

**Discover the**  
**best kept**  
**secret in**  
**Manchester.**

**There's a lot to be said  
about quietly going  
about your business.**

**Concentrating all your  
efforts on your clients  
and their success.**

**Hiring talented, friendly,  
dedicated and genuine  
people who just want  
to deliver the best.**

**Finding clients who  
appreciate hard work,  
dedication, insightful  
thinking and a company  
that can deliver great  
returns on investment.**

**This is what sets  
Red C apart.**

**We believe in taking  
the time to get to know  
you, your business,  
your market and  
your customers.**

**We've been called  
'the best kept secret  
in Manchester.'**

**It's a label we're happy  
to accept.**

**We'd like to invite you  
to discover this secret,  
by reading through the  
mini case studies we've  
collected together.**

**Then give Adrian or Steve  
a call on 0161 872 1361.**

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Or email:

[arowe@redcmarketing.com](mailto:arowe@redcmarketing.com)

[swhite@redcmarketing.com](mailto:swhite@redcmarketing.com)

**Strategic<sup>01</sup>  
Services**

**Email<sup>02</sup>  
Marketing**

**TV &<sup>03</sup>  
Digital  
Video**

**Content<sup>04</sup>  
Marketing**

**Direct<sup>05</sup>  
Marketing  
& Design**

**Digital<sup>06</sup>**

**Freemans Grattan  
Holdings, Swinton,  
Bensons for Beds,  
JD Williams, Bupa  
and Eurostar have  
all benefited from  
our strategic  
talents.**

## Freemans Grattan Holdings

From developing a new £30million business to how new customers are dealt with online. We've worked on a wide range of strategic projects with FGH to ensure they hit their business growth goals.



## Swinton Insurance

Every contact counts at Swinton, which is why we've helped devise their customer contact strategy to ensure every piece of communication we create delivers to the bottom line.



## Bensons for Beds



From advising on their PPC strategy to producing effective content marketing, we've helped Bensons for Beds amplify their online presence whilst delivering an impressive sales uplift every year since we've worked with them.

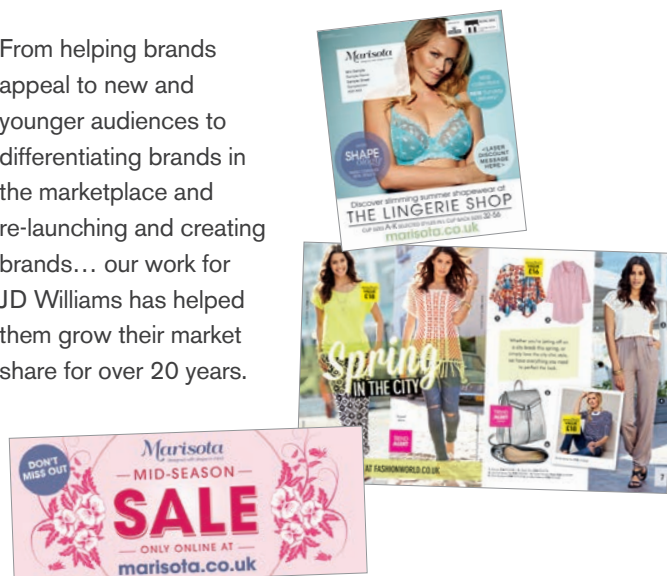
## Bupa



Understanding how to effectively communicate to intermediaries and corporate customers can be a real challenge. Not for Red C. From holding insight panels to spending time in call centres and with sales teams, we're a valued extension of the marketing team.

## JD Williams

From helping brands appeal to new and younger audiences to differentiating brands in the marketplace and re-launching and creating brands... our work for JD Williams has helped them grow their market share for over 20 years.



## Eurostar

Our strategic email expertise has resulted in Eurostar having a complete eCRM makeover. A makeover that has helped them engage customers with timely and relevant emails, resulting in an increase in bookings and customer loyalty.



