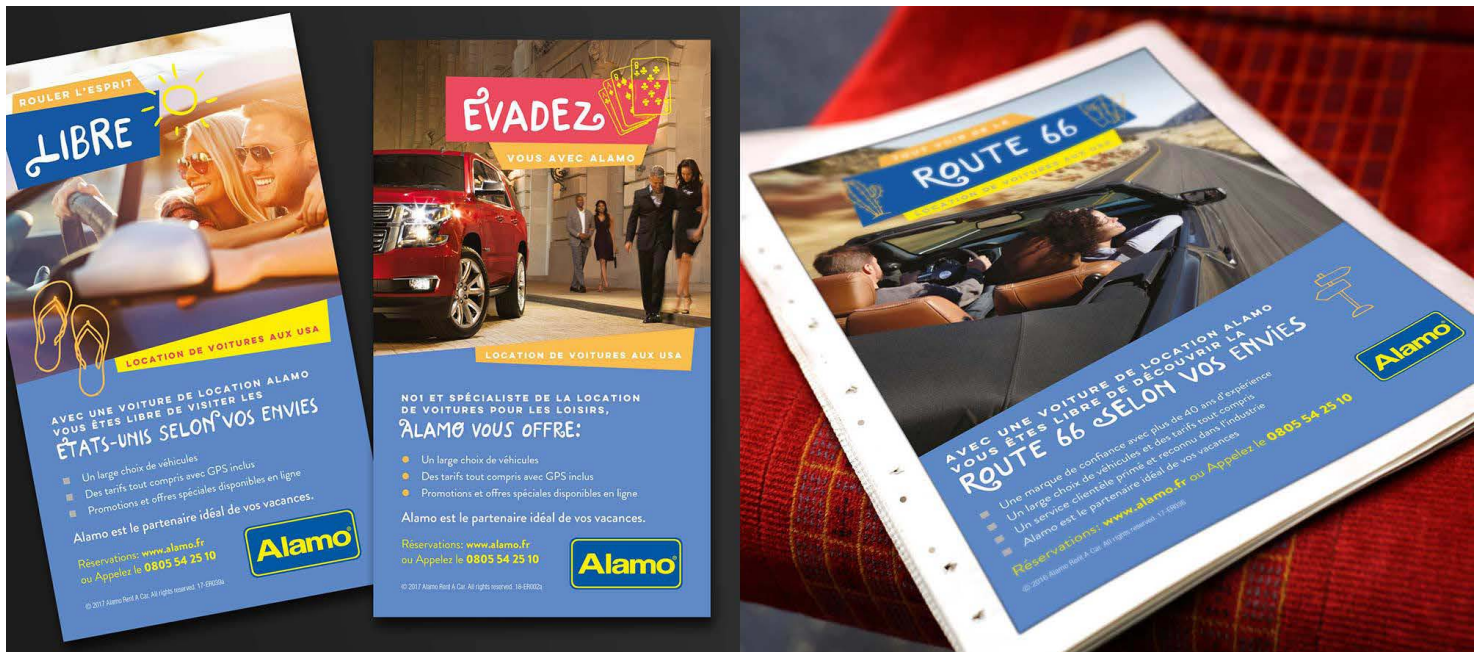
## Alamo, National and Enterprise Car Rental - International Advertising

rhc have been assisting EMEA marketing at Alamo Rent A Car for over 17 years, through re-branding, advertising, incentives and the introduction of new sales channels. Now under ownership of Enterprise Holdings alongside National Car Rental and Enterprise Rent-A-Car, Enterprise Holdings has engaged rhc to develop these brands further in order to convey fresh leisure car rental messages appropriate to both travel trade and consumers.

### Client feedback

*rhc's brand and product knowledge reduces briefing time and they consistently produce focused work that keeps us ahead of our competitors.*

Céline Niedzielski, Marketing Manager,  
Alamo Rent A Car.



