



**storm** / creative

**Excalibur Communications Tender**

Presented by Storm Creative

**We build  
brands.**





**Storm is a creative media agency.**

Our creative solutions strengthen brand positioning through effective print, web and marketing communications.

## what we do

We will work with you to learn about your business, understand your audience and give you the creative results you need.

## G2B/G2C

public sector specialist

Whether you're a charity or college, a school or council, we can help you engage with your audience.

We will work with you to get your message across and enhance your organisation's public image.

## B2B/B2C

private sector specialist

If you need to communicate with your customers we can help.

From creating a brand to developing a marketing campaign, we can give your business everything it needs to stand out from your competitors.

### DESIGN / CREATIVE

- > Brand Development
- > Identity / Logo Creation
- > Literature / Brochures
- > Websites
- > Advertising
- > Publishing
- > Creative Copywriting
- > Signage
- > CGi / 3D Visuals
- > Filming
- > Photography

### WEBSITES / DIGITAL MEDIA

- > Web Development
- > E-commerce
- > Content Management / Database
- > Web Management
- > Bespoke Programming
- > Web / Online Marketing (SEO)
- > Video Streaming
- > Hosting
- > Email Marketing

### MARKETING

- > Marketing Plans
- > Promotional Marketing
- > Event Marketing
- > Campaign Management
- > New Business Marketing
- > Search Engine Optimisation
- > Pay Per Click / Ad Words
- > Viral Marketing
- > Creative Copywriting

### VIDEO PRODUCTION

- > Filming / Direction
- > Editing / Post Production
- > Storyboarding
- > Script Development
- > DVD Production
- > Photography

### ADVERT / MEDIA BOOKING

- > Newspaper
- > Magazine
- > Radio
- > Television
- > Staffed Distribution
- > Door Drop
- > Online

### ADVERTISING

- > Concepts / Design / Production
- > Media Booking
- > Campaigns / Schedules
- > Creative Copywriting

### PRINTING

- > Stationery
- > Brochures
- > Magazines
- > Newspapers
- > Leaflets / Flyers
- > Design

### SIGNAGE / EXHIBITION

- > Exterior / Shop Fronts
- > Interior
- > Car Wraps
- > Pop-up Displays
- > Bespoke Displays
- > Presentations
- > Video Production
- > Promotional Items

### AMBIENT MARKETING

- > Poster Sites
- > Bus Shelters
- > Bus Backs
- > Bus Advertising
- > Trains / Stations

## our company

STORM is a creative media agency. Our creative solutions strengthen brand positioning through effective print, web and marketing communications.

Working with a broad range of clients from across both public and private sectors, STORM has vast experience in producing a variety of creative communications solutions, including marketing campaigns, websites, magazines, brochures and advertisements.

Our main business activities are creative design, marketing, digital media and publishing, all of which work side-by-side to enable an unparalleled flow of ideas to consistently generate outstanding results. The ability to combine our talents within one office provides a level of creativity and efficiency unmatched by single service agencies.

All this is coupled with the peace of mind that comes from knowing one contractor is handling every aspect of your work - from start to successful completion.

With an experienced, passionate team driving every project through to fruition, we are able to give great results that exceed - rather than just meet - our clients' expectations.

## our understanding of your business

From our initial meetings, we understand that Excalibur is a leading name in B2B communications. With four bases across the M4 corridor and in the south east, the majority of customers are located just 45 minutes away from their nearest Excalibur centre.

The company's primary business is mobile communications, with over 5,500 SMEs and 30,000 individual accounts making you the number one platinum Vodafone reseller. Although this currently enables you to secure some of the cheapest tariffs available, there is a possibility that this might not continue in the long term, as mobile operators increasingly squeeze margins and centralise their services.

Excalibur also offers a full IT solutions / support service (including technical support and data recovery) and converged communications solutions, which unify mobile, fixed-line and virtual phone systems to streamline how businesses work and deliver the potential for huge savings. Although these areas are relatively small in comparison to the current main thrust of the mobile communications business, they represent potential growth areas able to secure the long-term success and profitability of Excalibur.

However, as we understand it, these elements aren't currently promoted to throughout the business or cross-sold/up-sold effectively. With so many business clients - and more than 30,000 mobile tariffs on your books - this is a missed opportunity.

We therefore believe that there is massive potential for Excalibur to increase profit now and 'future proof' its operations, but action needs to be taken now to build upon the current solid foundation.



## our proposal

We will work with your in-house marketing and communications manager, her team and the company as a whole, from Directors through to salespeople, to change the look and direction of the company.