**Manchester City,  
Eurostar, Great  
Rail Journeys,  
Freemans  
Grattan Holdings,  
Swinton and Coles  
Supermarkets  
all discovered  
the secret.**



## Swinton Insurance

We have worked as Swinton's email marketing agency for more than six years. In this time we've delivered strategy, concepts, design, copy and build for all their email activity. We also closely monitor the results of these emails and make improvements which results in increasing KPIs. We have also guided the email programme through a major creative rebrand, shifting to a fully responsive template.

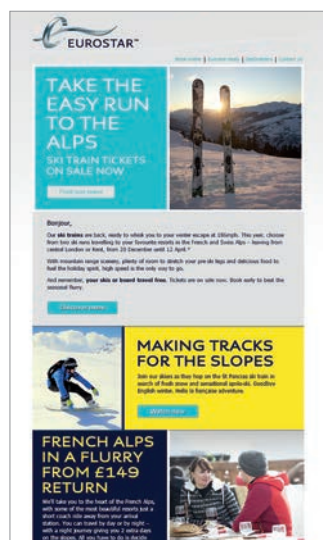


## Freemans Grattan Holdings

For the past three years we have produced engaging emails across a multitude of different templates for Look Again. Every email we create has been designed to drive sales across their extensive product range.



## Eurostar



Driving ticket sales, promoting journeys and destinations, and building customer relationships are the key aims of Eurostar's email programme. To help them achieve these, we create multi-language emails to target Eurostar customers and both leisure and business prospects across Europe and the USA.

## Coles Supermarkets

Australian supermarket giants Coles came to us for help with their loyalty scheme email programme. Covering all elements such as design, copy and overall strategy, we provided a series of creative email templates which they could amend and adapt. We also conducted eye-tracking research on their baby and toddler email programme and presented our findings along with revised email templates.



## Manchester City

We create engaging email marketing activity for Manchester City, New York City, Melbourne City and Yokohama F-Marinos. Our activity has delivered a 90% uplift in website visits and is produced in 13 languages across 10 countries.



## Great Rail Journeys

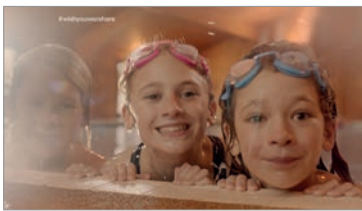
GRJ came to Red C to overhaul their email marketing programme in order to maximise profits from this valuable channel for both the GRJ brand and their Rail Discoveries offering. We devised a new email marketing strategy and created a wide range of templates that allowed them to create a rich and varied inbox.



**Hoseasons, Look  
Again, Marisota,  
Fashion World,  
Freemans  
and Phonak  
discovered it too.**

## Hoseasons

We have created two flagship television commercials, one featuring Denise Van Outen and another featuring music by The Wonder Stuff. Both have been integral to raising brand awareness and increasing bookings.



## Fashion World

Great looking commercials that utilise strong sales techniques to deliver online sales... that's what we've delivered for Fashion World time and time again. As well as creating a unique offer that has helped set them apart from the competition.



## Look Again



We've created a wide range of TV commercials for fashion brand Look Again. Featuring Erin O'Neil and pop star Stacey Solomon; our adverts have helped Look Again raise their brand awareness and hit their tough sales targets in a very crowded and competitive marketplace.

## Phonak



Our corporate film for hearing aid manufacturer Phonak helped them engage resellers and explain why Phonak ITEs carry a high price point - as well as showcasing the dedication that goes into making every hearing aid.

## Marisota

We've created a wide range of TV commercials for fashion brand Marisota, proof that our commercials work. In fact our 'Marisota Moments' commercial is the best performing yet and has captured the imagination of women in the UK who have responded positively to the advert online.



## Freemans

When Freemans needed to make an impact on their return to UK TV screens they turned to us to create a memorable, fun and great looking TV commercial. The resulting TV advert helped Freemans make the splash they wanted and helped drive customers back to the brand in droves.

