



s2blue

station imaging & creative production

www.s2blue.com

ABOUT US



about us

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

Steve brought with him an impressive history in radio, having worked in the industry since the 1970s and previously running the biggest contract commercial production company of the mid 1990s.

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, with advertising 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 Local Radio Company, BT, IBM, Hilton Hotels and the Malaysian Government.

Our Studio Director, David Fly, oversees all our Com Prod. work. Dave previously worked as Head of Sound at London 'superclubs' Ministry of Sound and Fabric as well as engineering countless live events. He has also produced national and local radio and TV commercials.

RADIO COMMERCIAL PRODUCTION



radio commercial production

S2blueCreative offers a full commercial production service; from our script writing to production, we aim to create professional creative commercials that work for your clients.



We have a team of talented, knowledgeable and creative writers of various ages, who are well versed in writing all types of scripts and are experienced in client contact and script clearance with the RACC when required.

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



We aim to turn around a job from signed-off script to fully produced commercial within a full working day, although if a last minute campaign comes in, it is usually possible to accommodate it. We also have professional in-house voices & singers, which gives us increased flexibility if something is needed urgently.



TV SOUND TRACK PRODUCTION

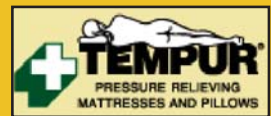


tv sound track production

In addition to radio commercial production, we also provide soundtracks to TV commercials: national & local, satellite & terrestrial. We've worked on recent national TV campaigns for Truprint, Dial-a-Phone & Tempur Mattresses.

Whether you require a dry voice, music or even lip-sync we can record and edit the audio in our studios, then upload them ready for you to slip in the audio at the edit suite.

We have also set up a section on our website which allows you (and your clients) to listen to a wide range of voice-over demos, to decide on the right voice for your campaign.



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COMMERCIAL JINGLES



commercial jingles

As has been mentioned previously, Steve England is part of S2blue. Steve's experience of jingle and commercial production in the UK is unequalled; having created literally thousands of radio IDs and commercials over the years. By using S2blue you have all this experience at your fingertips.



We are specialists in jingle production, producing imaging jingles for the likes of the BBC, Capital FM, Emap and Saga, as well as creating many local and national commercial jingles under our Jingle World brand.

Our composers are second to none and we have regular, weekly singing sessions and therefore can usually turn around a commercial jingle quickly. We also produce 'no obligation' demo commercial jingles for serious clients.



CUSTOM MUSIC COMPOSITION



custom music composition

Whatever style of music you need for your project; whatever length or construction, the composers at S2blue can deliver.

Everything from a full orchestral piece to the most contemporary music, we can make it for you and at a cost that won't break the budget. We're always happy to work with you to alter a composition and ensure you get exactly what you want.



Our expertise on musical copyright matters is also available. We can help you find your way through the potential minefields of PRS, MCPS, PPL and the myriad of copyright issues that might have a bearing on your plans.



For example did you know that "Happy Birthday to You" is still in copyright, but "Jingle Bells" isn't? Also one day of "The 12 Days of Christmas" is copyright, whilst the other 11 are not? Musical copyright can be confusing and dangerous if you don't know all the facts. At S2blue we're always happy to help and advise.

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E-LEARNING



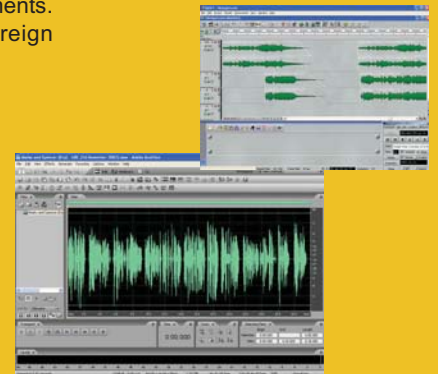
e-learning audio

S2blue have become specialists in multimedia audio production, producing literally hundreds of thousands of wav and mp3 files for use on CD-ROMs, online training, automated telephone systems and 3G phone downloads.

