



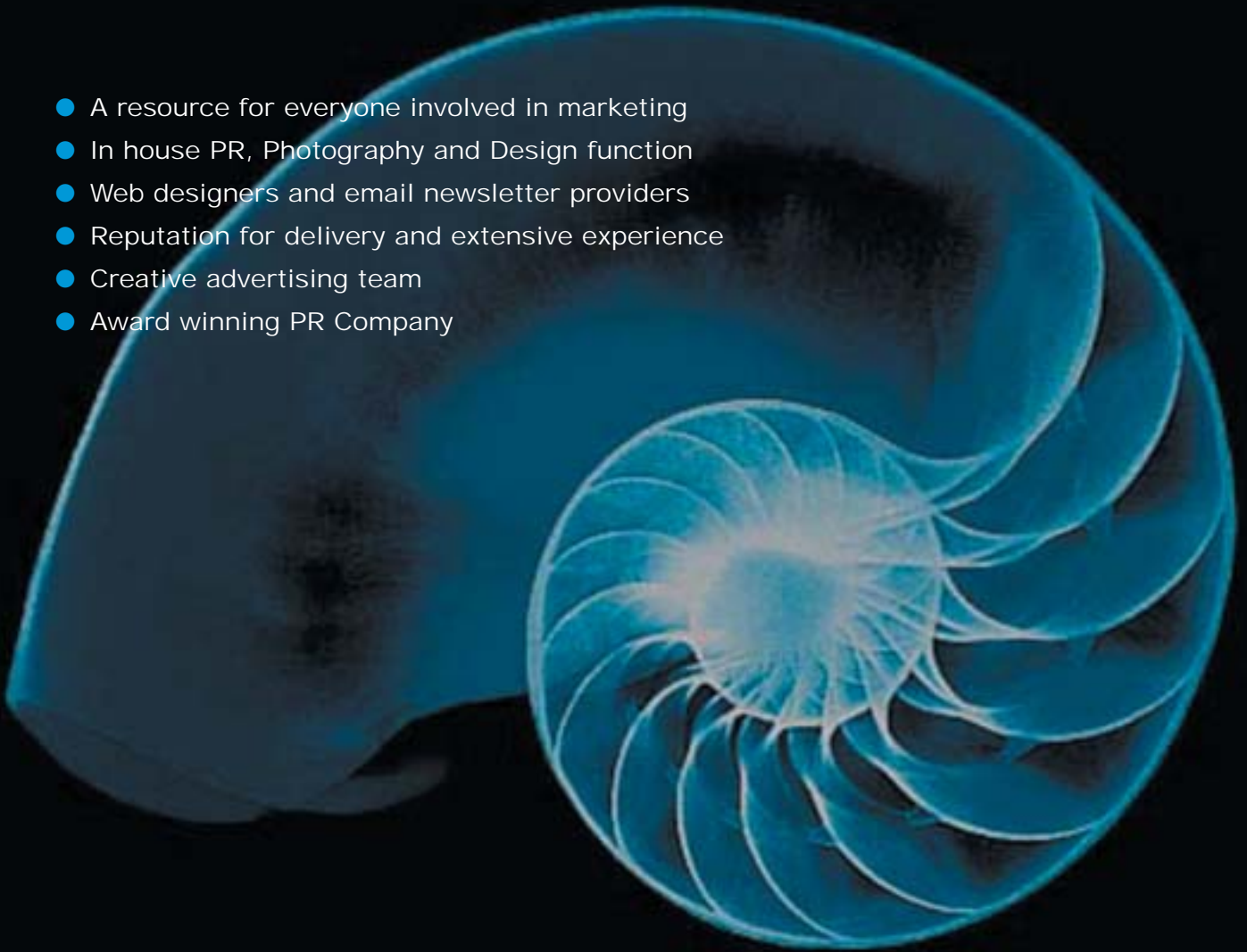
Cartmell Communications Evaluation and Credentials





Cartmell Lancaster – at a glance

- A resource for everyone involved in marketing
- In house PR, Photography and Design function
- Web designers and email newsletter providers
- Reputation for delivery and extensive experience
- Creative advertising team
- Award winning PR Company



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Cartmell – A resource for everyone involved in marketing



Cartmell is a quality marketing communications Company with offices in Lancaster.

The consultancy has a delivery driven approach that has assisted some exceptional companies deliver both large and small marketing campaigns.

No project is too small – as we still enjoy working on all aspects of marketing

The company's experience with the media nationally and regionally has made us one of the UK's leading specialists in unpaid for media.



