

More than
**creative, we're
compelling**

“With their help, we have transformed all of our direct marketing campaigns.”

Katherine Timms Senior Direct Marketing Manager **Royal London**

“They’re full of ideas, produce great designs and work incredibly hard to hit every deadline that we put in front of them. I’d recommend them to anyone!”

Bev Whitehead Marketing Manager **Dulux Decorator Centre**

“Red C very quickly gained a good understanding of our customer.”

Carine Jessamine Marketing Director **Selco**

“I’m delighted we found each other – they are just the agency partners we need.”

Cathy Couplan CRM Strategy & Creative Manager **Studio**

If you want marketing that moves your customers and delivers real numbers for you, then you’ve come to the right place. Effective marketing is customer-focused, combining strategic insight with a compelling message to get results.

This is **Red C.**
Let us show you how.

Clarity and insight

Everything we do is focused on understanding people.

Catalytic strategy

We believe you have to combine creative excellence with strategic nous in equal measure.

Compelling creative

Effective creative does more than make people feel something. It motivates them to do something.

Conscientious service

Most of us have worked client-side. So we're the kind of agency we would want to work with ourselves.

**Strategic⁰¹
Services**

**Email⁰²
Marketing**

**TV &⁰³
Digital
Video**

**Search⁰⁴
Marketing**

**Web⁰⁵
Development**

**Direct⁰⁶
Mail**

Benefit from our strategic communications

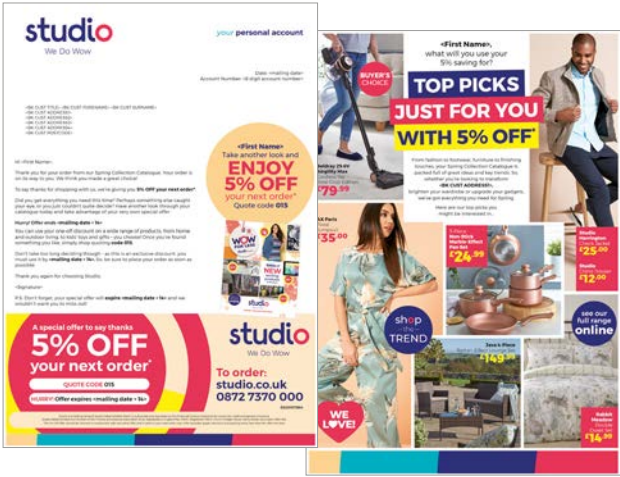
Thane

Since 2017 we have been the strategic partner for Thane UK, across earned and paid search. From product launches and re-introductions, to providing campaign assets for seasonal activity based on onsite product data and user search intent we ensure campaigns are optimised and better targeted to improve conversion. We have worked closely with the team on content production, technical SEO and email programme development to align all activity against business KPIs.



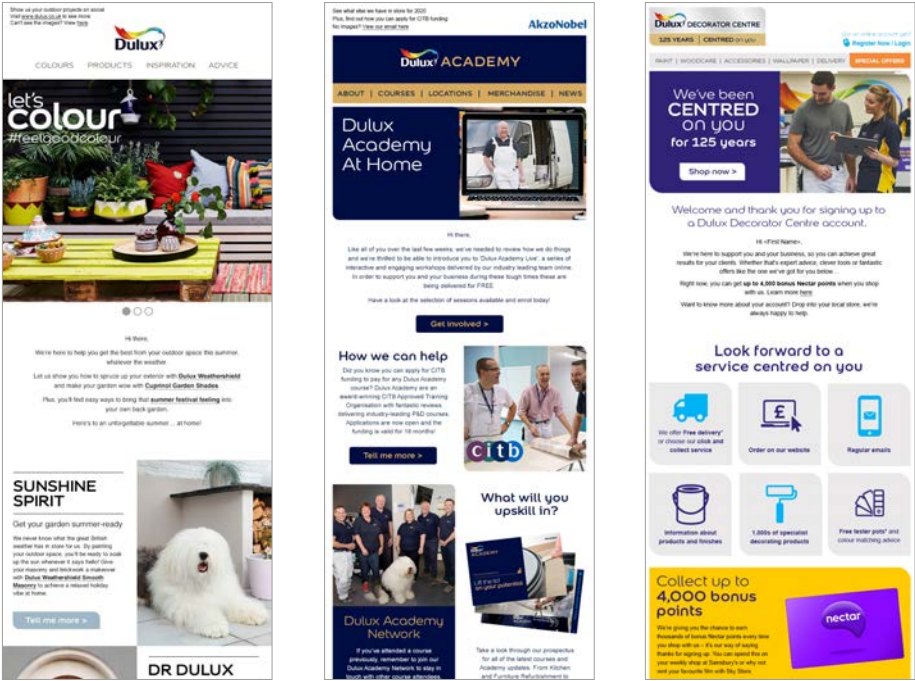
Studio

In October 2019 we became Studio's strategic partner for all direct mail and print. We work closely alongside the print team to help strengthen customer relationships, promote multiple purchases and enhance credit acquisition. Along the way we have implemented triggered response mailings which have performed exceedingly well. We have also developed communications to really boost the Studio offering.



AkzoNobel

We have been AkzoNobel's strategic partner across both email marketing and social media for approaching 5 years. We work with several brands including Dulux, Dulux Trade, Dulux Decorator Centre, Dulux Academy and Dulux Select. We work closely alongside the senior team to ensure that all activity is aligned to the overarching business goals and objectives.



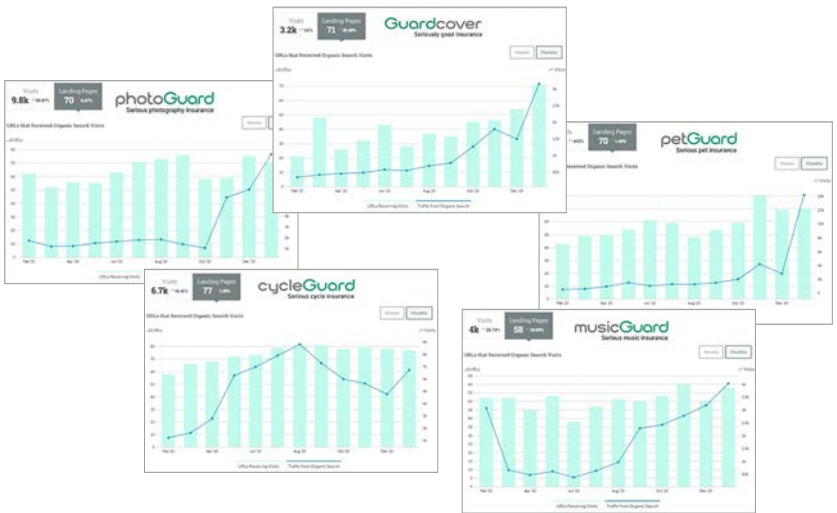
Police Mutual

Since 2018 we have been Police Mutual's strategic marketing partner across several key products, including car and home insurance, mortgages, ISA and general savings. We have also taken a key role in growing the base through field acquisition and, more recently, played a significant role in communicating Police Mutual's merger with Royal London.



PIB Group

We have been providing earned and paid search strategy along with insight for PIB since 2018. In this time we've developed migration plans to minimise disruption to rankings, whilst providing tailored and targeted actions to increase rankings on highly competitive search terms, as well as longer tail queries to focus content production on query based searches. This has resulted in a 557% increase in Organic traffic within 12 months.