We have developed specialist batch processes to enable our studios to deal with vast quantities of files in a timely way, without compromising quality.

We have worked on a number of impressive projects for both global blue chip organisations and governments. We are also able to offer audio in various foreign languages.

The variety of processes, software and equipment available means we can provide the finished recording in almost any file format you require.



VOICE CASTING



voice casting

We have hundreds of voices available for your project and can source just the voice that suits you. All are professional voice-over artists and actors, who can handle your script with expertise. Even child or foreign language voices are available, together with translation services if required.

We have an extensive selection of voice samples on a special area of our website so you or your client can audition and choose the voice you like.

If you need any help in selecting a voice that fits your budget call us at S2blue and we'll help you to choose a voice to fit your needs.



PODCASTS



podcasts

Over the last few years Podcasting has become increasingly popular, not just for entertainment, but also as an interactive and innovative way for companies to communicate with their clients and employees.

Whether it's to tell people about new products, inform sales staff around the world of product changes, or simply an 'audio newsletter', we are able to produce the audio and arrange for the Podcast to be available via iTunes.

We have produced our own series of S2blue Podcasts, as well as a number for various clients. We are able to write, record and produce Podcasts and can include interviews with your staff and even audio imaging if required.



CD/DVD DUPLICATION



cd/dvd duplication

We also offer a CD & DVD duplication service, from simple small scale CD duplication to full-on body printing and livery. We can even arrange artwork designs if needed.

Contact us for more information.



We can work to tight deadlines if necessary and arrange delivery to almost anywhere.



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FACILITIES



facilities

At present we have four fully equipped SADiE studios, having recently completed an expansion of our studio and office complex. The expansion consisted of upgrading the existing Studio 2, building Studio 3, as well as adding a post production digital editing studio, voicing booth and new offices.

The additional studios have increased our capacity and ability to deal with large quantities of production work.

All the studios are used for all types of production work and are equipped to a high specification to produce broadcast quality audio. We have three sets of ISDN lines which allows multiple sessions to be taken at any one time.

Studio 1 is our main production studio and as well as being used for commercial production work, it is also used for all our vocal sessions.



FACILITIES



We have also recently upgraded MyS2blue.com – our unique audio distribution website.

More than a standard FTP, MyS2blue.com is a custom-built website, allowing our clients access to work produced by us around the clock, meaning completed jobs can be downloaded at your convenience. Live since January 2004, MyS2blue.com has been popular with clients and is our main form of distributing audio files.

Recent upgrades to MyS2blue have been designed to improve efficiency and provide users with additional information about jobs, such as PRS details.

Once we have uploaded a file(s), an automated e-mail is sent out by MyS2blue to let you know that the file is available for you to download. The e-mail will also contain any PRS details for the file, if applicable. E-mails will be sent out to any number of addresses which we have for the client - these can be changed at any time.

As a user you will also be able to download a history of PRS details for all the files that have been uploaded to MyS2blue.com.

my **S2** blue



OUR CURRENT CLIENT BASE



our current client base

S2blue has cultivated an impressive client base, which includes not only blue chip companies but also most of the major players in British broadcasting, including the BBC, GCap, Emap, The Local Radio Company and the Lincs FM Group.

In terms of radio commercial production we have won contracts to produce commercials for all 28 stations within The Local Radio Company and an exclusive contract to supply all of Manx Radio's commercials. We also work for many other stations in the UK and Europe producing commercials and commercial jingles.

In addition to the radio stations and groups mentioned above, we service advertising agencies, working on various campaigns. Recent national commercials we've produced include Butlins, Superdrug and Cartridge World.

what clients say about us:

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

Manx Radio's relationship with S2Blue has developed into a highly successful partnership of which we are justifiably proud"

John Marsom, Business Director, Manx Radio.

"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



CONTACT US



Get in touch!

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