



Hello, I'm Monica

Welcome to my portfolio

Print | Brand | Digital



TOYOTA

ALWAYS A
BETTER WAY

From satisfaction to smiles

New opportunities to create fans

March 2015

**CUSTOMER
RECOMMENDATION**
Making Customers Smile

WHY are we moving to Customer Recommendation?

HP 3. It makes money

Three levels of customer happiness

DISSATISFIED	NEUTRAL	SATISFIED
Unhappy customers No customer loyalty, negative word of mouth, and high return rates	Not unhappy but not happy customers Neutral, no word of mouth, neutral word of mouth, and no return rates	Happy, and delighted customers Happy word of mouth, neutral word of mouth, and low return rates

Evidence shows that customers who recommend...

- Buy more
- Are more loyal to the brand
- Are more likely to refer
- Are more likely to buy
- Are more likely to buy

How much?

	Customer	Employee	Referral
Range of price	\$1,000	\$1,000	\$1,000
Customer	1	2	3
Employee	400	400	400
Referral	1	1	1
Customer Value	\$1,000	\$1,000	\$1,000
Referral Value	4	4	4
Referral Value	\$4,000	\$4,000	\$4,000

HP 4. It's fun to do

Customer Recommendation often results in a higher level of customer loyalty and a higher level of customer happiness.

Happy Staff = Happy Customers

Welcome

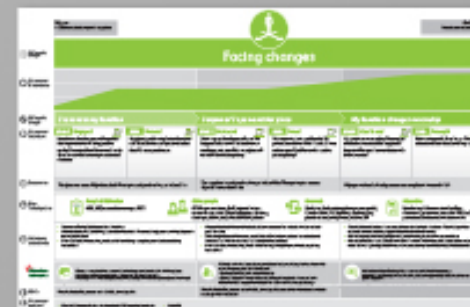
...even if we are not number one in sales or share... I want to be the number one brand in Europe in the hearts and minds of our customers...

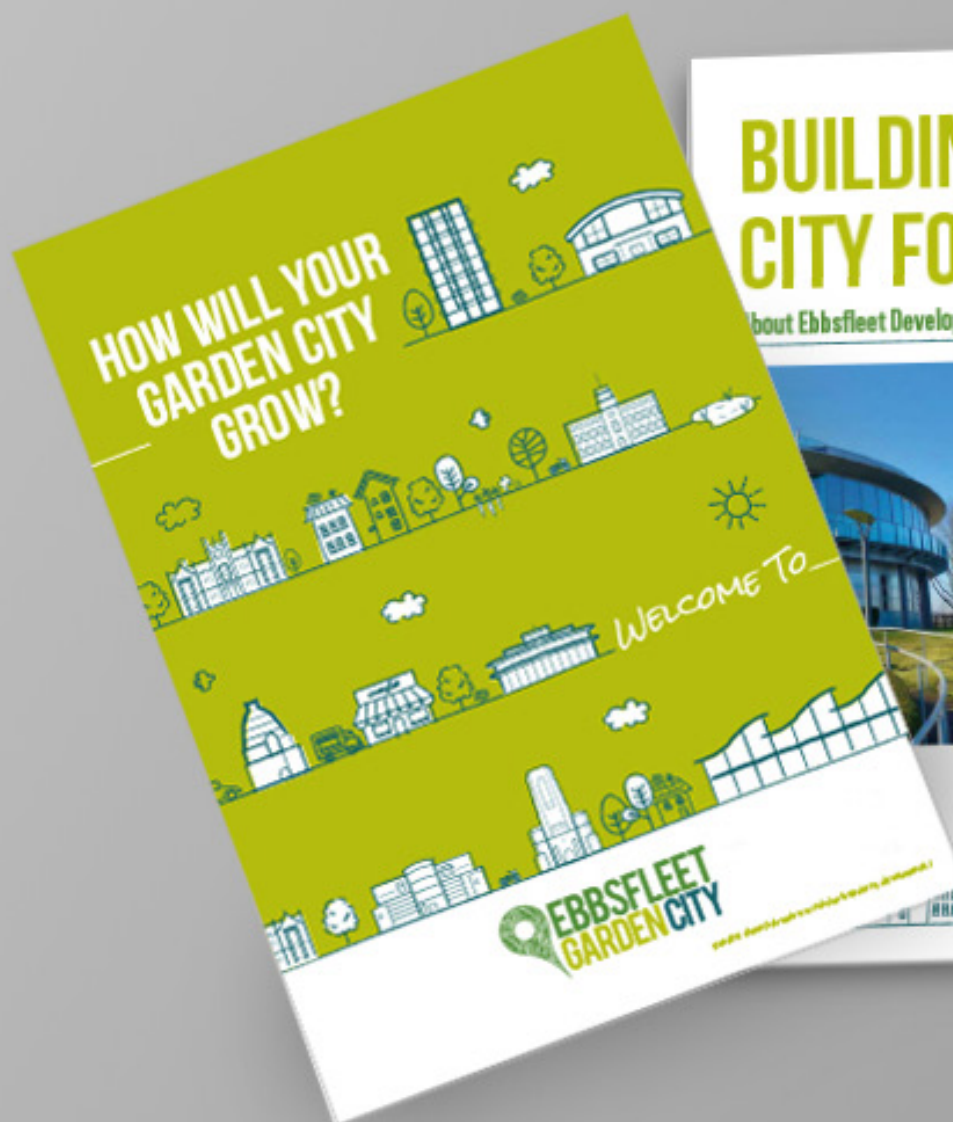
Abdo Toyota
President
Toyota Motor Corporation

Customer Recommendation - Making Customers Smile

We are making our people Customer Recommendation... It is designed to let us share our passion and knowledge with our customers and our employees.

S To get to heart and mind of customers, needs, emotions and wishes	M To get to heart and mind of customers, needs, emotions and wishes	N To get to heart and mind of customers, needs, emotions and wishes	I To get to heart and mind of customers, needs, emotions and wishes	L To get to heart and mind of customers, needs, emotions and wishes	E To get to heart and mind of customers, needs, emotions and wishes
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UltraSight[®] Xi
with Performance[™] You expect

New optically superior polarized lenses
combining strength with sustainability



Polaroid
Polarized Lenses

Stronger lenses from renewable sources

Customers want to go green. We already have. To create this high performing lens, Polaroid chose to develop materials from sustainable sources. Our eco-polymer lens material is made from cotton and wood cellulose esters, both natural and renewable sources. This contrasts with polycarbonate, commonly used for lenses, which is derived from crude oil – a finite global resource. Underlying our commitment to sustainability, Polaroid Lenswear's manufacturing center is certified to ISO14001 International Environmental Management Standards.

Lens properties

- ✓ scratch resistant
- ✓ UV protection
- ✓ glare reduction
- ✓ impact resistance
- ✓ anti-static
- ✓ non-toxic

Setting new standards



Impact Test

UltraSight Xi lenses are strong – very strong – exceeding the American National Standards Institute impact tests (ANSI Z80.3). Not only that, they also satisfy the Institute's high-velocity impact test, safety standard (ANSI Z80.3), absorbing energy generated from the impact of a steel ball traveling at a speed of 100mph. That's because of the unique 11 element composition. In impact situations, every eco-friendly element dissipates energy making UltraSight Xi incredibly shock absorbent. The impact resistance of this intelligent 1.6mm lens outperforms even thicker polycarbonate lenses.

