

# GLOW-DOWN

# Hello 2023

## In this issue:

- 2 to 3 ▶ Howdy from Texas!
- ▶ New Country, New Company, New Brand
- ▶ An interview with Helen Freeston
- ▶ It takes a logical brain to be a creative

---

- 4 to 5 ▶ Thorngate Churcher Website
- ▶ Knights Brown – Tender
- ▶ New Client - IGY Marinas
- ▶ Bark & Steel Promotional Items
- ▶ How to Look Great on Video

---

- 6 to 7 ▶ A guide to building a brilliant brand
- ▶ Video and animation
- ▶ Chalkhill View brochure for Drew Smith
- ▶ Portsmouth Water – Water Efficiency Guides
- ▶ Finalist for 'Employer of the Year'

---

- 8 ▶ Why History Tells Us to Keep Investing in Marketing
- ▶ NEW 'Power Up' sessions

Read more...



Hello 2023, welcome aboard, we're looking forward to making you Glow!



WORDS FROM LISA LAVIS – CEO AND FOUNDER

Ok, 2022 was a bit different than predicted. It started out full throttle with lots of optimism. In business we'd been

pandemic stilted for two years and we wanted to achieve more. In many ways we did, but for some we were still building back our resolve and navigating an unfamiliar post-pandemic territory. As a country we somehow managed to have three prime ministers. It was the hottest summer on record, and we had our last audience with the truly incredible HRH, her majesty the Queen. Russia invaded Ukraine, our economy became severely damaged and to top it all we lost to France in the World Cup Quarter Finals. But despite all this, there was a fair bit of good stuff that happened as well. Here are my top 3:

### The UK came second (second!) on Eurovision

Sam Ryder's tune 'Space Man' captured the hearts of the whole of Europe. And, suddenly, there it was United Kingdom, second place, with 466 votes. For the first time since 1998.

### The four-day week became a reality

Flexibility and home (or wherever) working became 100% accepted. It also got us seriously thinking about the four-day working week. The UK's biggest trial yet began in June with nine out of ten firms taking part absolutely loving it.

### The Lionesses brought it home

The Lionesses' victory for England at the 2022 UEFA Women's Euros, touched the hearts of the nation. Unadulterated joy, happiness, and emotion. To think, the last time we brought it home was 1966 when women weren't even allowed to compete.

## Glow 2022 roundup

At Glow – the economy and world challenges withstanding - we had an exceptional year too. The business landscape had changed forever; we had to be fast paced and agile to meet its needs. We pivoted, introduced new services – video, motion graphics, podcasting and training & packages too - onboarded new staff and our Head of Communications moved to Dallas!

We welcomed exciting new clients including Crown Rock Communications (Texas), Cyclife Group EDF, Island Global Yachting, Portsmouth Water, Premier Group, R&W Civil Engineering, Thorngate Churcher Trust and (Global) WWT. And we continued to boost the brands of our existing clients – Aquila Nuclear Engineering, Business South, Chilworth Construction Management, Encompass Surveys, DOC Cleaning, Drew Smith, Japan House, JM Scully, Knights Brown and Paramount Pools, to name a few.

We thank you all for your continued support.

From a personal point of view, I was able to work on a couple of big passions of mine – my new (for 2022) Non-Exec Director position at Business South and providing mentoring services to two fabulous humans: Cristina Munõz, Senior Brand Partnerships Manager at Cunard, and Olivia Tant, Marketing Coordinator, Aquila Nuclear Engineering. I absolutely adore strategy and nurturing stand out talent, so these two roles made my heart sing.

As we continue to grow again, one thing team Glow can be sure of is we'll continue to develop our emotional intelligence, agility, knowledge and our stressilience (it's a thing – check out Dr Sam Akbar's book: How to Beat Stress and Build Resilience) & most importantly our creative and human skills – so that we can build strong, glowing brands for our clients, mentees, stakeholders and staff.

The marketing, creative and design landscape is looking exciting; we've got a big job to do; to help businesses, people and the planet thrive!

### Here's our top 5 2023 predictions:

#### 1. Video

Video is a powerful way to showcase your business and people and create connection with your customers. It will continue to thrive this year.

#### 2. Motion Graphics / Animations

Want to add some pazazz to your digital content? Motion graphics will have a big impact in helping your audience understand and buy your products and services. We predict many more B2B animations in 2023.

#### 3. Be purpose driven

Absolutely you need to make money and invest but your purpose – CSR (corporate social responsibility) and ESG (Environmental, social, and governance) will need to be at the forefront of your communications in 2023. It is how you'll attract and retain staff and build strong relationships with your clients.

#### 4. Brand Advocates

Happy customers buy more and are happy to talk to their peers on your behalf, so for 2023 build this cost-effective approach into your marketing strategy. Create strong brand advocates and partnerships to help build your brand, to the right audiences.

#### 5. User Generated Content (UGC)

User Generated Content (UGC) is any content—text, videos, images, reviews, etc.—created by people, rather than brands. It has been incredibly successful in the B2C space for years and is now set to thrive more in B2B marketing. To maximise results, don't rely solely on current clients, seek UGC from employees, partners and potential influencers.

\*Source Time Out Magazine



## GLOW UPDATE

## Howdy from Texas!

It's over eight months since our Head of Communications, Laura Hawtin, made the move from the villages of Hampshire to Dallas, Texas. So, we thought it was time for a catch up.

We've asked Laura a few questions to sum up the last eight months, and to give us a little sneak peek of life in Dallas.

