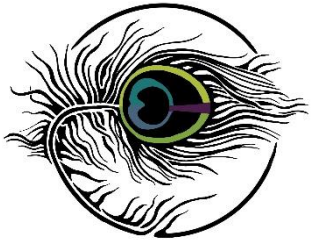
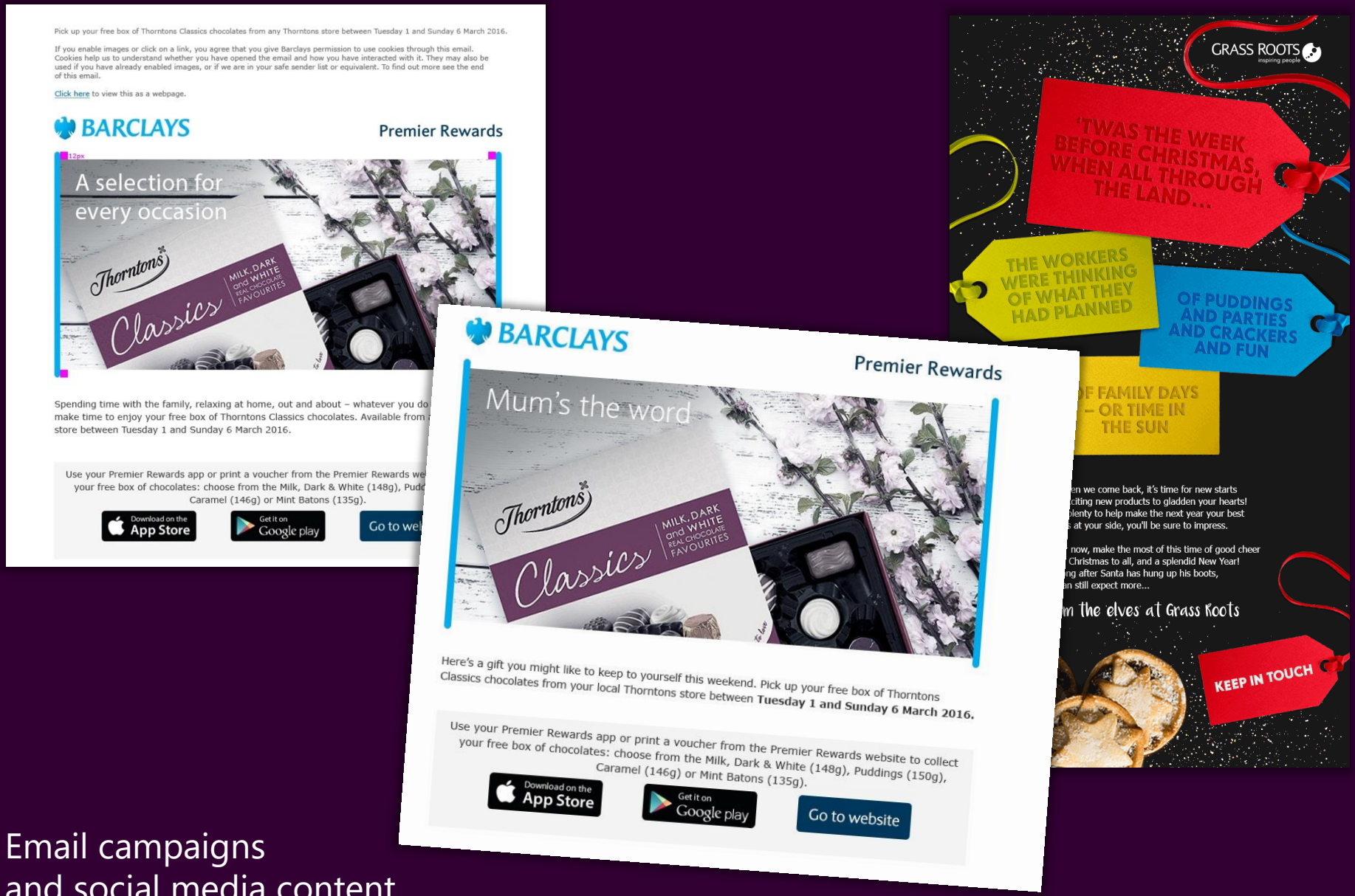


Copy examples

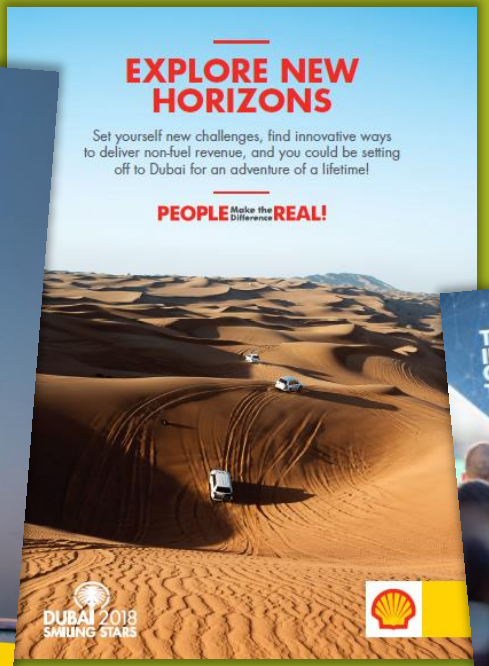
Annette Yates

contact:@annetteyates.com
(01442) 823406
(07901) 586921

Private and confidential, not for circulation



Email campaigns
and social media content



Advertising, mailers, posters and POS

IT'S BETTER ON THE INSIDE.