Freemans Grattan Holdings

We have worked with Freemans Grattan Holdings for approaching 20 years and during that time we've partnered with them across many strategic projects, including developing a new £30m business in 2012 called Swimwear365. We've worked both on and offline across many of their brands, including Freemans, Grattan and Look Again, to tackle key business challenges from reducing churn and improving AOV to migrating customers from one brand to another.



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. During our relationship with Swinton, we have been responsible for Swinton Commercial, Swinton Bikes, Swinton Taxi as well as the cornerstone of the business, Swinton Car and Home Insurance.



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. We were also strategic search partners for fellow Steinhoff brands, Harveys and BedShed.



Bupa

Understanding how to effectively communicate to intermediaries and small to large corporate customers can be a real challenge. Not for Red C. From holding insight panels and spending time in call centres to delivering campaigns on a tight deadline, 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, as well as 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. We were responsible for developing customer journeys for business, leisure and loyalty audiences across the UK, France, Belgium and Germany.



We delivered the clicks

Police Mutual

We are responsible for Police Mutual's email programme from both a strategic perspective as well as a creative one. Since 2018 not only have we introduced a monthly newsletter, called On The Beat, but we have also introduced several key automated campaigns including a Welcome programme, an Onboarding campaign and several cross-sell triggers.



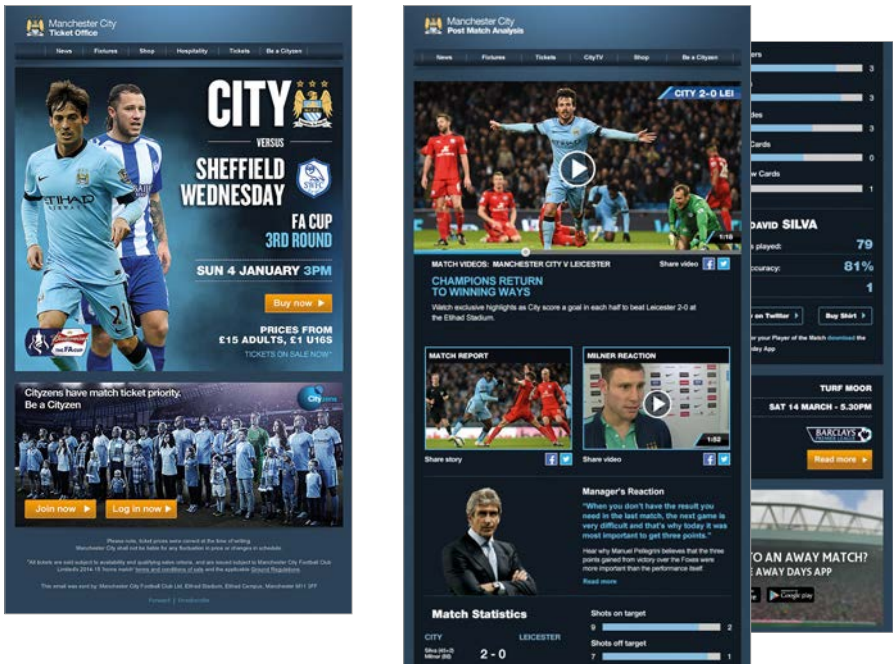
Eurostar

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 created multi-language emails to target Eurostar customers and both leisure and business prospects across Europe and the USA.



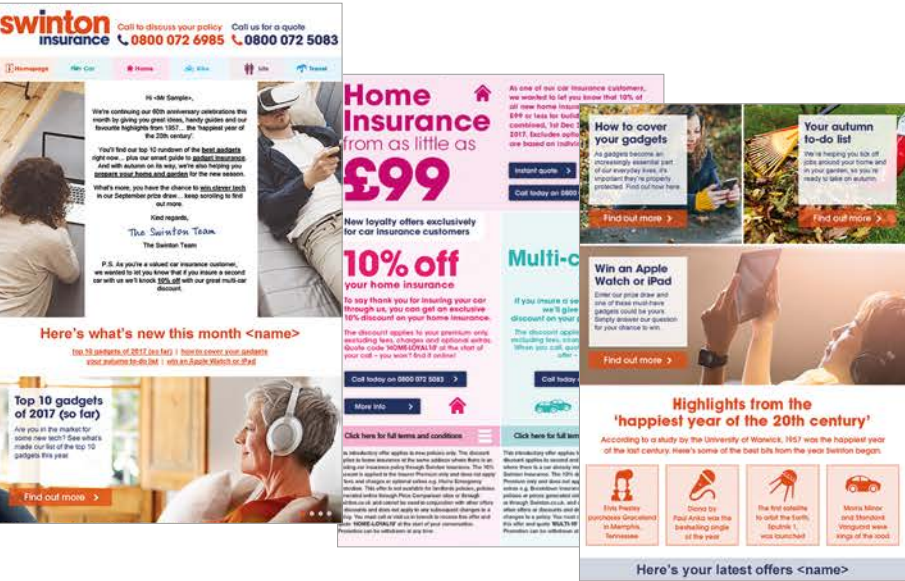
Manchester City

As Manchester City's strategic and creative email partner, we helped to develop the customer journey for both UK and global fans. This involved demographic segmentation of both fan bases, using factors such as age, sex and location. A large number of our campaigns were also segmented based on whether fans attended matches. For example, we sent a Matchday campaign with tailored content for fans going to the match, and those who were not. We also implemented a number of automated campaigns, ranging from a welcome campaign to hospitality follow-ups and re-engagement campaigns.



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 result in increasing KPIs. We have also guided the email programme through a major creative rebrand, shifting to a fully responsive template.



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.



Lifting the lid on a successful email programme

In 2017, Dulux Decorator Centre attended a Red C Email Marketing Masterclass. Impressed with what they saw, they invited Red C to audit their monthly email programme, which was underperforming.

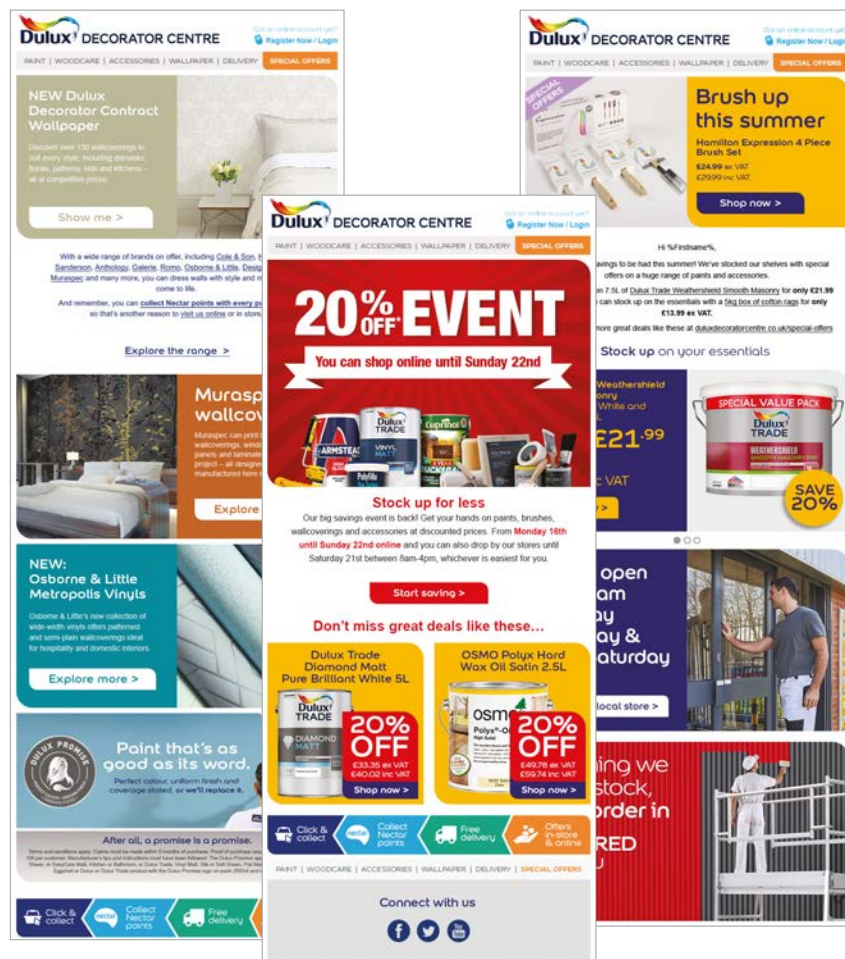
Red C devised a new, harder-working template, incorporating clever navigation, stronger calls-to-action and eye-catching creative. Results improved instantly and we were appointed as their strategic and creative eCRM agency.