### What made you decide to move to Dallas?

My husband's job. We've always dreamed of moving abroad, so when the opportunity arose, we gave it some serious consideration and decided we were up for the adventure – along with the three kids and dog.

### What are the biggest differences?

The roads – you've got to see it to believe it. The sheer size of the roads, the number of lanes on a freeway, the number of slip roads and merging lanes and having to cut across five lanes of traffic when exiting a freeway is something that you have to get used to quickly.

### What has been the biggest surprise?

Something that's not necessarily a surprise, but is still pretty shocking is the intensity of the heat in the height of summer. We've been reassured that it was an unusually long, hot summer, but it averaged 40 degrees Celsius from the day we landed on May 16th up to the end of August when the kids started school.

### What do you miss most about the UK?

So many things... First and foremost, my friends and family. Anyone that knows me, knows that I come from a big family, so I miss my parents and brothers and sisters, and my friends.

Then, in this precise order, it would be Robinson's Squash, Cadbury's chocolate and being able to nip to the local Co-Op or Sainsburys.

### What have been your top 3 experiences since moving to Dallas?

1. Being able to explore America is amazing. We've so far made it to Florida and Colorado and loved both states.
2. Passing my driving test and getting my Texas Driving Licence. I was so nervous on the day of the test and was so relieved to pass. It's a pretty big deal as your driving licence is your main form of ID for everything here.
3. The food! – We're still exploring new places to eat but have already found our favourite family-friendly restaurant. It's a steak house chain called 'Saltgrass'.

### Dallas's Most Wanted

A couple of months after we'd arrived, I was driving to drop the kids off at day camp. I'd stopped at a four-way stop sign, when two other cars collided and skidded into my car. We were all fine, just a little shaken. The local police department were on the scene quickly, dealt with us all and sent us on our way.

Later that day, I was driving along and saw flashing blue and red lights in my mirror, and then heard instructions to pull over. I dutifully pulled over, only to see the same police officer from earlier that day, she recognised me instantly, and turns out I'd been speeding. I was mortified!

Imagine my horror and shame when I went for my eldest's induction day at his new school and the police officer assigned to his school was none other than the very same police officer. I avoided her for as long as I could but having an English accent in a room full of Americans does make you stand out, so it didn't take her long to recognise me. Luckily, she was very friendly and we're now on first-name terms.

## GLOW UPDATE

# New Country, New Company, New Brand

Crown Rock Communications is a newly launched Communications consultancy, founded by – our very own – Laura Hawtin, based in Dallas, Texas.

### The Brand Design

Laura wanted the new brand to look trustworthy, credible, and knowledgeable, whilst looking contemporary and stipulated no design restrictions, other than disliking red. Given the brief to go wild, we did. We provided Laura with 3 options based on our market research.

Knowing Laura so well, we wanted to create a brand for the new venture that looked professional yet had some small elements that referenced Laura's personality.

We opted for a semi-serif font for a trustworthy feel but used crown iconography as a subtle nod to her British roots – a big part of her USP while trying to establish herself in a USA market.

The crown is slightly off kilter, we've been referring to it as 'rocking the crown' – something Laura does regularly by thinking outside of the box and suggesting ways to push companies' communications.

### The Crown Rock Communications Website

Laura is no stranger to creativity herself, she created her own website, while Glow offered its expertise and tweaked the design slightly to enhance her original design.

We're so excited for Laura. While we are still working on lots of joint projects in the UK, it'll be fabulous to see Crown Rock building its brand and client base in Texas. Go Laura!

### About Laura

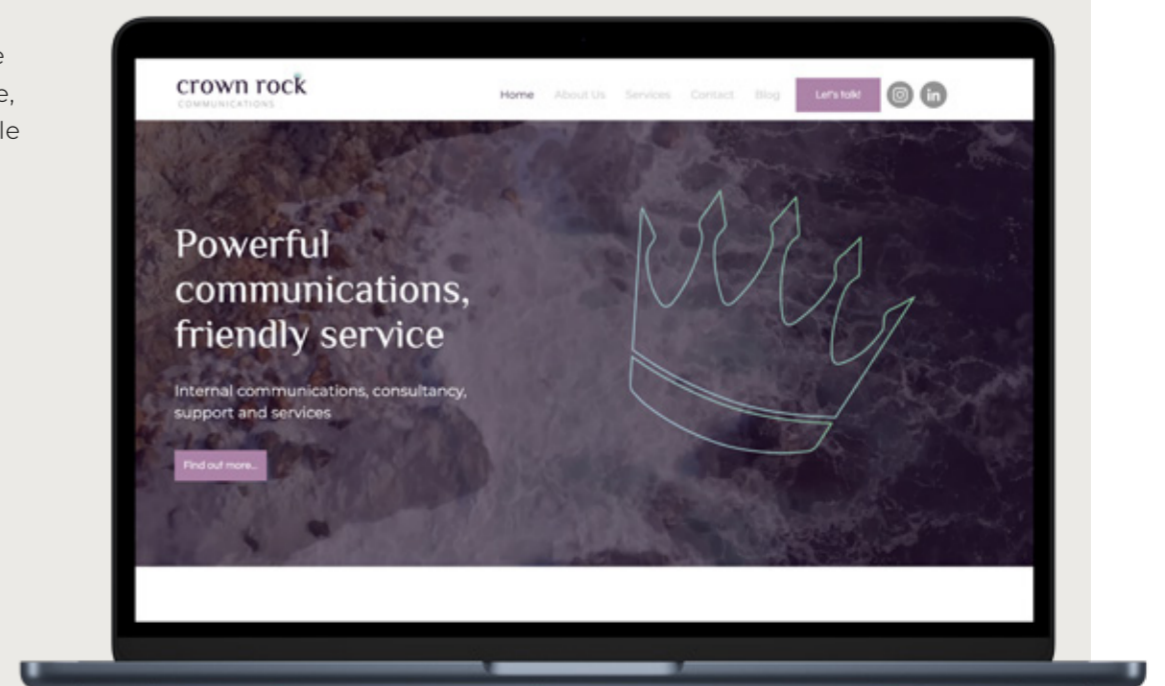
Laura has worked both in-house, in senior communications roles for FTSE 100 organizations in the UK, as well as agency-side working with large corporates and SMEs as clients.