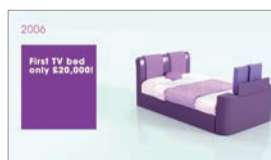


**Bensons for  
Beds, Spirit Pub  
Company and  
Harveys Furniture  
had their eyes  
opened.**



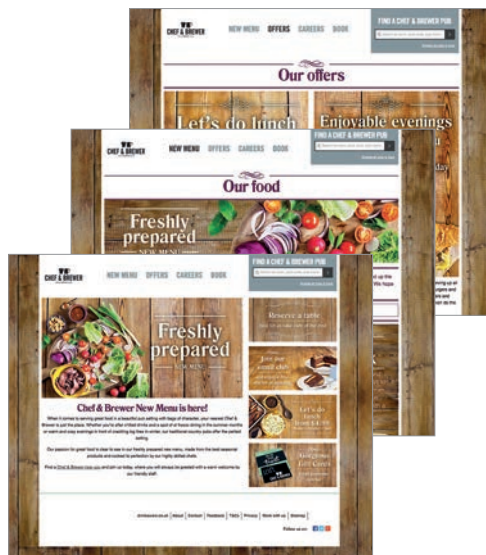
# Bensons for Beds

From extensive bed buying guides to helping people discover the history of the bed, our content marketing activity has helped amplify the Bensons for Beds brand and delivered significant SEO benefits and PPC cost savings.



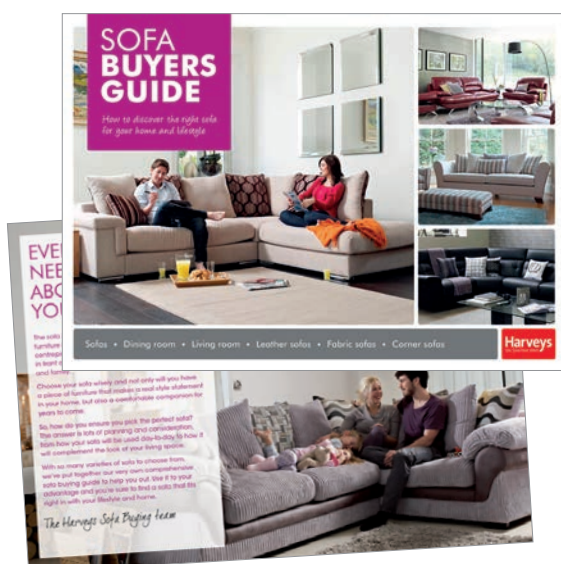
# Spirit Pub Company

Our content rich pub landing pages have helped Spirit Pub Company attract new visitors to their pubs and has added an extra dimension to their PPC campaigns. The result of these content rich pages has meant that we're now researching and writing even more to deliver more customers to each pub.



# Harveys Furniture

Our furniture buying guides have not only had SEO benefits but they've helped people across the country find the right furnishings for their home which in turn has resulted in bags of positive brand engagement.



**JD Williams,  
Bupa, Swinton,  
Great Rail  
Journeys and  
Freemans  
Grattan Holdings  
continue to see  
the light.**



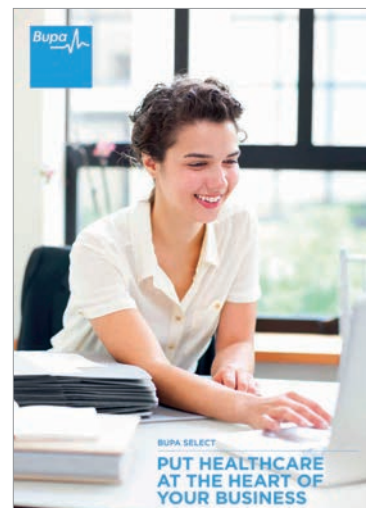
## Freemans Grattan Holdings

We've revitalised and created brands, given advice on the structure of catalogues, created hard working direct marketing pieces and solved how to sell a tricky credit offering... it's no wonder then that FGH is another long-standing client of ours.



