

Why SERIOUS

Five reasons why we would love to work with you

1. We would love to work with you to uncover powerful insights about your market, your customers and your brand.
2. We would love to work with you to create a bold strategy that transforms your product in its category.
3. We would love to work with you to produce fantastic creative advertising and marketing that wins hearts, minds and awards.
4. We would love to work with you to deliver sales that exceed the most ambitious expectations.
5. We would love to work with you to make you – and us – famous for all the reasons above.

Five reasons why Serious should make your shortlist

1. Planning and creative excellence are at the very heart of SERIOUS.
2. We are a boutique agency that's big on passion, talent and delivery.
3. You will be a cornerstone client. We will go further for you. Much further.
4. This level of thinking and creativity would cost you a lot more in a big name agency.
5. We are the agency to watch.

And five more

1. Business education experience: London Business School, Chartered Institute of Marketing, American Community Schools
2. Student/Alumni/Graduate experience: Robert Walters, Forsters, Chartered Institute of Marketing, London Business School
3. Brand & business-to-business experience: NHS, Robert Walters, NatWest, RBS, Chartered Institute of Marketing, Vertex Financial Services, Vanguard Investments Group, Three Hutchison
4. International experience: London Business School, GE Capital, Vanguard Investments Group, Truphone
5. Digital experience: O2, Vonage, Chartered Institute of Marketing, NHS, London Business School, Vanguard Investment Group, Vertex, Three Hutchison

And five more

1. Acquisition - 500% Return on Marketing Investment on the latest Pre Masters Management programme for London Business School. For every £1 spent we generated £14.
2. Retention - Our two year Executive Education alumni online marketing programme delivered back a 42% e-mail open rate and a 91% download rate.
3. Our brand development and subsequent communication campaign directly increased business-to-business sales conversion by 268% for the Vertex Financial Group.
4. 2008/09 European Media Campaign delivered 2.5 million unique page impressions (48% uplift in direct online traffic) and an estimated response value of £2 million.
5. Delivered a membership base for an NHS Trust of 4,500 in all geo-demographic categories in twelve weeks. 125% over target.

And five more



Effectiveness Awards
2009 Winner



OUTSTANDING
ACHIEVEMENT



And finally five more...

Chartered Institute of Marketing - Print & Online

Professional Certificate in Marketing
CIM ACADEMY

It's timetoshine.

Professional Diploma in Marketing
CIM ACADEMY

It's timetoshine.

Professional Postgraduate Diploma in Marketing
CIM ACADEMY

It's timetoshine.

CIM ACADEMY

Gain a marketing qualification faster with CIM Academy.

It's timetoshine.

- Sales qualifications.**
- Marketing qualifications.**
- Corporate programmes.**

CIM ACADEMY

It's timetoshine.

CIM ACADEMY

Gain inspiration and a qualification faster at the CIM Academy

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Study at the home of marketing

A range of modern flexible ways to study

Tranquil, stress free environment

Reasons to choose CIM Academy

With access to CIM City - you're never on your own

“At CIM Academy you are assured of the best tutors and insight from academic teams, and the location is an ideal place to forget your daily routine and settle down to study”

CIM ACADEMY

It's timetoshine.

Call: +44 (0)1628 427240
Email: cimacademy@cim.co.uk
Web: www.cimacademy.com

CIM ACADEMY

Why CIM Academy?

Our three core values differentiate us from our competitors:


- Quality**
- Choice**
- Physical content**
- Benefits**

Bebrilliant.

Vertex Financial Services - Advertising & Direct Mail

Exweb

Win an Aston Martin DB9 for the day



Simply register your interest on Exweb, then process your new business and you'll receive a free entry for every transaction in March.

For further information, please visit Exweb or contact our sales team on 01931 586005

1st The Exchange
vertex companies
e-nabling better business together

Mortgage Edition



1st The Exchange

Research

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Why do you want to buy?

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For further information please contact sales@xxxxxx.com or call 0845 068 8000

How do we get there

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Vanguard Investment UK Ltd - Press Advertising 2009

Transparency.

We believe our investors should understand exactly what they're paying for. Which is why we are completely transparent with charges. Take our approach to Stamp Duty Reserve Tax (SDRT) – which is payable when UK stocks are bought.

