

S2blueCreative Winter 2007 Newsletter

Welcome to the S2blueCreative Winter 2007 newsletter, it's that time of year again when it gets dark half way through the afternoon, every shop is playing 'Last Christmas' on loop and Santa Steve is voicing tons of scripts! **Yes – IT'S CHRISTMAS!!!**

2007 has been an extremely busy year for us - we've produced more commercials, commercial jingles & elearning audio than ever before and added new members to the S2blue Family. We've also launched 2 JingleWorld CD's and a new website: S2blueInteractive.com

JingleWorld update

Earlier this year we launched JingleWorld



– the new brand for S2blue commercial jingles. We launched with JingleWorld Vol. 1, a CD of categorised jingles available to be resung in many markets and JingleWorld.co.uk

Such was the success of JingleWorld that we have recently produced Vol. 2, a CD containing another 98 categorised jingles. We've also updated JingleWorld.co.uk with even more categories meaning there are literally hundreds of jingles available online!

If you've don't know how JingleWorld works click here for an explanation and to hear some examples.

We have weekly vocal sessions and all our jingles are on a 'Sale or return' basis! To order your copy of JingleWorld Vol. 2 [click here](#) & we'll send out a copy of the CD plus a JingleWorld mouse mat.



New members of the S2blue family

In the last few months the S2blue Family has got even bigger with 3 new members joining our ranks:



First of all we've taken on Emma Dickenson, who joins us as a Junior Studio Engineer. Emma originally came to S2blue on work experience a few years ago and has been coming in on and off ever since. In her new role she is working closely with Dave to produce both commercials and e-Learning audio.

Mark Anderson also became a member of the S2blue

New website - S2blueInteractive.com



In the last few months we have launched S2blueInteractive.

The site has been set up to increase the flow of communication – ensuring things aren't missed, deadlines are met and generally making the whole process easier.

By logging into S2blueInteractive you will instantly be able to see the status of a job, any notes from the script writer or engineer plus the details we have on the job, such as deadlines.

Like MyS2blue.com, you are able to access the site from any computer with internet access, meaning you can check the status of a job from outside the office, such as when you're on a client visit.

The site has been set up to allow Sales Execs to look at all their jobs, with filtering by date, type, status, etc.



Sales Managers are not only able to look at their own jobs but also all of those of the station. You can then filter to look at each Execs' jobs or the type of production – this is ideal for programmes such as Image+ as you can filter out just those jobs related to the programme and see the status of all of them at a glance.

We hope you find the site useful – if you have any questions or comments please give us a call on 01538 370 160 or [email simon@s2blue.com](mailto:simon@s2blue.com)

S2blue Creative Podcast

We have produced a few S2blue podcasts and thought it was high time that S2blueCreative got it's own. The inaugural podcast features Simon talking about S2blueInteractive; an interview with Mark, our new Production Coordinator; and information on the JingleWorld Vol. 2 CD, plus tons of other news. If you haven't heard it yet [click here](#) and remember you can also subscribe via iTunes by




Family this summer, joining us as Production Coordinator. Mark is a Business Management student at Manchester Metropolitan University and is working at S2blue for his year long industrial placement. Mark works with Admin to oversee and coordinate all the production work that comes in, from script briefs to final production stage.

Last but not least we have Janet Ibbotson. Janet has been working on and off in the office for the last year but has finally joined us as a script writer, as well as helping out with Admin.

Check out all of the S2blue Family on the S2blue.com website by [clicking here](#)

Santa Steve



At this time of year Father Christmas is quite busy getting the sleigh MOT'd, updating his Tom Tom to make sure he doesn't get lost again (rumour has it he's going for Ozzy Osborne as his TomTom voice this year!) and generally getting ready for the big day. So unfortunately he doesn't have time to do any voice overs but don't worry Christmas is not ruined; he's got his stand in to help out.....Santa Steve!


Steve does a lot of voicing throughout the year. Thanks to his diverse voicing talents he can do straight reads, speed reads, AV's and many characters, including Santa Steve.

Check out Steve's demos by [clicking here](#) and if you want to book him for a session give the office a call.

Questionnaires

We're always looking to improve the service we give to our clients and so we're asking for some feedback from you. Please [click here](#) and fill in our Questionnaire

It won't take long and if you complete it with your name and details you will go into the draw to win a bottle of Champagne. However, you can leave it anonymous if you prefer.



New VO booth work



We're currently expanding our facilities at our studios at Overton Bank House with upgrades to Studio 4 and building a custom made soundproof voice over booth.

The new booth will allow an additional space for ISDN voice sessions, whilst the upgrade in Studio 4 will bring it in line with our other SADiE studios and increase our capacity and output.

Freenotes Vol. 2 on the way

We're just putting the finishing touches to the Freenotes

[clicking here](#)

Sales Packs

At S2blueCreative we're always trying to make your life easier, that's why we've produced a hand sized Sales Pack, which is available to all our clients.



The pack contains all contact details for everyone at S2blue, information on how we work, the services we offer, details on how to use our various websites

and even some pictures of the S2blue Family, so you can put faces to names!

If you'd like your own sales pack give Simon a call or send him an email by [clicking here](#)



Mostly Media Golf Day



Dave and Simon recently took part in Mostly Media's Charity Golf Day in aid of CLIC. Neither of them had played golf before (well Simon had when he was 11 but ended up in hospital when someone let go of the club and it hit him on the head!) so we took along Alan & Thomas Royle, two people who actually knew what they were doing!

It was a great day which raised a lot of money for a good cause. Plus I think it gave Simon and Dave the golf bug - hopefully we'll be better for next year's event!

Thank you to all at Mostly Media for inviting us and making the day so much fun.

No obligation commercial jingle demos from JingleWorld



Did you know we offer free, no obligation demos of commercial jingles for serious potential clients? Plus our weekly vocal sessions mean we can usually offer a quick turnaround.

Want to find out more? Call or [e-mail us](#)

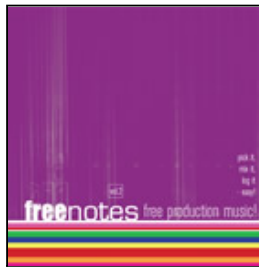
Image Plus/Business Booster Offers



Did you know we can also offer very good rates for

Vol. 2 CD. Freenotes is our very own free production music library, which features royalty free (non MCPS) music.

There's over 50 new tracks to choose from and all of them are available to download and use now on the Freenotes website - www.freenotes.co.uk



To find out more about Freenotes point and click to Freenotes.co.uk and to make sure you go on the list to get a copy of Freenotes Vol. 2 as soon as it's available [click here](#)

Image Plus/Business Booster campaigns and have the ability to turn around a large amount of commercials in a short period of time, including scripting and client contact if required. E-mail us for more information

Recommended site of the month

A screenshot of a computer game titled 'Mini Golf Gold'. The game is set on a green, grassy field with a white L-shaped boundary. A character is on the left, and a golf ball is on the right. There are two wooden benches on either side of the hole. The game interface includes a score of '1150', a level indicator 'Level 1', and a 'Par 2' sign. The text 'Mini Golf Gold' is visible in the bottom right corner.

As Dave and Simon tried their hand at golf recently we thought this month's recommended site should continue to golfing theme. OK so it's basically crazy golf but it's pretty much the same principals Simon used to play the real game :o) See how good you are by [clicking here](#)

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