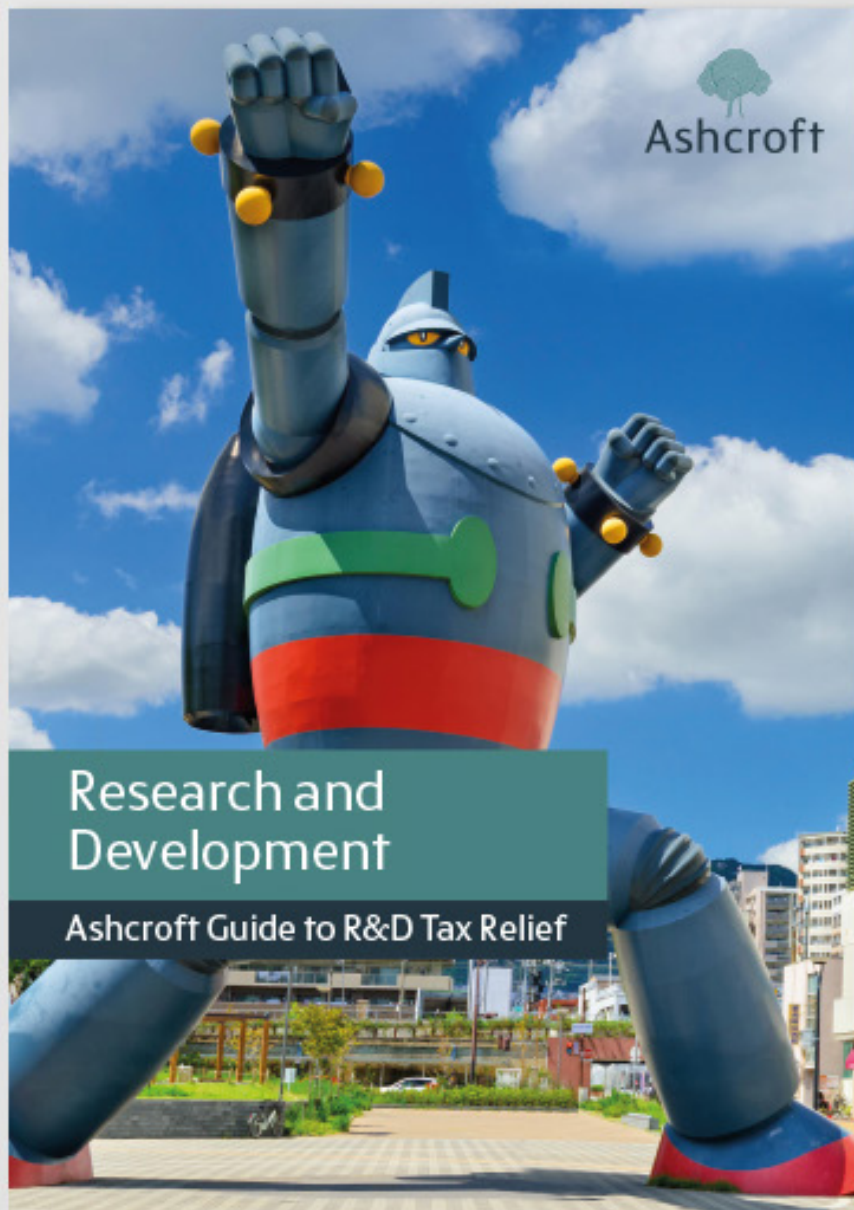


Thumb Test

Lenses pass the 'thumb test' too. This practical test is often used by optical professionals to test strength by applying pressure to the center of the lens. UltraSight Xi lenses remain flat and do not break under pressure.



UltraSight Xi. Sturdy, sustainable and safe.





STATION FIELDS FOXTON

The right location for strategic growth in South Cambridgeshire that delivers major local infrastructure as well as homes and jobs, and local water quality improvement.

AXIS
LAND PARTNERSHIPS

Why Foxton?

We believe this is the only location within striking distance of Cambridge City that ticks all of the boxes for additional homes in a sustainable location, within 10 minutes of major employment sites, via an existing railway station and which is not in the green belt.

As such, we present it for allocation within the emerging Local Plan as a significant contribution towards the homes already needed in the area.

Over the following pages, we explain why in more detail.



- ACCESSIBILITY**
Significant Accessibility Near Score
- SAFER TRAVEL**
Progress local safety issues for cycling and walking
- QUICKER COMMUNITY ACCESS**
Improve walking routes between local facilities
- WATER QUALITY**
New plans on long-term water quality near the River Cam
- CONNECTIVITY**
Improve connectivity with surrounding villages
- LOCAL GROWTH**
Local 'hot' services for surrounding villages
- COUNTRYSIDE PARK**
Countryside park accessible in the general public, allotments and managed green space
- WATER QUALITY**
Local facilities close to water sustainability projects
- SUSTAINABLE TRANSPORT**
Local facilities close to water sustainability projects
- UNLOCKS GROWTH**
Unlocks a potential to grow to 10-15 A10 corridor
- CONTRIBUTES TO THE HARBOUR GROWTH PROJECT**
Contributes to the Harbour Growth project
- UNIQUE OPPORTUNITY TO ENHANCE WATER QUALITY NEAR THE RIVER CAM**
Unique opportunity to enhance water quality near the River Cam

Homes For Everyone

A development large enough to meet varying local needs

- Supports Cambridge Biomedical Campus growth from 20,000 to 40,000 jobs and Cambridge Business Park, outside of High City, from green, near to sustainable transport
- Opportunity for Discount Market rate homes for Workforce Housing working families
- Mix of one- and shared ownership housing for local people and young people on the housing needs for looking to stay in the local area



Got your NPS® score. Now what?

NPSactivate
An action-oriented seminar to switch on the benefits of the Net Promoter® System

www.futurelab.net/NPStoolbox

FUTURELAB

Why Futurelab?
Our seminars are led by pragmatic, fast-thinking professionals with extensive 'on-the-ground' experience. Futurelab is an international consultancy with 100+ offices. Our seminars have delivered many of the world's largest NPS programmes in Europe and America. All our Associates have worked across NPS practice in the trenches of corporate reality and have been also obtained formal certification in the field.

Improve your NPS with our tools

NPS 101
A 1-day seminar to help you decide if NPS is right for your organisation
£1,500

NPS 201
A 1-day Rapid Audit to help you strengthen your NPS programme
£10,000

NPS 301
A 1-day seminar NPS Basics, expert insights & strategic recommendations
£10,000

The information on these and many other NPS tools can be found on our website at www.futurelab.net or by contacting us at info@futurelab.net

Get NPSactivate in your diary. **BOOK NOW!**
Duration: 1 day
Cost: £1,500
Download the full and complete NPSactivate seminar and book your place

Call: +32 2733 8332
NPSactivate@futurelab.net

Voice of the Customer stronger, sharper

calibrate
A 10-day Rapid Audit
Strengthen your programme
Sharpen your vision

www.futurelab.net/vocalibrate

Confirmit

Why Confirmit?
Confirmit is the only programme that is designed to help you improve your customer experience. It is a 10-day Rapid Audit that will help you identify the key areas for improvement and provide you with a clear action plan to improve your customer experience.

Build your VoC programme with Confirmit

Duration: 10 days
Cost: £12,500
info@confirmit.com
www.confirmit.com

• 27:58

A **28** hour day?

A totally integrated, automated system, Vocus is the leading online, FR management software. Working seamlessly with your existing procedures. It can free you of time-consuming admin, analysis and reporting.

The clock is ticking. Call Vocus today

www.vocus.com/onesolution
+44 (0)20 7776 9753
info@vocus-europe.com



Unlocking the value in *your* land.