JOIN BMW & MINI TRADE CLUB.

Simply register online for access to:

- Significant savings on thousands of genuine BMW & MINI parts
- Exclusive promotional offers
- Specialist support from your chosen BMW & MINI Trade Club Dealer

All genuine BMW & MINI Parts are:

- Designed and tested by us
- Guaranteed to fit perfectly every time
- Made to the latest Specification
- Backed by a 2-year manufacturer's warranty*.

*Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure. For full terms and conditions visit bmwtradeclub.com.au/Information/Terms

JOIN THE CLUB bmwtradeclub.com.au

Dealer name
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Address line three, State postcode

BMW & MINI TRADE CLUB.

FOR THE REAL DEAL.

IT PAYS TO BE PART OF THE BMW & MINI TRADE CLUB.

- Significant savings on thousands of genuine BMW & MINI parts
- Exclusive promotional offers
- Expert support from your chosen BMW & MINI Trade Club Dealer

All genuine BMW & MINI Parts are designed and tested by us.
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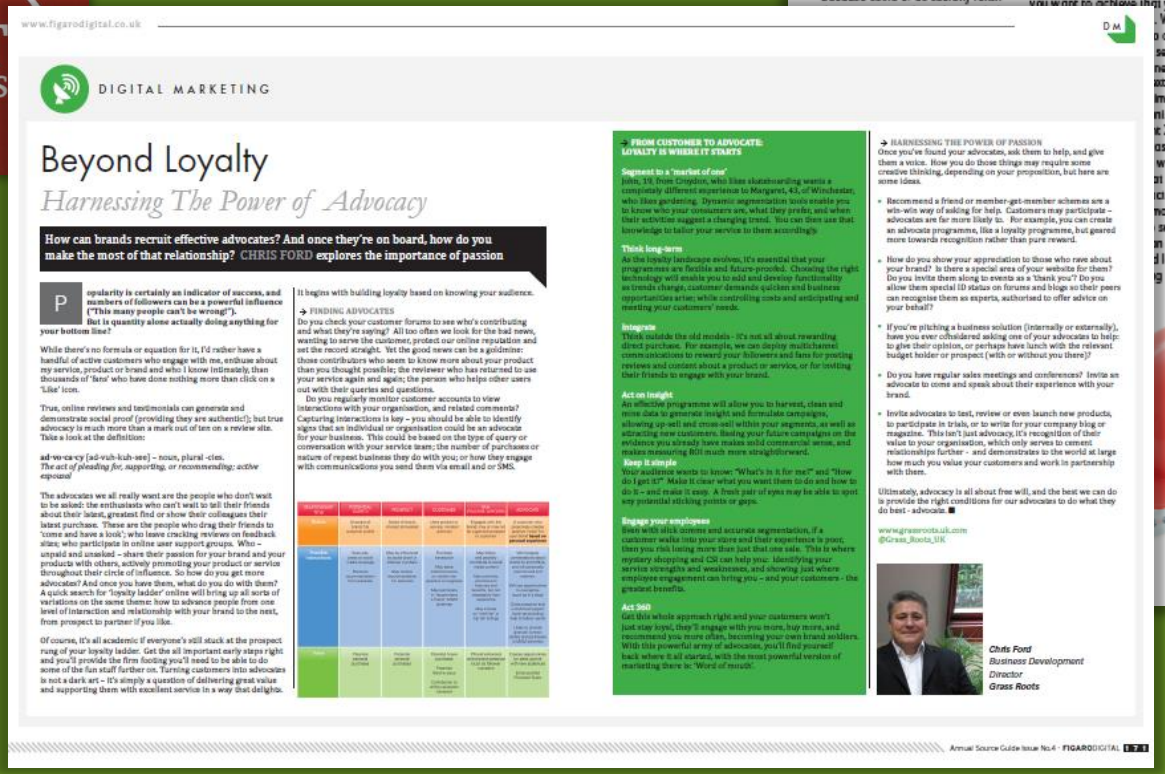
JOIN THE CLUB bmwtradeclub.com.au

Dealer name
Address line one, Address line two
Address line three, State postcode

BMW & MINI TRADE CLUB.

Ghost-writing,
scripting and articles



Pitches, proposals and tender documents

EXECUTIVE SUMMARY

Working smarter, driving accountability

The Grass Roots proposal for Asda Assured Audits will not change the fundamentals of what is measured, how and when. Instead, we will apply our knowledge and experience to deliver a step change in the programme's effectiveness through a series of robust refinements, including:

- Visit and question rotation
- Spot checks to support coaching
- A new way of addressing repeated non-compliance
- Fully automated reporting delivered straight to the shop floor

Asda Assured will become an even more powerful tool for performance improvement. And as change will be evolutionary rather than revolutionary, there will be no need for disruption or bedding-in for stores, auditors or key stakeholders.