Laura graduated from the University of Essex with a degree in English Literature, and has professional qualifications in Internal Communications, Public Relations and Change Management.

Laura has always had a passion for the written word and for getting things done, the right way, and has over 18 years' experience as a Communications Professional. She is bringing all her skills, knowledge, experience, and humour, to a whole new audience in Texas.



Visit Crown Rock's website to find out more.





**MORE GET SET GLOW**

Listen to Lisa's interview with  
**Glenn Lickman from Encompass Surveys...**

Listen to Lisa's interview with  
**Roger Walker from Experience Hampshire...**



GLOW UPDATE

## An interview with Helen Freeston

Get set Glow is our podcast where we talk with business leaders and marketers who dare to be creative and different. In April 2022 we were so pleased to be joined by Helen Freeston, Marketing Director, Paris Smith.

**LL** Thank you for joining us. First off, I'd like to know a bit more about you. Where you started, how you got to where you are now, as Marketing Director of Paris Smith.

**HF** Right, I failed my GCSE's and then I bucked up my ideas, went to college, retook my GCSE's, got my A levels, then I went off to university and studied marketing. I came out with a 2.1 BA Hons degree in marketing and business communication.

And then out of university, I wasn't sure whether to stay in London and do the whole agency route or come home and I ended up coming home, desperate for a job. No one would give me a job because I was overqualified, but I ended up at the Daily Echo where I learnt to grow a thick-skin. Sales is a tough industry, but it really has helped me to be the person I am today. I'm always appreciative of the other person on the end of the phone because I know what it's like when it's not you. You try to sell something. It's difficult.

My sister was working at Paris Smith and a marketing job popped up. I thought why not. I always remember how heavy the chairs were. I could hardly lift the chair when I was being interviewed! It was a really lovely environment to be in and that was 20 years ago. At the start there wasn't a marketing department but since then we have had up to 9 people. I'm 20 years in, I came up

the ranks and now am the Marketing Director.

I just want it to be a lesson for people who don't do well initially to think, actually, don't give up. I was a bit of a wild child at school and I just didn't pay attention and I didn't really see why it was so important. And then all of a sudden it just came to me and I was like, right knuckle down and yeah my grades just kept getting better and better and better.

**LL** Well done. I'm similar, actually. I didn't get as many GCSEs as I should have!

Helen, I follow you. I'm a big advocate for you. I love what you do and the 20 years at Paris Smith, you have organised Cunard events, James Bond premieres and I always think if Helen Freeston is behind an event, it's going to be bloody amazing!

And I'd like to know within your industry, what does brand look like?

**HF** Legal brands are quite big business. It's our reputation and that's what we are bought on.

I'm really lucky that our brand is what it is. Throughout my career I've been headhunted by other law firms and I have never wanted to go because why would I go for a hamburger when I've already got a steak in front of me? That's how I perceive Paris Smith. It's up there. It's the brand that I hope many people aspire to work with.

**LL** Yeah, I do generally see Paris Smith like that. We've recently introduced you to one of our clients. And they were just so happy and pleased with the results.

We're big believers in putting human first at Glow. How do you put human first in your organisation?

**HF** They are all about humans. You know, it's a human business, we're selling a service, not a product.

It's all about the relationships. The retention rates alone at Paris Smith say it all. Many people have been there 20 years, and some people start their career there and end their career there. It speaks for itself.

If you weren't looking after the staff, they wouldn't stay. They just wouldn't. But it just keeps getting better as well. We've really invested in well-being. We have a well-being week where we can sign up for a number of wellness work-shops; we could do art, we can have a home spa.

We had a menopause session this time, which I thought was really refreshing to the firm, to recognise that obviously women do go through these things. And they support everything to do with men and mental health too, because the lawyers, they put themselves under such immense pressure and I think Paris Smith recognises that. It's one of the top industries for high stress levels.

And I just think if we didn't deal with the human side of that and build those relationships, we wouldn't have the client base that we have, and one thing I love about our guys is, they always will go that extra mile. That's how they build the relationships, they'll always do something a little bit special, a little bit extra, just to say thank you.

Listen to Lisa's full interview with Helen Freeston here...



GLOW KNOWLEDGE

## It takes a logical brain to be a creative

You might be surprised to learn that creativity and design take great logic. Clients often think design is colour and shape, but more often than not, it is space, geometry and aesthetics. It takes a logical brain to organise and translate information into graphic form and ensure it is straightforward, easy on the eye and delivers the objective.

Mark, one of our fantastic designers, has a very logical brain and puts this to good use daily. With over twenty years of design experience, his creativity is fostered

through detail, clarity and commonsensical design, and he has produced some outstanding work for clients.