## Protyre / MTS - Integrated Brand Advertising Campaigns

Protyre is the retail arm of the largest independent wholesaler, distributor and retailer of top brand tyres in the UK - Micheldever Tyre Services Limited. Selling over six million tyres a year, approximately 20 percent of the total UK market, worth over £250 million.

Following the development of the Protyre 'best service, best price guaranteed' offering, rhc have produced a range of creative marketing campaigns - involving some of the largest tyre manufacturers in the world including: Michelin, Bridgestone, Dunlop, Goodyear, Falken, Continental, Kumho and General Tire - through a range of specially targeted DM, Press Advertising, PoS and Consumer Promotions.

### Client feedback

*With very short lead times and tighter budgets, rhc have created some excellent creative work - galvanising Protyre's own brand image and message while successfully promoting specific partner offers to both retail and trade customers.*

Phil Pickering, Marketing Manager, Protyre.



## Kwik-Fit Fleet - National Marketing and Advertising

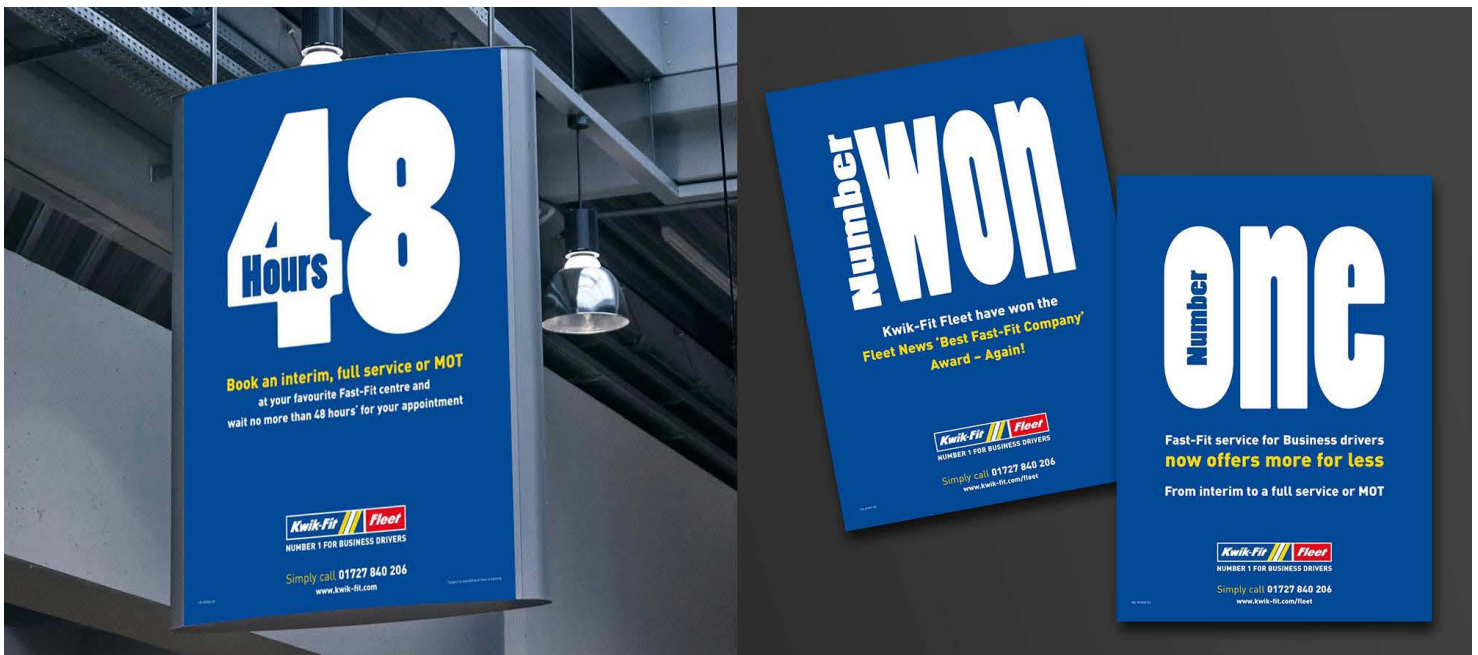
Kwik-Fit have 650 Fast-Fit tyre and exhaust centres throughout the UK and are brand leaders across Europe. Having identified an additional revenue stream, rhc were commissioned to promote Servicing, Repairs and MOTs at 250 dedicated centres offering a competitive alternative to the dealer network. This was specifically aimed at Fleet operators via the trade press.