The uplift in results soon caught the eye of the teams at Dulux Trade and Dulux Retail too, and by 2018 Red C was creating a rich and varied inbox for their customers.

Through subject line testing, responsive design, smarter build and strategic nous, Red C has helped the email programmes of all these AkzoNobel brands go from strength to strength.

Dulux Decorator Centre

We began working with Dulux Decorator Centre in 2017 and our immediate remit was to oversee a complete overhaul of their email creative. We did exactly that and introduced a richer and more content-driven approach to their email marketing, which significantly improved all KPIs. We are now not only responsible for all creative output, but we are also strategic partners.



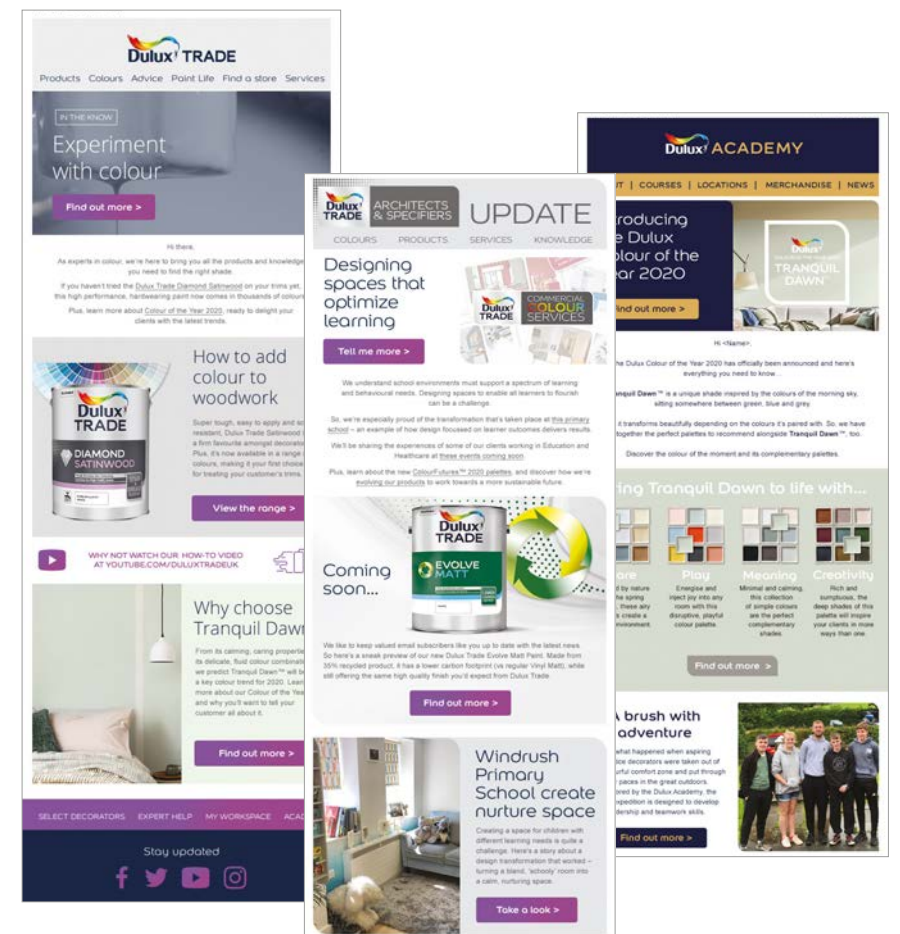
Dulux Retail

Red C have been responsible for turning Dulux Retail's email programme from a template driven set of promotional messages to a content rich customer experience that aims to inspire and educate its recipients. We have introduced an e-newsletter, which we call Let's Colour, as well as several other key emails such as Dr Dulux, Colour Know How and Big Life Moments.



Dulux Trade

When we started working on Dulux Trade emails, we made more or less the same recommendations as we did for the consumer brand. We improved the navigation, made the CTA buttons work much harder and created a rich and varied inbox – even testing content that seemed ‘too consumer’. The results were just as impressive.



We used TV to win new customers

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.



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 drive customers back to the brand in droves.



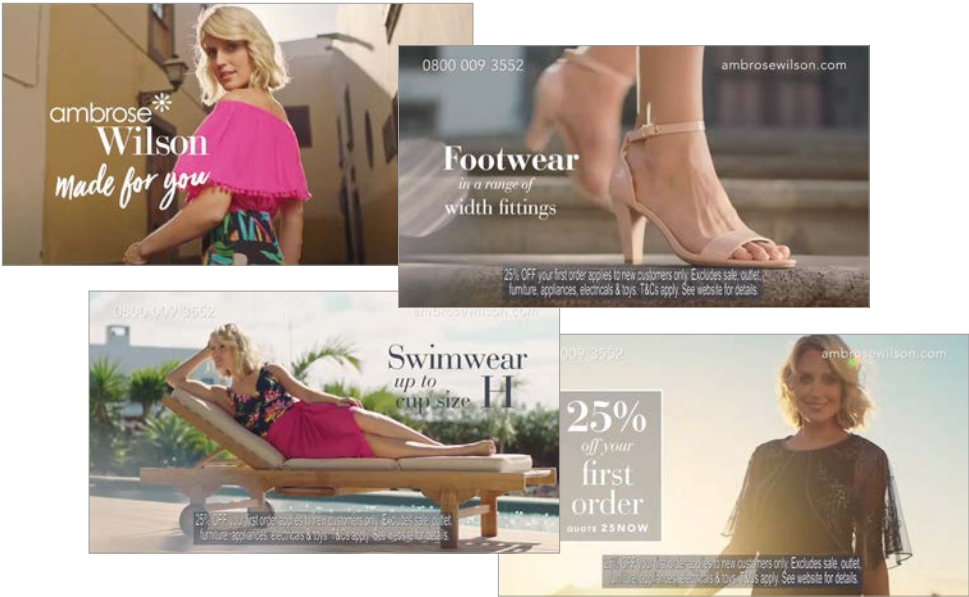
Hoseasons

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.