## Bupa

From working with intermediaries to helping the corporate team engage with a wide range of organisations. Our work with Bupa requires us to have an in-depth knowledge of their products, business, customers and compliance department.



## Swinton Insurance



Our extensive direct marketing knowledge and passion for engaging niche audiences has delivered record call volumes for Swinton's Specialist Units and helped them increase their market share with consumers.

## Great Rail Journeys

From holiday brochures to mailings and direct response press adverts, we've produced a wide range of marketing materials for GRJ that have helped ensure people have a holiday of a lifetime.

## JD Williams

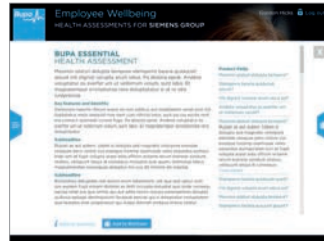
Our direct marketing and design expertise helps JD Williams across a number of their brands. From impactful mailings for Fashion World to press adverts for Marisota and rebranding work for High & Mighty... JD Williams has worked with us from day one and is a valued client to this day.

**Bupa, Neilson  
Financial, Spirit  
Pub Company,  
Bensons for Beds,  
Manchester City  
and AGA have all  
benefited from  
our technical  
expertise.**



## Bupa

We designed and built Bupa Source, a sales app that will shape the way Bupa sells its products to the corporate market. The app, which has PC and iPad variants, is automatically updated via a custom built CMS.

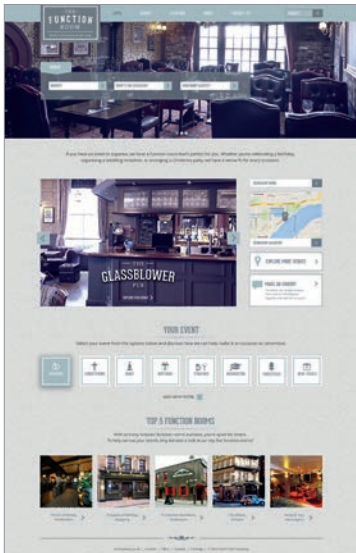


## Neilson Financial

As well as creating the look and feel for the Sorted Insurance brand, we designed and built their website and produced their TV campaign. As part of the site build we trained their in-house team on how to update the website so content could be added with ease internally.

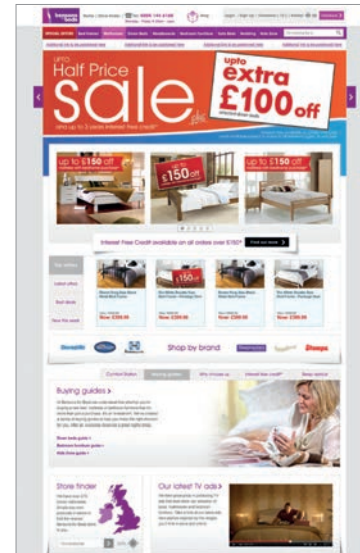


## Spirit Pub Company



Our beautifully designed Function Rooms website for Spirit featured a wide range of content rich pub landing pages and a clever little search engine. It's been a massive success, and after a brief London based test, it's now being rolled out nationwide.

## Bensons for Beds



We designed the flagship website for Bensons for Beds, which featured over 1,600 SKUs and utilised Magento and Fredhopper. In addition to this site we also designed a sister site for value brand BedShed.

## Manchester City

The hospitality sales team at Manchester City needed a modern way to sell the various suites and hospitality boxes at the Etihad Stadium. Step forward Red C with an enterprise iPad app that allowed them to showcase all of the venues in beautiful HD.



## AGA

When the prestigious cooker brand needed a new website we brought our design, writing and build abilities to the table. The site, created using the Umbraco CMS, helps AGA showcase their range of products and accessories and is fully optimised by our SEO experts.



**Now you've  
discovered  
Manchester's  
best kept secret  
why not pop in,  
email us or just  
give us a call.**

**Red C  
Anchorage 1  
Anchorage Quay  
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**REDIG**