- A leading marketing supplier
- Huge experience
- Extensive PLC client base
- Fast, quality solutions
- Independent advice
- Creative approach



We want our Clients to experience the following:

Objective	Leads to
Engagement	Enjoyment
Experience	Satisfaction
Trial	Loyalty
Involvement	Repeat

Culture

We are

Fast and creative

24-7

Over achievers

Committed to delivery

Brand builders

We are not

Inflexible

Driven by job sheets

Marketing nimbies

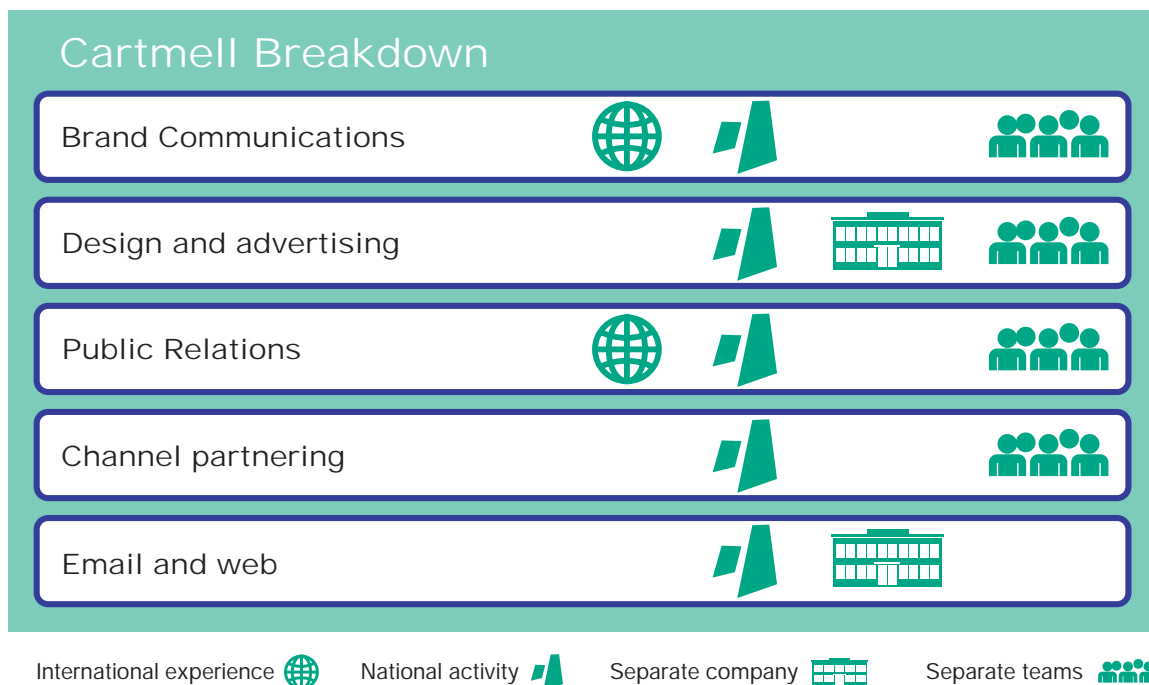
Parochial

Who cares?

Cartmell spends all our time analysing what works and what doesn't.

Cartmell has advised some of its clients for over 15 years, We tell our clients straight and we can initially save a lot of waste – especially in advertising.

Cartmell promotes itself as offering independent advice – then delivering on our advice.

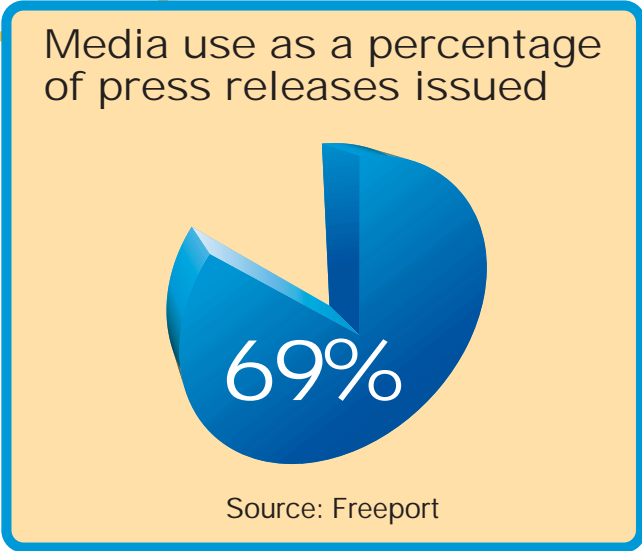
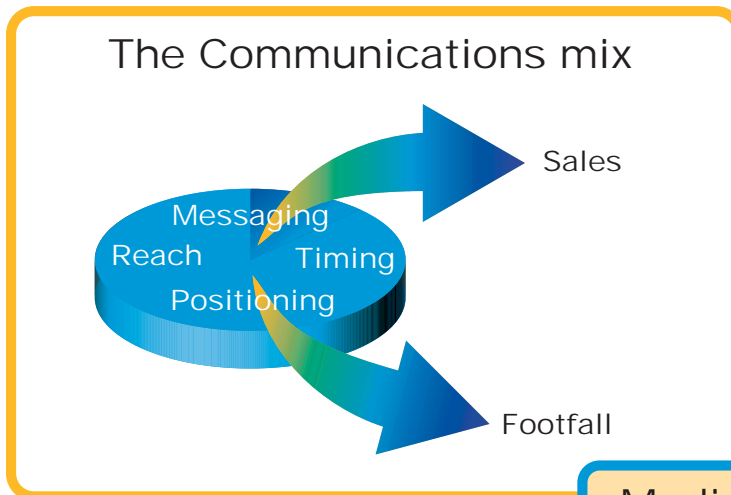