You will see a clearer and much more detailed picture of standards and trends. Stores will be empowered with more capacity to effect change, through better information, coaching and shared best practice; and store teams will be more accountable for their performance

The result will be cleaner stores: enhancing the Asda customer experience and strengthening and protecting your brand position.

We propose delivering a series of key enhancements at a lower cost than the current format – supporting Asda's Everyday Low Price philosophy.

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OUR APPROACH

Generating a channel-wide population of Sony advocates

The incentive begins with a learning-based section, comprising five levels which - once completed - unlock sales-based rewards. The logic behind this is simple: before sales can grow, staff need to feel confident and empowered to advise customers.

It all starts with a 'Free lunch on Sony' (or the equivalent) for completing a short online product training module.

Additional rewards then grow as more learning is completed in stages. The participant feels rewarded and empowered, and is then invited to create a 'Wish list' of personalised rewards for the sales they make using their extended knowledge of Sony products. Individuals will feel engaged and inspired to use that knowledge to earn those wished-for rewards through sales.

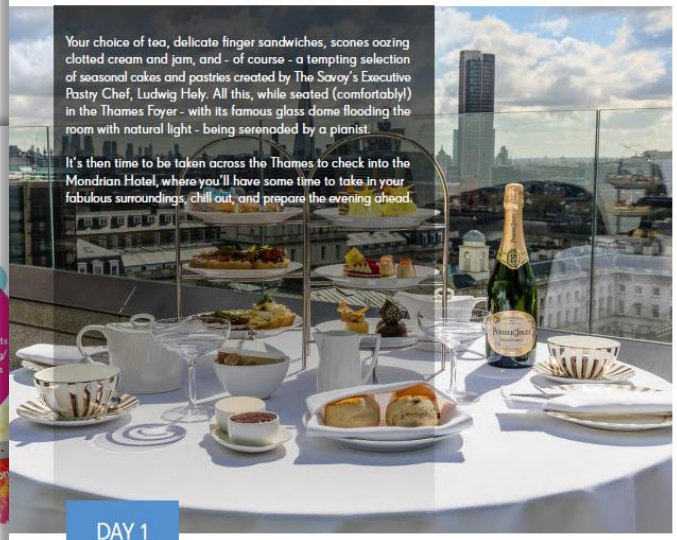
- Sony products will be awarded as spot prizes along the way, for achieving key landmarks such as reaching five registered product sales - this will further boost brand engagement and loyalty
- Underpinning it all will be the spirit of friendly competition between individuals, stores, regions and retailer chains

This innovative approach will raise the base level of knowledge of Sony products and deliver detailed reporting/ valuable sales insight across all your channels.

