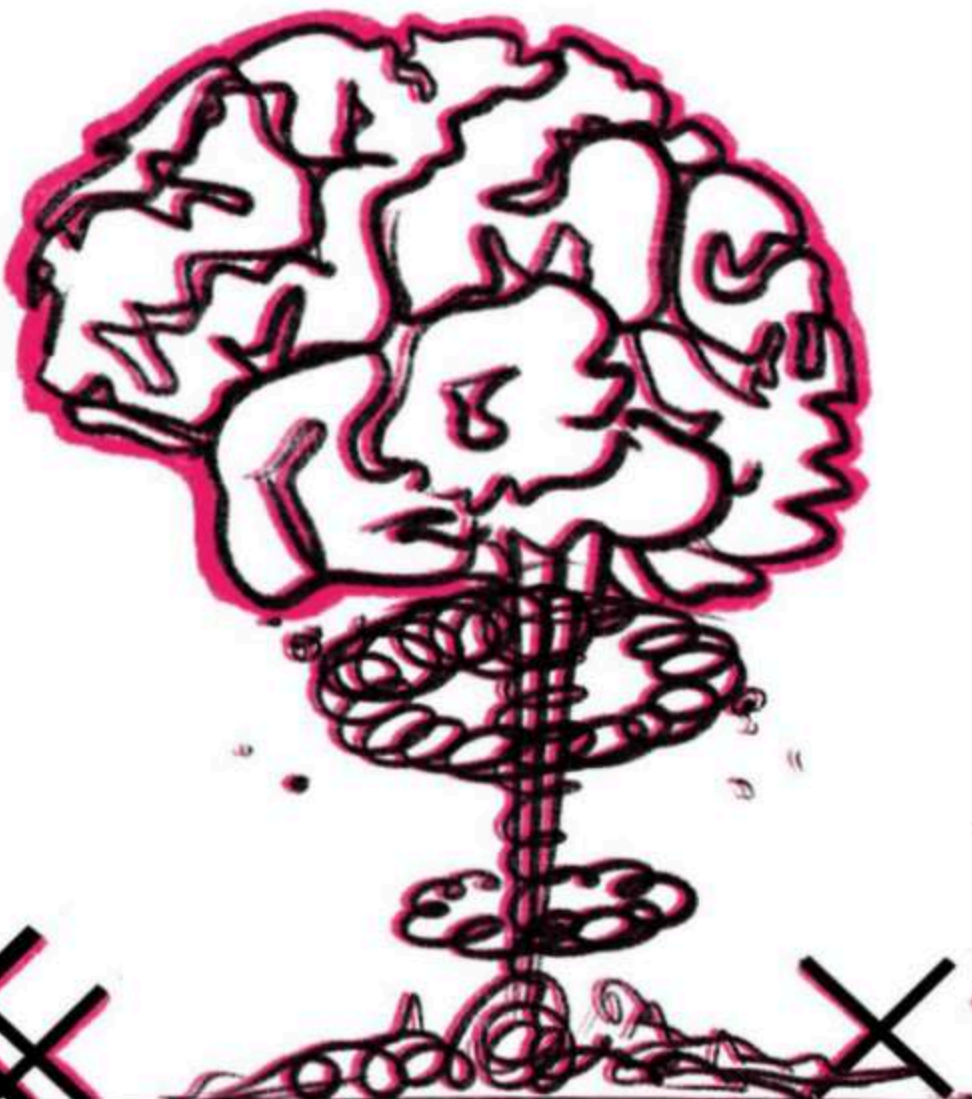




JAMES BALMOND
COPY PORTFOLIO

"Strip away the hype and I see one truth.
It's not advertising, but psychological war.
Product is irrelevant. It can be anything.
The mind is king. So the brain is everything."

JAMES BALMOND



JAMES BALMOND

FOUNDER

+94 77 837 7096 | jae@balmondstudio.net

James isn't Generic Eric. Another clone amongst the drones in the Ad Game. He frolics in the meadows of interdisciplinary creativity, adding threads to his tapestry.

Simple beginnings: Balmond graduated from the University of Nottingham with a BA Hons Degree in French Linguistics, falling into the advertising world in 2007.

A sucker for sonics, James obtained a Post Production placement at Grand Central Studios. Engineering audio was engaging. Client feedback not so much. How can one make a sound 30% more whooshy with a hint of metallic clang? A change was needed. Writing was the catalyst. After putting some sample copy into the ether, this burgeoning creative was picked up by integrated agency Kitcatt Nohr Alexander Shaw – a hyper creative ecosystem.

Over the next 7 years, his evolution was exponential – grinding through the gears from Junior to Middleweight, to Senior Copywriter and Brand Guardian. He touched countless brands including Disney, Sky TV, Toyota, Lexus, Puma, Citroen, NSPCC, Nissan, Starbucks and the Department of Health to name a few.

The composition of the career cake? A mixture of award-winning CRM programmes (John Lewis, Waitrose and Nando's), combined with a lashings of retail experience, and a hefty dollop of automotive, nonprofit, FMCG and financial services clients.

Change and challenge motivates a curious mind. So in 2015, James joined the architectural practice Balmond Studio as a Creative Director. Responsibilities involved brand development and articulation, as well as the communication of propitiatory design methodologies. He led the interior design department, focusing on brand-lead design solutions for clients such as Nike and Cartier.

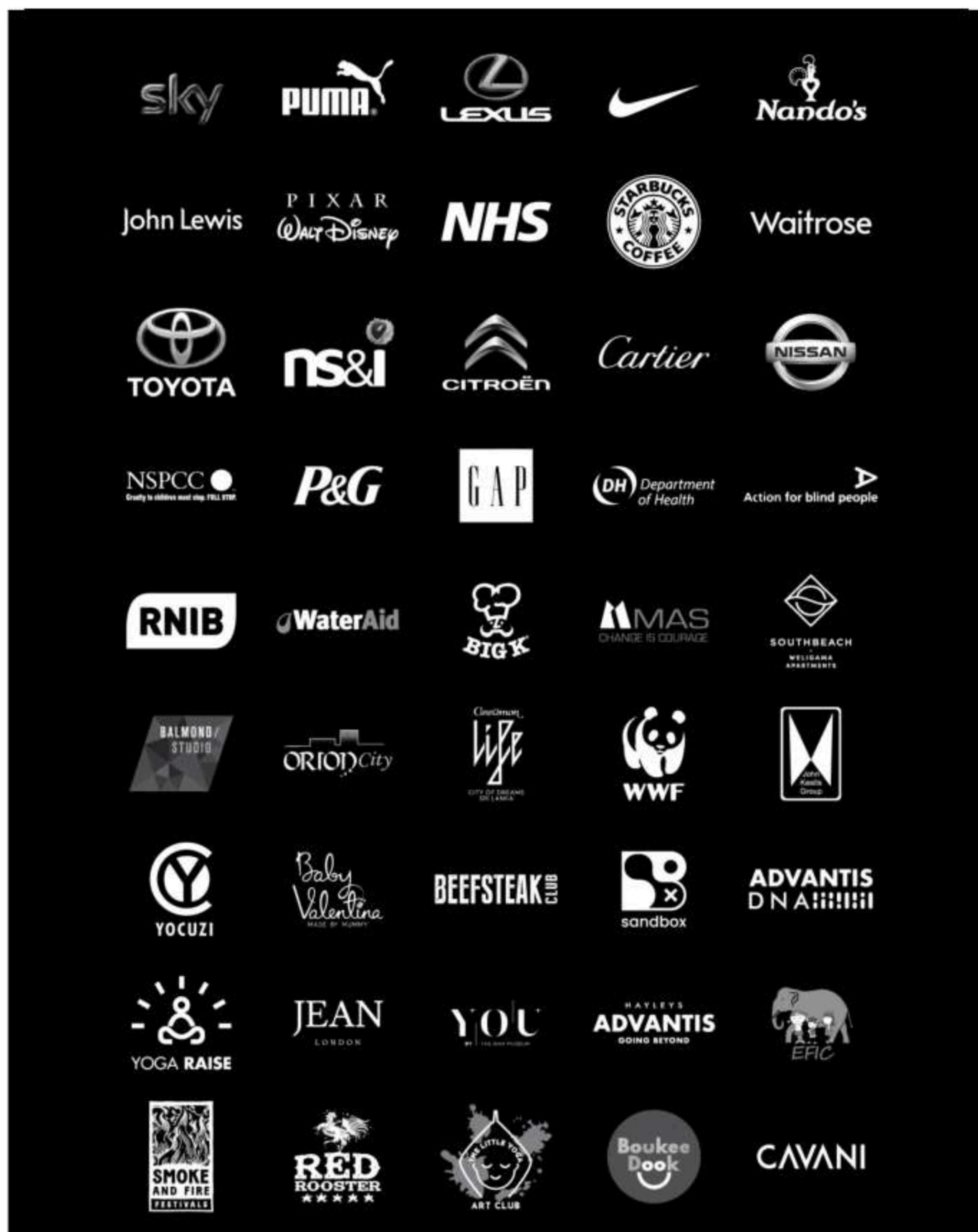
Balmond Studio was a conduit to a different breed of clientele. Opportunity wrapped on metaphorical doors in 2018. A seasoned vet seized the moment, setting up Clan B – a design and advertising hybrid. Clients came in all shapes and sizes including Beefsteak Club Wines, Big K Charcoal, John Keells Properties, Jean London and Southbeach Weligama.

AWARDS

- **2014 Gold DMA Awards**
Best Loyalty Programme or Campaign for Nando's
- **2014 Bronze DMA Awards**
Travel, Leisure and entertainment for Nando's
- **2012 Bronze DMA Awards**
Best SMS campaign – Stop Smoking Department of Health



BRAND EXPERIENCE



AWARDS

- ❑ DMA 2014 Gold Best Loyalty Programme or Campaign for Nando's
- ❑ DMA 2014 Bronze, Travel, Leisure and entertainment for Nando's
- ❑ DMA 2012 Bronze, DMA Awards, best SMS campaign - Stop Smoking-Department of Health

2014 Gold Best Loyalty Programme or Campaign

G



Kitcat Nohr

'How we drove the highest visit frequency on the UK High Street.'

Client Nando's

Team Ben Gullik - Executive Creative Director, Becky Quigley - Creative, James Balmont - Creative, Dan Bort - Planner, Chloe Stanton - Project Manager (online), Dan Anderson - Project Manager (offline), Flic Theobald - Account Director, Jamie Marks - Senior Account Manager, David Marley - Head of Customer Engagement, Joanne Taylor - Assistant CRM Manager, Kara Shepard - Designer

How did the campaign make a difference? Nando's had built a fantastic customer base - but failed to build a customer database.

To retain its hard-own customers in the face of increasing high street competition, they needed to understand their audience better - and relaunched their loyalty card as a platform to build and maintain customer relationships.

Nando's customers had enjoyed free chicken for a long time. Suddenly asking for data in exchange for the same reward was a tough sell - so the brand wrapped up conventional loyalty card mechanics in an unconventional manner.

The campaign built a clean, fully marketable database of 800,000 Nando's customers in a year, increased sales and helped the company mature from a start-up, gut marketer to a savvy, data-driven organisation.

Strategy Whilst other restaurants have struggled through the economic downturn or relied on email vouchers to drive footfall, Nando's has flourished. Much of this is attributed to its paper loyalty card - driving frequency through a simple rewards mechanic.

But this untracked, hand-stamped paper told Nando's nothing about its customers. And worse still, left them with no customers to talk to. Nando's customer database was a paltry 50,000 records - many without up-to-date opt-ins.

The Nando's brand is decidedly local, and lo-fi. This is an anti-chain chain. The spit/saunders paper card fitted this ethos. The switch to an electronic card had to be handled carefully.

The solution? A campaign that made plastic playful.

Creativity Unlike paper, you can lick plastic clean of chicken grease. Unlike paper, plastic is impervious to PER-PER sauce spills. Unlike paper, you will never lose all the free chicken you've earned. Unlike paper, it will survive a spin through the washing machine. (And unlike paper, plastic does Nando's data.)

2012 Bronze Best use of mobile

B



Kitcat Nohr Digital

Client Department of Health

Team Phil Cragg, Flic Theobald, James Balmont, Caroline Fox, Adrian Robertson

Other contributors Call Credit - SMS database management, Dr Carl Free

How did the campaign make a difference? This campaign proved that great copywriting can inspire people to live healthier, longer lives. 5,825 smokers signed up for SMS support. After four weeks, 1,211 (20%) of registrants were still smokefree.

What details of the strategy make this a winning entry? The Tat2stop trial conducted by Dr Carl Free, from the London School of Hygiene and Tropical Medicine, showed that SMS support helped 11% of smokers to quit, compared with 5% of a control group. The NHS Smokefree pilot SMS service reimagined framework was based on behavioural change thinking from leading smoking cessation experts, including Dr Robert West from University College London. It set out motivational and practical support under four behavioural change pillars, informed by insights from Dr Free. Messages were matched to crisis points when lapses are most likely to occur, and the triggers (e.g. boredom or peer pressure) associated with these times. Participants could also access on-demand messages to help with lapses, cravings, and worries about weight gain. Because smokers are five times more likely to quit for good if they get through the first 28 days, 80% of messages were sent in that crucial period.

2014 Bronze Travel, leisure and entertainment

B



Kitcat Nohr

'How we drove the highest visit frequency on the UK High Street.'

Client Nando's

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A direct mail digital hybrid pack to promote the new Lexus IS



A drive that stimulates the senses in every way. To turn this vision into reality we have completely redesigned the IS mode and out. Every aspect of the all-new Lexus IS has been engineered with a focus on sporting performance, agile handling, and accurate response. Inside the cockpit of the new IS F SPORT, the instrument cluster and combination meter will readal practices will take your breath away.