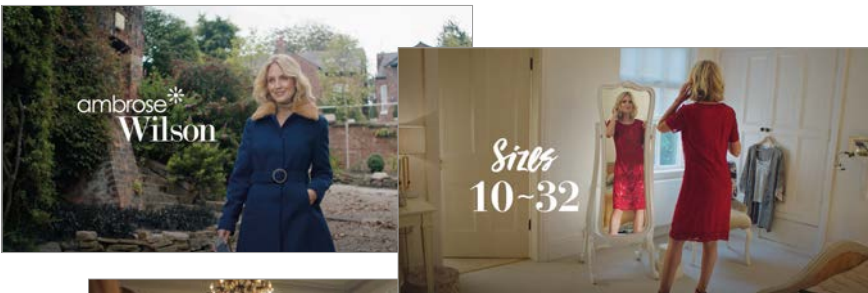
Ambrose Wilson

Shot in the Canary Islands, this campaign was done to promote the Spring/Summer 2019 product offering from Ambrose Wilson. Our DRTV commercials utilise strong sales techniques to deliver online sales, whilst still maintaining a great look-book effect. We endeavour to sell our customers the 'Ambrose Wilson' lifestyle that's made for them.



Look Again

We've created a wide range of TV commercials for fashion brand Look Again. Featuring Erin O'Neil and 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.



Ambrose Wilson

From concepting through to the final production we worked closely with the team to deliver a strong DRTV campaign which shows off the brand's product range. This Christmas Ad was filmed in Manchester and really pushed the boundaries of not only showcasing the fashion, but promoting the key values and messaging of the brand to strengthen the direct response.

We created content that converts

PIB Group

Our SEO strategies have helped PIB identify and target highly competitive keywords in a crowded marketplace. By tapping into user intent and generating content, we've been able to get pages ranking higher and more frequently in Google, whilst also driving record beating numbers of users through to the site. Desirable content based on user search intent really does drive clicks.



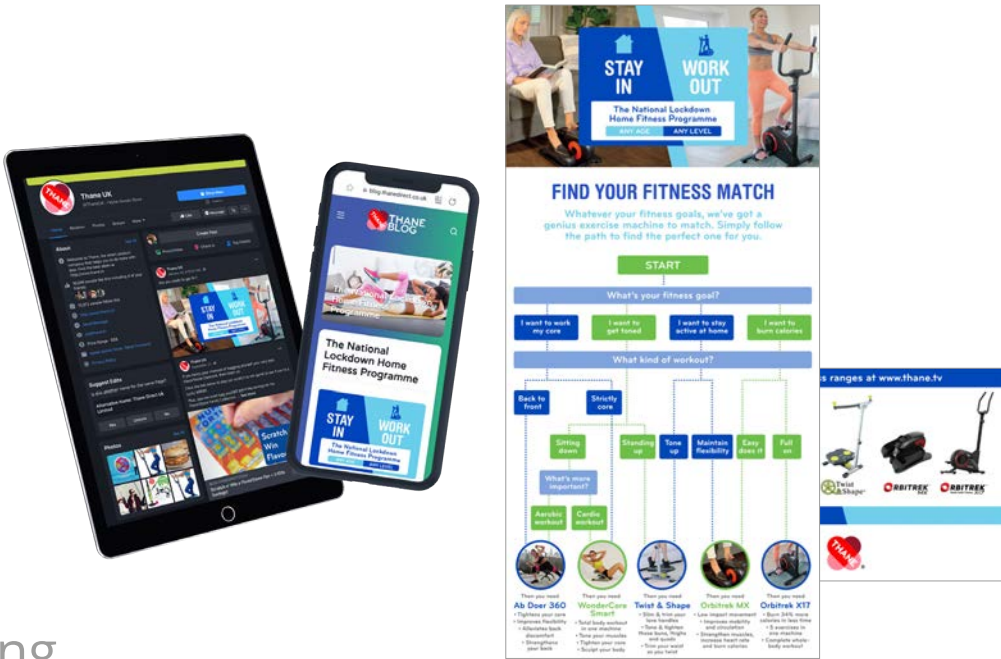
Fish

Fish Insurance are disability specialists. With this comes the need for a greater understanding of user intent when customers are looking to protect themselves and the equipment they rely on. When it came to launching a new proposition for Travel Insurance, we delved into 60+ unique pre-existing conditions to research and produce 300 unique FAQs that resulted in a highly searchable and converting site, that generated featured snippets in SERPs – results that appear in position zero.



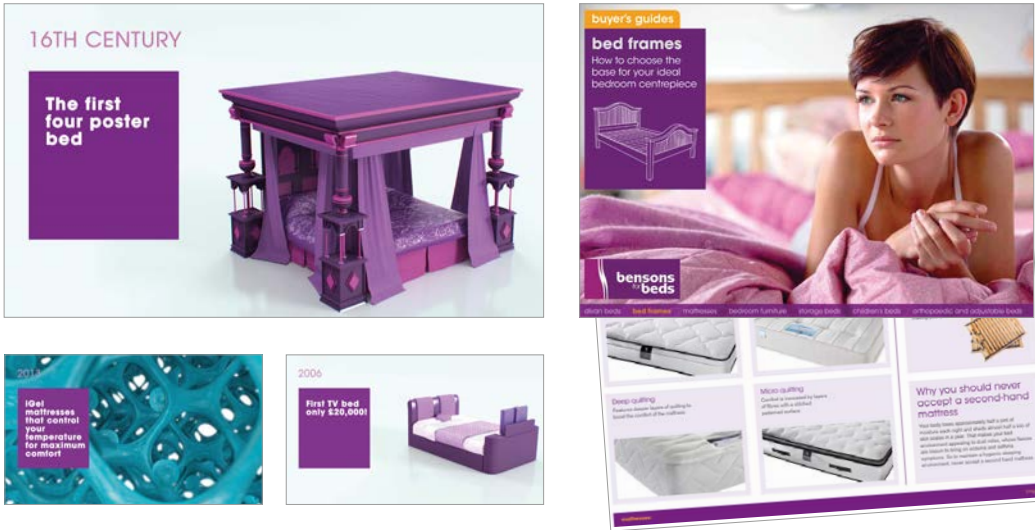
Thane

In January 2021, we wanted to engage Thane's audience in a meaningful and grounded way, by generating a suite of content that would span an eight week period. By building on existing content, creating at-home fitness routines and encouraging user generated content, we developed a strategy designed to look after physical and mental wellbeing.



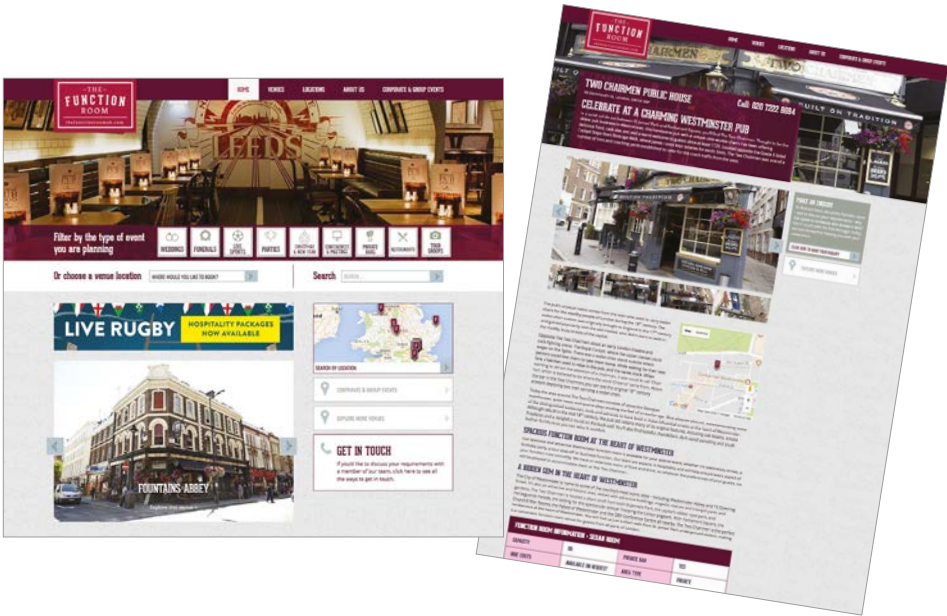
Bensons for Beds

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 deliver significant SEO benefits and PPC cost savings.



