

Who cares about Return On Investment?

Kevin does...

e.on

ACHIEVING
AWWHOPPING
150%
OF THEIR SALES FORECAST

Good old Kevin McCloud - he's an inspiration in the world of Grand Designs. But it was E.ON's sales team who were inspired when they achieved 150% of their sales forecast, thanks to the creative sales environment we designed to draw in the punters at the Grand Designs Live exhibition.

Fancy using your brand foundations to really build some sales figures?

We've helped our clients to:

- Exceed sales targets
- Drive sales enquiries
- Substantially increase visitor numbers
- Dramatically boost response rates
- Enhance digital visibility
- Thoroughly understand the market

So, we're good at the design thing.
Lots of people are. But there's more
to it than that.

We've realised something. In fact not
realised, we've been told. We are that
rare creative agency that have found the
perfect balance....

...that all important combination
of delivering engaging design and
communications, with a habit of
providing a Return On Investment.

Not everyone wants
to be Facebooked.



**We helped Age UK
blow their usual sales
targets out of the water.
Our distinguished Direct
Mail acquisition pack
achieved 153% of their
sales forecast in just
4 weeks.**

Don't underestimate the energy
and vitality of traditional marketing.

Say a lot. Say a little.
But say it right.

Changing lives
Creating futures



**3,500 TARGETED
REPORT REQUESTS**

A large, 3D-rendered target graphic with concentric circles, positioned in the center-left of the page. The text "3,500 TARGETED REPORT REQUESTS" is written in a bold, blue, 3D font, slanted upwards and positioned over the target.

Working Links got straight to the point with their Welfare to Work brochure. After gathering a £10,500 chunk of Advertising Value Equivalent, it gained over 3,500 report requests and initiated meetings with key MPs.

We love to write. We love to talk. But often what counts is direct impact. No messing.

There's an alternative
to Calor Gas.



35,000
RESPONSES BY DAY 2

SMASHING

ANTICIPATED RESPONSE RATES

Flogas, the UK's leading supplier of LPG asked us to create an integrated Direct Mail campaign. In just 2 days, we were smashing their anticipated response rates.

Now that would give your sales team something to gas about.

If we design it,
they will come.



**SOLD
OUT**

IN JUST 2 DAYS
OF GOING LIVE

We designed a selection of premium collateral for E.ON's FA Cup Experience which trebled the projected response rate. Demand meant all the events were booked up throughout the summer within 2 days of going live.

What would this sort of response rate do for your Customer Relationship Management figures?

Putting our money
where our heart is.

— — — — —
BULLETS FOR MY VALENTINE
— — — — —



Getting your message out there virally can work wonders for your brand's credentials. We challenged traditional Valentines day communications with something a little more unexpected. The campaign scored brilliantly with its audience, reaching 60 countries within a single day. It also raised the brand's profile and gained critical acclaim within the design industry.

We can show you how new media can help you to raise your brand's awareness.

www.bulletsformyvalentine.com

We are Tribe, a multi-disciplined brand communication agency with over 10 years experience working with the most diverse clients. We're creative, yet grounded. We know it's important to understand the marketplace before you attempt to communicate within it. That way, at least you're on the way to getting a Return On your Investment.

So let's have a chat about creative that really works, for your business, your brand and your bottom line.

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More

[View our showreel here >>](#)