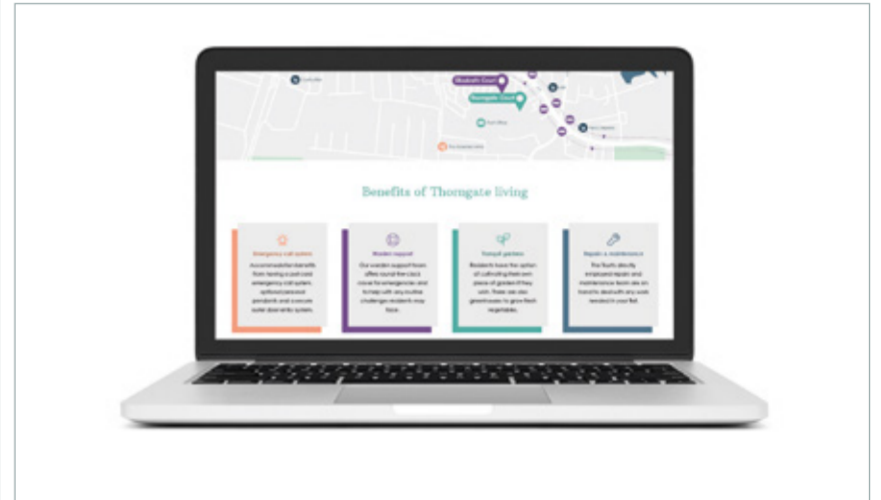
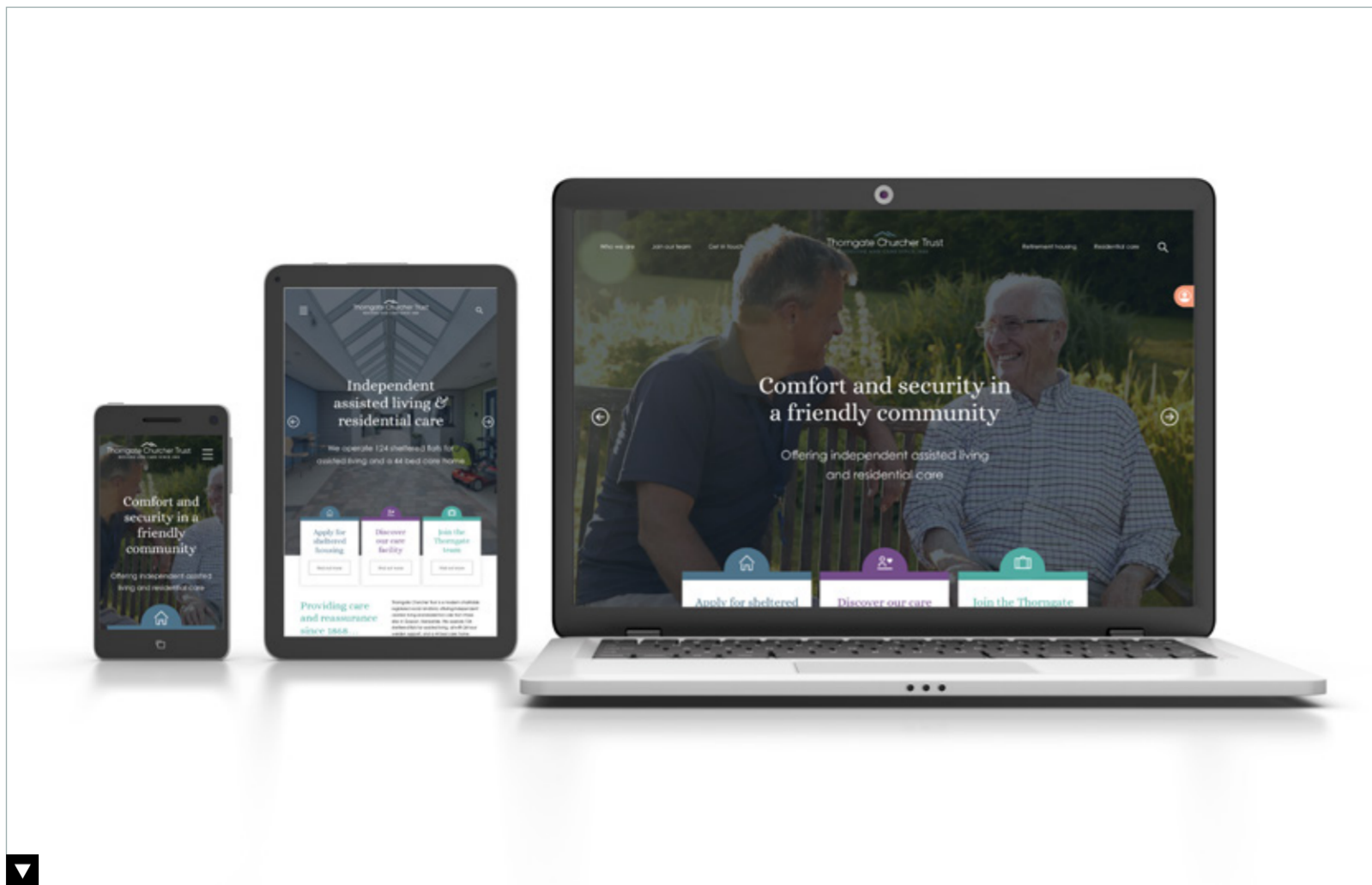
Some interesting facts about Mark are that he loves dance music, running, and skateboarding; and started his career as a game tester! How cool is that?