Axis Land Partnerships, part of the Sir Robert McAlpine Group, helping landowners create value from land through land promotion and development services.

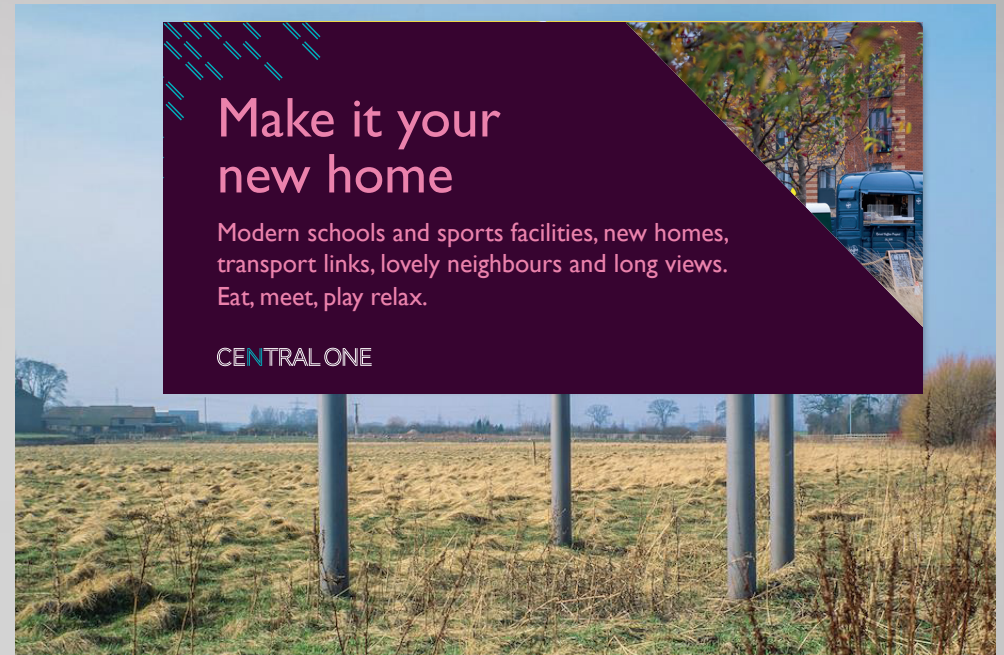
We work as a land partner to secure the best value for our landowners, taking on all the work needed to achieve a planning consent without them incurring any upfront costs.

If you are a landowner and want to understand more about how we can work as your land partner to help you get value from your land, come and talk to us on **STAND B92**.

We are discussing land promotion in the Carter Jonas Game Fair Theatre on Friday 26th July at 4pm, come and see us there.

AXIS
LAND PARTNERSHIPS

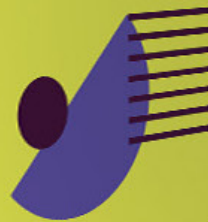
+44 (0)3335 663858
@YourLandPartner
axislp.com



Life in Balance, life in Northstowe

Modern schools and sports facilities, new homes,
transport links, lovely neighbours and long views.
Eat, meet, play relax.

N



 Northstowe Town Northstowe.com



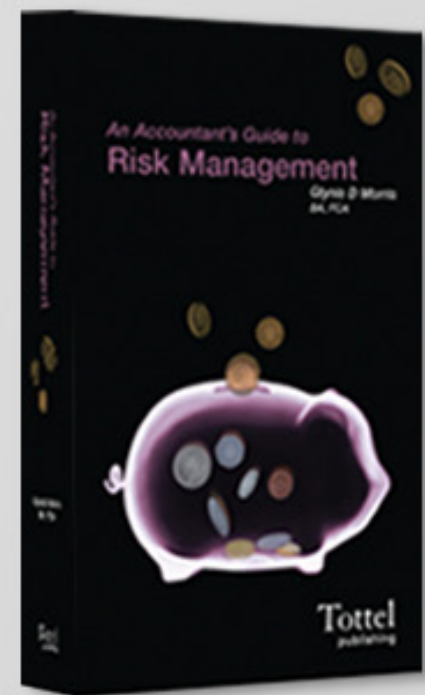
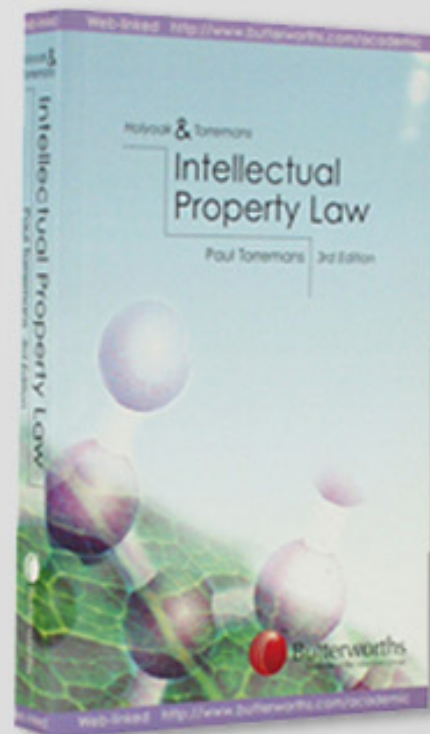
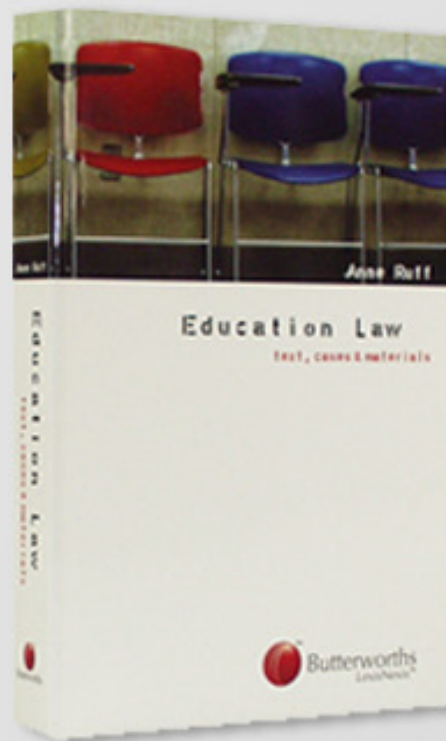
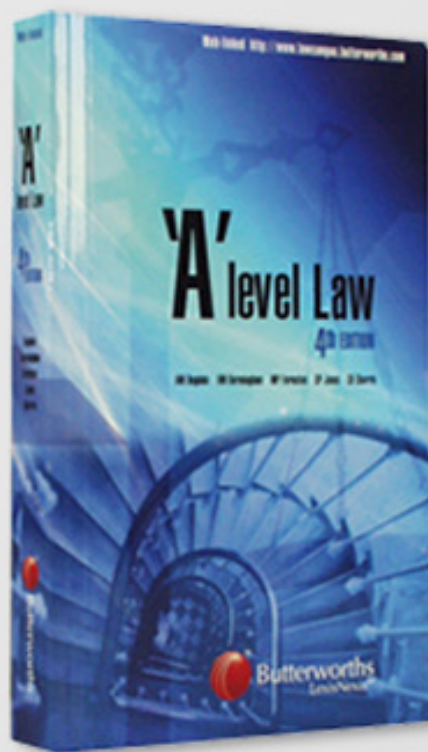
 Keepmoat

You can't with Keepmoat
Let's find your perfect home

www.keepmoat.com



 keepmoat







INJURED IN THE LINE OF DUTY?

