

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

RED C

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

Content⁰⁴
Marketing

Direct⁰⁵
Marketing

Web⁰⁶
Development

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

communications.

Freemans Grattan Holdings

From developing a new £30 million 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.



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.

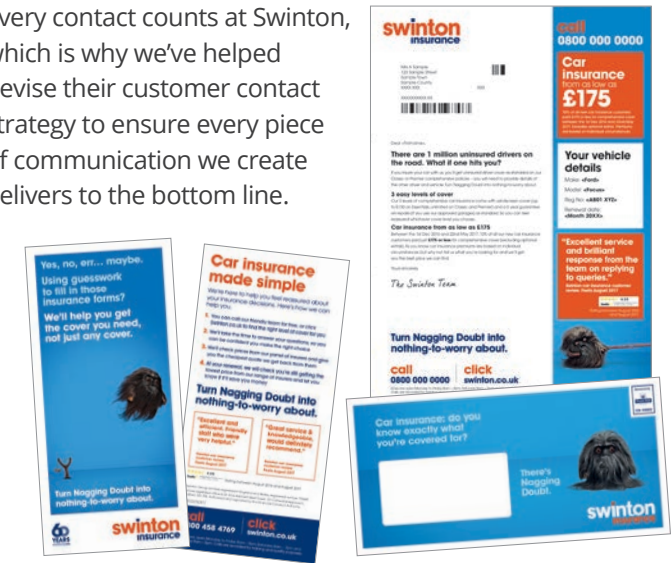
JD Williams

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.



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.



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 to spending time in call centres delivering campaigns on a tight deadline, we're a valued extension of the marketing team.

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.



Swinton, Freemans Grattan Holdings, Eurostar, Dulux Decorator Centre, Manchester City and Great Rail Journeys.

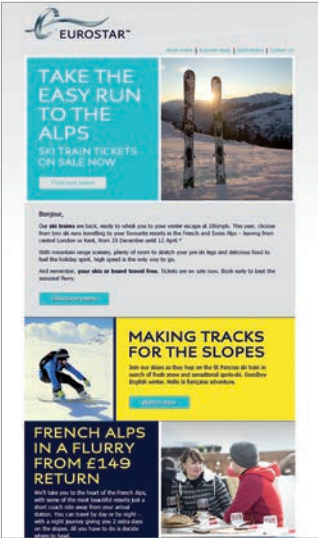
clicks.

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.



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

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



Freemans Grattan Holdings



We have produced engaging emails across a multitude of different templates for Look Again. Every email we created was designed to drive sales across their extensive product range.

Dulux Decorator Centre

Dulux Decorator Centre approached us after attending one of our Email Marketing Masterclasses. Since then we've been working across every aspect of their email programme from design through to results analysis. We've ensured their email templates are mobile responsive and introduced a robust testing plan.



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, Fashion World, Look Again, Phonak, Marisota and Freemans.

We used TV to win new **customers.**

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.



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.

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.

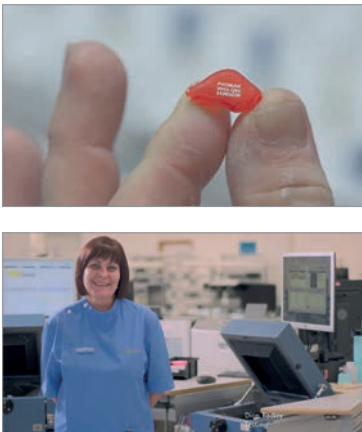


Fashion World

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.



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 helped drive customers back to the brand in droves.



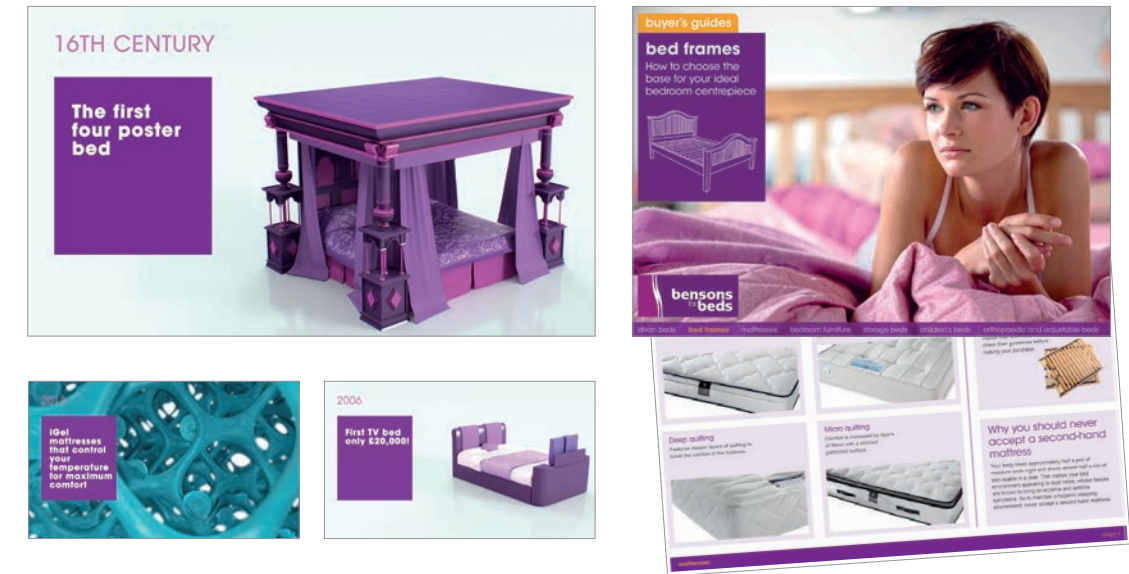
Bensons for Beds, Greene King and Harveys Furniture.