Treat your eyes to a light display unlike any other.
Enter the URL www.infiniti.com/led into your smartphone, place
it on the dashboard and start the virtual ignition to
fuel the full force of amazing redefined.



LEXUS

A direct mail digital hybrid pack to promote the new Lexus IS

SEEING IS

Taking in the striking aesthetics of the IS from every angle. Inspired by the iconic Lexus LFA V10 supercar, lines sweep effortlessly and elegantly across the stunning sports exterior from front to rear. Whether it's the bold trademark spindle grille, Xenon-powered headlamp clusters or the highly distinctive, energy-saving L-shaped LED daytime running lights, the IS exudes confidence and dynamism with every detail.

Images shown may not be of UK specification



BELIEVING IS

Starting the engine and feeling the power of the new IS for yourself. When we say that we've redefined amazing, we mean it. But this goes beyond style and performance. It is about innovation too. The new IS range will include the IS 250 with a V6 petrol engine and the IS 300h - the very first IS hybrid, and the only 2.5-litre in the sports saloon class to achieve sub-100g/km CO₂ emissions.



NHS-SMOKEFREE

Midwives' information leaflet to encourage pregnant women to quit smoking

you can help babies have the best start in life

Every baby deserves the best possible start in life. A big part of this involves helping pregnant women (and their partners) to stop smoking, as this is the single most important thing they can do to improve their baby's health, growth and development.

We know that talking about smoking and health during pregnancy can be difficult, so we've created this leaflet to help you. It outlines the dangers of smoking to the unborn baby and provides a short Q&A section for you.

what does smoking do to a baby?

When a pregnant woman smokes, she breathes in over 4000 chemicals from the cigarette. The smoke goes from her lungs into her bloodstream and either reaches the placenta, or passes into the baby's blood supply. This causes her baby to struggle for oxygen and the baby's lung heart has to pump even harder.



what support is available to help parents-to-be to quit?

Using a local NHS Stop Smoking Service makes smokers up to four times more likely to quit successfully.

Pregnant women can get free specialist help from a specialist midwife or their local NHS Stop Smoking Service. They can find their local service and get more support by calling the NHS Smokefree Pregnancy Helpline on 0800 339 9 100.

Partners can also get specialist advice and support from their local NHS Stop Smoking Service. They can find their local service by visiting www.smokefree.nhs.uk or calling the NHS Smokefree Helpline on 0800 339 9 100.

For more information about NHS Smokefree go to www.smokefree.nhs.uk
If you need to order extra copies of this pack or any of its contents, simply visit www.smokefree.nhs.uk

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Produced by Smokefree NHS for the Department of Health

for healthcare professionals **NHS**

everything
you need to
help pregnant
women quit
smoking



start
4 life
A good start for a lifetime.

SMOKEFREE

the three steps to helping parents-to-be to quit smoking

It's really important to raise the subject of smoking during pregnancy with mothers-to-be and their partners. Advice from you can really help encourage pregnant women to quit, so we have created three simple steps for you to follow during your appointments with pregnant women to help you talk about the issue. These steps will help you to ask and record their smoking status, advise them that quitting is the best thing that they can do to improve their health and encourage them to act by using their local NHS Stop Smoking Service or specialist midwife.



The flowchart in the booklet will help to guide you through this conversation, allowing all the important facts.

You can also find a downloadable referral form to which you can add your local service's details to on the Smokefree Resource Centre at www.smokefree.nhs.uk/resources

q&a - helping pregnant women to quit smoking

This Q&A contains the information and evidence you'll need to answer some commonly asked questions about smoking in pregnancy that might pop up during your appointments.

- Q** Isn't the stress of quitting smoking worse for my baby?
- A** No, smoking is much more harmful to your baby. Being stressed has not been shown to have any adverse effects on your baby's health, so smoking is far more damaging even if the mother finds quitting smoking a challenge.
- Q** I didn't know I was pregnant. Is it too late to stop smoking?
- A** It's never too late to stop smoking.
- The simple fact is that every cigarette harms your baby - but the good news is that it's never too late to quit. Once the mother stops smoking, the baby will benefit immediately and the oxygen supply will quickly return to normal.
- Q** Can I use nicotine replacement therapy while I'm pregnant?
- A** Yes, Nicotine replacement therapy (NRT) is now licensed for use during pregnancy.
- The nicotine used in NRT is less harmful than exposure to the many chemicals in cigarettes, so if it's going to help the mother quit, it's a much better option than smoking. Ideally pregnant women should try to stop without using NRT, but if they think it will help them, they can discuss this with their GP, pharmacist or stop smoking adviser.

- Q** Isn't the smoke like a protective bubble for my baby?
- A** No, the baby shares the mother's bloodstream.
- The chemicals from cigarette smoke pass from the walls of the mother's lungs into their bloodstream. They travel there, around her body, and then pass through her placenta and her umbilical cord into the baby's bloodstream.
- Q** My mate smoked and I'm fine, what's the problem?
- A** Smoking affects babies in different ways, just because the mother is fine, doesn't mean her baby will be.
- Smoking affects babies in different ways. The damage done can depend on when the mother smokes during the pregnancy, how much she smokes and even how she smokes. Just because she's fine, it doesn't mean her baby will be.
- Q** My partner smokes too, does he have to quit?
- A** When a partner smokes it not only affects his health, but the baby's too.
- Regular exposure to secondhand smoke during pregnancy can result in an increased risk of miscarriage, premature birth and, for the baby, attention deficit disorder, birth defects, allergic and lung problems.

LEXUS

A direct mail pack showcasing the Lexus Pursuit of Perfection proposition



LEXUS

A direct mail pack showcasing the Lexus Pursuit of Perfection proposition



Toyota (GB) PLC
Lexus Division
PO Box 854
Purtonmouth
PO16 9AY

T 0845 2788 888
www.lexus.co.uk

Mr AB Sample
Any Company
Any Address Line 1
Any Address Line 2
Any Address Line 3
Any Address Line 4
Any Town
Any County
Any Postcode

123456 / 012345 7 89000

March 2010

TIMES HAVE CHANGED. OUR VALUES HAVEN'T.

Dear Mr Sample

We thought you'd like to know that while you've been driving your current Lexus, our Pursuit of Perfection has continued apace. As a Lexus owner, you may know that this is how we describe the force that drives everything we do.

At Lexus, our aim is to provide customers with world-class vehicles and outstanding customer service. I hope you have experienced both in the course of owning your Lexus. Enclosed, you will find a brochure that I hope will help you to choose your next model.

For more information, or to arrange a test drive of any of the Lexus range, please call the Lexus Contact Centre on 0845 2788 888 or visit www.lexus.co.uk. Alternatively, you can contact your local Lexus Centre directly at:

Any Lexus Dealer
Any Lexus Dealer Address Line 1
Any Lexus Dealer Address Line 2
Any Lexus Dealer Address Line 3
Any Lexus Dealer Address Line 4
Any Lexus Dealer Town
Any Lexus Dealer County
Any Lexus Dealer Postcode

Tel: Any Lexus Dealer Telephone

Yours sincerely

Paul Marshall
General Manager, Marketing & Strategy
Lexus Division

Toyota (GB) PLC is registered in England and Wales as company number 986634.
Its registered office is Great Burgh, Buryf Heath, Epsom, Surrey, KT8 5JL.
Toyota (GB) PLC is authorized and regulated by the Financial Services Authority
in respect of insurance mediation activities only.

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LEXUS

A direct mail pack showcasing the Lexus Pursuit of Perfection proposition

THE CONCEPTION OF PERFECTION

In 1983, our founder Eiichi Toyoda asked his senior managers: 'Can we create a luxury vehicle to challenge the world's best?'

Solving this challenge demanded the resolution of a number of paradoxes. The new vehicle needed to be more comfortable and hospitable than any before, yet also lighter. It needed to have better performance, yet be more economical. It needed to set unprecedented standards of luxury, yet have a streamlined aerodynamic profile.

Many of these requirements seem mutually exclusive. In order to reconcile them, our engineers needed to reject any compromises in their pursuit of perfection.

Every Lexus today exemplifies this philosophy. Continuing to resolve apparent contradictions helps Lexus to meet the needs of customers, now and in the future.



THINGS TO COME THE CONCEPTION

Our aim at Lexus is to provide our customers with world-class vehicles and world-class customer service, and we are deeply committed to finding better ways of achieving this. We use technology and insight to innovate, to refine and to push boundaries. We also strive to perfect our relationship with our customers, constantly seeking a deeper understanding of their needs.

The CT 200h is the result of a challenge to create a luxury five-door, full hybrid compact car. It is a conscious effort to take our L-finesse philosophy to the next level, and create a concept that is younger, bolder and more dynamic than any before.



LEXUS

A direct mail pack showcasing the Lexus Pursuit of Perfection proposition



THE EXECUTION OF PERFECTION

Lexus factories are home to some of the most advanced technology in the world. This extends to the air itself. In order to reduce contamination, the air pressure is modulated in different areas to create a flow of air that runs in the opposite direction to the manufacturing process. As components move along the line, the air pressure rises. The highest pressure is in the assembly area itself. This literally drives the dust away.

But no matter how advanced the technology used in our manufacturing process, no Lexus is ever declared finished until it has been examined by one of our Takumi. These are an elite group of master craftsmen who are charged with maintaining the Lexus pursuit of perfection.

Ultimately, our obsessive attention to detail depends on a human touch.



IS F THE EXECUTION

At the heart of every IS F is a hand-built 5.0 litre V8 engine. Each engine is individually checked for the purity of its note by a master craftsman using a stethoscope. This obsessive attention to detail is one example of the pursuit of perfection expressed throughout the vehicle.

To harness the IS F's exhilarating power, Lexus developed the world's most advanced eight-speed Sport Direct Shift transmission, with an upshift speed of one tenth of a second in manual mode.

Influences from the racetrack can be seen throughout the vehicle: in the specially tuned suspension, titanium intake valves and extremely powerful brakes. But this commitment to performance never impedes the IS F's equally strong commitment to luxury, exemplified by meticulous sound engineering, premium sound system and sophisticated cabin design.

425 DIN HP
CO₂ EMISSIONS OF 270G/KM
24.8 MPG (COMBINED)
0-62 MPH IN 4.8 SECONDS
A MAXIMUM SPEED OF 168 MPH
BK TAX RATE OF 35% (DV15)

ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE

A direct mail fundraising pack for Talking Book

**RNIB's most succesful
fundraising pack to date**



Our Talking Book Service is only part of the story.

Royal National Institute of Blind People (RNIB) is the UK's leading charity offering information, support and advice to almost two million blind and partially sighted people.

We focus all our efforts to deliver practical and imaginative services and solutions to the everyday challenges of living with sight loss. These include:

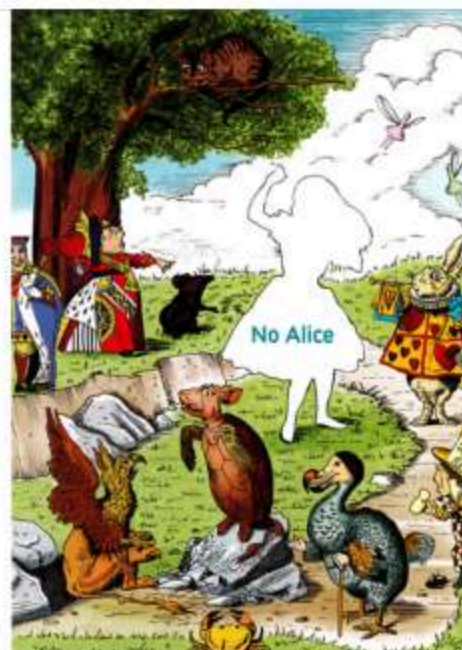
- Providing information on eye conditions, educating blind and partially sighted people about their condition
- RNIB Helpline (0303 123 9999), offering support and information on products and services available for blind and partially sighted people
- Our Talking Book Service which has 39,000 subscribers
- Campaigning to eliminate avoidable sight loss
- Financing research into sight loss and eye health issues
- Teaching people how to read braille and giving them access to braille reading material
- RNIB Research Library, Europe's largest and most comprehensive collection of material covering all aspects of blindness.

Please get involved and support our vital work. You can help enrich the lives of children living with sight loss.

RNIB supporting blind and partially sighted people

LGRUC

Registered charity no. 226227



RNIB supporting blind and partially sighted people

RNIB
105 Judd Street
London WC1H 9NE
Donation Enquiries:
0845 345 0054
rnib.org.uk

099 999 9999 99
Mr A B Sample
Sample Building
Sample Street
Sample District
Sample Town, Sampleshire
Sample
SS11 1SS

0000000000

November 2010



**Some children will never see the Gruffalo.
But you can bring him to life in their imagination.**

Dear Friend

For most children reading is a magical experience, especially at Christmas. Nestled in an armchair by a crackling fire, feet barely touching the ground, they turn the first page. In an instant, anticipation turns to joy as a mysterious world of characters and far away lands comes to life.

Blind and partially sighted children aren't so lucky. They're shut out from the extraordinary wonders of reading. They're missing out on a part of childhood that is so crucial. At the Royal National Institute of Blind People, we offer support and services for people of all ages who have lost their sight. And RNIB Talking Books bring the joy of the written word to those who can't read printed books for themselves.

Please will you donate £10 and give the magic of Talking Books to children who desperately need it this Christmas?

Please turn over...

Royal National Institute of Blind People

20000029

Chair Kevin Carey • **Chief Executive** Lesley-Anne Alexander
Incorporated by Royal Charter • Reg charity no. 226227 • VAT reg no. 524 4558 45
LGRUC

ROYAL NATIONAL INSTITUTE FOR BLIND PEOPLE

A direct mail fundraising pack for Talking Book

RNIB

supporting blind and
partially sighted people

RNIB

105 Judd Street
London WC1H 9NE
Donation Enquiries:
0845 345 0054
rnib.org.uk

999:999:9999:99
Mr A B Sample
Sample Building
Sample Street
Sample District
Sample Town, Sampleshire
Sample
SS11 1SS

99999*1/9999/2/29

November 2010



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Royal National Institute of Blind People

Chair Kevin Carey • **Chief Executive** Lesley-Anne Alexander
Incorporated by Royal Charter • Reg charity no. 226227 • VAT reg no. 524 4558 45
L/GRU/C

20000029

Ruth thought she'd never be able to enjoy a Christmas story.