PC David Rathband's Blue Lamp Foundation provides support to aid physical and emotional wellbeing for police, fire and ambulance service personnel who have been injured in the line of duty.

We can reimburse expenses for you and your family, pay for hire of medical equipment, cover the costs of residential treatment or ongoing treatment for PTSD.

If you or any of your colleagues have been injured, please contact us in confidence to discuss how we can help.

Contact your local Foundation Champion:

Email: info@bluelamp-foundation.org
Telephone: 0871 2345 999

For more information or a claim form visit: www.bluelamp-foundation.org

Follow us on  

Registered Charity Number 1188118



HELP OUR EMERGENCY SERVICES HEROES!

THANK YOU FOR YOUR SUPPORT

www.bluelamp-foundation.org

Follow us on  



WANT TO DO YOUR BIT FOR CHARITY?

Help us to help our emergency services heroes...

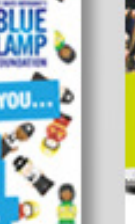
PC David Rathband's Blue Lamp Foundation provides support to aid physical and emotional wellbeing for police, fire and ambulance service personnel who have been injured in the line of duty.

We have groups and individuals all over the UK actively fundraising through a wide variety of events and activities so that we can help our emergency services heroes should the worst happen.

Interested in getting involved?

For more information, to get a copy of our fundraising pack or to make a donation, visit: www.bluelamp-foundation.org

Email: info@bluelamp-foundation.org
Telephone: 0871 2345 999



YOUR COLLEAGUES NEED YOU...

PC David Rathband's Blue Lamp Foundation provides support to aid physical and emotional wellbeing for police, fire and ambulance service personnel who have been injured in the line of duty.

We are recruiting voluntary Champions for every police, fire and ambulance service in the UK to work with our charity. If you can spare a little time, we would like to welcome you to join us, to raise awareness of the charity and how we can help any injured colleagues.

Interested in getting involved?

For more information or to volunteer to be a Champion for your service, visit: www.bluelamp-foundation.org

Email: info@bluelamp-foundation.org
Telephone: 0871 2345 999



FREE T-SHIRT OR POLO SHIRT

When you pledge to fundraise or donate £50

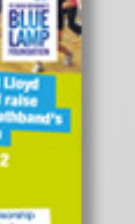
Pledge to fundraise or donate just £50 to the charity and we will give you a free t-shirt or polo shirt as a thank you!

Interested?

Send an email with 'Free t-shirt offer' in the subject line to: info@bluelamp-foundation.org

For more information or to make a donation, visit: www.bluelamp-foundation.org

Email: info@bluelamp-foundation.org
Telephone: 0871 2345 999



Take part in the David Lloyd Fitness Challenge and raise money for PC David Rathband's Blue Lamp Foundation

Sunday 1st July 2012
Slidcup, Kent

The challenge:
Raise a minimum of £100 sponsorship and compete in Body Attack, Body Combat, Body Jam, Spin and Zumba.

For more information or to sponsor, visit: www.bluelamp-foundation.org

Email: info@bluelamp-foundation.org
Telephone: 0871 2345 999



SCHOOL'S OUT!

100

100 Things to Do Before Summer Vacation

Category	Item	
SCHOOL SUPPLIES	1. Buy new school supplies	
	2. Buy new school clothes	
	5. Buy new school folder	6. Buy new school notebook
	7. Buy new school pencil	8. Buy new school eraser
	9. Buy new school ruler	10. Buy new school compass
	11. Buy new school protractor	12. Buy new school calculator
	13. Buy new school stapler	14. Buy new school hole punch
	15. Buy new school glue stick	16. Buy new school glue
	17. Buy new school tape	18. Buy new school string
	19. Buy new school yarn	20. Buy new school fabric
SCHOOL ACTIVITIES	21. Read a book	
	22. Watch a movie	
	23. Play a game	
	24. Draw a picture	
	25. Write a letter	
	26. Make a craft	
	27. Cook a meal	
	28. Bake a cake	
	29. Plant a garden	30. Water the plants
	31. Clean the house	32. Wash the car
33. Mow the lawn	34. Take a walk	
35. Go for a run	36. Ride a bike	
37. Swim in the pool	38. Go to the beach	
39. Visit a friend	40. Visit a family member	
41. Go to a concert	42. Go to a game	
43. Go to a museum	44. Go to a zoo	
45. Go to a park	46. Go to a library	
47. Go to a store	48. Go to a restaurant	
49. Go to a doctor	50. Go to a dentist	
51. Go to a hair salon	52. Go to a barber	
53. Go to a spa	54. Go to a massage	
55. Go to a gym	56. Go to a dance class	
57. Go to a yoga class	58. Go to a pottery class	
59. Go to a painting class	60. Go to a sewing class	
61. Go to a cooking class	62. Go to a gardening class	
63. Go to a driving school	64. Go to a first aid course	
65. Go to a CPR course	66. Go to a life guard course	
67. Go to a swimming course	68. Go to a surfing course	
69. Go to a scuba diving course	70. Go to a rock climbing course	
71. Go to a horse riding course	72. Go to a golf course	
73. Go to a tennis course	74. Go to a basketball course	
75. Go to a soccer course	76. Go to a baseball course	
77. Go to a softball course	78. Go to a volleyball course	
79. Go to a badminton course	80. Go to a table tennis course	
81. Go to a chess course	82. Go to a checkers course	
83. Go to a backgammon course	84. Go to a pool course	
85. Go to a billiards course	86. Go to a darts course	
87. Go to a snooker course	88. Go to a bowling course	
89. Go to a curling course	90. Go to a figure skating course	
91. Go to a ice skating course	92. Go to a roller skating course	
93. Go to a roller coaster	94. Go to a water park	
95. Go to a theme park	96. Go to a zoo	
97. Go to a museum	98. Go to a library	
99. Go to a store	100. Go to a restaurant	

[illegible]

SQUARE :-
A place where
everyone gathers
to shop and whatnot.

Below the frame, a row of logos for various brands is displayed, including Amazon, Flipkart, and others.

**TRINITY
CARES**

**Keeping you safe in
these uncertain times**

- Social distancing measures
- One-way shopping system
- Free hand sanitising stations
- Caring for our community

 www.trinitygospelcare.co.uk
There's something for everyone

#TrinityCares

TOILETS OPEN

Our public toilets are now open
 Monday to Saturday 09:00 – 18:00
 Sunday 10:00 – 18:00

Because of the problems you have experienced in our public toilets, we have taken the decision to close all public toilets until we have been able to complete the works. We are sorry for the inconvenience this has caused and will be working to complete the works as quickly as possible.

We have now been able to complete the works and the toilets are now open. We are sorry for the inconvenience this has caused and will be working to complete the works as quickly as possible.

[#toiletsopen](#) [@council](#)

TENANTS' NEWSLETTER
 SPECIAL ONE - 100 PAGES

FLUSHED WITH PRIDE

Like most people, we're proud of our town and the things it has to offer. We're proud of the people who live and work here, and the things they've achieved. We're proud of the things we've done together, and the things we're still doing. We're proud of the things we've achieved, and the things we're still doing.

[#flushedwithpride](#) [@council](#)



STAY
and
PLAY
AT TRINITY SQUARE

**DAY
RATION**
9 May 2020

rd Community Centre
Lynnes Rise, Buntingford

to 22.00 -
g band

ed - funfair
ncy castle,
ALL FREE

play

icle display

post (TBC)

rees competition -
diffe chryses or toras

E ENTRY



THE SHOW MUST GO ON!



