

Communicate your world



cartmell



Case studies

INTRODUCTION



For over twenty years we have assisted organisations and individuals to improve their marketing communications.

In many cases our clients have received media exposure far beyond their expectations. We are committed to success and improving the sales of our clients.

Beliefs

In an increasingly pressurised environment, with more sophisticated consumers and competitors, our clients compete against a proliferation of products and solutions. We believe, by cutting through all the noise in the marketplace, we can focus on what makes our clients different and special.

It's hostile out there

Today's business environment is more hostile and demanding than ever before. You have to make people sit up and take notice of what you are saying. There is no 'off-the-shelf' solution; you have to invest in a consultancy that has knowledge, understanding and a track record at delivering.



Our goal

To make our customer's customers sit up and take notice so that our customers make money – that's what we are in business to do – and that's why we have been around longer than most marketing communications companies.

Actions speak louder than words

Many marketing communication companies will try and over-complicate issues; we have never done this. Whilst we have been involved in extraordinarily complicated projects, we believe that strategy and delivery go hand-in-hand. Things don't happen by themselves; you have to make them happen.

What you don't get

We can promise you we don't offer re-packaged solutions with a fancy new name, delivered by inexperienced individuals who promise a magic solution to serious issues. What you do get is good old-fashioned honesty and a depth of thinking that we hope will surprise you, so that just maybe, our activities will help you stand out above your competitors, no matter what your route to the consumer is.

C O N T A C T U S

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CASE STUDY

Hewlett Packard



Cartmell Communications devised a unique Pan-European design challenge for Hewlett Packard to bring the company closer to key CAD engineers.

The Hewlett Packard design challenge was a major international initiative which was a tremendous success.

The Hewlett Packard Design Challenge brought together 13 countries to re-design electronic and engine parts on the Benetton Formula 1 race car.

The wheel clamping system that won the Mechanical MCAD Design Challenge has now been adopted by several Formula One teams via FOCA.

CASE STUDY

Reebok



Cartmell Communications organised all the international PR and communications activity on behalf of the Berlin Marathon.

This was a prestigious event that symbolised the re-unification of West and East Germany.

For the first time in nearly 50 years athletes were allowed to run through the Brandenburg Gates.

More than 31,000 athletes took part.



CASE STUDY

Kodak



Cartmell Communications organised on behalf of Kodak a world record attempt by Olympic cyclist Chris Boardman in Bordeaux, France.

Boardman broke the record which had stood for over 30 years and gained major international media exposure for Kodak.

The coverage was broadcast on ITN, CNN, and ABC and the press conference which took place on a rest day in the Tour de France, was attended by nearly 500 journalists.

Kodak received global coverage for the event.

CASE STUDY

Rubik's Cube



Cartmell Communications launched the Rubik Cube in the UK and Europe on behalf of The Ideal Toy Company.

The cube made international media exposure and became an icon of the decade according to Life Magazine.

Cartmell orchestrated media and press activity in the UK, Benelux, USA, Scandinavia, France, Germany and Italy.

The Cube was successfully re-launched by Cartmell fifteen years later on behalf of Toy Brokers, making it one of only a handful of toys to have ever been re-launched successfully.

CASE STUDY

Smirnoff



As a unique initiative to counter various spirit brands' sponsorship of yachting, Cartmell Communications answered the Smirnoff brief by suggesting that the company be slightly more innovative and sponsor land yachting.

The coverage achieved was substantial and led to Smirnoff hosting the Americas Cup of land yachting the week before the real thing.

This low cost sponsorship was incredibly cost effective with coverage exceeding an estimated 5 million pounds.

CASE STUDY

Reebok



Cartmell Communications orchestrated the media coverage for the Reebok entry into the Whitbread Round the World yacht race.

Cartmell's media strategy outstripped all the other entries by liaising with Buckingham Palace and arranged for HRH The Prince of Wales to meet the Reebok crew in New Zealand.

On the return to Britain, the Reebok team was welcomed at 10 Downing Street by the Prime Minister. The event was staged and co-ordinated by Cartmell Communications.

CASE STUDY

Seagrams



On behalf of the world's leading Scotch Whisky, Chivers Regal, Cartmell Communications have orchestrated a unique series of exclusive Aftershow events which have been attended by some of the world's leading celebrities.

Aftershow is a concept that runs globally and is coordinated and steered by Cartmell who act as a hub advisor giving information and advice on all aspects of shows from event management to laser projection.

CASE STUDY

Warner Bros.



Cartmell Communications orchestrated and organised communications activity for several major film launches including Eraser, Batman Forever and Disclosure.