**Here is a little more about Mark:**

**When you were a kid, what did you want to be when you grew up?**  
Professional Skateboarder (Tony Hawk).

**What's your favourite meal?**  
Anything spicy, I love new flavours and will often try something different.

Scan the QR code to get to know Mark a little better.



GLOW PROJECT

# Thorngate Churcher Website

In 2022 we completed a website for Thorngate Churcher, a community charity embedded in Gosport, providing much needed housing with support for older people.

The website needed to be easy to read and clear to navigate as it is primarily for people wanting to enquire about housing and those looking for care. It also needed a strong push on recruitment and to encourage carers to apply for jobs.

Thorngate Churcher was keen to showcase its heritage, but also that it is a modern, forward-thinking company. The design needed to be friendly and aspirational to encourage the audience to think "I'd like to live here" or "I'd like my relative to live here".

We suggested a colour palette that has a high-end feel, using deep blues and purples, but paired with bright colours for a friendly and approachable feel. The supporting colours have pastel undertones for a calming but bright aesthetic.

We also added in feature story sections to showcase both the residents and staff to convey it is not only a great place to live, but also work. It added a nice personal feel to the design.

We even created a custom-drawn map of the local area to show key points of interest such as bus routes, stops and shops in locations to all Thorngate Churcher sites.

### About Thorngate Churcher

Thorngate Churcher Trust operates 124 warden supported, sheltered flats for assisted living, and a 44 bed care home offering residential care for the frail elderly and for those living with dementia.

In addition to providing great homes, onsite support to help people live independently, and its own maintenance team, they also seek to expand sympathetically where they can to meet the growing need and this is reflected in their strategy of building more homes in the future.

GLOW PROJECT

# Knights Brown – Portsmouth International Port Tender

### The Project:

Glow's designers, working closely with the Bids team at Knights Brown, produced its tender document for the design and construction of the terminal extension annex at Portsmouth International Port, on behalf of Portsmouth City Council.

There were 40 quality responses to complete including the requirement to:

- Create a template to include a 'cruise terminal'/'passenger' type watermark
- Format all responses, which included a complex organigram, tables and CVs for all the teams.

The end document was over 60 pages long, packed with detail. Our design brief was to make it look sleek and tidy. Within the document we also designed a cool animated cruise ship at the bottom of the PDF, which glided along per page turn.

### The Result: Knights Brown won the tender!

Work commenced on the extension in Spring 2022. The new, 100% carbon neutral facility is set to strengthen the city's position as a major UK port.

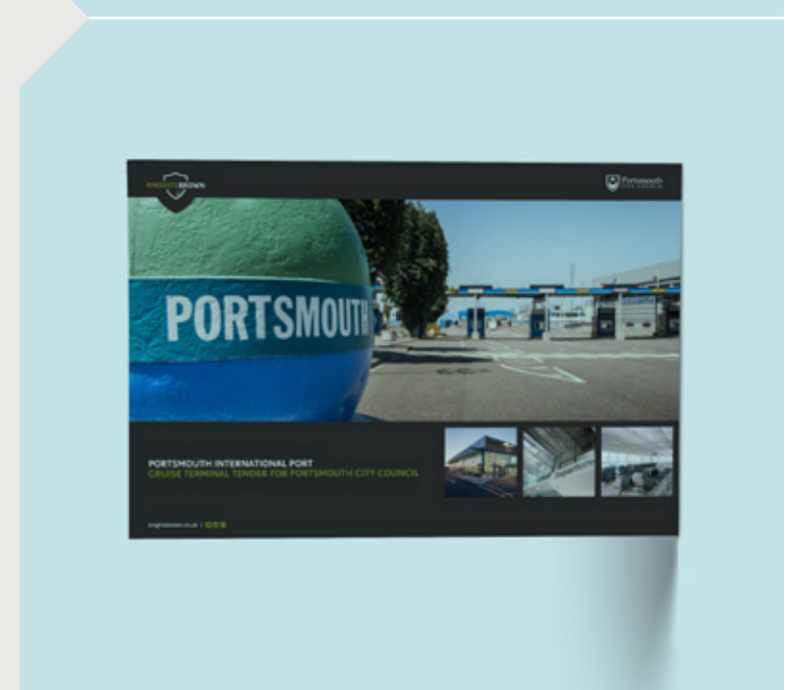
This contract award followed the completion by Knights Brown of the lowering and extension of the cruise berth in 2020. This enabled much larger ships (255m+) to arrive in to Portsmouth as demonstrated by cruise liners such as Royal Caribbean's Majesty of the Seas and Virgin Voyages Scarlett Lady.

The port successfully bid for £11.25m of funding from the Department for Levelling Up, Housing & Communities, to build new facilities, which will generate thousands of jobs for the region as Portsmouth grows in response to industry demand.

The port will remain fully operational throughout and the terminal is due for completion in spring 2023 prior to the start of the year's cruise season.

*The team at Glow were amazing. Not only do they possess broad technical expertise but also the communication skills to understand the client's vision and bring it to fruition. One of the wow factors for me was their ability to create an incredible, standout design. The whole process was effortless. Thank you for once again being such a talented, cooperative and trustworthy partner.*

**LUCY GRANT**  
Bid Writer – Knights Brown





GLOW PROJECT

## New Client - IGY Marinas

We have an exciting new leisure & tourism client...

IGY Marinas, a collection of luxury marinas throughout the United States, Europe, the Caribbean, and Latin America.