Imagine being ten years old and unable to see the world. This is Ruth's reality. I've had the pleasure of meeting her. She is a bright and loving girl with a brilliant smile. But she has retinitis pigmentosa. All she ever sees is a constant blur of colour. To her, a book is nothing more than a rectangular object. There are no words, no Prince Charming, no happily ever after.



But there is a way Ruth can experience the joy of reading. Sitting on her favourite beanbag she hears her mother's footsteps and then a click as the magical Talking Books machine springs into life. Suddenly the world she knows fades away. With Talking Books, boundaries and limitations no longer exist. Loneliness and isolation disappear. She is free.

For Ruth, The Guffalo isn't just a creature in a book. He's a friend forever.

Growing up, we all had our favourite children's book characters. From the gangly Big Friendly Giant to the devious Captain Hook, courageous heroes and dastardly villains were a joy to us all.

But to Ruth the Gruffalo means so much more. Sometimes she feels cut off from the world and she cries. She wishes she could read a book like her friends. But with Talking Books, she can escape to an enchanted world just like other children. She can travel through a mystical gateway to a land of infinite possibilities. And for Ruth, every character is a comfort, a trusted companion to hold on to during the ups and downs of her daily life. That's why your support means the world to her and makes such a difference.

ROYAL NATIONAL INSTITUTE FOR BLIND PEOPLE

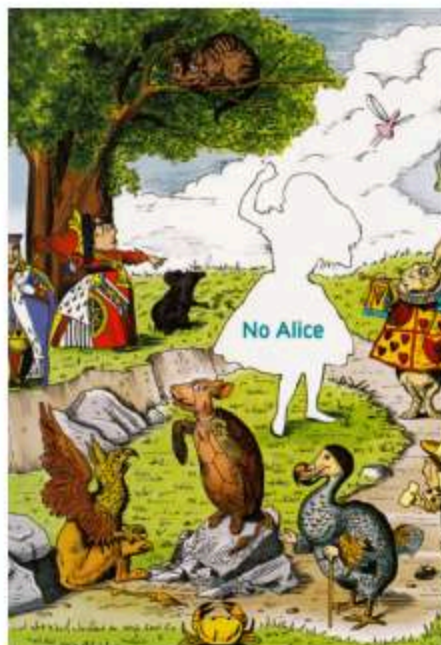
A direct mail fundraising pack for Talking Book

Without Talking Books there are no magical friends and wonderful adventures.

Reading is an exciting and wonderful part of childhood. To a child, a book is an enchanted world, bursting with words and ripe with adventure. Page by page, they learn and laugh, discover and explore – they grow and develop. But for blind and partially sighted children, this is a world they will never know. For them, there is no Alice, no Gruffalo, no Tiny Tim. In a life that can be lonely and frightening, all they want is to escape and go on a journey with a magical friend.

We bring books to life for people living with sight loss.

At Royal National Institute of Blind People, our Talking Book Service brings the joy of books to those who can't read ordinary print. We give blind and partially sighted children a chance to visit mysterious places and to feel something truly extraordinary. Ruth may have retinitis pigmentosa, but she's travelled through time, lived under the sea and sat in the palm of a giant. With a Talking Book she is carried away by her imagination. She is free.



I love my Talking Books.

Sometimes I felt sad. I couldn't play hopscotch or skipping rope. I couldn't even read. I felt left out and it made me upset. I just wanted to be like everyone else. But one day, mummy came home with a magical machine. She told me to sit and then a voice started talking to me. It was the best. I could enjoy stories just like my friends. I love listening to every sound. It's like I'm there in my head. I can't wait for the next one.

Ruth, aged 10

Our DAISY players are easy to use and they support the DAISY format of all RNIB's Talking Book Service. But they do a lot more than simply 'play'. Readers can skip chapters, pause, rewind and fast-forward, so they can enjoy Talking Books at their own pace.



Photographer: Philip Kimbrell

We offer over 17,500 Talking Books. But it simply isn't enough.

Did you know that over 133,000 books are published every year in the UK? But less than five per cent of these books are ever recorded in audio.

Please will you help people rediscover the joy of reading?

Imagine losing your sight. Imagine feeling isolated and alone, as if the life you knew was gone forever. That's why our Talking Book Service is so important. It helps so many blind and partially sighted people, young and old, to find joy in their lives again. But it can cost up to £2,500 to record a single Talking Book. And we need around £4 million a year to run RNIB's Talking Book Service. So every penny is so precious. Please, give what you can and make a book come to life.

3 ways to donate

- 1 Use the donation form enclosed
- 2 Call 0845 345 0054
- 3 Visit www.rnib.org.uk/gruffalo



ACTION FOR BLIND PEOPLE

A direct mail fundraising pack for home safety services



**Attacked in
her own home**

Action for blind people
Part of RNIB Group

0303 123 9999
Mr A B Sample
Sample Building
Sample Street
Sample District
Sample Town, Sampleshire
Sample
SS11 1SS

November 2013

Imagine being hurt in the place you feel most secure.

Dear Friend

Picture your home at Christmas time – the warm glow of the fire, the twinkling lights on the tree, it's a place of comfort and security, a space full of memories. It's your own.

But what if you woke up and your home had changed forever?

Imagine if you could no longer see a staircase or an open door. Suddenly, every protruding edge can cut and every step can fracture bone. This is the reality for thousands of people living with sight loss.

But Action for Blind People can help. We provide support for blind and partially sighted people in all aspects of their lives. And we can improve their day-to-day living situation with just a few simple changes. Please will you donate £10 so we can make homes safe and secure again?

Please turn over.

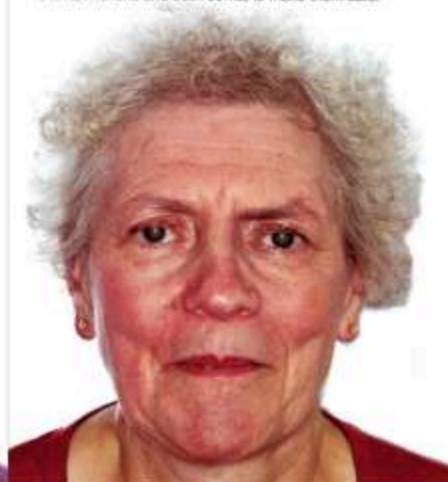
100-100-1000
0303 123 9999
Please call 0303 123 9999
Registered Charity No. 10495
Action for Blind People is a registered charity in England and Wales.
Registered Office: 100-100-1000, London, EC1A 1BB
Registered in England No. 10495

**Maureen felt frightened in the
place she loved the most**



**Action gave back her
independence and her home**

We make homes safe and secure for people living with sight loss by providing mobility training and adapting stairs, kitchens and bathrooms, to make them safe.



**Every 15 minutes someone
in the UK begins to lose
their sight**

There's a simple solution for anyone struggling to cope with sight loss – one call to Action for Blind People on 0303 123 9999.

Our team of experts are driven, passionate and committed. Take a look at some of the things they do.

- **Independent Living Co-ordinators** provide practical and emotional support for blind and partially sighted people to help them live as independently as possible.
- **Employment Co-ordinators** prepare blind and partially sighted people for finding employment, keeping their job and adapting the workplace to suit their needs.
- **Housing Co-ordinators** offer support in choosing a new home or moving to supported housing or residential care.

Action for blind people
Part of RNIB Group

LF85C

ACTION FOR BLIND PEOPLE

A direct mail fundraising pack for home safety services

What if your home was fraught with danger?

Your home is the last place you'd expect to feel frightened and alone. But what if the familiar place you knew was gone? What if, with every step, you dreaded the next cut, the next bruise? For the two million blind and partially sighted people living in the UK, this is the stark reality.

Action for Blind People can make their home safe and secure.

We believe that every person living with sight loss has the right to feel secure and comfortable in their own home. But belief isn't enough. We take action. We visit people in their home, assess their living situation and provide simple, practical solutions to give them back their independence.



Registered Charity No. 205913 (England and Wales)
SC040050 (Scotland)

Paul can now enter his home without risking a fall

At age 35, Paul was diagnosed with Nystagmus. As his sight began to fail, he soon lost his job and his home. He ended up alone, living in rented accommodation. But the steps outside his door were a constant danger. Paul fell several times, suffering a concussion and numerous cuts and bruises. He was afraid and struggling to cope. He needed to move. But he didn't know where to start.



Paul contacted us because he knew we could help and he didn't want to suffer any more painful accidents. Our Housing Co-ordinators listened to his needs and helped him find a more suitable home with no front steps and much better heating and insulation.

If you know anyone who's blind or losing their sight, who could use a visit, or just some advice on how to be safe at home – cut this out and give them our number.

0303 123 9999

Lines open Monday to Friday 9am – 5pm

ACTION FOR BLIND PEOPLE

A direct mail fundraising pack for home safety services

1

Action for blind people
Part of the RNIB Group

099 500 0999 99
Mr A B Sample
Sample Building
Sample Street
Sample District
Sample Town, Sampleshire
Sample
SS11 1SS

November 2010

Imagine being hurt in the place you feel most secure.

Dear Friend

Picture your home at Christmas time – the warm glow of the fire, the twinkling lights on the tree. It's a place of comfort and security, a space full of memories. It's your own.

But what if you woke up and your home had changed forever?

Imagine if you could no longer see a staircase or an open door. Suddenly, every protruding edge can cut and every step can fracture bone. This is the reality for thousands of people living with sight loss.

But Action for Blind People can help. We provide support for blind and partially sighted people in all aspects of their lives. And we can improve their day-to-day living situation with just a few simple changes. Please will you donate £10 so we can make homes safe and secure again?

Please turn over...

100 Auld Road, Tel: 020 7579 1040 Email: action@actionforblindpeople.org.uk 60000019
London WC1H 9AE Website: www.actionforblindpeople.org.uk

Police: RNIB Helpline, 0800 000 0000
Registered Charity No. 202875 (England and Wales) SC040000 (Scotland) Registered Company No. 2888
Action for Blind People working in Association with RNIB
National Freephone Helpline 0800 122 9999

LBEC

2

We give back people's confidence and independence.

My name is Peter Holton and I work for Action for Blind People. My job is to assess blind and partially sighted people's homes and make them safe and secure. I often go out and visit the people we help. And I want to tell you about Maureen, a woman I visited recently.

It was as if her home had turned against her.

When she opened the door, I saw she had a black eye.

'How did that happen?' I asked her.

'Oh, it's nothing. I just walked into a cupboard door I'd left open. My own stupid fault.'

I wasn't surprised, or shocked to see her with a bruise on her face. I've seen quite a few. But it upsets me every time. This is a person simply living in their home. She's not supposed to be bruised. I can't get used to it.

We sat down and started talking. She told me that she started to lose her sight 15 years ago. First one eye, then the other. Macular Degeneration. The most common cause of sight loss for older people. She tried to hide it from her children. She didn't want to be a burden and she didn't want them to worry. But then her husband died, and as she said, 'He'd been my eyes for all those years'. But now her husband was gone. And on top of her grief, she had lost her sight.

Sitting listening to her story, it was clear Maureen loved her home, and she wouldn't leave it – she'd lived there over 40 years – but more and more,

3

she was getting hurt. Banging into things. Burning herself. Cutting herself. I couldn't imagine waking up every day, dreading the next accident. But I knew we could help. I knew we could give her what she needed to be independent and safe in her home once more.

Action sent an Independent Living Adviser to take a look at her home. And I was so touched by Maureen's story that I went with him. When we arrived, she kept saying things like, 'I'm all right' and 'it's not so bad'. The reason was obvious. She didn't want us to say it wasn't safe for her any more and she'd have to move.

But we didn't. We understood. We came up with a plan for ways to keep her safe. Maureen had recently had a fall down the stairs, fracturing her wrist. So the first thing we did was install safety rails throughout her home. We also provided her with tactile markers, braille stickers and mobility training so she could move freely around her house.

Every 15 minutes someone in the UK starts to lose their sight.

Maureen is safe now. She can live in comfort and security in the place that is so dear to her. This is what we do. This is how we restore confidence. But there are still thousands of blind and partially sighted people trapped indoors, anxiously wondering where the next injury will come from. Please will you donate £10 so we can make people living with sight loss comfortable and secure in their homes? Please will you help us give back their dignity and independence?

So many blind and partially sighted people are simply not aware of Action and how we can change their lives. We want to reach these people.

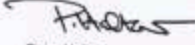
Please turn over...

4

People who get hurt every day because they can't see. Who want to stay in their own homes, independent, but fear they won't be able to. People who could easily be made safe, if the right help were given. If you know anyone who's blind or losing their sight, who could use a visit, or just some advice on how to be safe at home – tell them about Action for Blind People.

I really appreciate you taking the time to read my letter. Your donation will make all the difference to blind and partially sighted people struggling to cope in their own homes.

Thank you and Merry Christmas.


Peter Holton
Independent Living Team Leader

NATIONAL SAVINGS & INVESTMENTS

Monthly magazine for top-tier investors and retirees





Save for the future and
enjoy life a little more



Outlook

Your future in focus

What's the recipe for a happy retirement?

The right mix
How to make a great retirement portfolio

No additional tax
We investigate ISAs

Cooking the books?
How to avoid the dangers of identity fraud

Have your say
Information about our
Quarterly Savings Survey





National Savings and
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www.nsi.co.uk
Enquiries 0500 007 907
Reference No 58038401
August 2010

Mr A B Sample
1 Sample Street
Sample Town
Sampleshire
2000 1000

XXXXX

Dear Mr Sample

Are you saving for a happier retirement?