These international film premieres required careful, concise planning with multiple approvals and major international communications between artists, management, film companies etc. Cartmell's worked directly with the event management team and orchestrated the coverage on behalf of Warner Bros.

Arnold Schwarzenegger described the Eraser film premiere as the best he had ever attended. Cartmell were an integral part of this team.

CASE STUDY

Leisure Parcs



American Adventure World, one of the United Kingdom's biggest theme parks, purchased a multi-million pound SkyCoaster to re-launch the Derbyshire Park.

Cartmell Communications persuaded BoyZone to visit the park and be the first people to ride the new attraction.

Ronan, Shane and Mikey are Rollercoaster fans and waived their usual fee to ride the new SkyCoaster

CASE STUDY

Littlewoods Home Shopping



Cartmell Communications supported the world record attempt by Littlewoods Marketing Manager – Tim Rogers – who planned to run in 28 marathons in one year thus breaking the current world record.

Cartmell helped develop a supportive team including JVC, Puma, Sprayway and Salomon. The initiative was run through a foundation supported by Littlewoods to raise money for charity.

The coverage achieved by Littlewoods was substantial across numerous markets world-wide.

CASE STUDY

Coca Cola



On behalf of Coca Cola GB, Cartmell Communications orchestrated various events to promote the unique Coca Cola mission statement around the sponsorship of the Barcelona and Lillehammer Olympic Games.

Numerous nationwide events were held to promote health, fun and the refreshing taste of Coca Cola.

Cartmell's work on behalf of Coca Cola also included a very successful promotion involving Soccaball. This Pan European and UK promotional activity was linked to on-pack promotions and retail brand development.

CASE STUDY

Littlewoods Home Shopping



On behalf of Littlewoods Home Shopping Cartmell promoted a series of fashion shows in unique locations.

A celebrity cat walk show was held at London Bridge with Anthea Turner and Annabel Croft, who was kind enough to bring her two youngsters to the show as probably the two youngest models Littlewoods had ever used in a fashion show.

The nationwide media coverage was outstanding.



CASE STUDY Pavilion Motorway Services

Cartmell Communications orchestrated on behalf of Pavilion Motorway Services, a unique series of promotions around the country using large cold air inflatables such as Fred Flintstone and the Esso Tiger.

Due to the Department of Transport's very strict approach to promotion of motorway services, use of cold air inflatables allowed Cartmell's to generate much coverage without breaking the very strict rules.

Cartmell Communications was responsible for the launch of the Pavilion Motorway Service network throughout Britain. It involved a series of imaginative promotions using giant inflatables to attract the family.



CASE STUDY Magna Industries



On behalf of the worlds largest car part manufacturer, Magna Industries of Ontario, Canada, Cartmell has developed a unique sports foundation to promote honour amongst athletes.

Magna were keen to use an element of their turnover towards a charitable initiative and had taken steps in the USA to set up a foundation called OATH. Cartmell has helped develop this into a global foundation with branches in Russia, South Africa, Europe and the Far East.

Cartmell orchestrated a major conference at the UN Plaza in New York to bring together international athletes and administrators to help devise an ongoing strategy for the foundation.

CASE STUDY

Tesco



Cartmell Communications is engaged by Tesco; Britain's largest private sector developer to assist the company in securing planning permissions for new sites.

Cartmell has worked with Tesco to create a unique regeneration strategy which means that the company can seek permission to build larger stores in urban areas, using regeneration and job creation as the catalyst.

Cartmell is currently retained to work on the regeneration strategy nationally and has undertaken Public Affairs and direct communications activity to support each of the applications.

The work is supported at Ministerial level and has the approval of Government agencies including The Basic Skills Agency and The Employment Service.

CASE STUDY

First Leisure



First Leisure gave Cartmell's an open brief to promote the Centenary of the Tower; one of Britain's oldest and best known architectural landmarks.

The Company suggested a unique idea to repaint the structure in gold, the cost of which was covered by Dulux.

The resulting coverage on network TV and national press not only helped to increase the number of visitors by 40% but also raised the share price of the Company.

CASE STUDY

Arriva



Cartmell Communications is engaged by ARRIVA PLC to assist the company in the securing of the Northern and Transpennine Rail Franchises.

The Company is bidding to the Shadow Strategic Rail Authority to run the Northern Rail Franchise for the next 20 years.

Cartmell's is undertaking a consultation programme with all stakeholders and opinion formers to generate endorsements for the Company's bid.

The consultancy is working closely with all the technical and operational executives involved in putting together the 'Bid' document and working towards best and final offers.