

WE ARE **CONTACT** WE ARE DIFFERENT.
WE OFFER A ONE STOP SOLUTION ...

WHATEVER YOUR PRODUCT OR SERVICE
CONTACT OFFERS A COMPLETE STRATEGY
FROM CONCEPTION TO COMPLETION.

OUR IN-HOUSE SERVICES CAN STRATEGICALLY
DRIVE A CAMPAIGN DELIVERING SUCCESS AND
THE ALL IMPORTANT RETURN ON INVESTMENT.

WHO WE ARE

CONTACT is an award winning company founded in 2002 by Susan French & Christine Taylor. The company directors and senior management have an understanding of the industry from over 20 years experience working with clients such as Unilever, Mars, Procter & Gamble, British Airways, Associated Newspapers, & Van den Burgh Foods.

CONTACT was originally established as a traditional Field Marketing Company, however over the years client's requirements have become more challenging, demanding a one stop solution. As a result here at **CONTACT** we have invested not only in our infrastructure, we have engaged carefully selected key players to join the **CONTACT** team.

We now offer complete campaign solutions; from concept to consumer – managed under one roof at a highly competitive rate...

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WE WERE INITIALLY SKEPTICAL THAT A FIELD MARKETING & SOLUTIONS COMPANY COULD CONSISTENTLY SUPPLY EXCELLENT PROMOTIONAL STAFF EVERY WEEK FOR SIX MONTHS. NOT ONLY ARE CONTACT PROFESSIONAL IN THEIR LEVEL OF SERVICE, THEY HAVE EXCEEDED OUR EXPECTATIONS. THE RESULTS HAVE BEEN SUPERB! WE ARE SO DELIGHTED WE HAVE RECOMMENDED CONTACT TO OTHER SUPPLIERS AND RETAILERS.

General Manager The Topping Pie Company

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CONTACT – IT'S A PEOPLE BUSINESS

Our business is all about people, both in the field and at head office. We believe in investing in recruitment and training. CONTACT'S Head Office staff regularly host recruitment fairs offering potential candidates the opportunity of a face to face interview.

CONTACT'S national database of over 21,000 staff is one of the largest in the industry and really does ensure full UK coverage. After registration each new member of **CONTACT** receives an indepth interview and a profile is generated, which allows the experienced head office recruitment team to select the most appropriate, experienced and skilled member of staff for each campaign.

Those with a proven track record are selected to join our CORE TEAM, representing clients on a regular basis.

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85% BOUGHT A NEW PRODUCT BECAUSE OF SAMPLING, COMPARED TO 67% WHO WATCHED A TV ADVERT

The Human Factor / RSGB

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WHAT WE DO

We use a range of traditional FIELD MARKETING strategies, vibrant new EXPERIENTIAL MARKETING methods and other BELOW THE LINE techniques to bring your product or service to the masses.

DEMONSTRATING, PRODUCT SAMPLING,
BRAND PROMOTIONS, POINT OF SALE
PLACEMENT, MYSTERY SHOPPING,
LEAFLETING, PUBLICATION DISTRIBUTION,
AUDITING, MERCHANDISING,
HOSPITALITY, EXHIBITIONS, DESIGN, POS
PRODUCTION, FULFILLMENT, WAREHOUSING,
INSTALLATIONS, EVENTS, ROAD SHOWS,
FIELD SALES, DOOR TO DOOR, DIRECT MAIL,
EXPERIENTIAL MARKETING.

ONE STOP SOLUTION

Do you need FSDU's designed, produced and placed for your new product launch? A Direct Marketing campaign that will deliver results...? Fulfillment and logistical services through our 30,000 square foot warehouse...? New fixtures and displays installed into retail outlets...? Your product Sampled or demonstrated...? 300,000 leaflets or magazines distributed weekly throughout the UK door to door or hand to hand ? A national Field Sales drive...? A merchandising campaign to ensure your products are on the shelf...? Auditing compliance to ensure your commercial agreements are being adhered to or perhaps a big presence at next years V-Festival...?



“

90% AGREED THAT PARTICIPATING IN A LIVE EVENT MARKETING EXPERIENCE WOULD MAKE THEM MORE RECEPTIVE TO MAKING A PURCHASE

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WAREHOUSING AND FULFILLMENT SERVICES

We can offer up to 30,000 square feet of warehousing. Our ethos is to use flexible resources that can be increased or reduced according to constantly changing business demands. The benefits of this business model are passed on to our customers through competitive unit based pricing.

A fantastic management team, inbuilt quality systems and flexible workforce ensure that each project is completed on time and to a high standard, we even run a seven day week operation in order to maximize output.

What can we offer you?

HAND / MACHINE ENCLOSING

- Collation whilst maintaining Mailsort order, bagging, tagging and mailing
- Matching personalised items
- Construction of boxes (folding/gluing)
- Leaflet insertion
- Applying stickers
- Attach items with glue dots

Machine enclosing – C6 to C4 paper enclosing up to 7 inserts Poly wrapping

Our quality checking procedures are fully documented and we have continuous spot checks throughout each job.

PICK & PACK / COLLATIONS

This arena includes new product launches, and preparation of “goody” bags.

We deliver a highly personalized pick and pack solution via end to end order processing, driven by our fulfillment management system (FMS)

Our ability to increase resources quickly and at no extra cost ensures that we can deliver to tight deadlines.

Whatever your campaign requirements **CONTACT** can offer you a one stop solution, including full warehousing facilities.



REPORTING AND TECHNOLOGY

CONTACT stands head and shoulders above the competition as a result of our continued investment in reporting methods and technology. We understand that associated with every campaign is financial accountability.