Welcome to the latest edition of Outlook – bringing you news, views and articles on how to make the most of your money.

Saving is an important part of retirement planning. In this issue, we will explore the key things you need to consider and how you can get on the right track to a secure and happy retirement.

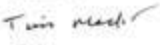
Do you know how to choose the best savings account for you? Take a look at our article on this topic and explore our full range of savings and investments. We're also examining the importance of regular saving and how it can lead to a healthier financial future.

It's that time of year when many of us like to travel abroad, so we're highlighting the key issues you should be aware of when you're going away and how they could affect your travel budget.

And to find out more about any of our savings and investments, visit nsai.co.uk or call our award-winning UK customer service team free on **0500 007 907**. We're available every day from 9am till midnight. Calls from mobiles may not be free. Calls may be recorded.

I hope you enjoy this edition of Outlook.

Yours sincerely


Tim Mack
Head of Marketing and Communications

We'd like to give you a better service by keeping you informed about other offers from National Savings and Investments. If you'd rather not receive these, please write to National Savings and Investments, Glasgow G18 1SR. We will not pass your details to any other organisation for marketing purposes without your consent.



National Savings and Investments is backed by HM Treasury





What should you put into your investment portfolio?

It's generally assumed that our financial priorities change as we grow older. We take more risks when we're younger and look for security as we get older. But is this really the case? Do our investment needs really change that much over the years? Francis Klonowski, Certified Financial Planner for Klonowski and Co., gives his expert opinion.

As a general rule, people up to their late 50s should be looking to accumulate wealth. Then, as they approach and enter retirement age, they are looking to consolidate. This may be true, but it doesn't matter if you're a 30-year-old looking to take a year off work or a 50-year-old planning for retirement – you need to ask yourself the same basic questions.

How much will you need? When will you need to access it? And how long do you need it to last for? The last question may seem a little morbid, but it's essential that you have a rough idea of how many years you think your retirement funds will have to last – in other words, your life expectancy.

You may have heard the much-quoted statistic that you should plan to live on 75% of your final income. However, in my experience it doesn't pay to rely on generalisations. You should be looking at your own specific requirements, as well as thinking about what your desired lifestyle is going to be.

After all, if you're looking to travel the world and eat at Michelin-starred restaurants, you'll need more funds than if your ideal retirement is the occasional pub lunch and a season ticket for your local football team.

Keep a spread of savings and investments

Once you've got an idea of how much you'll need for retirement, the next thing to think about is how to achieve that figure. In financial terms, there are two types of people: savers, who are risk-averse by nature, and investors, who are ready to risk more for greater returns.

I don't think it's a good idea to have 100% savings, because your returns can be affected by inflation and interest rate cuts. Similarly, it can be too risky to have all your investments in stocks and shares. I believe the best investment portfolio is one with a wide spread of cash savings and investments.

Income – or lump sum?

It may be tempting to go for an investment that offers you a regular income – such as an annuity – although it's important to remember that high rates of inflation can affect your returns.

A better option could be an investment where you can complement your regular income with withdrawals from your capital. If you do choose this option, it's a good idea to work out how long your capital will last based on certain assumptions such as inflation and investment growth.

Don't overstretch yourself

This is particularly important when it comes to paying off your mortgage. While this is generally a good idea, it shouldn't be at the expense of saving for your retirement. There is little point in starting your retirement mortgage-free if you don't have enough to live off. Remember – you can borrow to pay for a property, but no-one is going to lend you money to fund your retirement.

When you're making your financial plans, make sure that you can afford to leave funds locked away, for example in long-term investments. Don't leave yourself short of money in the short term – keep some funds where you can get them without incurring penalties, like an instant access savings account.

Keep thinking long-term

You may think that retirement isn't really the right time to start considering long-term investments. But think of it this way: if you retire at 60, you could easily have a good many years ahead of you. That's plenty of time for riskier long-term investments to come to fruition.

It's also worth remembering that, if you have children or grandchildren, they will benefit in the even longer term from any investments you leave them in your will.

One final piece of advice. While the papers seem to be filled with doom-and-gloom stories of plunging stock markets and plummeting interest rates, don't let them lead you to make any knee-jerk changes. Re-assess your objectives – and if you're in any doubt, talk to a financial adviser. It may also be a good idea to refresh your knowledge of what saving and investment opportunities are out there – you can visit www.yourmoneyinfo and see for yourself.

And if you're looking for a solid foundation for your portfolio, visit www.nsandi.com to see NS&I's range of 100% secure savings and investments.

ISAs explained – we give you the facts

We all work hard for our money but unfortunately we are taxed on our earnings before we even receive them. With this in mind, the idea of a tax-free savings account may seem appealing. You probably have heard something about individual savings accounts or ISAs over the past 10 years, but perhaps various investment limits and different types of ISA have left you a little confused. In this article we will take a closer look at ISAs and explain the key facts.

A brief overview

Launched in April 1999 as a new savings incentive to replace TESSAs and RPLS, ISAs are simply tax-free savings accounts. They are just like normal savings accounts except for the fact that you pay no UK Income Tax or Capital Gains Tax on the interest you earn.

ISAs are not investment products in themselves, but rather a kind of tax-free 'envelope' into which various investments can be placed. An ISA can be made up of an investment in cash, or investments like stocks and shares. Savers are able to invest in two separate ISAs in any one tax year: one cash ISA and one stocks and shares ISA.

Investment limits

The amount you can invest in an ISA depends on the type of ISA you choose. For cash ISAs you can invest up to £3,600 a year, and for stocks and

shares ISAs up to £7,200, if you wish to invest in both types, the separate limits still apply but **you cannot invest more than £7,200 in total.**

For example if you save £1,200 in a cash ISA at the beginning of the tax year, you can still save up to £6,000 more in ISAs. This could be up to another £2,400 in the same cash ISA and £3,600 in a stocks and shares ISA, or you could save the whole £6,000 in a stocks and shares ISA.

Tax benefits of ISAs

Interest from cash savings

In a normal account you would pay either a 10% starting rate tax for savings, 20% basic rate tax or 40% higher rate tax on any interest earned. With an ISA you do not have to pay any tax at all on your interest.

Income from stocks and shares ISAs

There are some tax advantages to investing in stocks and shares within an ISA 'wrapper'. Under 2008/09 tax rules, you pay no Capital Gains Tax on the sale of any investments in your ISA, regardless of whether you are a basic or higher rate taxpayer. If you are the latter, investing in a stocks and shares ISA means that your tax liability on any dividend income is reduced from 32.5% to 10% – a saving of 22.5%. As a basic rate taxpayer your tax liability is 10% of any dividend income. This is the same amount you would pay if you were to invest in stocks and shares outside of an ISA.

What type of interest rates do cash ISAs have?

You can choose between either a fixed rate or variable rate cash ISA. With the former, the rate of interest does not change for a set period, which can be beneficial if interest rates are high at the time of your initial investment. The interest of variable rate ISAs can be calculated by a variety of different means, but the thing to remember is that they are prone to fluctuation. In other words, when interest rates are high you will gain more interest on your savings. However if the rate drops (like it has done recently) you will earn less interest.

The NS&I Direct ISA

At NS&I we don't offer a stocks and shares ISA but we do offer a Direct ISA which is a variable rate cash

ISA (see www.nsandi.com for more information). Now that you know a little more about ISAs, why not take a look at our Direct ISA and see whether it may be right for you?

With an NS&I Direct ISA you can enjoy tax-free interest and 100% security for your savings, backed by HM Treasury. The minimum initial deposit is £100, followed by further deposits of at least £50. You can only manage an NS&I Direct ISA by telephone from 9am to midnight, or online any time you want.

Please note however that the impact of tax and any tax relief depends on your individual circumstances. Current tax rules are valid until 5 April 2009 and may change in the future.



NATIONAL SAVINGS & INVESTMENTS

Direct mail pack promoting the purchase of Premium Bonds



NATIONAL SAVINGS & INVESTMENTS

Direct mail pack promoting the purchase of Premium Bonds



Each investment gives you another chance to win



How Premium Bonds work

Win £1 million and your dreams could come true! And if you don't win that big prize, there are plenty of other cash prizes to be won every month.

Prizes not interest

Instead of paying interest, Premium Bonds are entered into monthly prize draws. We'll give you a unique Bond number for every £1 you invest. So if you invest £100 you get 100 unique Bond numbers and 100 chances to win.

As well as the £1 million jackpot, we pay out over a million other prizes from £25 to £100,000 every month.

Chances of winning (odds)

Each Bond number has a separate and equal chance of winning, so the more you invest the better your chances! For details of the odds, the number of prizes and their value, see our prize draw details leaflet or visit nsandi.com

What about tax?

Any prizes you win are free from UK Income Tax and Capital Gains Tax, so you can keep all the money to yourself.

When Bonds go into the draw

You will need to hold your Bonds for one full calendar month following the month of purchase before they become eligible to win prizes. So if you buy Bonds in April, they will be eligible for the June draw onwards.

Once your Bonds are in the draw you'll have chances to win every single month, for as long as you keep them.

Can I get my money back?

Yes. With Premium Bonds you won't lose a penny of your capital – and you can cash in all or part of your Bonds at any time.

But do remember, inflation can reduce the true value of your money over time.

application to invest in Premium Bonds

Do you want more of that winning feeling?

Imagine if you won the £1 million jackpot. What would you spend it on? A nest egg for the future or a trip around the world? Whatever you're imagining, there could be a way to turn your dream into reality. You can increase your chances of winning by topping up your Premium Bonds investment today. Remember, every single £1 you invest gives you another chance to win.

Everyone has their own preference when it comes to handling their finances, that's why we offer a range of ways to buy and manage Premium Bonds.

How do I buy Bonds through the post?

Once you have read the information in this brochure including the terms and conditions, all you need to do is:

- fill in, sign and date the attached application form (please give your holder's number in section 2 of the form to speed up your application)
- write a cheque for the amount you want to invest in Premium Bonds made payable to **National Savings and Investments** (the cheque must be drawn on a UK bank account in the applicant's name)
- send both the cheque and the application form back to us in the postage-paid envelope provided

You can write to us at any time to give us instructions about your Bonds. And you will need to quote your Premium Bonds holder's number whenever you get in touch with us too. Please be aware that each Premium Bond purchase must be for at least £100, and you can hold up to £30,000 in total. Each investment must be made in whole pounds.

If you're buying Premium Bonds for a child under 16, you need to fill in their holder's number (you can check this with the parent or guardian who will be looking after the Bonds), name, address and date of birth on the application form. You will also need to include the parent's or legally appointed guardian's details on the back of the form. If you are a (great) grandparent, you need to fill in your details on the back of the application form, as well as the parent's or guardian's.

If you are applying on behalf of someone else, for the first time, as a Receiver or under a Power of Attorney, you need to enclose the original confirmation of appointment or a certified copy.

For your security, we don't accept debit card details by post.

Buy and manage your Premium Bonds online and by phone

We think our online and phone service is another convenient way to buy and manage your Premium Bonds. Once registered you can:

- buy or cash in Premium Bonds
- keep track of your Bonds and prizes
- update your personal information – your address, email address and UK bank account details
- choose to go 'paperless' (online only)
- choose to have any prizes you win automatically reinvested into more Bonds
- choose to have any prizes you win paid directly into your UK bank account (as well as your UK bank account details, we'll also need your email address so that we can send you an email notification if you win)

Please note that not all services are available if you are managing Bonds for a child under 16 or for someone else under a Power of Attorney. For more information about our online and phone service, please visit nsandi.com or call us free on **0500 007 007**. We're available every day from 7am till midnight. Calls from mobiles and some landline providers may not be free. Calls may be recorded.

Buying by electronic transfer

If you already hold Premium Bonds and have a holder's number, you can make any further investments using electronic payments from your own bank account.

To do this you will need the following information:

- payee name: **National Savings and Investments**
- sort code: **08 31 15**
- account number: **11994808**

You will also need to quote your holder's number (not your NS&I number) as the payment reference. This is 9, 10 or 11 characters in length and should be entered without hyphens, spaces or full stops. If you don't enter your holder's number in the reference section the payment will be returned to you.

NATIONAL SAVINGS & INVESTMENTS

Direct mail pack promoting the purchase of Premium Bonds

Mr A B Sample
55 Sample Street
SAMPLETON
Sampleshire
S55 555

NMDPAG
106953/99900/0000157



National Savings and
Investments
Glasgow
G58 158

nsandi.com

Enquiries 0500 007 007

Our reference NMDPAG

April 2013

Dear Mr Sample

Top up your investment and you could win £1 million

As you're a recent prizewinner, we're sure you've experienced the thrill of winning with Premium Bonds. So don't you want to enjoy more of that fantastic feeling?

Imagine opening your front door to the sight of Agent Million (always ask for identification) holding a cheque for £1 million. How would you feel? What would you spend it on? Perhaps you would use it as a nest egg for the future or splash out on a trip around the world? Whatever you're imagining right now, there's a way you might be able to turn your dream into reality. You can increase your chances of winning by topping up your Premium Bonds investment today. Each £1 Bond number you hold has a separate and equal chance of winning, so every single £1 you invest gives you another chance to win a prize from £25 right up to £1 million every month.

What prizes could be waiting for you in the next draw?

Our £1 million jackpot could change your life forever. And with our June draw getting ever closer, we wouldn't want you to miss out on the chance to win such an incredible prize. You'll need to hold your new Bonds for one full calendar month following the month of purchase before they become eligible to win prizes. So if you buy more Bonds now, or by the end of April at the latest, they will be eligible for the June draw onwards. Once your Bonds are in the draw you'll have chances to win every single month, for as long as you keep them.