Greene King

Our content rich pub landing pages have helped Greene King attract new visitors to their pubs and have 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

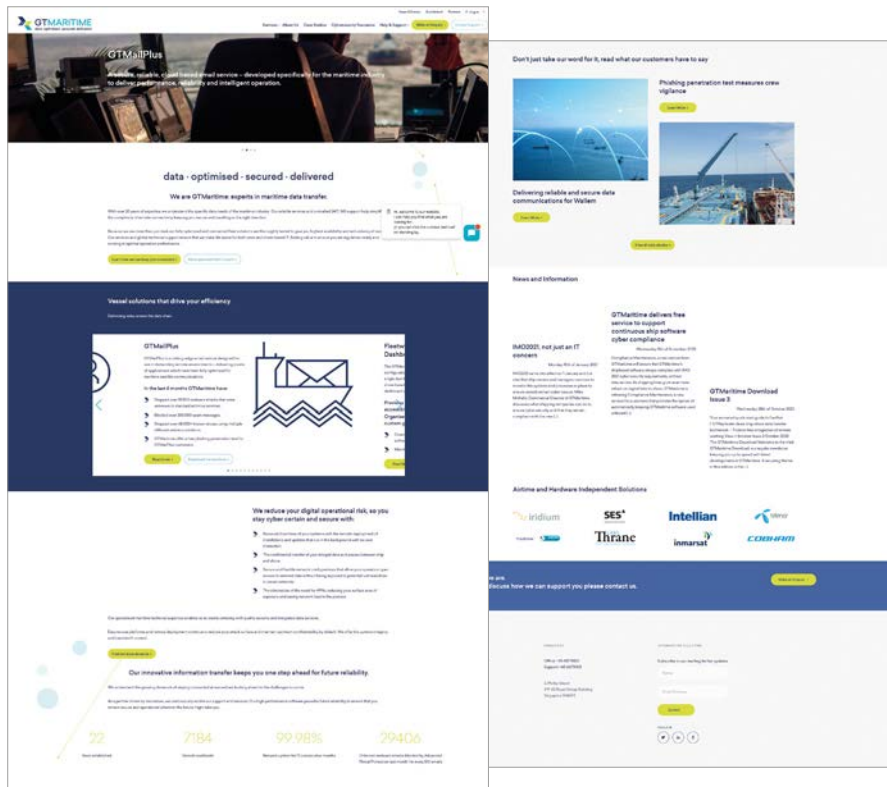
Our furniture buying guides have not only had SEO benefits, but they've helped people across the country find the right furnishings for their home, which in turn has resulted in bags of positive brand engagement.



We used digital to **captivate**

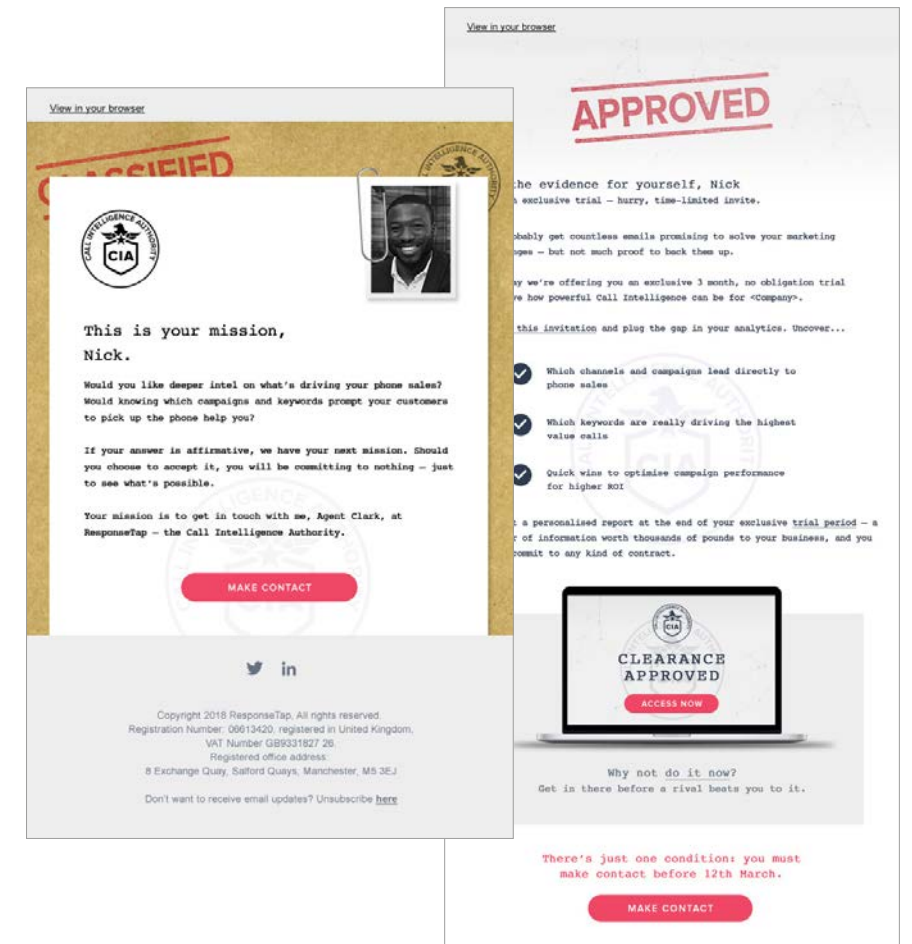
GTMaritime

A website should do two things. First and foremost it needs to be visible for the right keywords so your audience can find it. Secondly, it needs to convince those people who see it to click through and engage with you. For GTMaritime, we've been undertaking research and insight sessions to drive clicks and we're now focusing on turning those visitors into convertors, with more dynamic and harder converting templates.



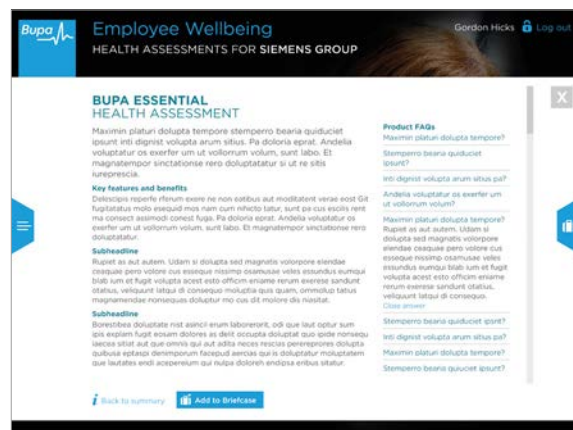
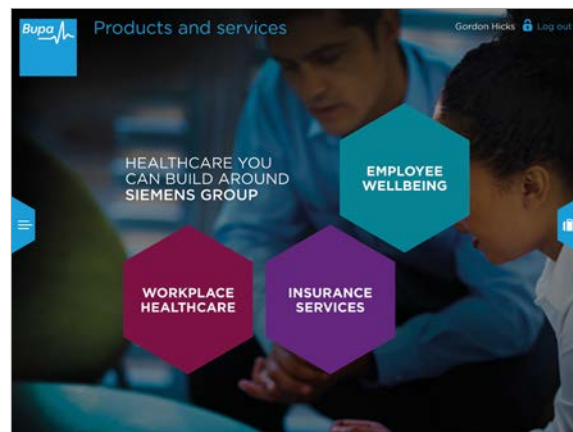
ResponseTap

Our CIA campaign for ResponseTap was designed to address two concerns, first – how do you overcome inertia, and secondly how do you make SaaS exciting and build interest? You create an omni channel campaign that starts offline and builds to a fully interconnected online journey... one that received a special nod for inventiveness. Online and offline have never worked so cleverly or closely.



