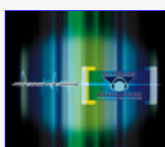
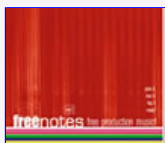


Autumn 2006

Welcome to the S2blueCreative Autumn 2006 Newsletter



Welcome to the 1st S2blueCreative newsletter, the idea of it is to inform you of news and offers on our commercial production & commercial jingle services. We hope you like it, if you've got any comments please let us know at info@s2bluecreative.com

Superdrug

At S2blueCreative we are well versed in producing all styles of local and national radio advertising and have recently worked on national campaigns for Superdrug, Butlins & Cartridge World

Butlins kids love it

Cartridge World

Scripts@s2blue.com

We've set up a new e-mail address 'scripts@s2blue.com' for all jobs (script requests or signed off scripts). Any e-mail sent to the new address will be sent to the office, to ensure that all work is dealt with without delay.

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We have used S2Blue for 18 months. We find their service to be absolutely 1st class. From ad production through to script writing the team has always delivered on brief and on time. If only we could say the same about all our partners.

Stuart Smith, Media Director, Mostly Media

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The big kick off @S2blueCreative

To celebrate the launch and rebrand of S2blue Creative, the commercial production arm of S2blue, we set up a champagne World Cup sweepstake.



Selected clients were entered into the draw, which took place in Studio 2 (our main commercial production studio), with Dave working as adjudicator and Sarah picking out the teams.



Event and Music Media were the lucky people to get Italia in the draw and the champagne prize. EMM promote UK concerts/tours for leading artists. Working with EMM, S2blueCreative have recently produced radio promos for national tours by the likes of Westlife, Tom Jones, Ricky Martin & Russell Watson.

Creative Consultancy

We have recently launched our 'Creative Consultancy' service, a training course designed to build up skills of new Sales Execs whilst refreshing & revitalizing experienced personnel!

The unique training programme, covers effective brief taking, year long planning, needs analysis, harnessing change and aspects of advertising law. Consisting of a mixture of presentations, interactive games it is interspersed with interviews with some of the leading people in the radio advertising industry, as well as examples of creative and critically acclaimed commercials.



The day long training is free to stations that use S2blueCreative for commercial production.

For more information give us a call or e-mail info@s2blue.com

Image Plus/Brand Booster



At S2blueCreative we offer a professional and reliable production solution to Image+ & Brand Booster campaigns.

We are used to, and are able to cope with, the tight time scales & increased production demands that come with the territory, having worked on a number of Image+/Brand Booster promotions for the likes of Manx Radio & Bright 106.4.

Due to the quantity of commercials involved we are able to offer some great deals on Image+/Brand Booster packages and all with the usual S2blueCreative quality & benefits.

“

Manx Radio went to tender for it's commercial production in 2005 and eventually awarded the contract to S2Blue as their proposal and attitude to our business was the most professional.

John Marsom, Business Director, Manx Radio.

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