Buying Premium Bonds by post is easy and convenient

We offer several different ways to buy Premium Bonds. Have you ever considered using the post? All you need to do is fill in the application form attached to the brochure enclosed. Then, simply return it to us in the envelope provided with a cheque for the amount that you want to invest. Before applying, you should also be aware that each Premium Bond purchase must be for at least £100, and you can hold up to £30,000 in total. Each investment must be made in whole pounds.

Please turn over ►



National Savings and Investments is backed by HM Treasury



recycled

NATIONAL SAVINGS & INVESTMENTS

Direct mail pack promoting the purchase of Premium Bonds

Our online and phone service is a simple way to manage your Premium Bonds

At NS&I we always try to provide the best service possible, that's why you can also buy and manage Premium Bonds online and by phone. Once registered for the service you can buy or cash in Premium Bonds, keep track of your Bonds and prizes and use a range of other useful features. If you want to learn more about our online and phone service, please read the brochure enclosed.

Remember, you should top up your investment by the end of April if you want your new Bonds to be eligible for the June draw. Good luck and we hope you win a prize. Who knows? Agent Million could be knocking on your door very soon.

Yours sincerely

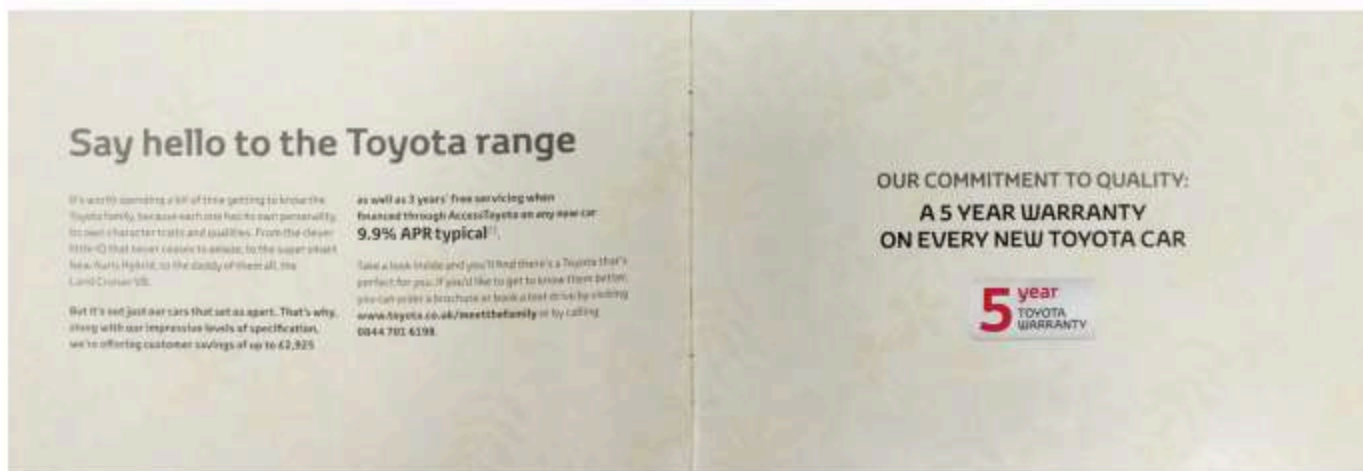
Garry Bond

Garry Bond
Head of Customer Management

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TOYOTA

Direct mail pack showcasing range - Meet the Family



clanb.net



TOYOTA

Direct mail pack showcasing range - Meet the Family



The clever little 'un

iQ 1.0 VVT-i

A true original, this four-seater's groundbreaking design makes it incredibly easy to get around town and even easier to park. But don't let its compact little body fool you, iQ has a 5-star Euro NCAP safety rating and manages to pack in a high specification as standard, including 15" alloy wheels, air conditioning, 9 airbags and heated door mirrors.

Range from and model shown only £9,995 including a saving of £450*



The latest arrival

New Verso-S

T Spirit 1.33 VVT-i

Smart and spacious, Verso-S is a five-seater that's ingeniously designed to fit your whole life in. It's compact and easy to drive, boasting class-leading emissions and loads of technology packed in. With a 6.1" colour touch-screen multimedia hub, rear-view camera, one-touch fold flat seating, 16" alloy wheels, panoramic roof and the option of an automatic gearbox with up to 54.3 mpg, it's the smart choice for you too.

Model shown only £14,995 including a saving of £750*



Verso-S range from £13,995 (including a saving of £650*)

TOYOTA

Direct mail pack showcasing range - Meet the Family

The super smart ones

When it comes to hybrid technology, Toyota has led the way for the last ten years. In designing the Prius we defied convention, creating the world's first mass-produced hybrid car. With 2,900,000 sold and numerous customer satisfaction awards to its name, it is the world's favourite hybrid.



New Auris Hybrid T4

Fiendishly clever, the new Auris Hybrid takes the proven technology at the heart of Prius and makes it even more economical, with combined fuel consumption of up to 74.3 mpg. And it's no slouch when it comes to features, with climate control air conditioning, blue optitron dials, 17" alloy wheels and LED running lights all as standard.

Auris Hybrid range from £19,545

Model shown only £19,795



The intrepid one

Avensis TR 2.0 D-4D Tourer

Intelligent and dependable, Avensis is equipped to keep you comfortable anywhere. Every detail is designed to make everyday driving better, like full map Sat Nav with bluetooth, USB and MP3 connectivity, dual zone climate control, cruise control and rear view reversing camera as standard. With its sure, effortless handling, you'll feel confident wherever you're headed.

Model shown only £21,385 including a saving of £750*



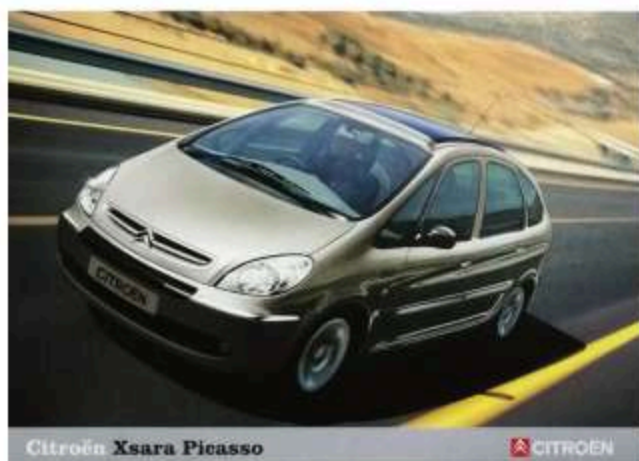
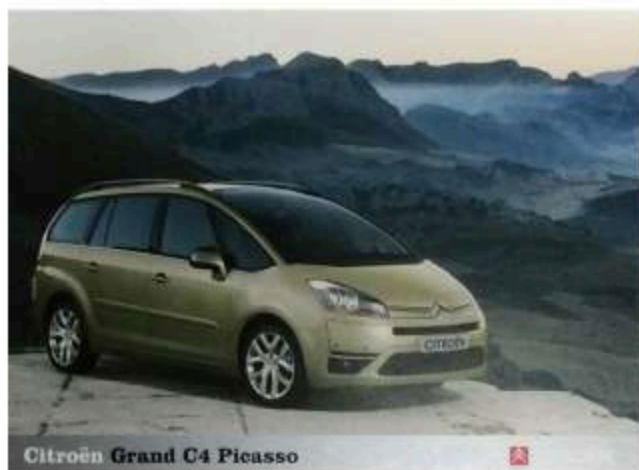
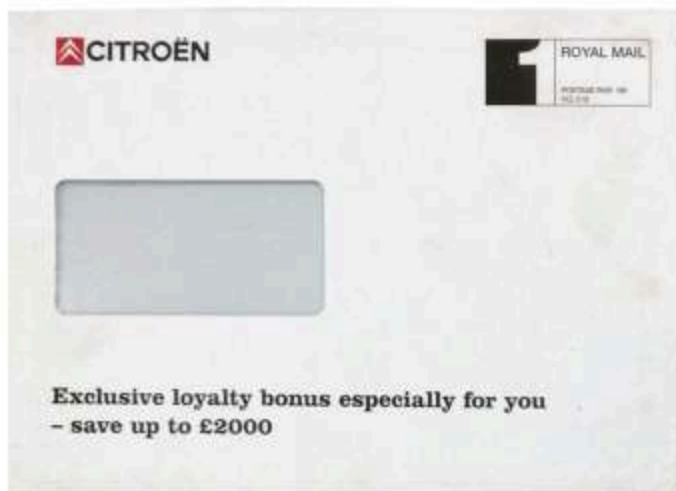
Avensis range from only £16,795 (including a saving of £750*)

Direct mail pack showcasing range - Meet the Family



CITROËN

Direct mail pack promoting the Picasso



Alister Fleming - Ayr
8 Elmbank Street
Ayr
Strathclyde
KA8 8DH

Tel No: 01292 810788

31 January 2008

Mr A Sample
Sample House
123 Sample Road
Sampleton
Sampleshire
AS1 1AB
KA8 1JF

XXXXXXXXXX

Save up to £2000 on your next Citroën
- a special loyalty bonus for customers like you.

Dear Mr Sample

At Citroën, we always make every effort to treat our customers the same way we would like to be treated ourselves. So today, we would like to thank you for buying a Citroën - your custom is highly valued.

To demonstrate how much your loyalty is appreciated, we would also like to offer you something more meaningful than the words. In this instance, we will give you up to an **extra £2000* off** the price of any new Citroën C4 Picasso and Grand C4 Picasso 7 seat, or an **extra £1750* off** the price of any new Citroën Xsara Picasso. That's up to £2,000 over and above any other deal on offer from Citroën or your dealer*.

Of course, we wouldn't be this generous to everyone. This offer is exclusively available to a limited selection of customers like you, who already own a similar Citroën model. As I said, it's our way of showing you how much we value your custom, by giving you the opportunity to make an extremely valuable saving on these outstanding vehicles.

Just choose your next car from the three models above - we've enclosed an introduction to all of them, and your dealer has any additional information you'll need to make your decision.

To receive your exclusive loyalty bonus of up to £2,000 off any of these models, just take the attached voucher to your Citroën dealer, place your order by **29th February 2008** and take delivery of your qualifying new car by **31st March 2008**.

Remember, you'll be saving up to an extra £2,000 on top of any other deal that's going. So look forward to driving a great new Citroën in 2008.

Yours sincerely,

Ian Hughes

Ian Hughes
Marketing Director, Citroën UK Ltd

A22041/EPC/200808/123456789
 * For full terms and conditions, please see voucher

Citroën UK Ltd, 321 Sun Road, Slough, SL1 4BA.
 Tel: 0670 608 600. Fax: 01753 748 130. www.citroen.co.uk Reg. No. 191579 England

CITROËN

Direct mail pack promoting the Picasso

Mr A B Sample
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Sample Town
Sampleshire
AB1 2BA

Sample Dealer
Dealer Address 1
Dealer Address 2
Dealer Address 3
Dealer Address 4
Dealer Address 5
DLR PCD

Tel: 09877 543210

5 February 2009

Experience genuine quality when you test drive any model in the Citroën range

Dear Mr Sample,

We want to make your next test drive a richer experience. So when you take a Citroën out for a spin you'll drive off with £15 of M & S vouchers. And while you're pondering how to best spend our shopping gift, we thought you might like to consider some smart, money-saving options for your next purchase.

Why not put the new Unmistakeably German C5 through its paces? From the tip of its imposing front end right through to the bold rear quarters it breathes status and prestige.

Or maybe you'd like to experience one of our spacious MPVs? Both the stylish C4 Picasso and the 7-seat Grand C4 Picasso offer you versatility and performance.

On the other hand, if your needs have changed, you'll be equally impressed with the C4 hatchback and coupé range. We've enclosed more information to help you decide.

Fantastic offers if you're quick

You'll always get great value with a new Citroën, but order now and register by 31st March 2009 and you'll enjoy even more. You can benefit from cashback and finance offers on a wide range of models.* For example, all new C5 models come with a really useful 0% APR (typical) finance over 2 years with 20% minimum deposit.* Or choose the new C4 and you'll receive 'No VAT' cashback savings of up to £2,501* as well as the same 0% APR finance offer.

Even more affordable

With our popular Elect 3 finance scheme, buying a new Citroën is even easier on the pocket. Take a look overleaf to see some of the great deals we can offer you right now. To see all our prices and Elect 3 deals, please speak to your local dealer or visit www.citroen.co.uk

Remember, details of your special test drive gift are enclosed. So we look forward to seeing you in a new Citroën soon.

Yours sincerely,



Ian Hughes
Marketing Director, Citroën UK Ltd.

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ADWIT/NCPC/9999999/DLRCD/09999
*For full terms and conditions, please see overleaf

Citroën UK Ltd., 221 Bath Road, Slough, SL1 4BA.
Tel: 0844 463 0010. Fax: 01753 748 100. www.citroen.co.uk
Reg. No. 191579 England



clanb.net



CITROËN

Direct mail pack promoting the Picasso



Citroën C4 Picasso



Citroën C4 Picasso

The Citroën C4 Picasso sets new standards for the compact MPV class, offering you outstanding design together with safety features that set it apart from the competition.

Indeed, the C4 Picasso is so beautifully put together, with its clean lines, mouthwatering curves and vast panoramic windscreen, that we've had to invent a new word to describe it: 'The Visiostyle'.

It's that huge windscreen that gives the C4 Picasso its distinctive light-filled ambience. And it's not only the windscreen that is enormous. You have more than ample room for five, with class-leading legroom in the rear. The boot is also staggeringly large, giving you around 500 litres of carrying space beneath the luggage cover.

You'll benefit from a wide choice of diesel and petrol engines, from the 1.8 and 2.0 litre 16V petrol variants which generate an impressive 125hp and 143hp respectively to the 1.6HDI and 2.0HDI 16V diesel variants that generate 110hp and 138hp. Automatic gearbox options are available on the 2.0i and 2.0HDI.