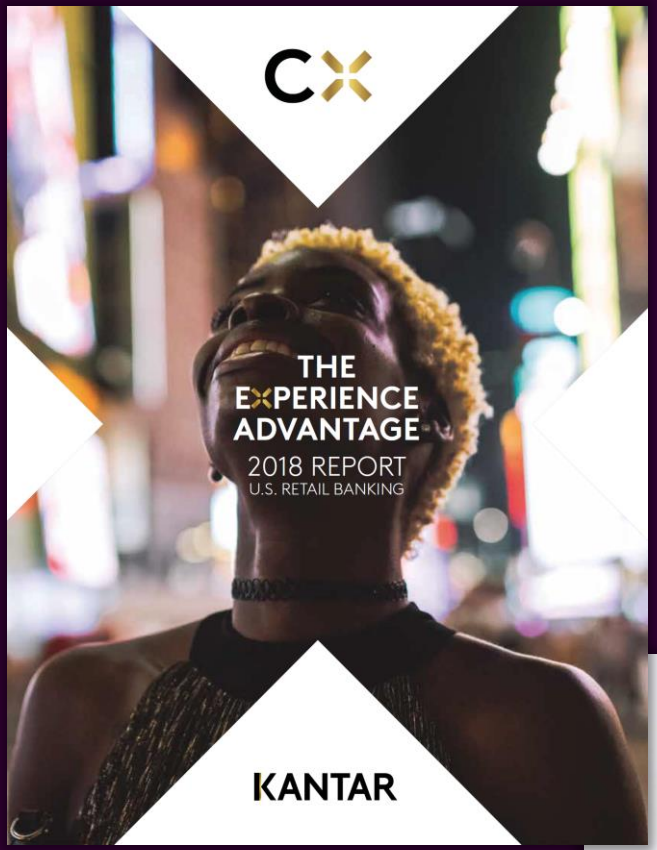
AFTERNOON TEA AT THE SAVOY

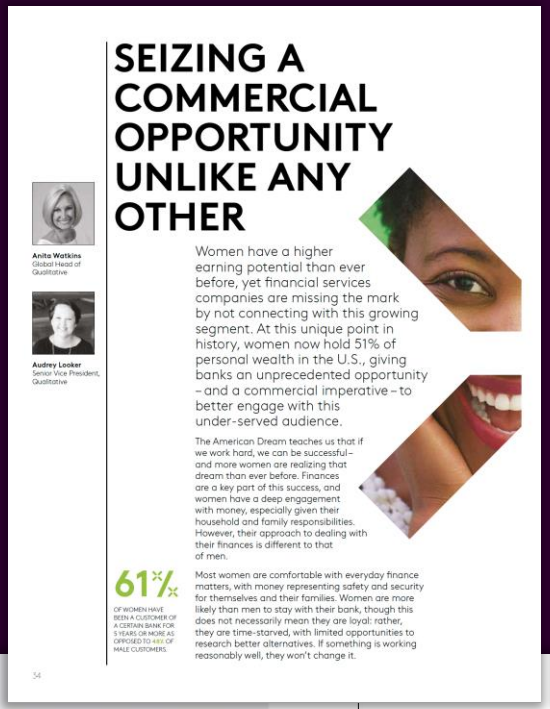
Your choice of tea, delicate finger sandwiches, scones oozing clotted cream and jam, and - of course - a tempting selection of seasonal cakes and pastries created by The Savoy's Executive Pastry Chef, Ludwig Hely. All this, while seated (comfortably!) in the Thames Foyer - with its famous glass dome flooding the room with natural light - being serenaded by a pianist.

It's then time to be taken across the Thames to check into the Mondrian Hotel, where you'll have some time to take in your fabulous surroundings, chill out, and prepare the evening ahead.