Client experience – they care

Cartmell has been retained by:

- UDV
- Hewlett Packard
- Hasbro
- Mattel
- Idea
- Sega
- ICI
- Seagrams
- Allied
- Reebok
- McCains
- A G Barr
- Arriva
- Pernod Ricard
- Magna Industries
- Smirnoff
- Barratt Homes
- Warner Bros
- Gilbeys
- Glaxo
- Shell International
- Sunderland Football Club
- Kentucky Fried Chicken
- Tesco
- Coca Cola
- Speedo
- Unilever
- Walkers Snackfoods



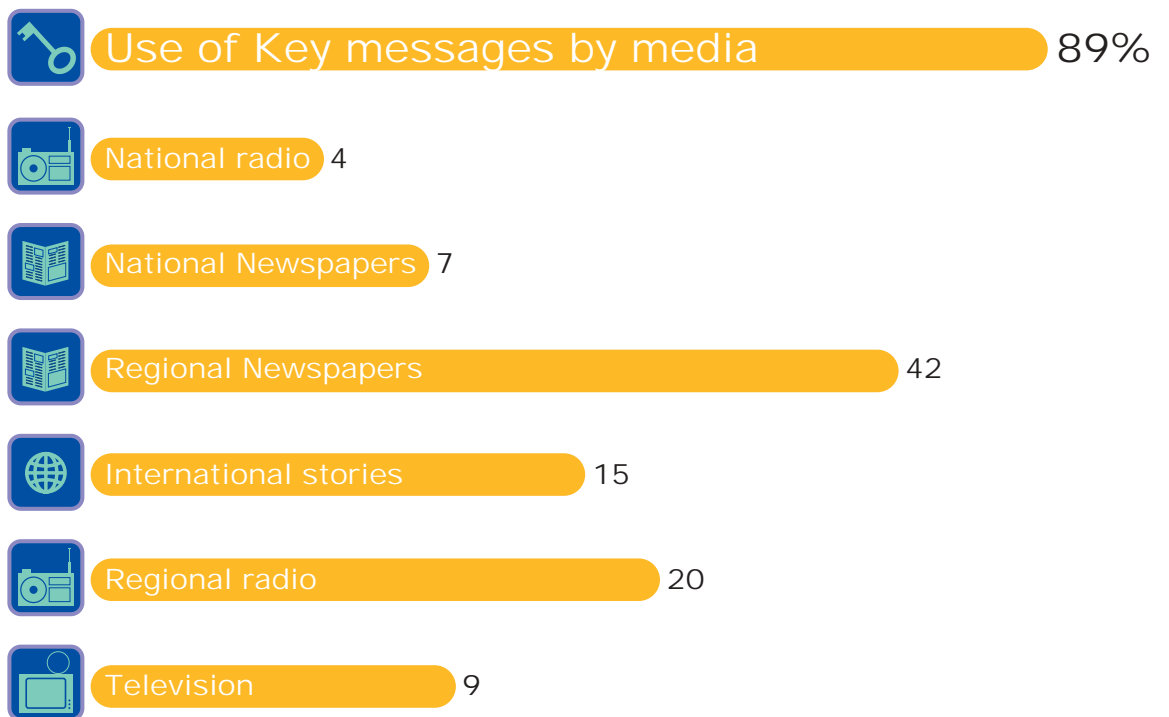
Satisfaction Survey

Percentage saying better service than others

Percentage saying significantly better service than other companies



Client: Freeport Leisure
Objective: Awareness of Christmas Opening Times





Don't put your
faith in prayer

cartmell



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