Often this 0.5% charge isn't highlighted, whereas we make it plain. We also ask investors to pay SDRT upfront – so they know the exact cost to their investment from the outset. We think this is not only clearer, but fairer too.

Transparency. It's the Vanguard Way.™
0800 917 5508 vanguard.co.uk



Vanguard

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Exceptional Value.

We believe costs count. Which is why the Annual Management Charges (AMC) for our funds – ranging from 0.15% to 0.55% – are among the lowest in their class.

And, as we pay all running costs out of our AMC, we expect our Total Expense Ratio (TER) to be the same as our AMC, so investors know the exact cost to their investment. It's just one of the ways we provide value to your clients.

Exceptional Value. It's the Vanguard Way.™
0800 917 5508 vanguard.co.uk



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Plain Talk.

We believe in making life simple. Which is why we always communicate in a manner that leaves no room for doubt – and in a way that leaves nothing out.

Our approach is to use Plain Talk™ in everything we do. So whenever you deal with us, the benefits should always be clear.

Plain Talk. It's the Vanguard Way.™
0800 917 5508 vanguard.co.uk



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Truphone International Phone SIM - Brand Guidelines

Logo - Spacing

Logo - Minimum clearance area

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Logo Sizes

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The Type

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BRICK QUIZ WHANGS JUMPY VELDT FOX
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15

Colour Palette

Primary palette

Ever present in some form throughout all collateral

18

Secondary palette

Only used with primary colour palette when primary colour palette is not enough.

Pantone 5477	Pantone 3275	Pantone 2993
Pantone 2736	Pantone Purple	Pantone 193
Pantone 144	Pantone 1205	85% Black

19

7

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- ✗

9

The Logo - Lock-up Rules

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Logo Colours - On White

Logo Colours - On Black

10

Robert Walters Recruitment - International Advertising 2009

**A GREAT JOB
MAKES IT ALL
WORTHWHILE**

Welcome to the UK. Robert Walters is a leading global recruitment consultancy, specialising in placing high calibre professionals into permanent, contract and temporary positions at all management levels. We specialise in the accounting, finance, banking, retail & compliance, IT, legal, sales & marketing, human resources and secretarial & support fields.

Our approach will give you the best chance of getting a great job. That's always good news.

To find your ideal role please contact Isabel Roy on 020 7509 8857

www.robertwalters.co.uk/tnl

ROBERT WALTERS

AUSTRALASIA ASA AFRICA EUROPE NORTH AMERICA

**A GREAT JOB
MAKES IT ALL
WORTHWHILE**

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Our approach will give you the best chance of getting a great job. Whatever the weather.

To find your ideal role please contact Isabel Roy on 020 7509 8857

www.robertwalters.co.uk/tnl

ROBERT WALTERS

AUSTRALASIA ASA AFRICA EUROPE NORTH AMERICA

Case studies

Small budget, big award, greater rewards

How SERIOUS took a fresh approach to business school marketing and delivered an end-to-end strategy that launched London Business School's Pre Masters In Management programme, won an IPA Effectiveness Award and generated a 500% Return on Marketing Investment.

The challenge

To launch a new business education product - The Masters in Management aimed at first time graduates without previous business experience or a non-business degree. The objective was to fill 100 places by September 2009.

The strategy

Based on research provided by our association, IPA, our planning approach was to create an online campaign including social media techniques to influence and attract prospects 'under the radar'.

With our media planner we targeted potential students aged between 20 and 23, either converting to business or life planning whose referees would most likely be alumni, career services or universities.

By using our 'Perpetual Marketing Model' we used our target audiences behaviour to 'pass on' the message.

The creative

Creative insight: 'Fast Track your Career'

We created 4 key propositions to be used across various international media platforms.

- 'Milk round or crème de la crème'
- 'The Long road to success just got shorter'
- 'The only option is success'
- 'One Degree of separation'



Milk round



Milk round or crème de la crème?



Stand out from the crowd with the new postgraduate degree from our top-ranked business school



Take advantage of our world-class business expertise



The Masters in Management Designed to increase your career opportunities



One degree of separation



Add our internationally-respected brand to your CV



Take advantage of our world-class business expertise



The new Masters in Management Designed to make you stand out from the crowd



The new Masters in Management Applications open for entry in 2009 Find out more



Direct results

All financial objectives have been achieved based on client data supplied. The campaign achieved this within an overall budget spend of 12% in line with client expectations.

