

# WELCOME TO STANDOUT



Welcome to your Standout newsletter – we've been extremely busy lately! All of our team have been working hard on new projects for clients such as Triumph International, Milsom Hotels and Restaurants, Pride of Britain Hotels, Dodson & Horrell and more. Not only this, but we are delighted to announce that we have also added Waterstones, Andrew Martin, Hildon Natural Mineral Water and Kallo Foods to our valued list of clients!



## GOOGLE PLUS SOCIAL NETWORK



Google Plus is the new Social Network direct from Google, initially launched in a test capacity, it is now open to the public. How important is Google Plus? CEO of Google Eric Schmidt says, "Google is Google Plus!"

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## DAN SPEAKS AT THE HOUSE OF COMMONS

Dan had the privilege of being guest speaker!



On Monday September 5th, Liz Kendall MP hosted a reception for MSDUK at the House of Commons. The event was designed to raise awareness about the work of MSDUK within the policy and political circle. Dan had the privilege of being invited as a guest speaker at the event.

## OUR NEWEST CLIENTS

Standout welcomes five new clients to their family.



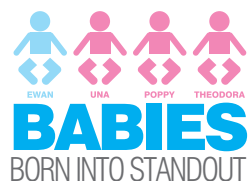
**Hildon Natural Mineral Water**  
Standout have been working with the authentically English water brand Hildon Natural Mineral Water since March of this year, directing and designing the creation of their new brand and website.



**Andrew Martin**  
Another exciting new client for Standout, Andrew Martin is a high end furnishing brand, with lots of unique and interesting products, inspired by many different aspects of vintage pop culture.



**Waterstones**  
We are pleased to announce that book retailer Waterstones has now



There has been a rush of newborns here at Standout. They say these things come in threes, but we have managed to go one further, with no less than four proud new fathers in the office!

## OUR KIND OF PEOPLE

Get to know us a little bit more...



**MAT MARLOW**  
Senior Web Developer



**TEA OR COFFEE?**  
Coffee - strong and milky!

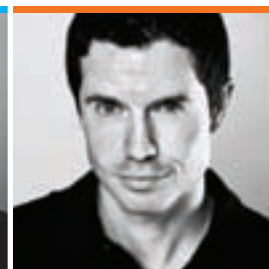
**FAVOURITE VEG?**  
Peas.

**IDEAL DESTINATION?**  
Outer space.

**FAVOURITE SONG?**  
'I still believe' by Frank Turner.

**FAVOURITE ITEM?**  
Precious Vinyl Collection.

**ROB ECCLES**  
Senior Creative



**TEA OR COFFEE?**  
Tea - black no sugar.

**FAVOURITE VEG?**  
A carrot that looks like a celebrity.

**IDEAL DESTINATION?**  
Nashville, Tennessee or Melton Mowbray!

**FAVOURITE SONG?**  
'Love TKO' by Teddy Pendergrass.

**FAVOURITE ITEM?**  
Kitchen Tongs.

**SAMANTHA HEARN**  
Account Administrator



**TEA OR COFFEE?**  
Tea - milky with sugar.

**FAVOURITE VEG?**  
Tomato Controversial!

**IDEAL DESTINATION?**  
Abramovich's house, he has art by Francis Bacon!

**FAVOURITE SONG?**  
'I ain't no nice guy' by Motorhead.

**FAVOURITE ITEM?**  
Harley Davidson.



## ONE ALFRED PLACE

This place is the business!

[www.onealfredplace.co.uk](http://www.onealfredplace.co.uk)



Standout is now a member of the private members club One Alfred Place in the heart of London's West End, meaning business in the capital can now be completed in style!

## STANDOUT™

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# STANDOUT uk.com



## 1ST STANDOUT CREATIVE EDITION!

Behind the scenes at Standout...  
From new launches to newborns, there's much more than meets the eye!

A QR code (Quick Response code) is a type of matrix barcode or two-dimensional code designed to be read by smartphones as a link to urls or other data.



# AS AN AGENCY WE PROVIDE OUR CLIENTS WITH **ONLINE OFFLINE THINKING** THAT GENERATES FOOTFALL SALES TRAFFIC AND CONVERSION

**JANE BLOOM**  
Financial Controller



**BARRY ADAMS**  
Operations Manager



**MANI SHARMA**  
Digital Project Manager



**EMMA CLOUGH**  
Account Administrator



**NICOLA BOWKER**  
Junior Creative



**BECKY OWEN**  
Account Manager



## OUR NEW APPOINTMENTS

Meet the rest of our team at [www.standoutuk.com/our-team](http://www.standoutuk.com/our-team)

In the past four months we have been delighted to welcome a number of new faces to Standout. Welcome to Jane Bloom, Financial Controller, Barry Adams, Operations Manager, Mani Sharma, Digital Project Manager, Emma Clough, Account Administrator, Nicola Bowker, Junior Creative, Becky Owen, Account Manager and our most recent addition Robert Hills, who joins our development team.