The Citroën C4 Picasso comes with a host of advanced features that make driving both safer and more enjoyable – clever ideas like hill start assist, an automatic parking brake and hazard warning lights that flash automatically if you decelerate rapidly.

All in all, the C4 Picasso takes Citroën's comprehensive MPV range forward into a new dimension of space, style and safety.



NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN (NSPCC)

A direct mail fundraising pack for general services




**Monday's child
is full of grace,**

We live in a country that loves children. But NSPCC research shows that a significant minority of children suffer serious abuse or neglect every day.



NSPCC
Cruelty to children must stop. FULL STOP

National Society for the Prevention of Cruelty to Children
Wincor House
42 Cornhill Road
London EC3A 3HH
Telephone: 020 7625 7800
Email: support@nspcc.org.uk
Website: www.nspcc.org.uk

Dear Mr Sample,

On behalf of everyone at the NSPCC, I'd like to say a big "thank you". Your compassion and continued support has helped many frightened, lonely children rebuild their lives.

It is the generosity of people like you that helps ease the pain of the abused, the neglected, the suffering. We will never stop working to end cruelty to children in the UK. But there are many victims who still need our help. That's the other reason I'm writing to you today - we need even more support.

Your donations have helped us continue our vital work, from funding our Childline online service to providing therapy for sexually abused children. We greatly appreciate everything you have done, but the reality is that we still need to reach out and help thousands of children. I want to explain a little more about the scale and importance of the challenges we face, so that you will have a clearer picture of why I'm asking if you could increase your annual gift to £45.00.

11% of children under 16 experience contact sexual abuse during childhood*.

When you read this statistic, what do you feel? Anger? Outrage? Every time I see it my stomach turns. I feel great sadness thinking about how these vulnerable children are abused in the most abhorrent and disgusting ways, often by the very people entrusted with their care.

There is no doubt the statistic is shocking. But we are not talking about numbers. These are living, breathing human beings who feel pain, fear and loneliness. Children like Lucy. From the age of seven, she was repeatedly sexually abused at the hands of a family friend. For four agonising years she suffered in silence until the burden simply became too much to bear. One day, Lucy told her 15th year school what had happened. But to her horror, she found out that her father was being abused too.

Yours faithfully

Patricia McManus, The Queen's Champion for Children's Safety
Chief Executive, Andrew Hargreaves

*Source: NSPCC research, 2008. Based on data from the NSPCC's Child Protection Register.

 Tuesday's child is repeatedly raped, More than a third of all rapes recorded by the police are committed against children under 16 years of age.	 Wednesday's child has broken bones, One in five children experiences serious physical abuse at the hands of their parents or carers during childhood.	 Thursday's child is too scared to go home, The latest available figures show that there are at least 34,100 children on child protection plans in England, as of 31 March 2010.	 Friday's child is thrashed with a stick, One in four children experiences physical violence during childhood.
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NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN (NSPCC)

A direct mail fundraising pack for general services



National Society for the Prevention
of Cruelty to Children

Weston House
42 Curtain Road
London EC2A 3NH

Supporter Care Line: 020 7825 2505
Email: Supportercare@nspcc.org.uk
Website: www.nspcc.org.uk/supportercare

99999/V/99999999-9
Mr A B Sample
123 Sample Street
Sampletown
Sampleshire
AB1 1BA

Your Supporter No: 9999999

September 2010

We wish that cruelty to children would stop. Until that day, we will continue to ask for your help.

Dear Mr Sample,

On behalf of everyone at the NSPCC, I'd like to say a big "thank you". Your compassion and continued support has helped many frightened, lonely children rebuild their lives.

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please turn over

*Patron: Her Majesty The Queen Chairman: Sir Christopher Kelly
Chief Executive: Andrew Flanagan*

Founded in 1864. Incorporated by Royal Charter. Registered charity numbers 204401 and 30307715.

0000025

ENVIRONMENTALIST FRIENDLY PAPER

NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN (NSPCC)

A direct mail fundraising pack for general services

They both decided they had to tell their parents and this was the first step on a long and arduous road to recovery. After justice was finally done and the abuser was sentenced, the NSPCC provided the time and therapy they both needed to start piecing their lives back together. However, emotional recovery is not a simple, straightforward process. It can take many hours, hard work and persistence from all those involved. And like most things in life, it costs money – but it's worth every penny. We couldn't help Lucy and the countless others who need us without regular donations from people like you.

When it comes to sexual abuse, Lucy's story is only one out of thousands. But this isn't the only form of child cruelty. What about the baby boy who is beaten so hard and so regularly that he dies before his first birthday? Or the little girl who is left to rummage through the rubbish for food while her mother is out drinking all weekend? Neglect, isolation, physical and sexual abuse – these are some of the serious problems we are tackling everyday. And just a little more from you would mean we could help even more children living in unimaginable pain.

We all share the responsibility to protect children, to nurture and guide them, to give them all the love we can. But for thousands of desperate children this is nothing more than a dream. Please will you help us end their nightmare?

Once again, I'd like to thank you for your ongoing support and for taking the time to read my words. If you do feel that you can give some extra support, then please complete the donation form and return it to us in the post today.

Thank you,

Charley Day

Miss Charley Day

NSPCC

* Cawson, P et al. (2000) Child maltreatment in the United Kingdom: a study of the prevalence of child abuse and neglect. London: NSPCC. P.86

Message from the NSPCC: All individuals involved in NSPCC cases are guaranteed complete confidentiality. Lucy's sample case is based on real circumstances however the names and potentially identifying details have been changed. Other sample cases draw on real examples from NSPCC services, but do not describe a specific case. The children featured in the photographs are models.

Data Protection: If you would like more information about how we use your name and address and your rights under the Data Protection Act, please call our Support Care Line on 0207 825 2505. Email: Supportercare@nspcc.org.uk Website: www.nspcc.org.uk/supportercare

The NSPCC Helpline: When you're worried about a child, talk to us. Whatever your concern, the NSPCC Helpline offers advice and support. You don't have to say who you are. You could help us to protect a child.

Call 0800 800 5000 or email help@nspcc.org.uk

Registered charity numbers 216401 and SC037717.



ENVIRONMENTALLY FRIENDLY PAPER

NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN (NSPCC)

Direct Mail letter informing members of NSPCC School Service - educating children about sexual abuse



National Society for the
Prevention of Cruelty to Children

Weston House
42 Curtain Road
London EC2A 3NH

Telephone: 020 7825 2612
Fax: 020 7825 2525
Email: james.thomson@nspcc.org.uk

www.nspcc.org.uk

17 September 2010

Our ref: JT/MDD/12345/117361

Mr A Sample
Company
Address 1
Address 2
Address 3
Town
County
AB1 2CD
Country

Dear Mr Sample

In a class of 30 school children, on average three will experience contact sexual abuse during childhood*.

There is no doubt that this statistic is shocking. But it doesn't tell the full story. Any one of these three children may have endured years of cruelty and abuse before coming forward – if they do at all. Why do so many children suffer in silence? For countless victims of child abuse, speaking out is something they feel they simply cannot do.

At the NSPCC, we focus our efforts on helping abused children. However, as I'm sure you are aware, the 'P' in our name stands for 'prevention'. So for us, the sheltering and protection of children from cruelty is crucially important too.

I recently visited Lee Mitchell who is the head of the schools service. The aim of our schools service is simple. We will go into primary schools across the UK to sensitively explain and inform children about abuse. This will help them understand what is, and what isn't, acceptable behaviour from adults, empowering them to seek help should they ever need it.

As adults, we realise the importance of confronting cruelty and abuse head on. But children, racked with feelings of fear, shame and guilt, simply want to forget. They may feel trapped in a nightmare with no voice, no power, no escape. Lucy didn't say a word about it to anyone. From the age of seven, she was repeatedly sexually abused at the hands of a family friend. For four agonising years she kept quiet. It was only when she found out that her little sister was being abused too that she told her parents. If only she could have said something sooner. If only she knew there was a way out of her torment.

Lucy's story, and the countless others like it, emphasise just how important the schools service is. By explaining all the different types of abuse at an earlier stage, we are empowering children; we're giving them a voice, the confidence to seek help, a way out of the misery.

We know that the early formative years are a crucial time in a child's development. And schools provide the ideal environment in which to offer advice and support and to raise awareness. This interaction between the NSPCC, teachers and children will help stop the long-term damage of child cruelty.

On talking to Lee, I was extremely moved by his dedication and the scale and scope of his vision. He informed me that the overall objective was to visit every primary school at least once every two years – that's 11,000 schools per year.



ChildLine is a service provided by the NSPCC
Patron: Her Majesty The Queen Chairman: Sir Christopher Kelly
Chief Executive: Andrew Flanagan

Founded in 1984, incorporated by Royal Charter. Registered charity number 214019 and SC017717.
NSPCC is a registered company.

200286



NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN (NSPCC)

Direct Mail letter informing members of NSPCC School Service - educating children about sexual abuse

A project of this scale has never been done before and there is no existing model to follow. This is why Lee and his team are running 70 pilots involving 80 different primary schools throughout the UK. After close consultation with parents and teachers, the first pilots started in June and will continue until November 2010. It is only by testing out different approaches that we can truly devise a service capable of making an impact on the prevention of child abuse. Four potential service models will be piloted, from one-off events to smaller scale workshops and assemblies. After an extensive evaluation, we will choose one model to form the basis of the NSPCC Schools Service. This will then be gradually rolled out to schools from January 2011, until we reach our goal of 11,000 schools each year by 2016.

I have included a transcript of my interview with Lee. Reading his words, you will be able to see just how much this project means to him and the amount of hard work, dynamism and drive it takes to make it happen. He is totally committed to reaching every primary aged child and understands the many complexities of the task at hand. On behalf of Lee and his entire team, I want to thank you for your generosity and continued support, which is so vital in funding projects like our schools service.

We send children to school so that they can have the best possible start in life. And the NSPCC will provide them with the knowledge they'll need to escape the trap of abuse.

Thank you for taking the time to read about our important work. Your support is invaluable to us.

Yours sincerely,



James Thomson
NSPCC

* Reference: Calculation based on figures from Cawson, P. et al. (2000) Child maltreatment in the United Kingdom: a study of the prevalence of child abuse and neglect. London: NSPCC. p.85. In this study, sexual acts were categorised as 'contact' when there was physical contact with genital, anal or other normally private areas of the body, and other physical contact such as sexual hugging and kissing.

WAITROSE

Direct mail pack promoting products for Christmas



Let Waitrose.com bring
the perfect presents to you



Gifts for her



Christmas Chocolate Hamper, £40
This decadent hamper is packed with over twenty gifts including delicious truffles, chocolate-covered strawberries, dark chocolate, and a delicious festive hamper, perfect for gifting.

Putting a little thought and effort into finding the right gift is the perfect way to show someone you care at Christmas. And at waitrose.com/gifts you'll find everything you need to make your friends and family feel truly special - from decadent foodie hampers to flowers, chocolates and champagne. Here are just a few of our favourites...



Make her feel special this Christmas with a perfectly chosen present from waitrose.com/gifts. If she loves to unwind with a glass of wine, then one of our gorgeous champagne gift sets could be just the thing. Or perhaps a beautiful bouquet of festive flowers, or hamper filled with luxurious chocolate goodies will bring a smile to her face?



Champagne and Dark Truffles, £30

When it comes to indulgence, what could be better than champagne and chocolate? This set includes a bottle of champagne and a box of dark truffles.

Super Red Winter Wonderland Gift, £35.95

A festive combination of deliciously gourmet and festive gifts including a bottle of red wine, a box of chocolates, and a festive hamper.

Like number 80102. No image on website.



Festive Snow White Christmas bag, £30

Bring a white Christmas even if it's just a bag, with the wonderfully festive arrangement of gourmet treats and festive gifts.



Wild Wildflowers and Champagne gift set, £30

An elegant and beautiful gift, this set includes a bottle of champagne and a bouquet of wild flowers.



Our Impassioned Gift Set, £30

This stylish gift set includes all the ingredients for a romantic evening, with delicious champagne, truffles, and a festive hamper.



Discover more gifts at waitrose.com/gifts

Gifts to share



Family Christmas, £195
This is the perfect hamper to treat the whole family. Sparkling San Luis Pinot, farmhouse truffles, fine chocolates, marls, chocolate mixed nuts and Waitrose's richly fruited Christmas pudding - the list of delights goes on and on.



Christmas is a time for sharing. And is there anything better than enjoying festive treats, delicious nibbles and wonder food with family and friends? At waitrose.com/gifts you'll find a wide range of gorgeous hampers to spoil your nearest and dearest, as well as a few special surprises too. Our Festive Selection has something for everyone - including chocolates, wine, a Christmas pudding and more gifts.



Wonder of Christmas, £100

This elegant hamper would make the perfect gift for someone - with festive treats ranging from red and white wine to special jelly cakes, Christmas Fudge and All Butter mince pies.

Super Ultimate Christmas Gift, £55.50

A wonderful gift - gorgeous vineyard, a gourmet, slow-grown cheese and a festive gift set.



For our full range of hampers and flowers visit waitrose.com/gifts

WAITROSE

Direct mail pack promoting products for Christmas



Waitrose.com

<Title Contact>

<Address1>

<Address2>

<Address3>

<Address4>

<Address5>

<Postcode>

Make them smile with a special
gift from **Waitrose.com**



Dear <Mr Sample>

Your nearest and dearest, old friends and new. Whoever you're shopping for this Christmas, you're sure to find the perfect present at **Waitrose.com**

For the ladies in your life, we've a wonderful selection of festive bouquets and foodie treats. Or, why not add a little sparkle to her Christmas Day with one of our tempting champagne and truffles gift sets? And for all those hard-to-buy-for dads, brothers and husbands, be sure to take a look at our fine wine gifts, and gourmet hampers filled with mouthwatering food and drink to share.