rhc produced marketing collateral for Kwik-Fit Fleet, which included: press advertising, direct mail, posters, loyalty programmes, incentive gifts, packaging, calendars, corporate brochures (in conjunction with major manufacturers) and "Duty of care" safety information - covering everything from Tyres, Exhausts, Batteries, Air conditioning, MOT's and Servicing through to the promotion of the on road Mobile services.

### Client feedback

*As Europe's number 1 "Fast-Fit" brand leader we needed a strong campaign to communicate the added benefits we could now offer our trade customers. I was delighted with rhc's hard hitting typographical approach - simple and effective with a strong standout and call to action.*

**Mike Wise, Fleet Sales Director, Kwik-Fit Fleet.**





## The Live Organisation - Media Planning and Advertising Campaign

As the UK's leading conveyancer, Live's objective was to become the market leading HIP provider by raising brand profile in the estate agency market. Through carefully targeted advertising campaigns, Live achieved nearly twice the signings of their nearest competitor.

### Client feedback

*Your creative advertising solutions have continued to improve Live's presence within the market. We are now regarded as the number one.*

Tim Price, Sales & Marketing Director, Live.

**Beware of the bull**  
**Bullocks**

With your agency's good name at stake and so little time left to choose a HIP provider, Live make it easy for you. For large or small properties, leasehold or freehold, we offer one HIP price: £290 with no minimum order. Alternatively you can choose a unique Live cash-flowed option at £314, or our credit agreement at £349. All plus VAT of course... but that's hardly a catch.

Live clients secure guaranteed capacity and consistent service from a company with over a decade of proven performance. We deliver the economies of centralised HIP processing, but the freedom to retain your local solicitors for conveyancing. It's a powerful offering further backed by credible third party solutions, like our EPC partnership with British Gas.

**Less is more**  
While we understand the impulse to sign with more than one provider, we don't need to explain that you'll get better terms with just one. Just talk to Live before you decide. Call 0870 191 3009 or email [info@live-org.com](mailto:info@live-org.com)

**As it turned out, we achieved the most HIP provider signings by a country mile. Well bully for us, but thankfully this is just one aspect of our business.**  
So while we leave you to clear the pre-HIP property glut, just remember: Whatever Ruth Kelly eventually decides a HIP should be – whether pink with yellow spots or a paving slab wrapped in foil, we're ready.

**Revenue**  
It's a hot topic in a cooler market

As the market cools into a slower sales cycle, the need to increase your profits and market share are heightened.

But with Live you can offer your customers everything they are asking for, from HIPs to lettings services – including a conveyancing package that adds value to your service, yet costs you nothing!

**Right on the money**  
Our proven white-label conveyancing enables you to brand a full conveyancing service with your own identity. An extra offering that will substantially increase your status, revenue and market share. The more we add, the more you take away. Call 0844 244 0200 or email [info@live-org.com](mailto:info@live-org.com)

**The more we add, the more you take away**

You'll find armfuls of revenue opportunities at Live – still the UK's largest conveyancing company, but constantly updating or adding new services to your benefit. Live understand better than anyone how agents need to embrace new avenues of business and resist traditional ones to keep competitive advantage.

**Heavyweight solutions**  
So if you want to earn more, there's a variety of ways we can improve your offering. Including our lettings inventory service, now raising great interest and transforming a difficult area of business into a fresh income stream.