### Base marketing

#### Brand Identity

Fundamental to this is the development of your brand identity, as this will reflect the changes in your organisation and help drive growth by representing your wider range of services. Every aspect of your brand will be looked at, from the logo and colour ways, through to the tone of voice and images, to ensure that everything works coherently towards delivering the perception required to position your business for the future. For example, images of real people - members of your staff - will be used with a corporate-yet-friendly tone of voice, to give a professional but personable look and feel to all your communications

In addition, the use of Vodafone and other partner logos needs to be used in a more structured way, as they currently detract from - or in the case of Vodafone almost take over - the main Excalibur brand. By reducing their role and prominence, you again distance yourself from being 'just another mobile company'. Including them as mono partner logos at the bottom of all communications may provide a better balance, adding the gravitas, without impacting on your brand.

A vital area for consideration is the existing strapline(s), as they currently don't say enough to clients about what you do or what you can offer to make business better for your clients. For example, using 'IT & Communications' as a starting point isn't especially exciting, but it grounds you and says what you do so people instantly understand what you can offer them - they don't see you as 'just another mobile company'. We will discuss ideas with you, identify a number of key words and phrases and sculpt a suitable strapline - or straplines - as appropriate, to reflect the dynamic nature of your company and convey what you offer concisely.

## our proposal (cont.)

### Website

A suitable website is required to primarily showcase and represent your organisation, while promoting all of the core services on offer, as well as enabling deals to be highlighted and sales to be made.

The new website needs to quickly and clearly show what your company can deliver, but without forgetting that it also needs to be an online ambassador for your business, showing how you are at the cutting edge of the latest technology. This can be underlined by the inclusion of Facebook, Twitter and LinkedIn feeds, as well as up-to-date case studies.

In essence, your site will become an essential user interface and sales tool. It can even provide access to the 'spare parts' area of your business, with a separate trade log in and prices/discounts bespoke to each user.

The website design proposed by another company looks like it's from the 1990s - a website for the sake of having one - which makes you look small and that you don't practise what you preach. Simply applying a logo to a basic website template, without any thought about what your business offers or specifically needs, is only likely to look embarrassing at best or burn bridges at worst.

Our approach will be completely different and it is perhaps more useful to think of it as an online sales tool, rather than a flat, lifeless website.

### Base collateral

To complement the website, Excalibur also needs a 'base collateral' brochure, following the same style and structure of the website, but offering added tangible worth to aid retention and recollection.

This would also act as a 'leave behind' for your sales team, helping them to push through new deals by creating awareness of your services to new clients and cross selling to existing clients.

The actual content and style of this leave behind would be decided through discussion with focus groups at Excalibur, working with Directors through to salespeople, to establish the best methods to meet all of your requirements. For example, it may prove more useful to use a 'binder pack' than a 'leaf folder' or one solid brochure, but we will work with you to identify the best solution.

## our proposal (cont.)

### Presentation

We believe that a high quality 'standalone' presentation would add a dynamic dimension to your marketing and communications strategy and set you apart from competitors.

Rather than require existing and potential clients to cram round a laptop, a standalone large-screen LCD system would be used, able to demonstrate your company's capabilities directly and concisely. We would aim to outline all your USPs within a 2-3 minute presentation - comprising both video and slides - captivating directors and decision-makers while driving home why everyone needs to use all of your services.

Your sales team would be able to use this presentation at meetings with existing and potential clients, using additional case studies to illustrate how your company can add value to their business. Again, this would focus on showing that you're not just able to save them money on their mobile phone tariffs, but that you can offer a complete communications package to save them money throughout their organisation.

From this point, your sales team will be able to sit down with the clients and go through options and requirements, providing them with copies of the base collateral for future reference. Showcasing your broad range of services in a neat package, each salesperson will be able to take it a step further and collect all the contact details for the people he's presenting to, further adding to and cleaning your client database.

We believe this approach will maximise the impact and increase awareness of the full range of services you can offer to your clients, helping to open new doors and upsell to existing clients.



## our proposal (cont.)

### CRM strategy

Once all of the above base marketing tools are place, a comprehensive and sustained CRM strategy would be developed to help to continually cross sell your services, keeping your brand at the forefront of clients' minds and ensuring you're always in their 'line of sight'.

A multichannel approach would need to be developed, including HTML emails, personalised direct mail, personal phone calls - all focused at making the Excalibur name stand out.

This will also help secure new work and maintain your brand as relevant and fresh, with small touches like the 'gifts' to valued clients helping to cement your relationship and make your company even more memorable.

However, as part of the redevelopment of your CRM process, we would suggest the use of a tailored external call centre, manned by trained and branded salespeople who are effectively 'Excalibur staff'. They will be able to ring every existing customer - as well as potential new sales leads - to establish an initial contact and cross / up sell to them as appropriate. All 'hot leads' generated will be passed on to the current sales team, who will use their higher-level expertise to set up presentations and finalise sales.