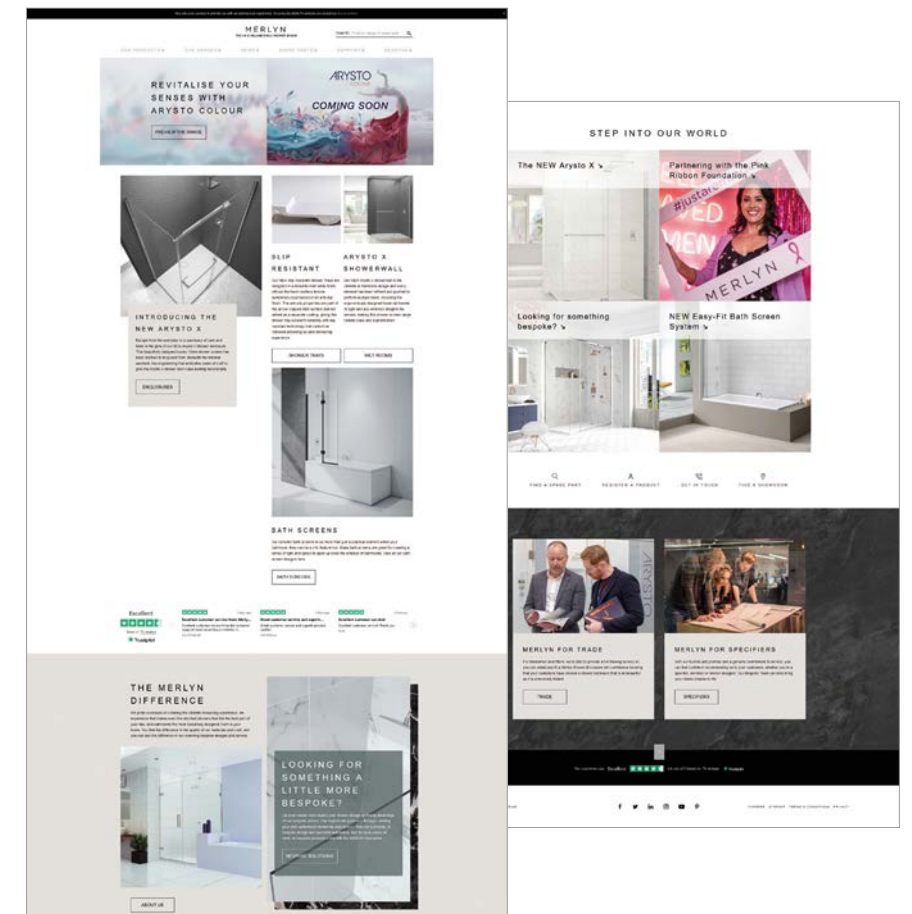
Bupa

We designed and built Bupa Source, a sales app that has shaped 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.



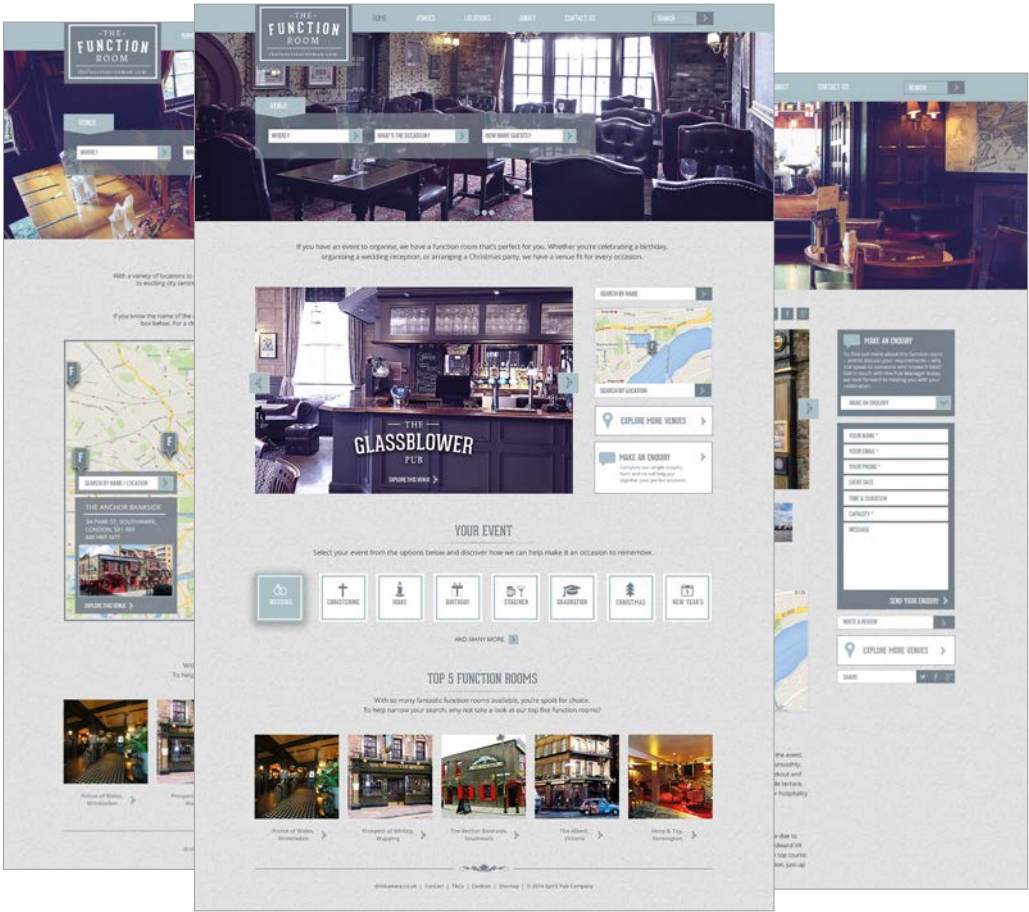
Merlyn

Merlyn approached us wanting a better way to guide users through their site, a site that caters to many audiences. From conducting click and heatmap analysis and analysing journey pages, we devised a wireframe and flow that allows for flexibility, whilst focusing on the core actions the majority of users take onsite. This is the first of many onsite enhancements designed to streamline the site journey from first click to last click.