UNsung HERO AWARD

Buntingford will honour 2 local people who have made a significant, voluntary, positive contribution to our community:
• 19 years old or under winner
• 20 years old or over winner

Who deserves to win?

Tell us who deserves this accolade. Use the nomination form overleaf. Extra forms are available from The Manor House or various outlets around the town or nominate online at www.b-hero.co.uk.
Buntingford Town Mayor will announce the winners at the Annual Lights of Love Ceremony on Friday 29th November 2019.

Closing date for nominations: 1st November 2019.



Sponsored by Buntingford Town Council
Buntingford Council of Commerce and
Buntingford Civic Society

Teddy Bear Appeal

Do you have a new or nearly new teddy bear that needs a new home? Please donate it to Trinity Square for our One Great Day family fundraising event



Your bear will get a loving new home and you will have helped to raise money for two great children's charities

You can post or deliver your bears before 1st June 2020 to:
The Marketing Department, Management Suite
7 Trinity Square, Gildershead, HCS 14G

There's something for everyone



Wednesday 2
12pm -
Free



Christmas 2020 at The Cheese Plate
You may not be able to have your normal Christmas but you can still have your normal Cheese Plate cheese



Easter Eggstrevengerze

Free family entertainment

Petting Zoo with chicks and rabbits
Arts and crafts, Chocolate Eggs
Face painting
Meet the Easter Bunny

**Good Friday 10th April 2020
11am - 3pm**



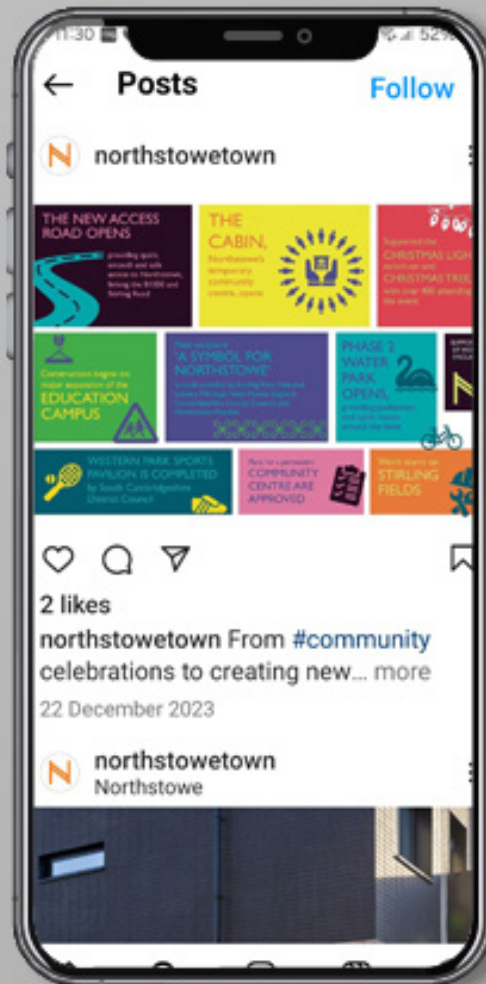
jo mord

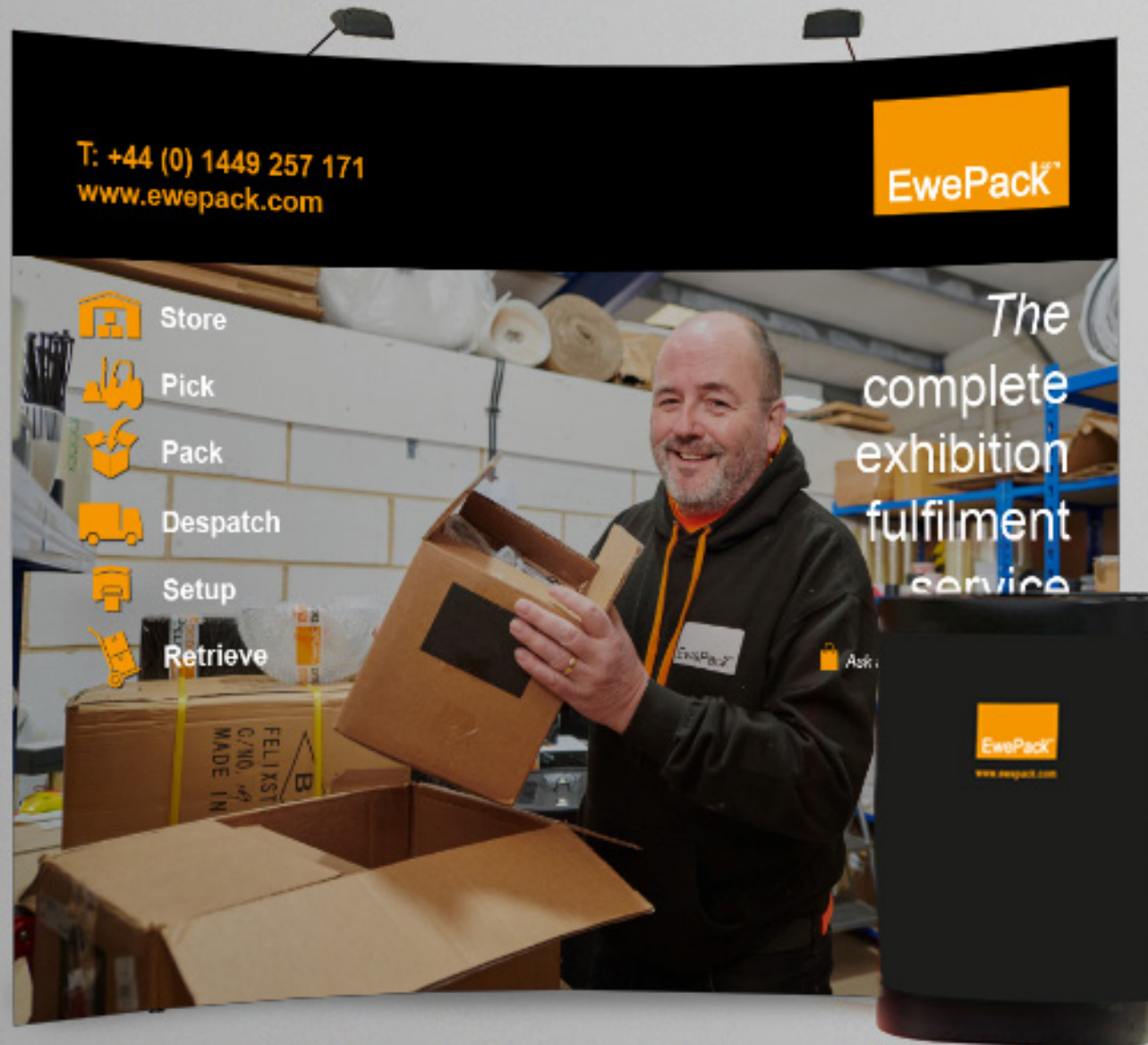
Our clients
better than
We just o

Yours

"I love coming
to Morden, I
guarantee
colour is al
perfect an
are really

"Thank
for my
picks f
I got o
and





Brand



Brand



marketing minders
managing your marketing success



pr minders



event minders



project minders



creative minders



social media minders



marketing minders
managing your marketing success



marketing minders
managing your marketing success

Sharon Ashurst
Director

Mobile: 01273 861 476
Office: 01273 861493
E: sharon@marketingminders.co.uk
www.marketingminders.co.uk