We created content that

converts.

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.



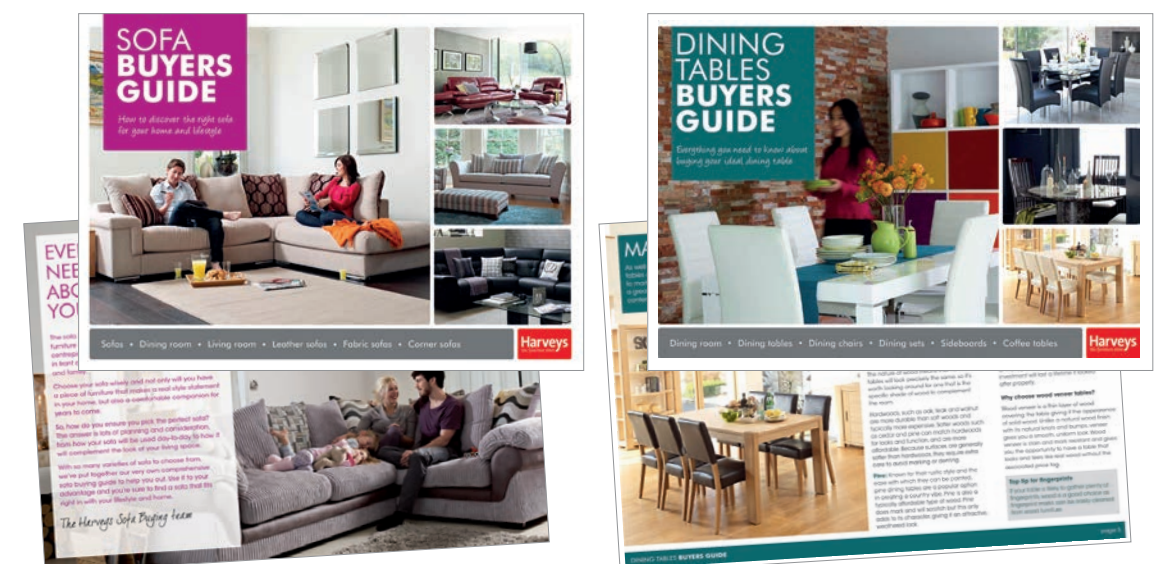
Greene King

Our content rich pub landing pages have helped Greene King 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.



Freemans Grattan Holdings, Bupa, Swinton, Great Rail Journeys and JD Williams.

We designed direct marketing with

charm.

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 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

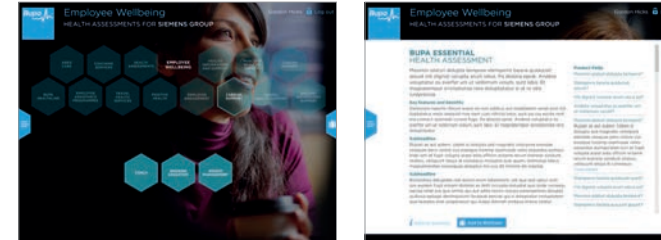
Our direct marketing and design expertise helps JD Williams across a number of their brands. From impactful mailings for Fashion World to press adverts for Marisota and rebranding work for High & Mighty... JD Williams has worked with us from day one and is a valued client to this day.



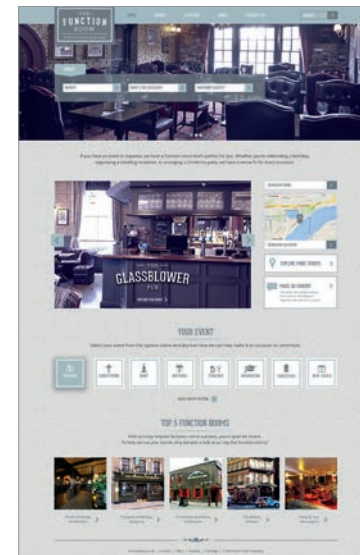
Bupa, Neilson Financial King, Bensons for Beds, Manchester City and AGA. We used digital to **captivate.**

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.



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.

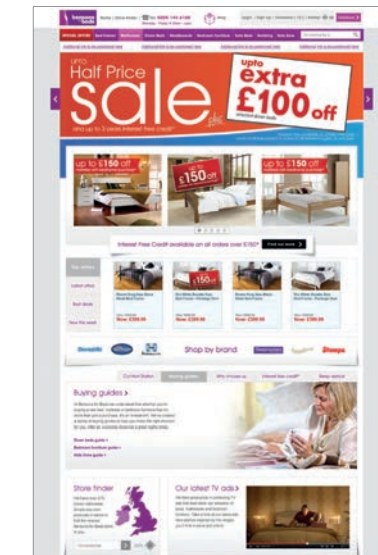


Neilson Financial

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.



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.

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.



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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