**WHAT WE'VE BEEN WORKING ON...**

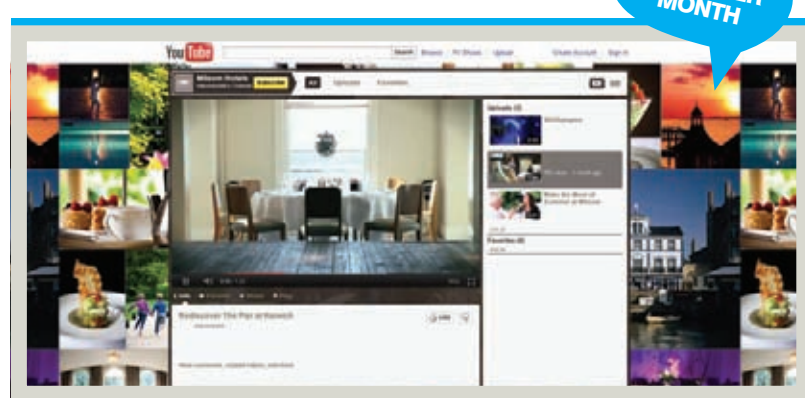


## TRIUMPH ESSENCE

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

Triumph International is one of our biggest clients, and this July we successfully helped to launch their new Triumph Essence range, fronted by supermodel Helena Christiansen. Spanning across many online and offline areas, the Triumph Essence range was a huge success. The most prominent element being the beautifully dressed window displays for nine different John Lewis stores throughout the country, of which Standout designed. The campaign also appeared in many other places, from London taxis to large digital screens in Manchester, Edinburgh and London.

36,281 VISITS PER MONTH



## MILSOM HOTELS & RESTAURANTS

[www.youtube.com/milsomhotels](http://www.youtube.com/milsomhotels)

It's an exciting time at Milsom Hotels and Restaurants – not least because Standout have been developing the hotels' new YouTube channel! Most recently Standout have helped plan the development of new videos, created by the talented Natasha Stanbridge, featuring outside dining to make the most of the summer months, and another focusing on the two restaurants found at the Pier in Harwich – and there are more to come, so watch this space!



## PRIDE OF BRITAIN

[www.prideofbritainhotels.com](http://www.prideofbritainhotels.com)

We have been busy working on the second Pride of Britain directory of 2011, with updated details of the group's hotels, including three new members – South Lodge in Sussex, The Thurlstone in Devon and Eshott Hall in Northumberland. The luxury, high quality directory is due to be delivered very soon! With the website going from strength to strength, there has also been lots of talk about marketing strategies for 2012, with new ideas for projects both online and offline, so look out for plenty more in the future...

DESIGN, BUILT & LIVE WITHIN 4 WEEKS



## WALKERS SUNBITES

[www.sunbites.co.uk](http://www.sunbites.co.uk)

Standout have designed and launched a new brand website for Sunbites, the wholegrain crispy snack described as 'Tiny Moments of Extraordinary Pleasure'. Designed, built and launched inside of 25 working days. The simple, yet effective informational website uses unique neat touches such as the tweeting bird to deliver key product information in a light and engaging way. As a result the new site has been well received by the Sunbites brand team.



## QUAKER OATS

[www.quaker.co.uk](http://www.quaker.co.uk)

Quaker have launched their new Oatober campaign, featuring engaging designs created by Standout, incorporating the changing seasons. With a brand focus on lifestyle imagery Quaker have created a buzz surrounding the autumnal weather to have a direct impact on sales. The campaign has been running since October and has helped boost sales earlier in the autumn / winter season. Watch out for more Quaker campaigns in store and out!

CAMPAIGN KPIs EXCEEDED



## RICE DREAM

[www.ricedream.co.uk](http://www.ricedream.co.uk)

Standout have also been busy promoting online marketing for the non-dairy milk and soya alternative Rice Dream, including a restructure of their website, creation of a Facebook page and improving SEO. Standout were appointed by Kallo Foods to represent Rice Dream, following a ten agency formal pitch process. We are proud to say it was a huge success and that the first quarter's objectives were met and KPIs exceeded. Since Standout began working with Rice Dream the website visits have increased from an average 60 visitors per month to 3,000 visits per month, with a 35% bounce rate.