Marketing Minders Ltd
Rottarlam House
115 Quayle
Newcastle upon Tyne
NE1 3DY



media minders
managing your social media success



marketing minders
managing your marketing success

with compliments

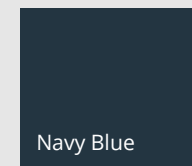
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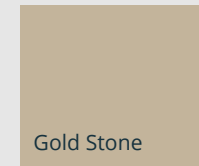
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Rottarlam House
115 Quayle
Newcastle upon Tyne
NE1 3DY

Office: 01273 861493
E: info@marketingminders.co.uk
www.marketingminders.co.uk

Brand



Navy Blue



Gold Stone



Rich Gold

C 86
M 64
Y 50
K 55

R 35
G 53
B 65

WEB: 233641

C 25
M 25
Y 40
K 0

R 203
G 187
B 160

WEB: cbbb9f

C 45
M 51
Y 99
K 27

WEB: 81661e

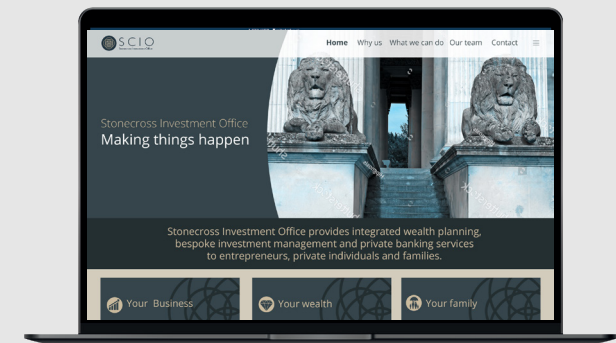
Mark at 100%



Mark at 20%



Mark blue on blue



Font

Open Sans

Headers and body copy

Light

Regular

Italic

Semi Bold

Bold

Why us?

Stonecross provides integrated wealth planning, bespoke investment management and private banking services to entrepreneurs, private individuals, and families. We understand that our partnership with you and your family should endure and evolve for years and even decades.

Each solution we create is unique and tailor-made to an individual's needs and our years of experience allow us to find the perfect path for our clients.

If you asked yourself the following questions, what would be the answer?

- Are you and your family's finances set up in a tax-efficient manner?
- Do you have a clear picture of what your heirs stand to inherit and on what terms?



The collage displays various branding materials for Marketing Zone:

- Style Guide:** A document titled "Marketing ZONE" detailing the brand's color palette (CMYK values for yellow, cyan, magenta, and black), the logo "The Mark", and a list of fonts (Rockwell Light, Rockwell Light Italic, Rockwell Regular, Rockwell Regular Italic, Rockwell Bold, Rockwell Bold Italic, Century Gothic regular, Century Gothic italic, Century Gothic bold, Century Gothic bold italic). It also includes an "Exclusion Zone - Minimum 5mm all round" and a "Web font Vercana".
- Business Card:** A card for Mark Ganellin, Managing Director, featuring the Marketing Zone logo, contact information (phone, email, website), and address (The Red House, 84 High Street, Buntingford, Herts SG9 9AJ).
- Brochure:** A brochure titled "Get in the Zone" with a list of services (Branding, Strategic campaigns, Public relations, Websites, Design and communications, Online marketing) and the website address.



Rockwell Light
 Rockwell Light Italic
 Rockwell Regular
 Rockwell Regular Italic
 Rockwell Bold
 Rockwell Bold Italic

Century Gothic regular
Century Gothic italic
Century Gothic bold
Century Gothic bold italic

Exclusion Zone - Minimum 5mm all round



Marketing
ZONE

 CMYK - 30,0,100,0
 CMYK - 70,10,0,0
 CMYK - 50,100,0,0
 CMYK - 0,0,0,100

Jack and Jill

of the large household the large household
the large household the large household
the large household the large household
the large household the large household
the large household the large household
the large household the large household
household the large household the large
household the large household the large

Web font
Verdana



Marketing
ZONE

Mark Ganellin
Managing Director

**BA(Hons), Dip.M,
Dip.Ed.M, PCIM
Chartered Marketer**
tel: 07800 419800
mark@marketinggains.co.uk

The Red House, 84 High Street
Buntingford, Herts SG9 9AJ
T: 01763 274440
www.marketingzone.co.uk

- Branding
- Strategic campaigns
- Public relations
- Initiatives
- Design and communications
- Online marketing

Get in the Zone
www.marketingzone.co.uk

Get in the Zone

Get In the Zone

Brand



top 1



top 2

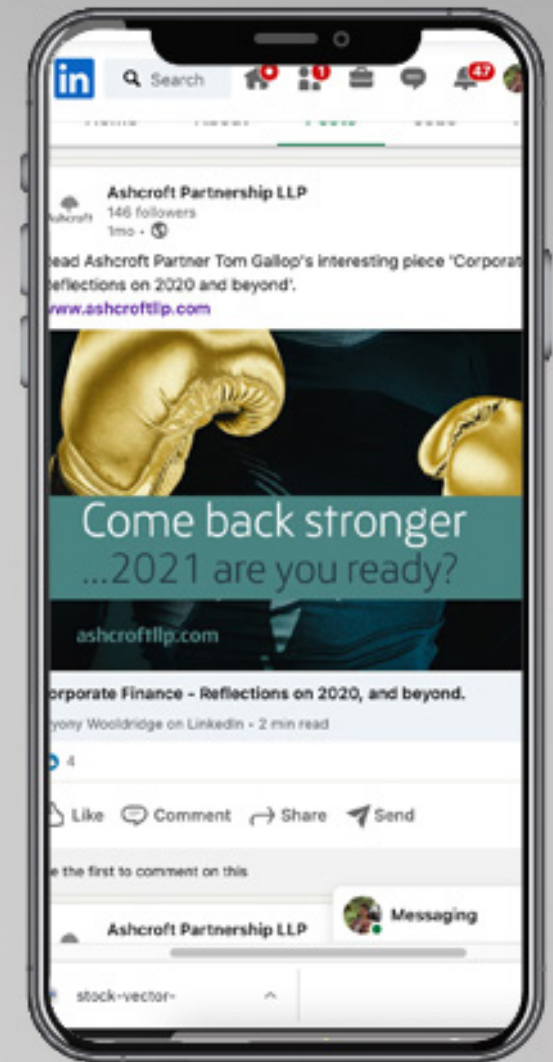
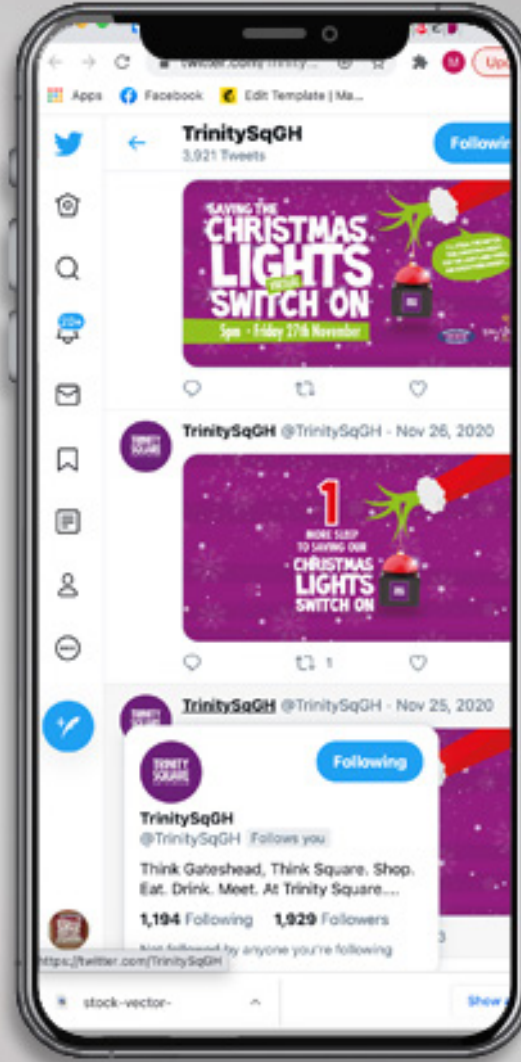
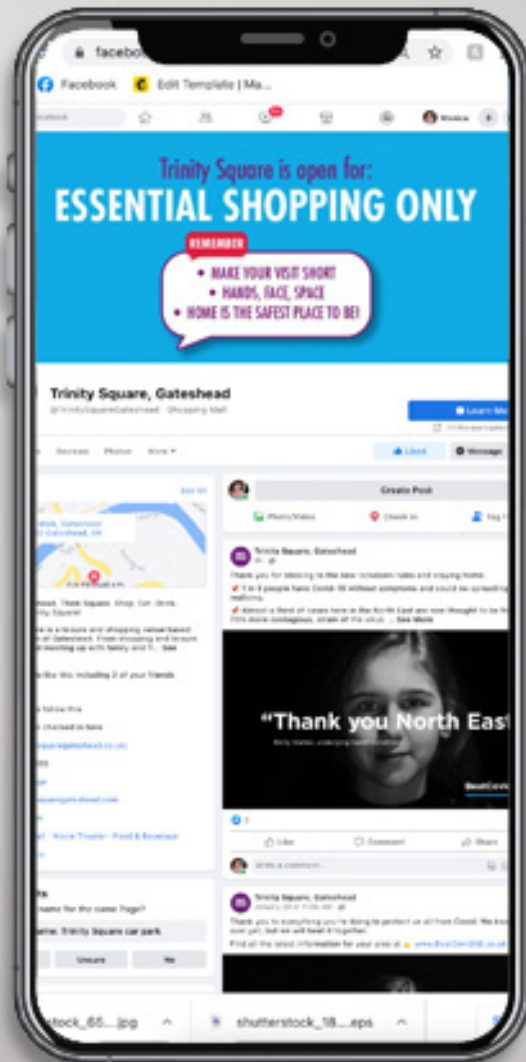


