

giving you direction  
by sensing your purpose



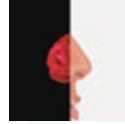
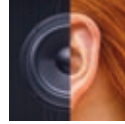
[ be intelligible and practicable ]

The development of any successful campaign is, as you will know, based around sound planning with both an understanding and practice within your targeted market.

At Rivendale we believe this can be gained by bringing in the five senses we use to communicate with the world around us along with using our sixth sense to enable us to forecast the results.

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# lets make sense

[ by which we experience the world around us ]

Rivendale Marketing Ltd has over 30 years of experience within the field of marketing. Our beliefs are: to be direct, effective and gain a return on time and money spent within any campaign.

Our knowledge to both sustain and increase our clients' market, enables Rivendale to prove itself time and again by increasing exposure, sales and awareness within the market.

Everything is within a name, and Rivendale is no exception. The company was developed with two goals in mind.

Firstly, to offer up to our clients the most challenging and dynamic concepts utilising all the available media.

Secondly, to have the knowledge and know-how to move directly to our clients' market giving the most impact at an affordable price whilst maximising return of budget spent.

Our objectives are clear. To exceed our clients expectation by the continued development in creating new and innovative concepts for market penetration.

**Rivendale Marketing Ltd**

**Makes sense.**



# see

[ have or exercise the power of discerning objects with the eye ]

- Strategy Planning
- Business Coaching
- Marketing Consultancy
- Market Acceleration Techniques
- New Market Sourcing

The objectives are set, along with who, where and what you target.

A correct and effective message requires development. It is at this stage that Rivendale will enable the identification of the following areas:

- Development of USP and key markers
- Identify benefits within the features
- Piece together the story you tell

In essence, Rivendale will offer up a full marketing service regarding creative development, strategy planning, and the correct methodology.

All this will be produced in-house at Rivendale and submitted within the pitch arena for you, the client, to decide.

**It makes sense... doesn't it ?**

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# hear

[ be told about, get knowledge of, be willing to consider ]

- Database Correlation
- Market Research
- Database Source
- Test Marketing
- Campaign Profiling
- Corporate Identity
- Brand Development

To enable the first steps to be taken along the campaign path we first need to outline the following:

- The expected end result of a campaign
- What contribution does this make to your brand, product or business
- The results of achieving your objective

Within Rivendale, we have the resource to develop a comprehensive research strategy for most markets along with the sourcing and selection of listings worldwide, utilising all media types.

We can assist in the development of new markets or look at a fresh approach within an existing, yet tired market.

“Sound research leads to a good and successful campaign”

**It makes sense... doesn't it ?**

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# touch

[ cause two things to come into contact ]

- Full Production Servicing
- Web & e-Marketing
- Filming & Editing
- Animation
- Multimedia (CD & DVD)
- Photography
- Catalogues (Print & Electronic)
- Point Of Sale
- Packaging

The approach to the market is always a tentative step.

However with the correct communication mechanics and the most direct approach possible, the delivery can be instigated confidently.

At Rivendale the best communication methods can be explored and decided upon. We have the history, knowledge and know-how for what works with what, how and when.

Rivendale can handle all or any part of the communication network by enabling the right resource to be put in the correct place.

Why leave things to chance?

**It makes sense... doesn't it ?**

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# smell

[ faculty of perception of scent ]

- Press/Radio/TV
- PR
- Exhibition
- Study Days
- Conferences
- Entertainment
- Incentives
- Logistics
- Fulfilment
- Campaign Support

Having identified what the campaign objectives are, and what expected outcome is desired, the identification and personality of your market needs to be defined in the following areas:

- Who they are?
- What they are?
- Why would they decide to use you?
- What do we want them to think of you?

We utilise all media at our disposal to identify the whose, whats and whys for the chosen market. By achieving this it allows the campaign to be more accurately focused enabling the desired result to be effectively executed.

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# taste

[ have experience of ]

- Reporting
- Assessment
- Continued Market Support
- Campaign Analysis
- Market Evaluation

The campaign is finished. All research, market identification, communication, creative layout and delivery methods have been executed.

It is time to analyse our initial objectives. Have they been achieved?

Due to the direct approach of Rivendale, along with the hunger it has for results on work produced, we see the basic fact that no campaign can be classed as successful unless there is hard evidence to back it up.

We also see that after a successful campaign there is no time for stagnation by sitting down and saying how good it was.

Why leave a bitter taste after the consumption of a successful campaign?

Build on success and reap the rewards.

**It makes sense... doesn't it ?**

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# sixth sense

[ intuitive of extra-sensory knowledge ]

- Get Results
- Achieve Goals
- Deliver The Message
- Understanding Your Needs
- Provide A Full Service
- Exceed Objectives

Using all your knowledge and experience for making the right marketing decision.

Working together with Rivendale you will know the choice to be right.

Why?

Put it down to the sixth sense.

The right choice in full service and creative marketing.

**You know it makes sense... don't you?**

Rivendale Marketing Ltd

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