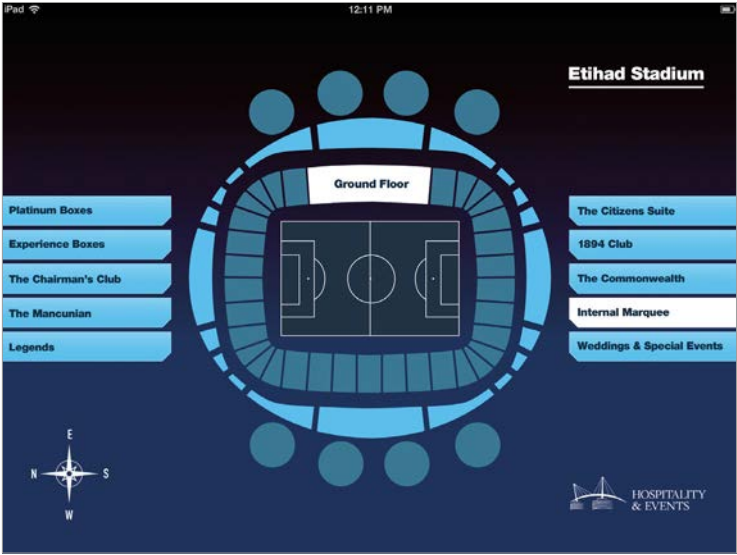
Greene King

Our beautifully designed Function Rooms website for Greene King 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.



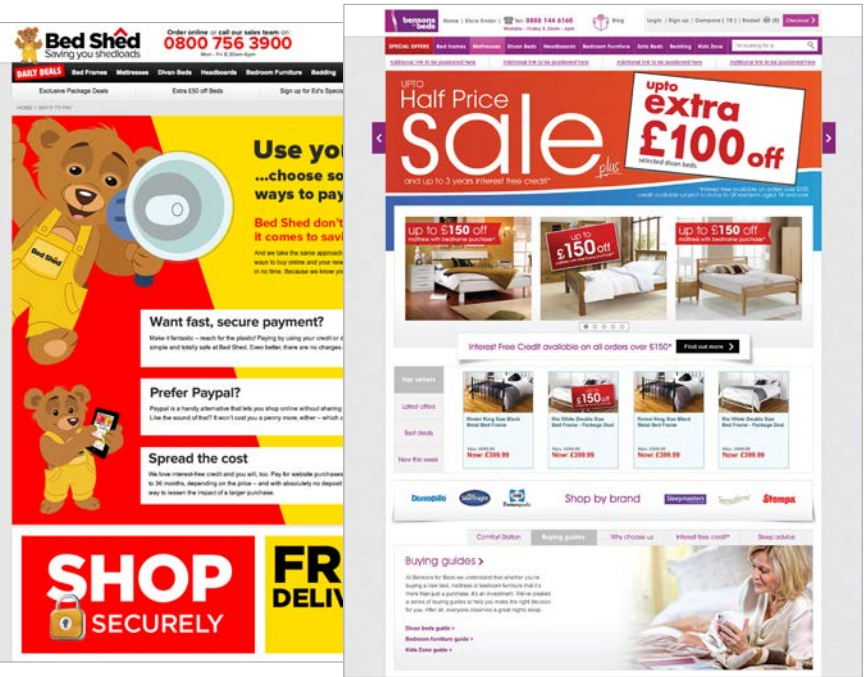
Manchester City

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.



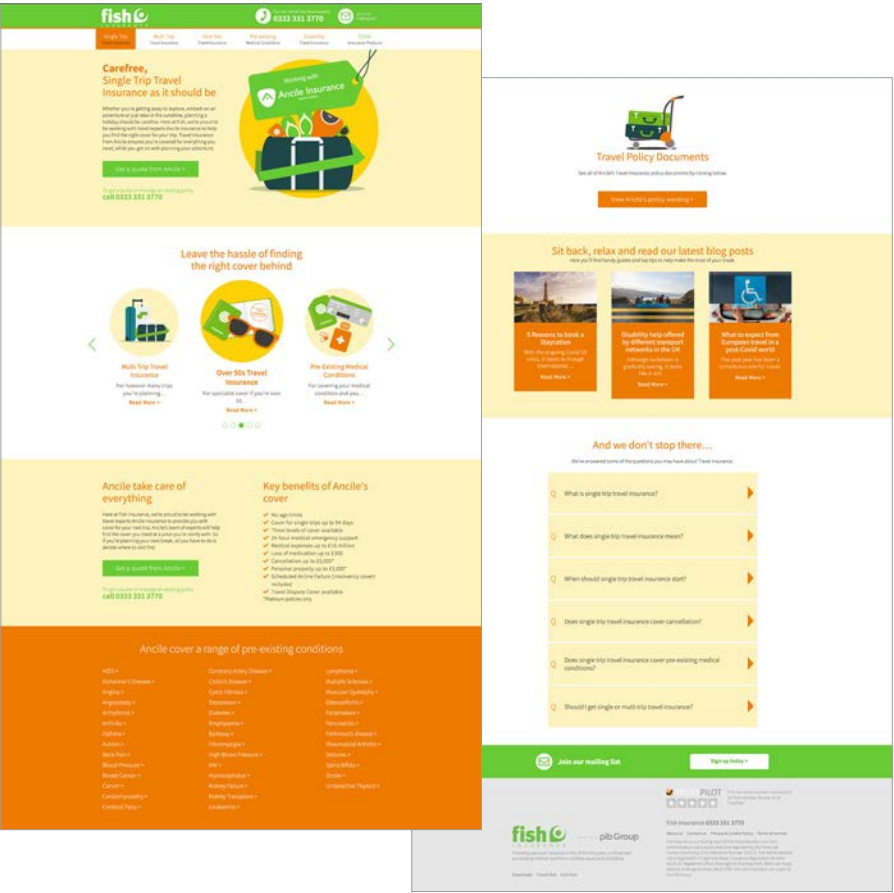
Bensons for Beds

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.



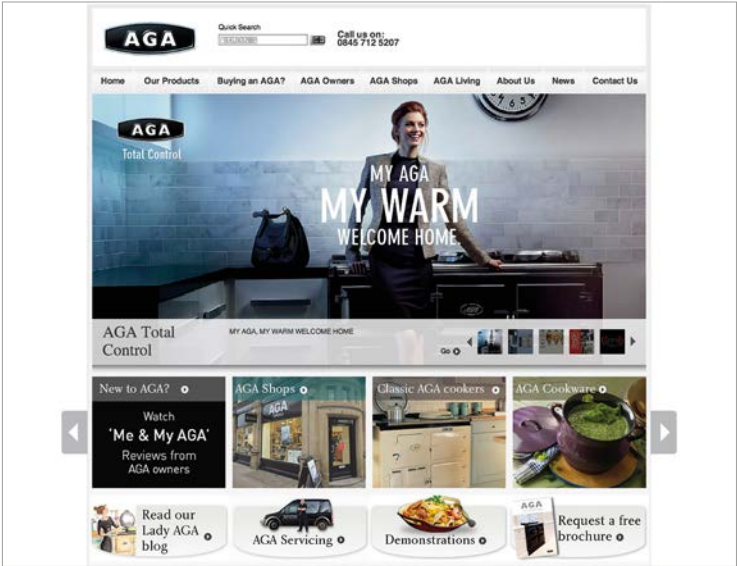
Fish

To launch a new Travel Insurance proposition for Fish, we were given the responsibility of researching user requirements, intent and interactivity onsite. It became apparent that the existing site templates and structures weren't suitable. So we developed bespoke block-built templates and wireframed how these would work. They were designed to be responsive, sectioned to guide a user through the pages, feature strong CTAs, FAQs and make it easy to understand and follow the journey from research through to purchase. As a result of this work, the remainder of the products will soon begin to follow the same logic and utilise the research and learnings from this initial project.



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.