We understand that you have used another company to this end, who have only managed to secure eight leads in 17 hours - at £42/hour. We believe we can easily produce better results, with a minimum 10% conversion of existing clients, while growing your business from week one - without burning bridges - and also delivering a saving of 25% on the overall cost.

## our proposal (cont.)

### And beyond...

The previous stages are of course just the start.

Once all of the base marketing elements are in place, we would begin work on the next layer, with creative campaigns aimed at raising the profile of Excalibur. Although the core marketing will be corporate and functional, this campaign will be used as the memorable 'hook' in the first year to eighteen months, capturing the imagination of existing and potential clients and making sure the brand gets noticed and remembered.

Our initial thoughts are to play on the company's existing name, with 'swords', 'gauntlets' and 'knights' used for creative effect ("Vanquish your bills"). For larger clients, it might be better to make a larger gesture, such as sending pop-up mailers/brochures, again tying in with the Round Table theme through use of pop-up castles/swords. These would all have an appropriate sense of humour, showing a professional yet approachable side - which will appeal to your target market.

Retaining or winning large-scale business is clearly worth additional investment, although the development of these items is not included in the costs laid out within this document. These are only initial ideas, but we feel these will help give the brand the character it needs to get noticed.



## our proposal (cont.)

### Summary

This document contains only the first ideas for how we could work with you to take Excalibur forward. Using our initial understanding and previous experience, we've broadly established what needs to be done, but the finer details will need to be addressed more organically, as the project develops and as we discuss your requirements with you.

For example, we need to fully understand how much additional functionality you require from the website and how far the CRM campaign can be taken, before we can assign solid costs.

Phase one will be the development of your branding and website. Once our team have had initial meetings with your company, to get a complete understanding of your organisation and to ascertain your exact requirements, we can deliver firm costings for each aspect. The costs will be developed from the website schematics, which will outline precisely what the site will do, as well as our approach and timescales.

Phase two will closely follow on from the development of the branding and website, with the brochure collateral essentially 'falling out' from the website content, while the presentation will build on the design, style and images used in the website. Therefore, once phase one is completed and all feedback is assimilated, objectives for the second phase can be established and firm costings given for each part.

The majority of the elements included in the initial budget are one-off costs, or deliver tools that will last for many years, enabling budgets from year two onwards to reduce or - ideally - focus on continuing the development of additional aspects even further.

### Deliverables

**Brand Identity** - including identity guidelines detailing usage instructions and providing files for the logo and appropriate colourways

**Stationery** - a full range of corporate stationery - including letterheads, compliment slips, business cards and electronic stationery, will be provided to communicate your brand coherently throughout your organisation and beyond

## our proposal (cont.)

**Website** - an online presence that suitably reflects your new brand, while delivering the functionality required to facilitate sales and client management

**Brochure** - a tangible representation of your company, flowing coherently from the website and presentation to provide a lasting and memorable sales resource that will be retained and kept for reference

**Presentation** - a captivating and convincing multimedia presentation that delivers your key USPs in a powerfully concise way, using a distinctive and unique display method to set you apart from all other competitors and sales pitches

**CRM Strategy** - a fully detailed strategy outlining the ways in which the marketing assets delivered by Storm should be used, detailing how they'll integrate with the existing marketing elements of the company and drive forward future developments

Additional marketing collateral, from HTML email campaigns and exhibitions through to one-off promotional mailers and online banner adverts, can all be organically developed from the core set of marketing tools. Again, the scope of each aspect of the core items will dictate the level of budget available for this, but these future items will be intrinsically thought about at every stage of the development process, rather than simply as an afterthought.

Using a full service creative agency such as Storm means every penny of the budget will be used to its full potential. Instead of hiring multiple firms to carry out aspects individually - possibly even in isolation - our integrated structure means that everything is produced as part of a coherent whole. This not only delivers benefits in terms of guaranteeing the consistency of output, but also the cost and time savings afforded by dealing with one central point of contact, able to manage the entire job on your behalf.

## our proposal (cont.)

We will work with you from the outset to fully understand your needs, always spending within budget, but maximising the outcomes to give you the tools that work. To that end, at this stage, we would suggest a preliminary budget of £50,000 - which includes all concepts, creative, programming, print and production. Using this budget as a guide, we are confident that we can deliver everything you need to achieve your goals and prepare your business for the future.

Please note, this document only contains initial ideas. We will work with you to discuss your requirements and to finalise a suitable campaign to maximise your investment. We will work with focus groups from across your business - including directors and the sales team - at all times, to ensure they have ownership of what is being undertaken and that they fully understand and appreciate the importance of what is changing at Excalibur.





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