

CONFIDENTIAL

Mr AB Sample
Sample Industries plc
Sample Business Park
Sample
Sapleshire
SM16 3DA

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Turn Your Marketing Budget From a Cost Into an Investment.

Dear Mr Sample,

Attending to commonplace, day to day tasks makes enormous demands on the time of a Marketing Department.

Handling agencies and suppliers alone can account for day after day of your resource, and that's before you've found opportunity to address any of the issues which require more thought in order to shape your activity as you move forward.

For most marketers, the result of this is that key events generally each receive the support they need, but the money spent across the year amounts to a series of 'one-off' expenditures, with little or no overriding strategic thread, and no cumulative or residual benefit to the company or its brands.

It's as though you're starting from square one with every campaign; as if the resource you'd put into previous campaigns had never been expended.

Year after year, the money simply has to be spent again.

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Nestling in the CONFIDENTIAL countryside, up a track, down a lane, off a B road, where the air is a little clearer and the noise a little less intrusive, you'll find my colleagues and I at CONFIDENTIAL.

It's no accident we're where we are.

It's easier to think here, and to plan; and thinking out and planning incisive, effective strategy that ensures that every penny you spend on marketing today takes advantage of the money you spent last year, and paves the way for the money you'll spend next year, is what CONFIDENTIAL does for its clients.

Who works with CONFIDENTIAL ?

CONFIDENTIAL specialises in working with Marketers who understand and appreciate the *right* way to develop effective marketing, but simply don't have the time to explore strategy and think through their planning for themselves to the extent that they would like to be able to do.

With a team of experienced, mature marketing thinkers, we're able to provide the kind of vision and analysis which commitments often preclude you providing yourself.

Working with **CONFIDENTIAL**, you're left free to optimise the time you do have by managing high quality marketing thinking, and making strategy decisions based on our insight, thought and conclusions.

We think. We develop. We execute.

Although we are a strategy-led consultancy, everyone at **CONFIDENTIAL** knows that effective marketing is delivered through innovative and well conceived creative work.

Our team includes the kind of creative people who specialise in solving problems and developing 'big vision' concepts, as well as the kinds whose specialisms are in executing these ideas to produce high quality and striking campaign collateral.

CONFIDENTIAL's capability, as a result, extends all the way from seasoned and considered development of long term strategy, through detailed and practical planning of activity and development of exciting and impactful creative solutions, to meticulous execution of the collateral that brings the original strategy to life.

Talking to **CONFIDENTIAL.**

We might work up a track, down a lane, off a B road, but that doesn't prevent us heading off absolutely anywhere to meet with people who feel that **CONFIDENTIAL** might be able to help them approach their work more effectively, and turn the money they're currently spending on marketing into a cumulative investment in their business.

If you'd like to talk to us about how **CONFIDENTIAL** could help you do this, please telephone me on **CONFIDENTIAL**. Or pop the enclosed reply card in the post to us and I'll be pleased to call you.

Yours sincerely,

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Client Service Director