top 3

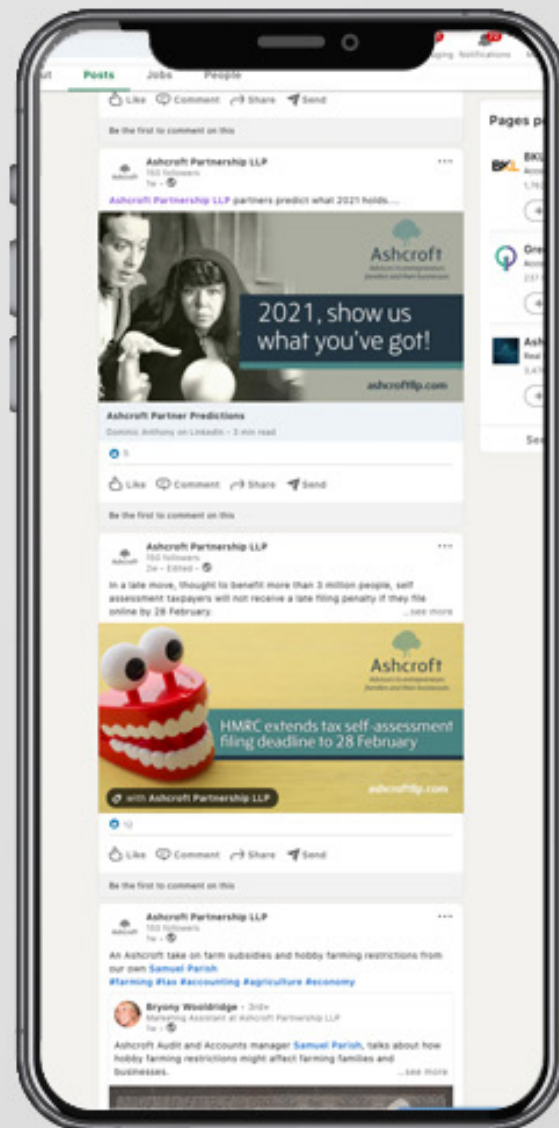
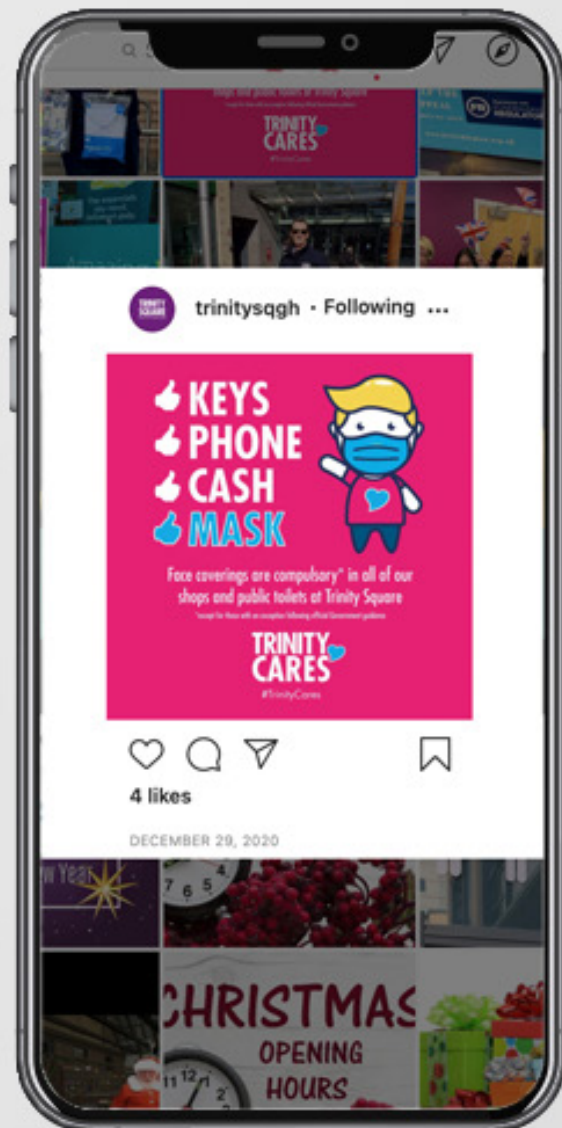


