# Proposed Leads

As of Wed 11-Dec-2024

Since the last email, 12 searches were completed. These are the most promising leads:

## Contents

1. FaberExposize UK, Claire Taylforth
2. Harper Adams University, Alex Hardie
3. Codebreak, Joel Stone

## Results

### FaberExposize UK, Claire Taylforth

Search Date: Wed 11-Dec-2024

Claire Taylforth, Operations Director at FaberExposize UK, was involved in the company's expansion by adding 465 sqm to their Leeds premises in October 2024. She led the development of a new PrintIQ MIS system, aiming to enhance quoting processes and client interactions, involving a six-figure investment. The company has been leveraging the Jeti Tauro for printing on unconventional materials, boosting market potential. FaberExposize UK won the 'Employer of the Year' award in July 2024 at the Leeds Manufacturing Festival. They engaged in a community project by printing banners for a Leeds Rhinos rugby game. The company maintains a diverse workforce with 70% women and members from nine nations. Sources: Printweek, LinkedIn, Signlink Magazine.

**Proposed Email**

Hi Claire,  
  
Congratulations on FaberExposize UK's expansion and the successful implementation of the new PrintIQ MIS system. This significant development, alongside your recent 'Employer of the Year' award at the Leeds Manufacturing Festival, truly sets you apart in the industry.  
  
A short form video could effectively highlight these achievements, showcasing your innovative strides and community engagement, like the Leeds Rhinos project. With our two decades of experience, including projects like the Rugby Lions case study, we specialize in creating compelling video content that humanizes your brand and amplifies your success stories to a wider audience.  
  
Regards,  
  
Martin Chambers   
Lead Video Strategist at Think Video   
(M) +44 7837 773682   
  
"Humanise Your Brand"

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### Harper Adams University, Alex Hardie

Search Date: Wed 11-Dec-2024

Alex Hardie and Harper Adams University engaged in several initiatives during the target period focusing on sustainable agriculture and food systems. These include the Future Farmer Programme sponsored by Tesco, aiming to equip young farmers with sustainable practices; the AgriCulture Live podcast where Alex Hardie discussed educational efforts and partnerships with companies like Morrison's and McDonald's; and the AgDiversity course launched to raise awareness of diversity, equity, and inclusion in agriculture. Alex Hardie chaired a panel discussion for the AgDiversity course launch. The On Air at Groundswell podcast and video series, in collaboration with Farmers Guardian, explored themes such as regenerative agriculture and sustainability. URL:  
  
<https://www.linkedin.com/posts/alexhardie80_another-first-for-harper-adams-university-activity-7083164558864830464-PfBR;>  
<https://uk.linkedin.com/in/alexhardie80;>  
<https://cdn-www.shropshirestar.mna.arcpublishing.com/news/farming/2024/03/01/morrisons-and-harper-adams-connect-for-sustainable-farm-network/>

**Proposed Email**

Hi Alex,  
  
Congratulations on your successful launch of the AgDiversity course at Harper Adams University. Chairing the panel discussion and driving such an important initiative is truly commendable.  
  
A short form video can promote your success to a wide audience on social media or via your website. It can take as little as a day to produce. We have two decades of experience, for example, our work with Grainger and Worrall, capturing their journey in high-performance manufacturing, showcases how we highlight industry expertise and innovation.  
  
Regards,  
  
Martin Chambers   
Lead Video Strategist at   
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### Codebreak, Joel Stone

Search Date: Wed 11-Dec-2024

Joel Stone co-hosts the Stay Hungry Podcast with Martha Dale, discussing marketing strategies, including remarketing secrets and maintaining business momentum during the holiday season. Episodes relevant to October-December 2024 include 'Remarketing Secrets' (Nov 25, 2024) and 'Ending the Year Strong' (Nov 18, 2024). Joel Stone is co-founder of Codebreak, but no specific case studies or Codebreak activities are detailed for the target period. No significant recent events or facts about Joel Stone or Codebreak deserving a social media video. Sources: LinkedIn Profile, Facebook Post, Sprout News, Stay Hungry Podcast episodes.

**Proposed Email**

Hi Joel,  
  
Congratulations on the success of the Stay Hungry Podcast, particularly the upcoming episodes on 'Remarketing Secrets' and 'Ending the Year Strong'. It's inspiring to see how you and Martha are helping businesses navigate crucial marketing strategies during the holiday season.  
  
A short form video can promote your success to a wide audience on social media or via your website. It can take as little as a day to produce. We have two decades of experience, for example, we have worked with brands like Qimtek, creating short, high-impact videos that connect with audiences and showcase expertise.  
  
Regards,  
  
Martin Chambers   
Lead Video Strategist at   
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## End of Report