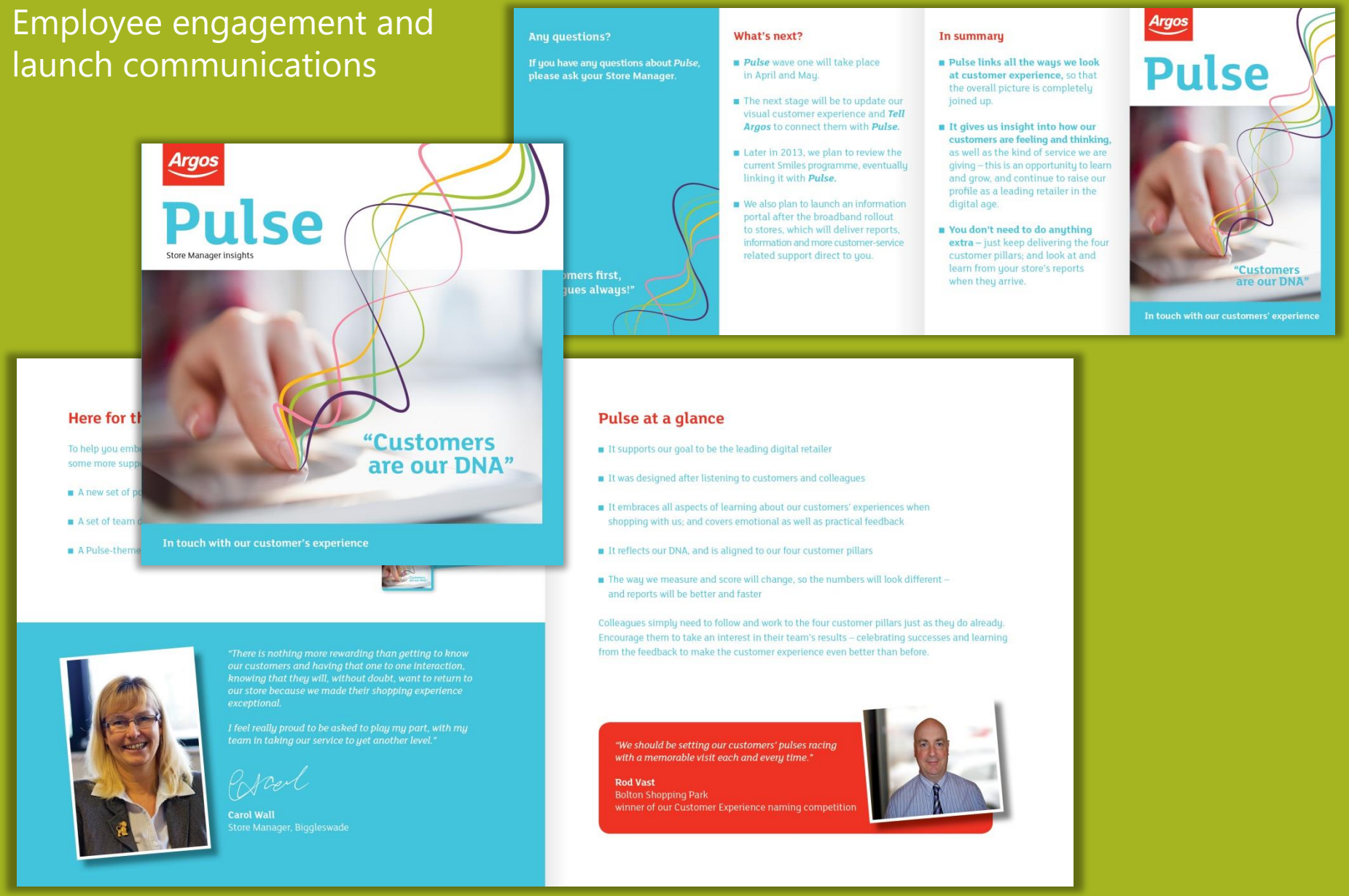
DAY 1





Industry reports

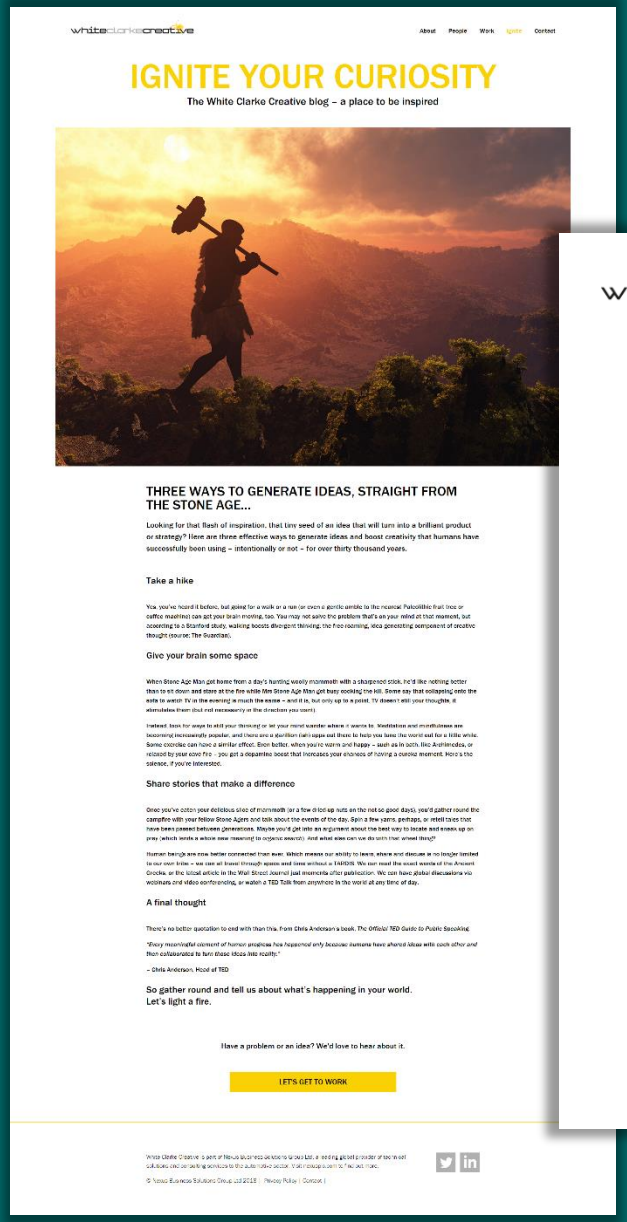
Employee engagement and launch communications