Targets were stretched to 135% over response with a 125% sales conversion. Return on Marketing investment achieved £2,100,000

Result stage	Date	Timeline	Targets achieved	Target stretched	Total percentage
Stage 1	5th January 2009	6 weeks	100%	22%	122%
Stage 2	2nd February 2009	5 weeks	100%	33%	133%
Stage 3	28th February 2009	4 weeks	100%	25%	125%
Stage 4	31st March 2009	5 weeks	100%	21%	121%
Total			100%	25.25%	125.25%

Contributing results

- New target audience of 4,721.
- 100 back links
- No.1 Google Search for 'Masters in Management'
- 40 blogging conversations sites
- Facebook and other groups created

A full white paper can be viewed at
www.seriousdigitalideas.com/downloads/awards.pdf

Winners of the IPA Effectiveness Awards - November 2009



Effectiveness Awards
2009 Winner

REINVENTING A MATURE BRAND

London
Business
School

THE CHALLENGE

Create a dynamic new visual expression for London Business School Executive Education.

Raise the profile of the brand and elevate the School's global ranking.

The concept

'Powered by London Business School'

– Ignite and empowers individuals to improve their performance.

The swoosh visually expresses the power London Business School has to develop and inspire individuals and organisations to be successful across the globe



They came from more than 130 countries.
The organisations they worked for spanned every major industry sector. Their experiences, cultures and commercial objectives were truly diverse. And yet every individual who attended London Business School last year was united by the same desire.

To go further.

This year, embarking on a programme of Executive Education could do the same for you.
Ranked as one of the finest business schools in the world, London Business School is renowned for delivering the insights and skills to energise and empower senior executives. Whether you seek to improve your performance, accelerate your career, instigate change in your organisation, or define your personal goals - London Business School can ignite your purpose and empower your decisions and actions.

How?
By creating a unique learning environment focused on you and your individual business challenge. By delivering the very latest thought leadership that will develop your knowledge in key business areas. By deploying diverse learning methods, that will inspire you in many different ways. By providing a unique opportunity for you to interact with a truly international participant group and learn from their experiences and perspectives. The results are life-changing and will take you further both now and in the future. So, if your desire is to go far, continue your journey here.

GO FURTHER
www.london.edu/execed/



High Performance People Skills for Leaders
Success through people



5-day Leadership Programme
Executive Education 2008/09

How the brand worked across Executive Education

Executive Development - Hero Shots of London



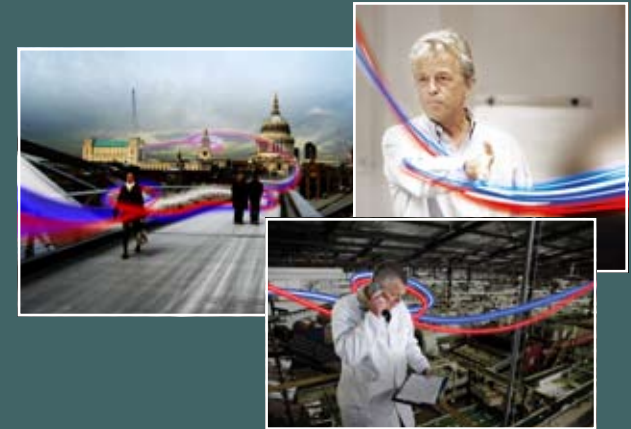
CMD

International Skylines



OPEN

Business People In Business Exteriors
Participants In Class



Internal launch

Created a brand video that brought the 'swoosh' to life. It identified Executive Education as a global brand, and included interviews with faculty, programmes directors, and the Executive Education Dean.



Brand launch to the world



TAKE YOUR SEAT IN THE WHITE HOUSE

Spend 48 hours in world-class
company and ignite your performance

London Business School, Regent's Park



NEW 2-day Executive Workouts
email execinfo@london.edu



48 HOURS TO CHANGE YOUR WORLD

Transform your business performance



Find out about our NEW 2-day Executive Workouts
email execinfo@london.edu or call 020 7000 7390

www.londonworkouts.com/am/

GM Programme advertising 2008/09

Advertising campaigns that carried the new brand across digital and printed media. Financial Times ranking - Number One for Business Education.



Thank you from the ideas people

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