We love working within the tourism industry, it's a passion of ours. IGY were able to provide us with stunning imagery of its marinas and destinations. The Malaga port in particular is gorgeous – so we made this the main feature of the banner.

While the IGY brand is already established with a set of adaptable logos for each marina and white and navy colour palette, they allowed us to adapt the brand styling where we thought suitable as long as we retained the overall general feel.

For 2023 we are designing marina guides and captain's welcome packs.

GLOW PROJECT

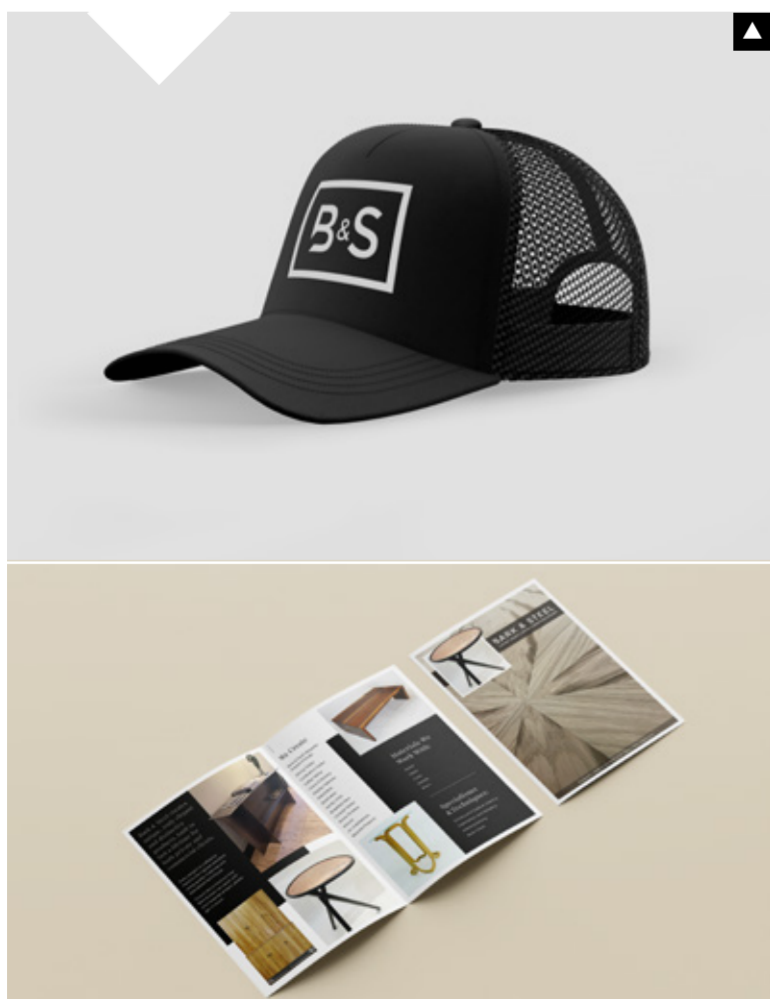
## Bark & Steel Promotional Items

Bark & Steel (B&S) approached us and asked for some ideas on how to push its brand and we were keen to offer our advice.

We decided that the personal touch would be needed and proposed a more targeted approach with the creation of a beautiful leaflet. Being based in rural Hampshire, we suggested that they visited their more affluent neighbours to introduce themselves and show them what they can offer in the way of bespoke, handmade, luxury furniture.

We introduced some custom apparel and recommended a high-quality baseball cap which offered the ideal surface for their logo to be embroidered. Not only would this cap be ideal for promotional use, but it would also be perfect for regular daily use. Definitely, something people would notice.

This was complimented by a black tote bag, which had their full logo and company descriptor (Bespoke Wood & Metal Designs) printed on it. The end result was quality marketing materials and accessories showcasing B&S's strong brand identity and beautiful, bespoke creations.



*90% of clients we have worked with have experienced a scale of light nervousness right through to full-blown terror. You are not alone!*

GLOW KNOWLEDGE

## How to Look Great on Video

Congratulations, you have decided to embrace videography as a part of your branding and content strategy, great work! But the cold sweats and tight throat as the shoot gets closer have you wondering why you decided to branch out of your comfort zone.

The good news is, from our experience, everyone gets nervous about video work. 90% of clients we have worked with have experienced a scale of light nervousness right through to full-blown terror. You are not alone!

The second piece of good news is that our trusty team is well-versed in helping people look and feel great on camera. We can coach you through the process, including reminding you to breathe, remember what you want to say and offer valuable tips on professional speaking such as pace, pitch and intonation.

To help settle your mind, you may like to know that while you may think that everyone is ready to criticise your video for how you look, sound, and speak; it is incredibly rare that this ever happens. We have never had any client record a video with us and receive any negativity. People love to see people doing their thing and speaking their truth, so you will no doubt receive all the love from your network, just like our other clients.

Before you book us to help you become a total pro, we thought we would give you some handy tips...

### Smile even though you think you will look weird

Smiling to yourself for no reason when you are doing something nerve-racking feels odd, but honestly, it reads well on camera. Seeing someone smile makes you happy; you automatically feel sunnier. You will often hear us saying "Smiley, Smiley Carole Smiley" on a shoot, and the result is a warm video that is much more personal. It is easy to look

and act too serious on camera, but even when relaying a serious message, a little joy on the face encourages people to connect to the speaker and listen.