We designed direct mail with charm

Bupa

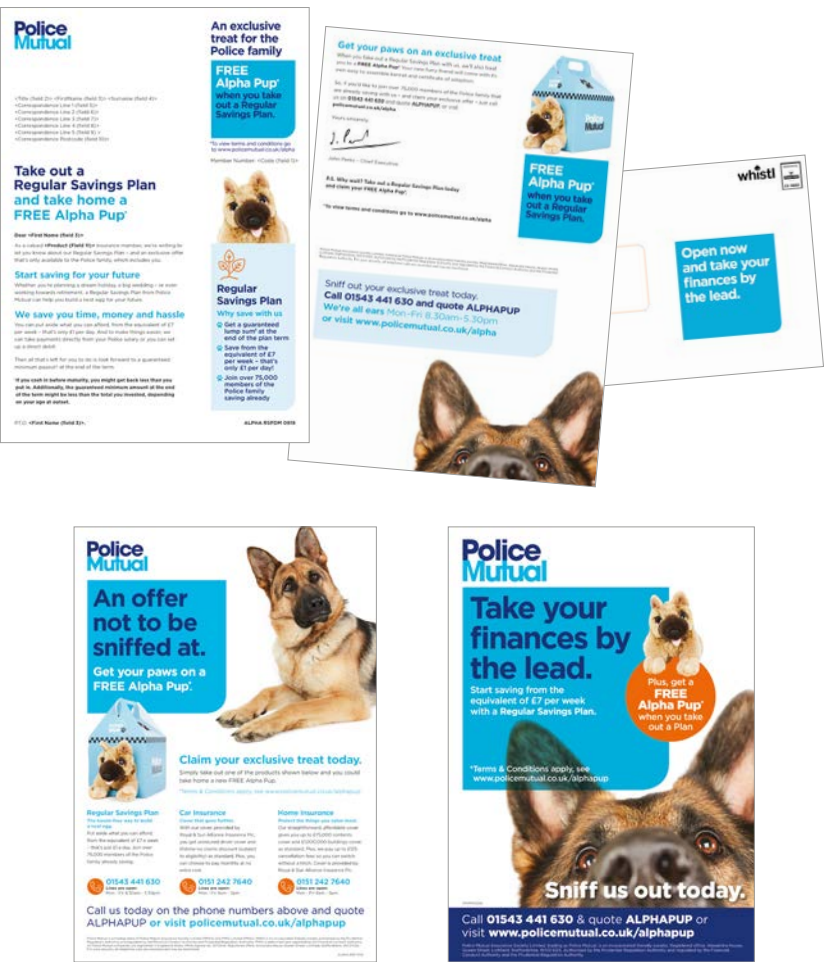
From working with intermediaries to helping the corporate team engage with a wide range of organisations, our work with Bupa requires us to have an in-depth knowledge of their products, business, customers and compliance department.



Police Mutual

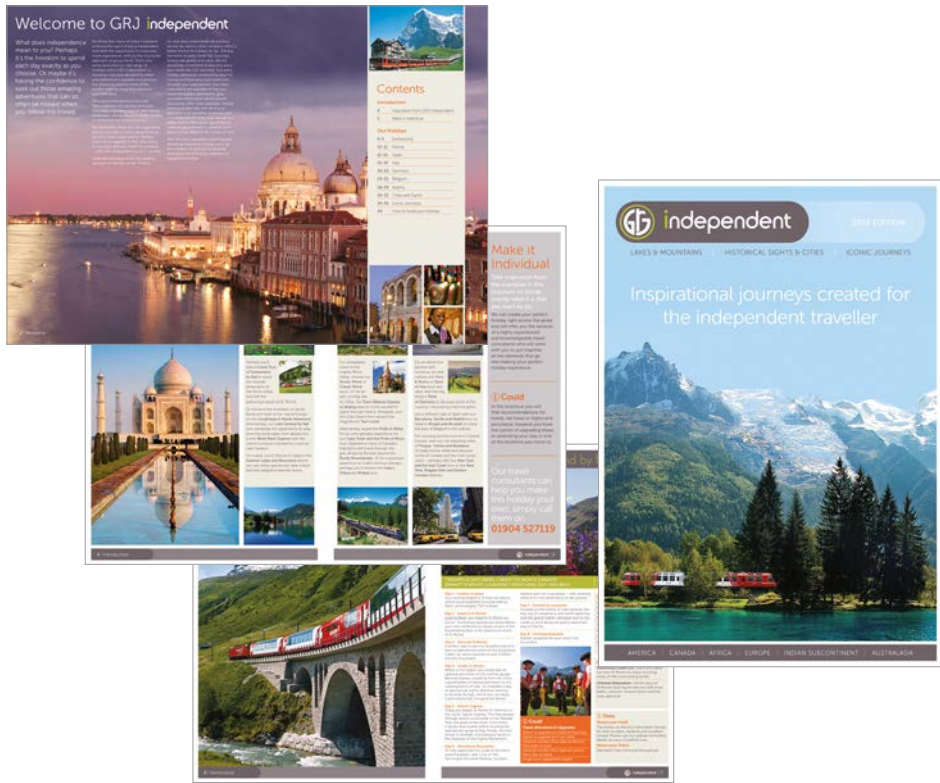
Since 2018 we have been responsible for all of Police Mutual's direct mail across car and home insurance, mortgages and savings. We have pushed the creative boundaries far further than the business has done in the past and the results achieved to date have more than exceeded expectation. For example, a recent savings campaign outperformed its target by an astonishing 300%.

In addition, we have also been responsible for several other key offline projects, including refreshing all of Police Mutual's product literature, field marketing collateral and a number of hardworking press adverts.



Studio

We have been working with Studio since 2019, looking at how we can strengthen their print offering and direct mail work. In October 2020 we sent out a cold DM piece to over 1.3 million customers showcasing the range of products, the value and offering from Studio. This mailing exceeded all expectations and performed incredibly well for the client.



Great Rail Journeys

After winning a 3 way pitch, we worked with Great Rail Journeys across all their marketing mix, including brochure production and direct mail. We worked closely with the internal teams to move away from a price and offer driven model to one that relied more on adding value and inspiration. We introduced editorial content that looked to reflect their passion and expertise in the sector.

Swinton Insurance

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

During our relationship we have been responsible for creating successful direct mail campaigns that have helped achieve several key business objectives including reducing churn, increasing cross-sell and upsell and reactivating lapsed customers.



Freemans Grattan Holdings

We've worked with Freemans Grattan Holdings for 15 years and for a large part of that relationship we partnered with several brands including Freemans, Grattan, Look Again, Curvissa and Bon Prix, to create hardworking and engaging direct mail that tackled several key business objectives, such as migrating customers from one brand to another, reactivating lapsed customers, converting cash customers into credit customers and increasing order frequency.



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.



ResponseTap

Our creative and innovative approach to lead generation has reaped the rewards for call tracking provider, ResponseTap. Not only have our campaigns delivered huge volumes of leads, but they've helped improve brand awareness both in the UK and the US.



Royal London

We create hard working direct mail for Royal London and have done now for a number of years. We consistently beat their banker packs – in fact, this pack uplifted results by an amazing 32%!



Avalon

We've delivered real numbers for Avalon Funeral Plans via both direct mail and email marketing. Discussing a funeral is never easy, so we helped make the conversation easier. Not only giving customers reassurance, but the advice they need to make a choice that's right for them, and their families.



Great results always start with a **conversation.**

If you like what you've seen,
we would love to arrange a chat:

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