

About us

S2blue was formed in 2001 when Steve England merged his company with Simon Prentice to create S2blue.

Steve brought with him an impressive history in radio, having worked in the industry since the 1970s and previously running Alfasound, which was at the forefront of jingle production throughout the 1980's and 1990's and was the biggest contract commercial production producer of the mid 1990's.



Simon had worked in many production houses and radio stations in the UK around completing his Marketing degree. He brought with him a unique mixture of experience of the radio industry and marketing knowledge together with a youthful perspective of production and script writing.

Since starting out S2blue have cultivated an impressive list of clients, including the BBC, E-map, the Saga group, BT, IBM, Hilton Hotels and the Malaysian Government.

We have a great team of script writers, voice overs, composers and engineers who work to produce well thought-out creative professional productions with high production values.

The Future...

We've recently completed an expansion consisting of 2 new additional SADIE studios, a new digital editing studio and voicing booth, as well as new offices. The additional studios will increase our capacity and ability to deal with large quantities of production work.



One of the newly refurbished studios

We have recently taken on a new studio engineer, David Fly, who oversees all our Com Prod work. Dave joined us 6 months ago and has worked hard to get the new studios prepared.

Dave's previously worked as Head of Sound at London 'superclubs' Ministry of Sound and Fabric as well as engineering countless studio albums and live events. He has also produced many national and local radio and TV commercials.

We have also just upgraded MyS2blue.com, our unique audio distribution web-site.



The upgrades allow clients to access PRS details for all commercials produced and also automatically send out e-mails to designated address/addresses when any audio is uploaded.

What we can offer

S2blue can offer you a full commercial production service - from script writing, with client contact if necessary, to production, we try to create professional creative commercials that work for your client.

We have a team of talented, experienced and creative writers, of various ages, who are well versed in writing all types of scripts and are quite capable of client contact, if that is required.

Our engineers and producers have the knowledge to create all types of commercials, from a straight dry voice to complex multi voice situational scripts.

We aim to turn-a-round a script from signed off script to fully produced commercial within a full working day. We also have a couple of in house voices which gives us an increased flexibility if something is needed urgently.

As has been mentioned previously Steve England is part of S2blue. Steve's experience of jingle production in the UK is unequalled; having created literally thousands of radio ID and commercial jingles over the years and by going with S2blue you have all this experience at your finger tips.

We have regular vocal sessions and therefore can usually turn around a commercial jingle quickly. We also produce 'no obligation' demo commercial jingles for serious clients.

Costings

Please contact us for our latest rate card, we offer reduced prices for special budgets, such as Image+ commercials.

Costs include distribution, full use of Mys2blue.com, CD copies when required and client contact. It's also worth noting that we don't charge for scripts that aren't signed off and don't go to air and are happy to produce commercial jingle demos free for serious clients.

Our promise

If you decide to go with S2blue for your commercial production we promise to:

‘Provide you with creative commercials, with high production values’

‘Use a wide selection of voice overs to keep the station sounding fresh’

‘Provide you with the tools you need to go and sell good radio advertising’

‘Give you total peace of mind, knowing that you can rely on us’

‘Provide a maximum 5 working day turn around for commercials from brief to delivery’