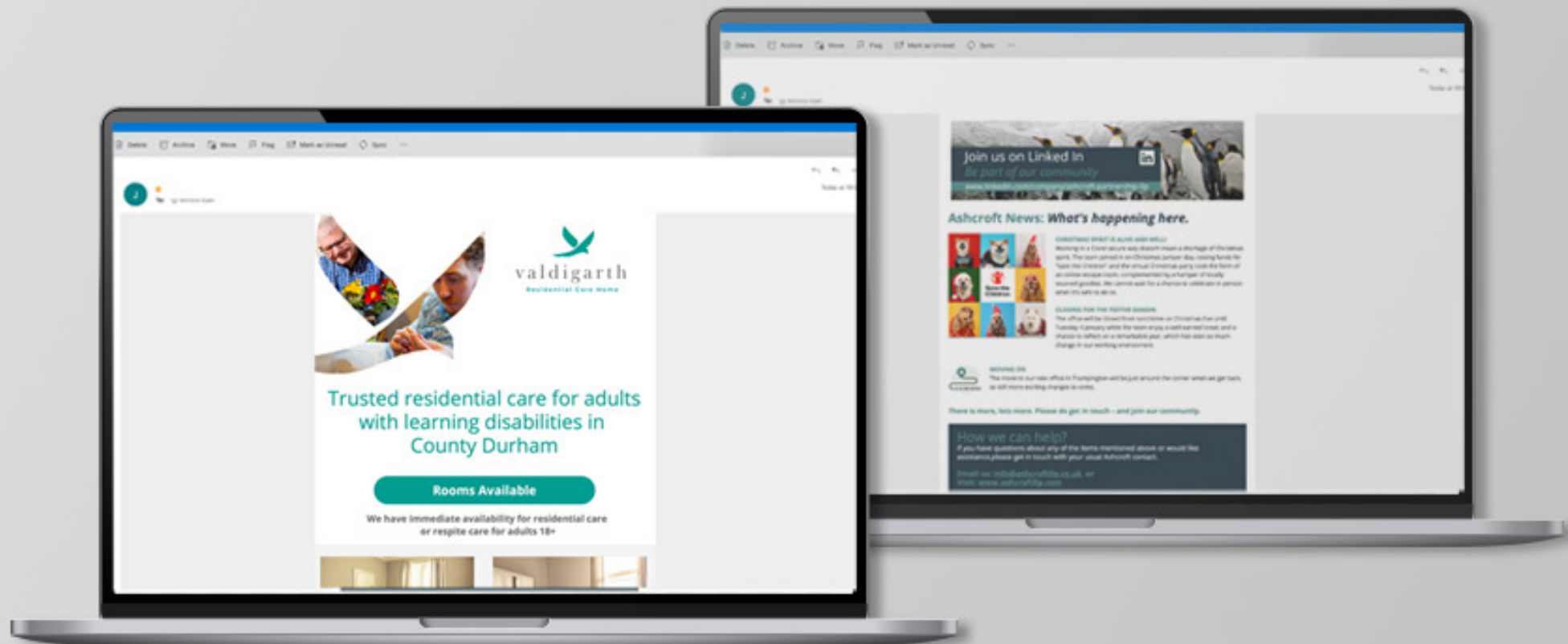
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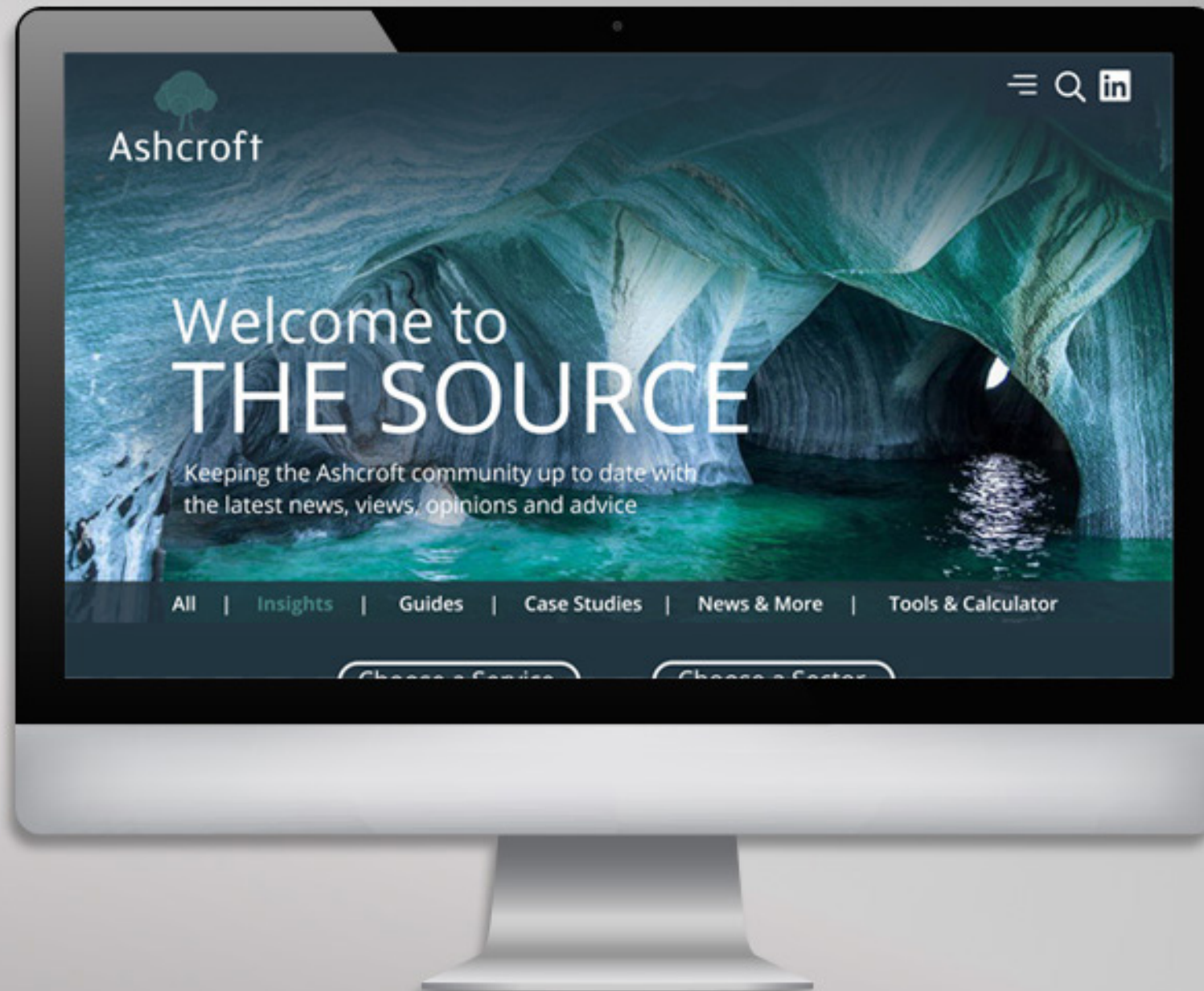
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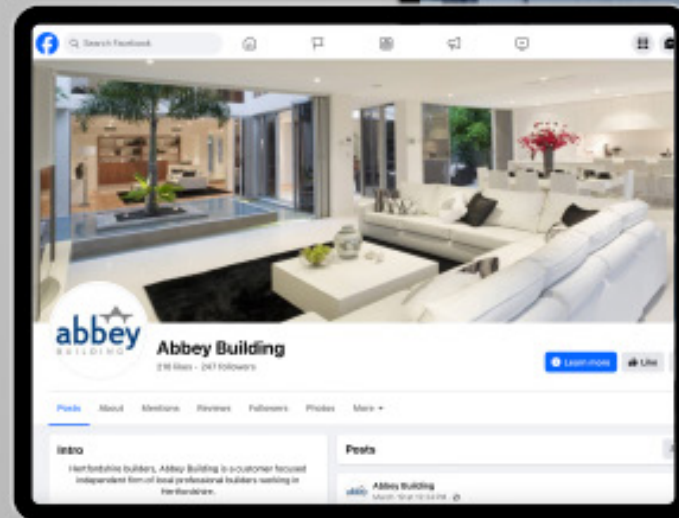








Digital



Digital