Some agents with Live from the beginning have grown with us and made millions. Make it time to join them. Call 0870 191 3009 or email [info@live-org.com](mailto:info@live-org.com)

## Millennium Hotels & Resorts - Regional Advertising

Millennium & Copthorne Hotels plc is a dynamic, global hotel company which owns, asset manages and/or operates over 120 hotels in 19 countries around the world. The brand represents a wide variety of hotel styles with high standards of service & facilities in every property, serving international business and leisure travellers.

This regional advertising campaign, aimed at marine and waterway users throughout the UK, was designed to bring business ashore. Offering sportsman and leisure travellers alike comfortable, stylish, award winning concept restaurants and watering holes along the way, making the featured hotels the ideal break from the water.

### Client feedback

*Sympathetic to the regional character of Copthorne hotels geographical location this campaign helped to generate valuable incremental business.*

**Laura Cranfield, Marketing & Communications Manager  
Copthorne Hotels UK & Ireland.**





## Shepherds Bush Housing Association - Advertising Campaign

rhc were briefed to create a “sales campaign” that would generate awareness and drive sales of 129 apartments at Issigonis House W3.

The brief specifically requested increased traffic to a new, cleaner web site and increased foot fall to the building. The subsequent creative campaign included a revised web site, tube posters, escalator panels, bus backs, ad-walkers, Pedicabs and promotional leaflets.

On the day of launch, 250 people physically viewed the property.

The result of an integrated advertising campaign, consisting of:

- targeting consumers at the newly opened Westfield shopping centre
- ad-walkers were deployed at local tube stations to generate awareness
- pedicabs were used to take prospects directly to Issigonis House

After just one month 47 apartments were reserved.

### Client feedback

*We find rhc very professional, flexible and they respond very quickly to our project briefs. Thanks for all your hard work regarding this project so far!*

Natalie Duggan, Marketing Officer,  
Shepherds Bush Housing Group



## HooverCandy - Tactical Promotions

A short term tactical promotion to consumers and the trade, through the multiple and independent sectors, to feature key product lines in the new Hoover range. The aim was to maximise stand out at PoS and create consumer awareness and product interest.

### Client feedback

*The creative approach was on brand and on message. Posters, stickers, tent cards and ads all worked well together. From the initial concept to production and print, with the minimum of fuss, in next to no time. Job well done!*

**Mark Barratt, Director - Group Marketing Communications & Information Services, Hoover Candy Group.**

**LOADS MORE...**  
**FOR LOADS LESS**

**HOOVER HNF6167 Large Load Washing Machine**  
• Massive 7.5kg Load Capacity  
• Class 'A' Energy Rating  
• 'A' Wash Performance  
• 'A' Spin Drying Performance  
• 1600 rpm Spin Speed

**COOL PRODUCTS...**  
**HOT PRICE**

**HOOVER Fridge Freezers**  
• Available in 'Frost Free or Traditional Defrost'  
• Choose from a variety of heights in 54, 60 and 75cm widths  
• Class 'A' or 'A+' Energy Rating dependent on model  
• Star Rating - 4  
• Hygiene+ eliminates up to 99.9% of all bacteria

**HIGH SPIN...**  
**LOW PRICE**

**HOOVER HNL6146 Washing Machine**  
• 1400 rpm Spin Speed  
• Class A+ Energy Rating  
• 'A' Wash Performance  
• 'A' Spin Drying Performance

**SEE INSTORE FOR DETAILS**

## Paid Search - Latest Results

clarepark.co.uk - Independent Retirement Residences

325% increase in website visitors

56% reduction in cost per click

Holiday Inn Christmas Events - InterContinental Hotels Group

For every £1 invested, we generated £145 return

The Royal Green Jackets (Rifles) Museum

9.10% click-through-rate (industry average is 2%)

Crowne Plaza Hotels - Christmas microsite

26k extra website visitors through PPC

initiallylondon.com - Ecommerce store

10% increase in Cost Per Acquisition

rhc creative strategy is an accredited



Specialized in:





## rhc creative strategy

An integrated design & marketing agency  
delivering effective solutions to marketing  
challenges across all media for 28 years.

Our top priority is your bottom line.

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