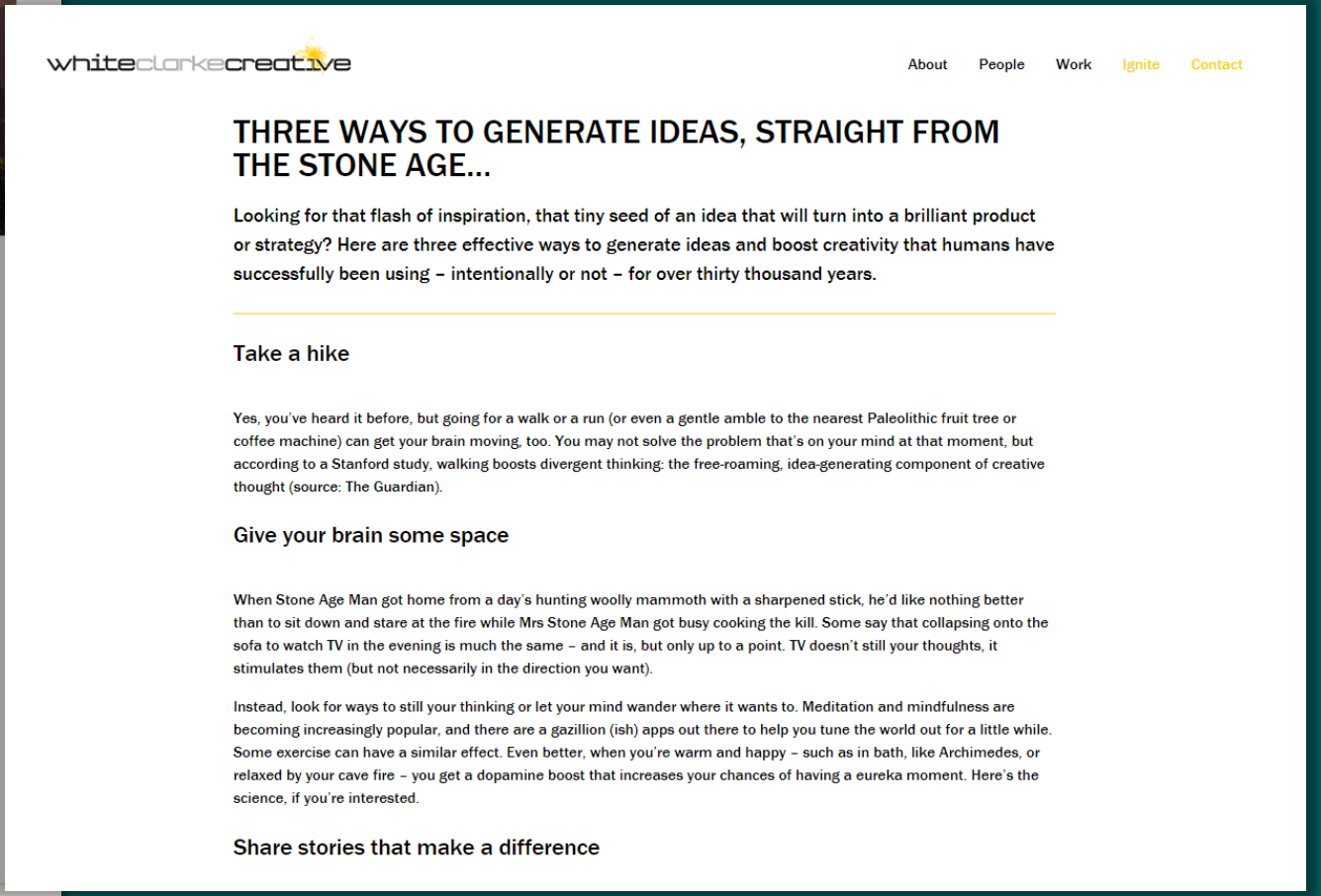


Corporate values and internal communications

Learning guides and policy documents

Blogs


IGNITE YOUR CURIOSITY
The White Clarke Creative blog – a place to be inspired
THREE WAYS TO GENERATE IDEAS, STRAIGHT FROM THE STONE AGE...
Looking for that flash of inspiration, that tiny seed of an idea that will turn into a brilliant product or strategy? Here are three effective ways to generate ideas and boost creativity that humans have successfully been using – intentionally or not – for over thirty thousand years.
Take a hike
Give your brain some space
Share stories that make a difference
A final thought
So gather round and tell us about what's happening in your world.
Let's light a fire.
Have a problem or an idea? We'd love to hear about it.
LET'S GET TO WORK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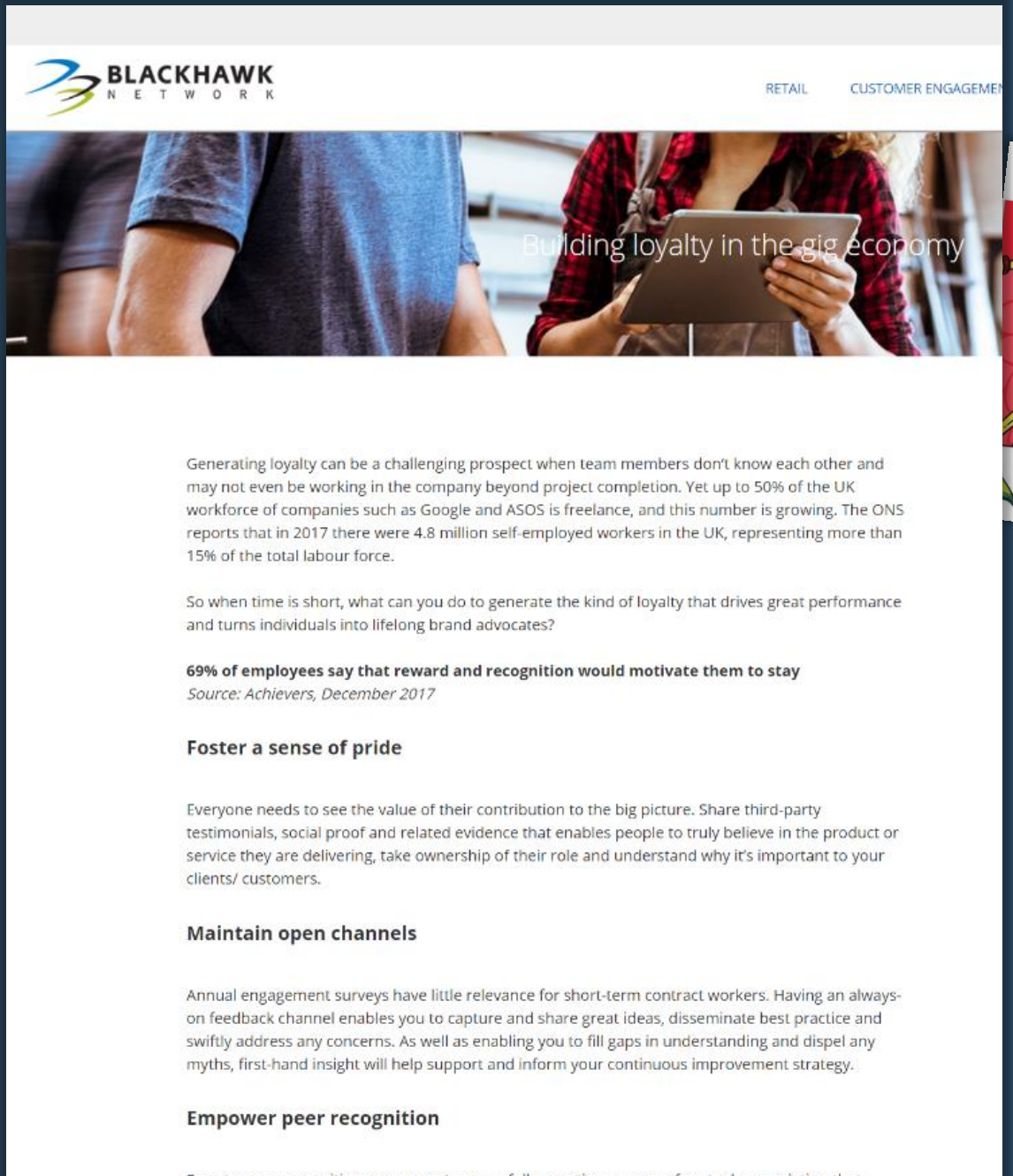
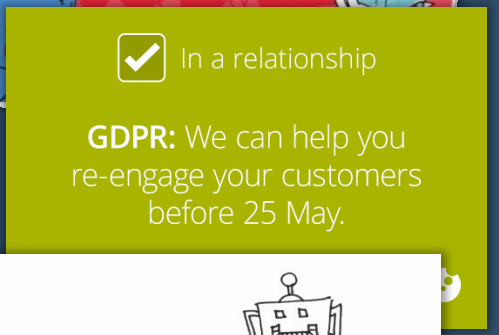
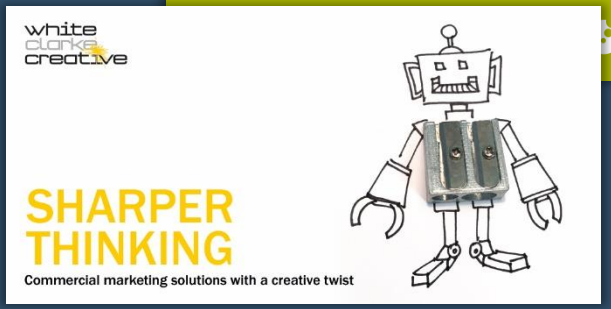
THREE WAYS TO GENERATE IDEAS, STRAIGHT FROM THE STONE AGE...
Looking for that flash of inspiration, that tiny seed of an idea that will turn into a brilliant product or strategy? Here are three effective ways to generate ideas and boost creativity that humans have successfully been using – intentionally or not – for over thirty thousand years.
Take a hike
Yes, you've heard it before, but going for a walk or a run (or even a gentle amble to the nearest Paleolithic fruit tree or coffee machine) can get your brain moving, too. You may not solve the problem that's on your mind at that moment, but according to a Stanford study, walking boosts divergent thinking: the free-roaming, idea-generating component of creative thought (source: The Guardian).
Give your brain some space
When Stone Age Man got home from a day's hunting woolly mammoth with a sharpened stick, he'd like nothing better than to sit down and stare at the fire while Mrs Stone Age Man got busy cooking the kill. Some say that collapsing onto the sofa to watch TV in the evening is much the same – and it is, but only up to a point. TV doesn't still your thoughts, it stimulates them (but not necessarily in the direction you want).
Instead, look for ways to still your thinking or let your mind wander where it wants to. Meditation and mindfulness are becoming increasingly popular, and there are a gazillion (ish) apps out there to help you tune the world out for a little while. Some exercise can have a similar effect. Even better, when you're warm and happy – such as in bath, like Archimedes, or relaxed by your cave fire – you get a dopamine boost that increases your chances of having a eureka moment. Here's the science, if you're interested.
Share stories that make a difference