Whatever you choose, we can deliver your gifts to your loved ones' doors (or straight to yours, if you prefer) - so you won't even need to step out into the winter weather. But, to be sure your gifts will arrive in time for Christmas Day, please place your order by noon on 21 December.

(If you do end up leaving things a little late, don't worry - our Same Day flowers service means you can order up to 11am of Christmas Eve.)

Christmas is a time for giving and we've enclosed a brochure filled with inspiration to get you started. We hope you enjoy browsing through it.

With best wishes for a wonderful Christmas,

A handwritten signature in red ink, reading 'Cheryl MacKenzie'.

Cheryl MacKenzie

Manager, Customer Sales and Support

WAITROSE

Direct mail pack promoting waitrose.com / wine offer - delivery



Save 26%
on Esprit de Buganay
Rosé 2010 Côtes
de Provence

waitrose.com/wine



This month we're excited to be bringing you our European Showcase: some of the continent's most delicious and unusual wines, carefully hand-picked for you to enjoy.

For something fresh and full of character, try the fruity **Esprit de Buganay Rosé** from France - now with **26% off**. This cracking rosé would be perfect on a sunny day, and partners well with dishes such as fresh tuna steak.

Or to add a touch of sparkle, try a glass of Italian **SanLeo Rosato** - now with **33% off**. Its aromatic bouquet and gentle mousse make it a great choice for any springtime celebration.

Wishing you all the very best!

Pierpaolo Petrossi
Pierpaolo Petrossi MW
Head of Wines, Beers and Spirits

(And discover some of Europe's best-kept secrets)

waitrose.com/wine



Switch in a side
and remix your Nando's.
How will you pimp your chicken?
[View it online](#)

Fire things up!

Fancy a little spice with your fireworks? Nip into Nando's and try one of these tasty remixes. Because one little extra can really pimp up your meal. Knives and Fawkes at the ready!

How will you remix our menu? ➤



Slice 'n' spice

Remix your favourite burger or wrap with a few slices of fresh avocado. New on the menu, it's the perfect cooler to balance the heat of our PERI-PERI sauces.



'Av an avocado ➤

Nut me up



Try ordering a serving of PERI-PERI nuts with our Mediterranean Salad and sprinkle them on for a protein-packed burst of extra crunchy nuttiness.

The lighter choice ➤

Chip 'n' Dip

Order a Houmous Appetiser and a large serving of chips. You've got chip and dip match made in heaven – trust us this Nando's combo is a taste-tested winner.



Appetise yourself ➤



Check your Chilli balance ➤

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App Store

 GET IT ON
Google play

Chicken out and [unsubscribe](#)

Don't be anti-social



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Win a trip to South Africa in our Winner Wonderland competition
[View it online](#)

Winner Wonderland

We've got just the thing to warm your spirits this winter. Enter our Winner Wonderland competition and you could win a trip to the home of Nando's, sunny South Africa with Trailfinders. We're also giving away loads of other Nando's goodies too.

[Enter now](#)



TRAILFINDERS

Share? Oh Yeah!

On any day of Christmas Nando's gives to you, a platter for your whole crew. It doesn't matter whether it's tea for two, wings for the Three Wise Men or a feast for fifteen, we have platters to share.



[Choose a platter](#)

It's Incredible



Nando's has got Christmas all wrapped up this year with a fiery festive stocking filler – the Nando's Gift Card. You can pick them up at your local Nando's, selected high street shops or online. So why not spread the PERI-PERI love this Christmas?

[Give one today](#)

Keep Grooving

We're really chuffed about our new Nando's Grooves crisps. To celebrate, we're giving away three £100 Ticketmaster vouchers and three boxes of Nando's Grooves crisps. Just answer an easy question for your chance to win.



[Have a go](#)



[Check your Chilli balance](#)

Download on the  **App Store**

GET IT ON  **Google play**

Chicken out and [unsubscribe](#)

Don't be anti-social   

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(Outdated text) Never miss the shows that you've been waiting for.

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Set alerts



Meetings. Dinner dates. Your Mum's birthday. You have enough to remember without worrying about when your favourite shows are coming on. That's where Never Miss can help.

By setting up alerts, we'll be able to look out for all the current shows and newest series that you want to watch as well as the repeats of ones that you missed the first time round. Then, when they are coming on TV, we'll send you an email alert – so you'll Never Miss a moment of the TV you love.



Gaila – your Sky TV expert

Setting up Never Miss is simple.

- Create your Sky ID (your Sky username).
- Then go to [Never Miss](#).
- Search for the shows you simply can't miss.
- Found them? Then hit the Never Miss button.
- You'll receive an email before your show starts or returns for a new season.

Set alerts

The Sky Difference. Having all this at no extra cost.



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See what's on Catch Up



The Catch Up channels available depends on your Sky TV subscription

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Train delays. Late nights at work. Last-minute groceries. If you won't be home in time to catch your favourite shows, remember that all is not lost. With the UK's biggest Catch Up TV service – included at no extra cost – you can watch shows from the last seven days through BBC iPlayer, ITV player, Demand 5 and 4oD, as well as the most popular Sky channels including Sky Atlantic. So if you haven't tried it yet, it's definitely time to catch up.



How to set up Catch Up TV

To watch Catch Up TV, you just need to connect your Sky+ HD box to your broadband. Watch our quick video to find out how.

Watch the video

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On Demand: Requires broadband connection (minimum recommended speed 2Mbps). Downloads count towards any usage caps. Content depends on your Sky TV/HD subscription. Sky Go: Is available in UK and Ireland only and requires 3G, 4G and Wi-Fi. Available on two registered compatible devices and software requirements can be found at [sky.com/sky-go-on-other-devices/sky-go-supported-devices](#). Sky Go is not currently supported on PCs, Windows 8 or Macs with OS X Mountain Lion. Selected live channels will be available at no extra cost depending on your Sky TV subscription and some live TV programmes will be available at [go.sky.com](#).

[Subject line] With Box Sets, you'll always find out what happens next?

Enjoy whole series whenever you want with Box Sets

Discover more of what's included in your Sky package



Sky ID: variable text for user name | [Watch it now](#)

Box Sets – don't let a cliffhanger leave you hanging

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Just picture it – you're about to find out who was behind it all, and then...the episode finishes.

With Box Sets you don't have to wait to see what happens next. Choose from over 250 box sets every month – catch up on modern classics you've missed and re-visit last season before the next one starts. Or you can get up-to-speed with the latest shows, before the next series starts on TV.

Action, drama, comedy and more – it's all waiting for you with Box Sets. [Watch the highlights video](#) and see what's on now.

Available on demand now



Stella – your Sky TV expert

How to get Box Sets

All you need to do to watch Box Sets is connect your compatible Sky+HD box to your broadband router. Watch our quick video to find out how to connect.

See how to connect

The Sky Difference. Having all this at no extra cost.



Get ourselves and a chance to win an iPad 2

Discover more of what's included in your Sky package



Set up a Sky ID to account number

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Being popular has never been so rewarding

Introduce a friend



A £75 voucher and the chance to win an iPad 2 when you introduce a friend to Sky

Introduce a friend to Sky TV and you'll each get a £75 gift. Choose from either a £75 prepaid MasterCard or a £75 Tesco or M&S voucher.

Plus there's no limit to the number of £75 rewards you can claim – the more friends you introduce, the more vouchers you'll get.

What's more, for every friend you introduce you'll get an entry into our prize draw to win an iPad 2.

Introduce a friend

Introducing a friend is easy

- 1 Create your Sky ID using your account number at the top of this email
- 2 Log in to My Sky using your Sky ID and invite a friend to join Sky TV (all you need is their name and email address)
- 3 Once your friend is up and running, come back to My Sky and redeem your gift

Introduce a friend

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drinkaware.co.uk
for the facts

SOUTHBEACH WELIGAMA APARTMENTS

ECRM promoting property, art and culture

[Subject line] Inspiration On the Horizon



Inspiration On The Horizon

Life at Southbeach Weligama is extraordinary. Luxurious apartments, the touch of local craftsmanship, light shimmering on a turquoise ocean - we've created a place to lift your soul. But this is just the beginning.

In the countdown to our opening later this year, we will be exploring the colourful world of Southbeach Weligama - from our recording studio and art initiative, to the culinary experts running our restaurant and bar. Discover the ideas, faces and spaces that make each day unique.

First it's time for a site update.



SOUTHBEACH WELIGAMA APARTMENTS

ECRM promoting property, art and culture



A Celebration Of Creation

Welcome to your Southbeach Weligama. A place where design, craft and artistry redefine modern beachfront living – with you at the heart of it all.

Artistic expression is a vibrant part of any community. A reflection of local context and experience. Form, colour, texture, composition; all these elements stimulate our senses, stirring emotions, drawing us closer to a place and its people.

Artistic Spirit

Ultimately, artistry is a celebration of humanity. So art very much embodies the Southbeach Weligama spirit. Discover more below.



A Space To Shine



Artist : Kingsley

The artistic heart of Sri Lanka beats strong. And we have our finger on the pulse.

Southbeach Weligama provides a place for artistry to shine. This is why we've commissioned 5 Sri Lankan artists to create bespoke pieces for our spaces, as well as adding 25 artworks to our wider collection. The visual narrative explores the many facets of both Weligama and the wider Sri Lankan identity.

Love Local

Part of creating a real community involves supporting local talent. So we form close

BIG K PRODUCTS

ECRM targeting young grillers from the Little K Club

[Subject line] Father's Day Fun, recipes and prizes!
Little K summer vibes are here!



SUMMER FUN IS HERE!

Hello to all the Big K Fam and of course, you awesome Little K people! Summer is here and the school holidays are coming. Massive 'Yay' for you guys! Let's keep the good vibes going with some fun activities, delicious recipes and super cool prizes!

Yep you better believe it! We're giving 3 X £20 [Lifestyle Vouchers](#) to the all the little ones (and maybe the bigger ones) that get stuck into the fun. So whether you decorate the Father's Day Card, cook up one of the recipes, or create your own BBQ masterpiece, make sure you get plenty of pics and send them to info@clanb.net, or post using the hashtag #littleK. We will pick the best Father's Day card and bbq cook photos for the prizes! Let's get into it!

If you want your kiddies to join the Little K Crew, please email websales@bigk.co.uk using the subject line "Little K Registration". Thanks so much!



BIG K PRODUCTS

ECRM targeting young grillers from the Little K Club

[Subject line] Father's Day Fun, recipes and prizes!
Little K summer vibes are here!



CAN YOU FIND ALL THE BBQ WORDS?

Welcome to the wonderful world of words! Oh maybe not so wonderful as we have actually lost some words. Can you help us find them? Get your parents to print out the word search and get seeking!! We soooo need your help on this!

Please help us find

Big K, Binchotan, Steaks, Grill, Woodies, Rub, BBQ, Charcoal, Flame, Brisket, Tongs, Skewer, Charcoal.



BIG K PRODUCTS CHARCOAL

Monthly ECRM showcasing product and BBQ inspiration



FESTIVE GREETINGS!

We love this time of year! Smiles, sparkles and just that little bit of magic fill the air. Yes indeed, Christmas is coming! And we're definitely feeling the festive vibes. Now they say it's better to give than receive, and we couldn't agree more. So check out a few seasonal surprises we have in store for you, plus a few announcements too. Wishing you Love, Warmth and Cheer from the whole Big K Fam!



DON'T MISS OUR EPIC CHRISTMAS GIVEAWAY

Our 12 Days of Christmas Giveaway is spreading the festive cheer far and wide. We've been beyond thrilled with the participation from all of you and the comments have been hilarious. There's still plenty more prezzies to come, so [keep an eye out on Insta](#) each day around 6pm.



CHRISTMAS DELIVERY DATES

Don't let the festive cheer turn into a festive tear! To ensure you receive all your Big K prezzies, products and goodies before Christmas, for the best chance of receiving all your Big K goodies please order before midnight **Monday 19th December**. For pallet deliveries, please **order before midnight Thursday 15th December**. Have an awesome festive season!





NANDO'S

New loyalty card promotion pack



PUMA FOOTBALL

For Real social media campaign

PUMA Football
4 October 2012

What if you could capture a moment in time?

**WATCHED BY OVER
3 MILLION PEOPLE
IN ENGLAND**



Do you know their story? **#ForReal**

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10 1

PUMA Football
5 October 2012

PUMA players are closer than ever before.
The sweat. The turf. The match. For you.

**GRACED THE TURF IN
A BATTLE BETWEEN
TWO GIANTS**



Do you remember the moment? **#ForReal**

Unlike · Comment · Share

7 1

PUMA Football
8 October 2012

Sergio Aguero shows his pace to help his team claim their first trophy of the new season. You can win the evoSPEED boots he wore in that epic match. Find out how at <http://puma.com/forreal>



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WORN BY AGUERO. OWNED BY YOU. puma.com/forreal

evoSPEED 1
BIRMINGHAM. SUNDAY 12 AUGUST 2012

Unlike · Comment · Share

9 1

BEEFSTEAK CLUB

Instagram



Tell us your cheesiest chat up lines.

You could win a Fondue kit and Beefsteak Club wine.

BEEFSTEAK 2013



Liked by wanderphfuel and 52 others

beefsteakclubwines Ah Valentine's Day! It's a time of love, happiness...and some terrible one-liners too.

As the special day is fast approaching, we're celebrating all the corny characters out there with our Cheesy Chat Up Lines Competition. So tell us your go-to classics and join the fromage-fest. You could win a case of Beefsteak Club Mendoza Malbec and a Coker 8 piece cast iron Fondue set.

How to enter:

- 1 - Drop your cheesiest chat up line in the comments.
- 2 - Follow @beefsteakclubwines
- 3 - Tag a friend with some seriously Brie-based banter.

Even if you don't win, you can grab some artillery to stuff in your locker. And who knows? Use the right line at the right time and you might just pull a corker! Good luck.

18+ UK mainland only. Closes Monday 14th January.