### Give more energy than you think you need to

Similarly, it would help if you gave the attitude a little welly too on camera. An Annelies quote is, "Now imagine you're the Energiser Bunny." You may think that giving it some gusto feels weird, especially in a room with two cameras and one videographer. Still, the recorded translation is entirely different from the filming process. The more energy you have, the more enthusiasm and the more interest and dynamism you will foster in the audience.

### Start strong and end strong

This is probably the most essential tip in this list and is generally relevant to public speaking. It would help if you had your "in" and your "out" sussed out. All too often, people start talking into the camera, get a bit muddled and then ramble before just ending the sentence or tapering off to obscurity. For clarity, confidence and impact, you need to command a presence and consider how you open and close succinctly, confidently and purposefully. We suggest practising your start and ending sentences a few times before getting on camera. We would also suggest formatting your content into..



Scan the QR Code to read the full article. Alternatively book a training session with Annelies on one of our new Power up sessions.



*It's easy to put your own marketing on the back burner when you're busy providing a great service to your clients. However, it's key to stay visible, contemporary and relevant within your market to create a strong brand.*

## GLOW KNOWLEDGE

## A guide to building a brilliant brand

There is a big difference between a 'brand' and 'branding'. Branding is the identity of your business, everything from its name, logo, colour palettes, trademarks and just the general appearance. However, brands encompass all that branding offers and a whole lot more...

It is how your brand looks, feels and communicates with people. It's the experience, the journey, how you stand out from competitors and differentiate yourself as experts within your market. A powerful brand can create a loyal audience.

But how do you create a strong brand?

### Define your brand

Your brand should promote your business, connect with your audience base and differentiate you in the market. Review what you offer and your approach.

### Find your tone of voice

Your company's personality will intrigue potential customers and keep them coming back for more. Perfecting your company's tone will ensure you're attracting the right people for your brand. A tone of voice isn't what you say, but rather how you choose to say it; this can determine the clients you attract!

### Build relationships

Focus on your target audience, your clients, suppliers, and stakeholders; everyone involved with your brand. Make sure you're demonstrating your brand personality, building trust in your brand as you build those relationships.

### Make it personal

Decide what drives your business and your values/vision. Your audience will make an emotive connection with your company based on their experience and shared values. Not only that, if you and your employees are passionate about your company, it will show in both service and delivery.

### Focus on your own marketing

It's easy to put your own marketing on the back burner when you're busy providing a great service to your clients. However, it's key to stay visible, contemporary and relevant within your market to create a strong brand. Make sure you're active on social, your website is up to date and you're communicating regularly with your audience.

### Don't copy

Imitation is the sincerest form of flattery? Not when it comes to your brand. You may like what a competitor is doing, but copying is a big no-no. Creating a brand based on your unique selling point and business personality will ensure you are unique and stand out from your competitors.

### Create great experiences

Whether it's the user experience on your website, your customer service, the design of a shop or office, your audience is on a journey. You want it to be a great one. Good experience creates great reviews and, even better, recommendations to use your strong brand.

### Be an ambassador of your own brand

This isn't just about you, it's about every one of your employees as well, you should all understand the core of the business and what makes it tick. Your clients, contractors, and suppliers should be ambassadors too – make sure to work with people with the same values.

## GLOW KNOWLEDGE



## Video and animation to impress and show personality

Powerful creative video, podcasts and animation create a strong emotional connection with your customers. It makes people feel an affinity with your business and provides excellent content for social media and websites.

### Video:

Video is a powerful way to showcase your business and people and create connection with your customers.

### Animation:

Want to add some pizzazz to your digital content? A little animation will have a big impact in helping your audience to understand and buy your products and services.

### Podcasts:

Podcasting provides content to your brand which is personalised, human and trusted; and much loved by users too!



GLOW PROJECT

# Chalkhill View Brochure for Drew Smith

Due to the success of the Brewery Place brochure design and our experience working alongside the marketing team at Drew Smith, we were delighted to be invited to create the new literature for its latest development in Chichester, Chalkhill View.

The design of the brochure needed to reflect the idyllic rural location and lifestyle on offer. Using a mixture of stock and bespoke imagery to represent the quality of the development and surrounding areas of beauty. With views over the South Downs National Park, rolling hills, glorious heathland, river valleys, ancient woodland, thriving villages, market towns and glorious beaches, this development really has it all!

The creative included copywriting and design for 36 inserts and the brochure. Integral to the brochure was the inclusion of a beautifully illustrated site map of the new development. The literature was printed on a luxurious uncoated stock and the cover was treated with a silver foil embossed logo giving the brochure a high-quality look and feel. Targeting residents aged 22-55 years old. Whether a first-time buyer, a growing family or looking to downsize, Drew Smith is confident the target audience will find the perfect home in this picturesque setting.



GLOW PROJECT

# Portsmouth Water – Water Efficiency Guides

The summer water efficiency guide was the second in the set of documents for Portsmouth Water, highlighting how to save water and money to its customers.

It was important that this tied in with the narrative from the spring version, which helps to form a consistent look for the brand. Using bright and playful illustrations, we wanted the guides to engage the audience and deliver statistics and ideas in a fun way.

These DL leaflet guides are in a very tactile format, and encourage the viewer to flip through and digest the information on the page. In a world where there is so much

online content, messaging can often become diluted. Therefore, printed materials are a great way to stand out now – if they have a great design that is.

After completing a brand audit, Portsmouth Water has been working with Glow to create a stronger brand, including social media, campaign awareness projects, video, podcasting, motion graphics and communication strategy support.



GLOW UPDATE

# Finalist for 'Employer of the Year' award

Glow was truly humbled to be a finalist for 'Employer of the Year' at the super Central South Business Awards at the end of September 2022.