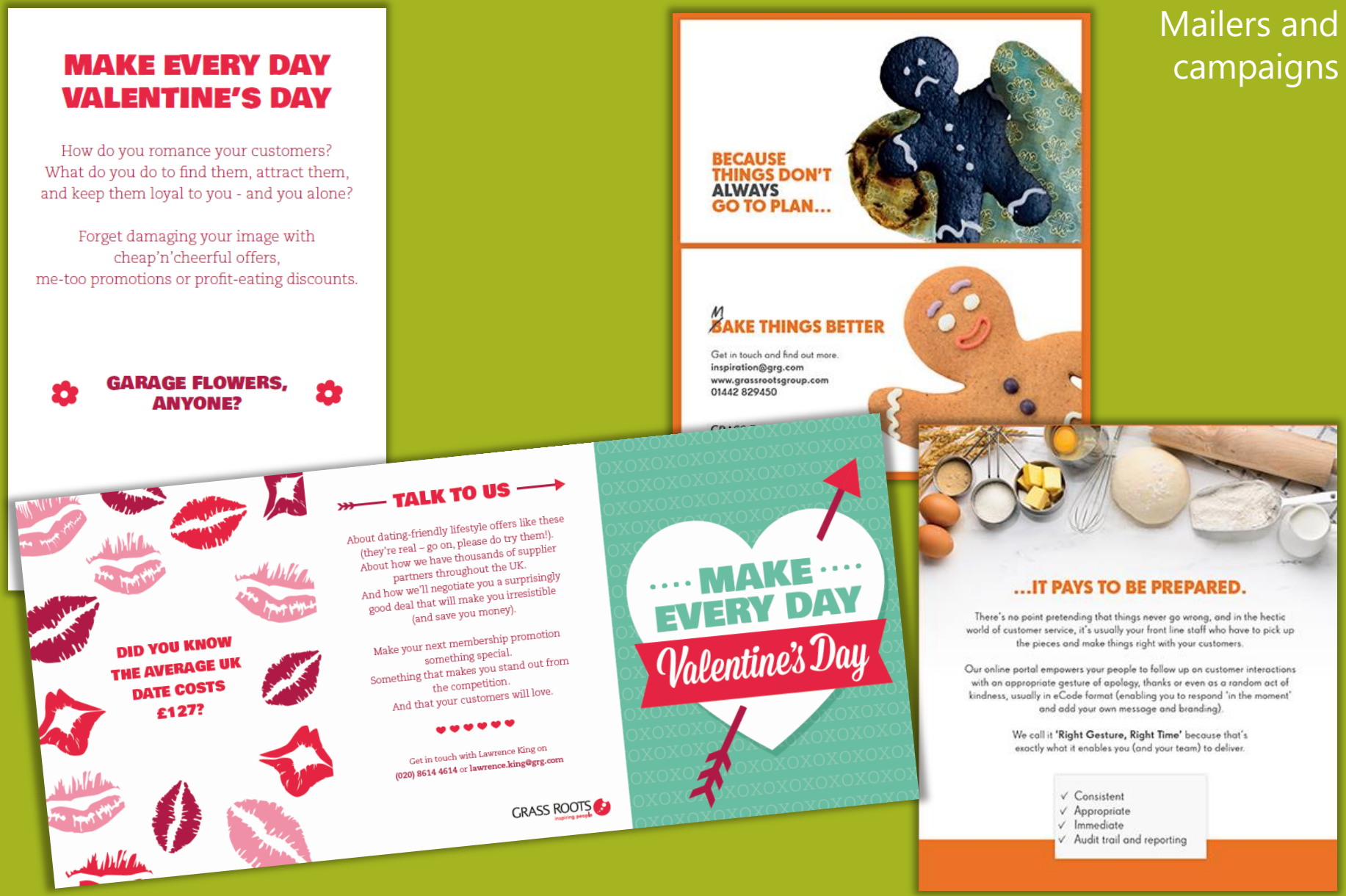
Web content and social media







Mailers and campaigns



NAVIGATOR

Designed with automotive manufacturers and finance companies in mind, Navigator gives you a clear view of where you are, what lies ahead and the actions you need to take in response to a constantly shifting market landscape.

Residual Value (RV) Management automatically sets, maintains and shares your vehicle residual values with authorised partners

Repurchase Portfolio (RP) Management keeps track of your buyback commitments and calculates financial provision

> Centrally set and manage all vehicle residual values
> View your entire portfolio and total financial commitments in real time
> Serve RV details to finance providers, quickly and easily
> Give your dealers access to convenient and accurate RV quotations
> Factor variables into your RV calculations
> Compare your RV settings with others, such as CAP Monitor and Glass's Guide
> Analyse and report on your potential pipeline vehicles for remarketing.

MINIMISE YOUR RISK

> Set accurate buyback profiles using vehicle variables (such as mileage, options, trim) and current market data
> Instant comparison with market data (CAP Monitor, Glass's Guide)
> Real-time valuation of buyback commitment

INCREASE YOUR PROFITABILITY

> Enhance marketing for increased sales
> Adjust sales mix based on buyback volumes
> Returned vehicles available more quickly
> Reduce stand-in time for returned vehicles

IMPROVE YOUR OPERATIONS

> Save time through greater efficiency and consistency
> Access to live data means you're always up to date
> History of all past values maintained for compliance
> Audit reports of changes
> Audit trail for buyback commitment

NAVIGATOR PUTS YOU IN THE DRIVING SEAT – SO YOU CAN REDUCE RISK, REACT TO CHANGE AND REMARKET MORE EFFECTIVELY.

Brand refresh, websites, templated documents, emails and tone of voice guidelines