WE USE WEB, IVR AND MOBILE TECHNOLOGIES TO PROVIDE DATA CAPTURE, VALIDATION, LIVE REPORTING AND ANALYTICS. AT ANY GIVEN TIME YOU CAN SEE HOW YOUR CAMPAIGN IS PROGRESSING, ENABLING YOU TO IDENTIFY ANY CHANGING TRENDS DURING THE ACTIVITY. REPORTS AND PHOTOGRAPHS CAN BE SUPPLIED INSTANTLY & ACCURATELY ONLINE.



WHO WE WORK WITH

MAX FACTOR FLAWLESS PERFECTION FOUNDATION



THE BRIEF

Provide staff in Boots stores Nationwide to promote and demonstrate Max Factor's Flawless Perfection foundation with the objective of increasing brand awareness and sales.



THE ACTIVITY

CONTACT provided instore demonstrators in 150 Boots nationwide for a 10 day campaign. The staff firstly ensured that the FSDU was sited in the most prominent position, that it was fully stocked and all POS was displayed. The team then approached shoppers offering a free demonstration and product information, switch selling wherever possible.

THE RESULT

Over 89,000 customers were approached during the 10 day campaign with over 50,000 demonstrations being carried out. Following the success of the first campaign the client extended the promotion for a further 6 days in October.

FRUIT OF THE LOOM



THE BRIEF

Following the launch of Fruit of the Looms men's underwear, **CONTACT** selected a nationwide team of merchandisers to complete bi-weekly calls.

THE ACTIVITY

A team of 75 merchandisers tidy, merchandise and re-order stock for the Fruit of the Loom range, in well known stores nationwide.



THE RESULT

Due to the merchandising team calling bi-weekly it has enabled the stands to be kept in prime position within store. POS and stock are kept to planogram ensuring out of stocks are kept to a minimum generating an increase in sales

SPORT



THE BRIEF

To launch and distribute 250,000 free copies of Sport Magazine every week, targeting commuting males aged 20-45 in and around the London Underground Network.

THE ACTIVITY

We selected a team of 350 staff to distribute the magazine, from our extensive database of registered staff. The experienced head office team took complete control of all logistics and ABC reporting requirements.

THE RESULT

CONTACT successfully launched the magazine and increased awareness and distribution figures week on week. In a recent survey, 51% of sport readers have voted our distributors more friendly and approachable than its leading competitors.



HONDA



THE BRIEF

To install a variety of product display, internal signage and brochure displays within HONDA Motorcycle Dealerships, ensuring a consistent look throughout the HONDA estate on a nationwide basis.

THE ACTIVITY

After the products were manufactured and stored in a central warehouse, we liaised with each individual dealership to install and position displays and branding, to ensure maximum impact for the consumer..

THE RESULT

100% coverage achieved, complete with photographic reports and documentation to support successful completion. Extra value was added by managing the overall ordering process on behalf of each individual dealership and development of a catalogue for future dealer requirements..



CLIENTS & BRANDS

TESCO

LONDIS

PROCTER & GAMBLE

AL MARKETING

ALLDAYS

SCA - TORK

PANTENE

MARS GROUP, FLAVIA

SPORT MAGAZINE

HUGO BOSS

CALVIN KLEIN

THERMACARE

CHRISTIAN DIOR

DOLCE & GABBANA

CLAIROL

VALENTINO

FIT MAGAZINE

CLOTHES SHOW

ASDA

SAINSBURYS

FRUIT OF THE LOOM

HILTON HOTELS

LACOSTE

LEARNING SKILLS COUNCIL

GREENCORE

CARLISLE RACECOURSE

HERDSMAN STEAKS

FUTURE PERFECT

TEMPLAR DOWNIE

MAX FACTOR

SITHIAN PHOTO

MOSCHINO

OLAN MILLS PHOTOGRAPHY

BELLA MAGAZINE

LANCOME

SAGE GATESHEAD

OLAY

COW & GATE

PEDIGREE PET FOODS

LIBERAL DEMOCRATS

HOUSE OF DORCHESTER

PUBLIC HEALTH AUTHORITY

MILUPA

FRUITAPURA

SEFTON COUNCIL

MONARCH MOBILITY

SOUTH CENTRAL TRAINS

STONEGATE FARMS

EXFOLIGEL

FAIRY LIQUID

UNILEVER BROTHERS

VERSACE

VICKS FIRST DEFENSE

SILENT GLISS

ESCADA

DUNHILL

GUCCI

ORANGE

KIVETON'S KITCHEN

COSMOPOLITAN

ASPECTS

TECHNOLOGY SERVICES

WHAT'S IN IT FOR YOU?

Consumers are bombarded by media messages from an ever increasing marketplace; TV, Press Advertising and the Internet. The message is often lost in the crowds and so how can you monitor the success of a campaign?

This has made Below the Line Marketing a real asset to your campaign strategy. Which other marketing methods can show a 900% sales uplift during a single day's activity, whilst targeting specific consumers?

AT **CONTACT** WE LISTEN TO OUR CLIENT'S NEEDS AND WORK TOGETHER TO ADD STRATEGY TO A CAMPAIGN. BY COMBINING OUR SKILL BASE WE CAN MAXIMIZE ON RESULTS, FOR EXAMPLE; WE CAN DESIGN AND PRODUCE POS AND SALES COLLATERAL TO COMPLEMENT A NATIONAL FIELD SALES DRIVE...OFFERING A ONE STOP SOLUTION SO SAVINGS CAN BE MADE AND GREATER CONTROL OF THE CAMPAIGN CAN BE OBTAINED.

PROFESSIONAL PEOPLE FOR SUCCESSFUL CAMPAIGNS

MAKE
CONTACT...



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National Field Marketing and Brand Experience Awards Finalist 2007