Entering this award underpinned our 100% commitment to people, wellbeing, and personal growth. When Lisa started Glow in 2000, she vowed to run her business where people came first, and where emotional agility and intelligence was on everyone's personal review. 22 years later, Glow is living and breathing this vision and it's smiles all round.

The Central South Business Awards, in association with Business South, celebrates all the remarkable businesses in the region – and the people that work for them! Businesses can submit up to three categories and it's free to enter.



## GLOW KNOWLEDGE

# Why History Tells Us to Keep Investing in Marketing

With the pandemic recovery, cost of living crisis and not knowing how 2023 will affect growth, the economy is still seeing buying behavioural shifts.

With this uncertainty, businesses can start to talk themselves into reducing expenditure. However, when we look at history, those companies who maintain and increase their marketing budgets thrive above others.

There have been a number of studies, going back over one hundred years, that point out the advantages of maintaining or even increasing marketing budgets during an uncertain economy. And more recently, by Rania Robinson, CEO & Partner of leading employee-owned London agency, Quiet Storm. During an interview on Radio 4, Rania said that their brands who invest in uncertain times, do tend to grow.

*“When times are good you should advertise. When times are bad you must advertise.”*

There are several reasons to keep promoting your brand during uncertain times. Here are our top five:

## 1 Noise Level

The 'noise level' in a brand's awareness can drop when not seen, allowing competitors to gain advantage, re-position or introduce a new product. Clawing back exposure takes much longer.

## 2 Corporate Stability

Brands that are seen, project an image of corporate stability to consumers. If out of sight, brands soon become out of mind too.

## 3 Build Trust and Confidence

A company's brand needs constant innovation and analysis. Websites become stale, technology changes, buying and communication habits alter – and often fast. If a company is stagnant with its brand this will impact trust, confidence and buying decisions.

## 4 Protect Sales

When marketers cut back on their spend, the brand loses its 'share of the mind' with consumers, with the potential of losing current – and possibly future – sales.

## 5 Yield Positivity

Brand building is exciting. It galvanises energy and diverts you away from worrying thoughts / what could be. Instead, you focus on strategy and growth which will yield positivity.

## What History Has Shown\*

There are a number of examples of brands that benefited by maintaining their marketing budgets during economic downturns.

- **Dry Cereal:** In the 1920's, Post was the category leader in the ready-to-eat cereal category. During the Great Depression, Post cut back significantly its advertising budget and rival Kellogg's doubled its advertising spend, investing heavily in radio and introducing a new cereal called Rice Krispies, featuring "Snap," "Crackle" and "Pop." Kellogg's profits grew by 30% and the company became the category leader, a position it has maintained for decades.
- **Imported Automobiles:** The 17-month recession of 1973-75 was triggered by the energy crisis. In late 1973, the U.S. government issued its first miles-per-gallon report in which Toyota Corolla was second to Honda Civic in fuel efficiency. Since Toyota was experiencing strong sales, when the economic downturn hit, the temptation was to drop their ad budget, which they resisted. By adhering to its long-term strategy, Toyota surpassed Volkswagen as the top imported carmaker in the U.S. by 1976.

- **Quick Service Restaurants:** In the 1990-91 recession, Pizza Hut and Taco Bell took advantage of McDonald's decision to drop its advertising and promotion budget. As a result, Pizza Hut increased sales by 61%, Taco Bell sales grew by 40% and McDonald's sales declined by 28%.
- **Technology:** Amazon sales grew by 28% in 2009 during the "great recession." The tech company continued to innovate with new products during the slumping economy, most notably with new Kindle products which helped to grow market share. In a first, on Christmas Day 2009, Amazon customers bought more e-books than printed books.

Closer to home, Glow has worked on company brands during recessions and uncertain times and witnessed significant success. Lisa Lavis, our CEO and Founder, was part of a 12-strong senior management team as its marketing specialist to mould, market and sell a national engineering firm during the recession of 2008 / 9. Through focused and continued marketing the right buyer was attracted and it was sold for 15 times earnings to a global energy company – way above its valuation from Price Waterhouse.

The Glow team also created a brand for a nuclear engineering company in 2011, built and delivered a robust and heavily invested marketing strategy until it was sold in 2021 for 18.5 earnings to global giant, EDF.

To conclude, perhaps the best quote about advertising in periods of economic uncertainty came from Sam Walton, the founder of Wal-Mart. When asked, "What do you think about a recession?" he responded, "I thought about it and decided not to participate."

If you need advice in reviewing your brand and marketing strategy or you are not sure where you should be investing your marketing budgets, we'd love to help. It's what we do and what we do well.

\*Sources:

Brad Adgate, an Independent Media Consultant. Forbes, Sept 5, 2019.

Nathan Hall, Forbes Councils Member, Forbes, June 29, 2020

Rania Robinson, CEO & Partner, Quiet Storm, Radio 4, September 2022

## NEW POWER UP SESSIONS

# Level up with our skill workshops...

Leadership

Change Communications

Business & Marketing Strategy

Wellbeing & Flexibility in the Workplace

Adobe Creative Suite Basics

Good Brand & Design Practices

Social Media

Videography & Podcasts



£135  
PER SESSION

To find out more  
or book a session  
scan the QR Code



OVER 22 YEARS IN BUSINESS

## A Brand, Creative & Design Agency

Let us be your secret weapon.

**GLOW.**

01329 836 390

hello@theglowstudio.com

theglowstudio.com