Ts&Cs:

<http://beefsteakclubwines.com/terms-conditions/>



MAKING MOVES



Liked by wanderphfuel and 32 others

beefsteakclubwines Beefing up the London streets! That's right folks - the Beefsteak Club buses are back!

Keep your eyes peeled, snap a pic and share it on Instagram or Twitter with the #BeefUpYourBBQ hashtag to win one of 25 bottles of Beefsteak Club Malbec.

This is one bus you don't want to miss!

#beefsteakclub #beefupyourbbq #raisethesteaks #London #londonbus #londonbuses #londonlifestyle #londonlife #UK #malbec #malbeclove #malbeclovers #contest #giveaway #ukgiveaway #photocomp

BEEFSTEAK CLUB

Instagram



Liked by wanderphfuel and 37 others

beefsteakclubwines National Butchers' Week is in full flow. So there's no better time to level up your beef IQ. Here's a quick pic of the key cuts you need to know.

It all boils down to basic biology. The softest and most tender steaks come from cuts nearer the centre of the cow, as the muscles here do the least work. You'll find leaner, firmer and heavier textured steaks in cuts nearer the legs and neck, as these muscles do the most work.

#nationalbutchersweek #nationalbutchersweek2022
#NationalButchersWeek #localbutchers
#localbutchershop #ukbutchers #britishbutchers

11 March



Liked by wanderphfuel and 47 others

beefsteakclubwines Party like it's 1979! We've just launched our new Beefsteak Club Malbec 20l Party Case and it's the perfect partner for your next office shindig!

Back in the Seventies, mini kegs were all the rage at London office parties. And in the last year, we've seen a resurgence in the tradition! Feeling inspired, we've come up with something groovy.

Forget lugging about a heavy case of wine. We've re-invented the wheel by well... putting a box on wheels. Not only does the Beefsteak Club Malbec 20l Party Case weigh 10.67 kg less than a full case of bottled wines, it's super easy to manoeuvre with a lower carbon footprint too. No glass. No fuss. Just 26.67 bottles of wine squeezed into a 20 litre box, complete with four styrene rubber tyres and an extendable travel handle for added convenience on the go.

If you all love our 20l Party Case as much as we do, we'll be looking to roll out a range for the Office Christmas Party season. Stay tuned!

BIG K PRODUCTS

Instagram



11



Liked by clan_b_design and others

bigkproductsltd Little Steps. Lasting Change. We know we work in a challenging industry, so we won't spin the truth.

To us sustainability is tough but achievable. We focus on setting simple, feasible goals that, over time, will create a tangible and lasting change.

From developing more sustainable products and using a biomass boiler on site, to improving the efficiency of our delivery routes, we're constantly taking little actions that can make a big difference. Check out the Sustainability section on our website for a full breakdown.



1



Liked by wanderphfuel and 95 others

bigkproductsltd New product drop!! Easy Light Charcoal Briquettes in full effect! Briquettes are now a breeze!

BALMOND STUDIO

Instagram



88 7



Liked by wanderphfuel and others

balmondstudio How to capture the vibrancy of Colombo? The ascension of the city. The expanse of the horizon. Verticality and horizontality emerge. Structural moves to encapsulate the dynamics of place.

Serialisation of form...autonomous and yet interdependent structures engage with one another in a continuous, kinetic exchange. A symphony of energy.

@cinnamonlifecolombo architecture, engineering, project management and public interiors by @balmondstudio

#cinnamonlife #colombostyle #srilankatrip less



53



Liked by wanderphfuel and others

balmondstudio Sea to the west. City to the east. Singularities wouldn't work, meaning the building couldn't have a conventional sense of front and back. Rather @cinnamonlifecolombo is a threshold. A point of attraction and expansion.



39

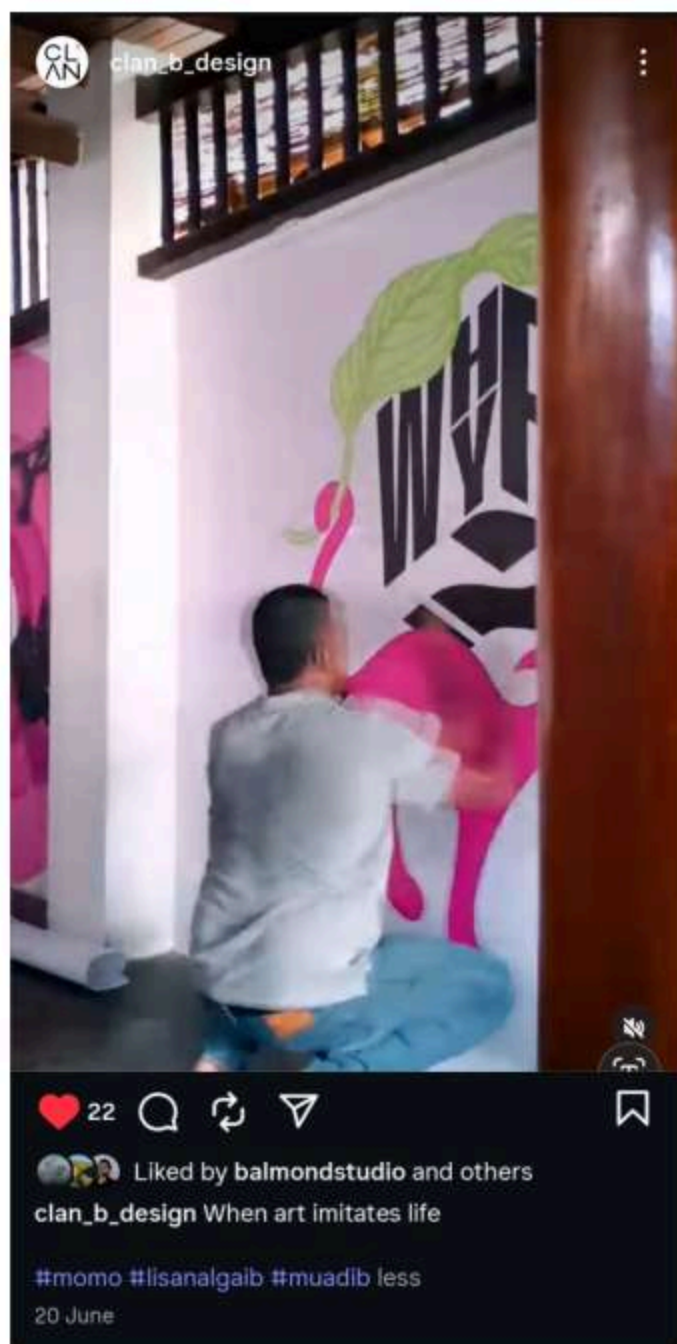


Liked by sanduni_nirasha and others

balmondstudio Serialisation of form. Compression and release of energy.

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5 November 2024



NHS-SMOKEFREE

A website encouraging smokers to quit by joining Smokefree United



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[KICK THE HABIT](#) [FANZONE](#) [MY SMOKEFREE UNITED](#)





Tell Townsend
Get stuck in to our message wall and chat to others online.



Wrighty's Wrong 'uns
Sign up and get Wrighty to have a word with your mates!

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[PLAYERS](#) [TELL TOWNSEND](#) [SMOKEFREE UNITED LEAGUE](#)



Fanzone

Get stuck in in the fanzone. This section is all about you. Tell Townsend how you're getting on with your quit attempt, and share match-winning advice with other Smokefree United members. You're not alone - check out our league table to see which teams have the most supporters making quit attempts. Are you on the road to glory?



Tell Townsend
Get it off your chest - tell Andy what's on your mind.



Smokefree United League
Is your team at the top?



Players
Meet our real players.

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Life's better smokefree

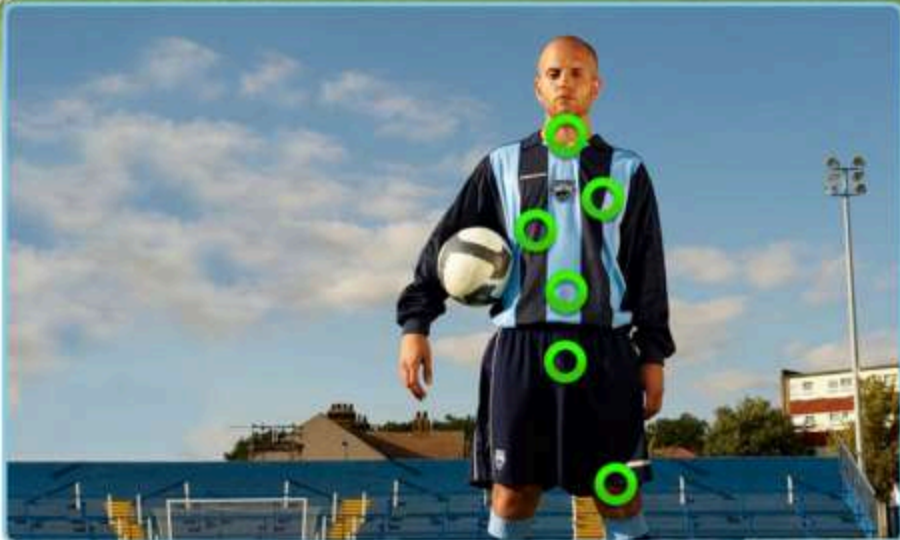
Your body is more likely to develop health problems if you are smoking.

For footballers, that means your performance will suffer. Smoking lowers oxygen in the body and reduces your speed and power. You'll struggle to catch your breath and your muscles will tire sooner – allowing nippy non-smokers to run rings around you. And because smokers are more likely to get injured, you'll end up spending more time on the subs' bench.

It's not just on the pitch. Fans will also feel the effects in their everyday lives. Many find they're out of breath running for a bus, or they struggle to keep up with their kids.

Quitting smoking means you'll get more out of your game. Within 24 hours your blood pressure, pulse rate and oxygen levels will return to normal. Within a week your breathing will be noticeably better and you'll be able to exercise for longer.

Roll your mouse over the body to learn more about the effects of smoking.



Get more out of your game.

X → [SIGN UP](#)

[About Smokefree United](#) | [Privacy policy](#) | [Contact us](#) | [Site map](#)

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NHS-SMOKEFREE

A website encouraging smokers to quit by joining Smokefree United



NHS

**WE'RE NOT SMOKING
WE'RE NOT SMOKING
WE'RE NOT SMOKING ANY MORE**

Sign for Smokefree United and you'll get all the coaching you need to quit smoking. Plus you could win fan-tastic prizes including a free football when you join – and the chance to play with all-time legends.

Get more out of your game.
Sign up at nhs.uk/smokefreeunited
or text **GOAL** to 62233

Entrants must be 18 years or over and a UK resident. Availability of footballs whilst stocks last. Offer closes midnight 20 December 2009. For full terms and conditions please go to nhs.uk/smokefreeunited

SMOKEFREE UNITED

IN ASSOCIATION WITH

PREMIER LEAGUE

talkSPORT
1600-1600 and Digital Radio

NHS-SMOKEFREE

A website encouraging smokers to quit by joining Smokefree United

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Smokefree United helping football fans to quit



Chelsea fans may be celebrating their team being top of the Premier League but they are struggling off the pitch to give smoking the red card.

Only 79 Blues fans have signed up for Smokefree United, a virtual club of quitters, compared with 282 from rivals Manchester United, who top the table.

More than 1,500 fans have signed up for the scheme, launched in October by the NHS and covering all league clubs.

Fans are said to be four times more likely to kick the habit with support.

Advice and prizes

The majority of male smokers (70%) would like to quit and more than 80% of them are football fans.

Smokefree United provides coaching and support to help players and fans to stop smoking.

In addition to quitting advice, fans can win "money-can't-buy" prizes and boost their team's position in the Smokefree United League.

In second place are Liverpool fans, with 189 quitters; more than half of Liverpool fans say they would give up smoking if their team won the League and FA Cup double - more than for any other team.

Arsenal are in third place with 141 fans who want to quit, followed by Tottenham who are just 6 points ahead of Chelsea with 85 fans.

Former footballer and media commentator Andy Townsend hosts a chatline on the Smokefree United website.

He said: "I'd encourage all football fans and players who have thought about quitting to sign up for Smokefree United."

"Quitting smoking will have a huge impact on your game and you'll immediately become more competitive on the pitch because your cardiovascular fitness will improve."

'Loving life'

JAYGFC, a Smokefree United quitter from Gillingham, said: "I signed up to Smokefree United and am now in my 7th week of not smoking - I have started jogging and I feel great!"

"I did one week with the patches and that was it."

"I am loving life again and didn't realise just how unfit I was!"

Martin Dockrell, research director for Action on Smoking and Health (ASH), welcomed the news about the number of committed football fan quitters: "Combining quitting and football means fans could be in with a chance to do the treble this season."

"Give up smoking and it will improve your fitness levels and stamina almost overnight, while getting more exercise will boost your morale and improve your chances of quitting for good."

"And if you're worried that quitting will mean you put on weight, a little extra training will help you avoid chants of 'who ate all the pies'."

A number of football clubs run initiatives aimed at improving the health of their supporters.

Most fans who smoke want to give up, surveys suggest.

SEE ALSO

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RELATED INTERNET LINKS

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ASH

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SKY FIBER BROADBAND + DISNEY PIXAR

Kindle holding screen and digital banners



The main banner features a vibrant, multi-colored wavy background at the top. Below it, the Sky logo is on the left. The central text reads: "Petrifying page turner? Swipe to see the whole gang discover frighteningly fast Sky Fibre". To the left of the characters is a button that says "Watch the video". In the center is the "TOY STORY OF TERROR!" logo with "This October" and "sky MOVIES Disney" below it. To the right is a group of Toy Story characters: Mr. Potato Head, Mrs. Potato Head, Jessie, Buzz Lightyear, Woody, and Rex. A padlock icon is overlaid on the right side of the character group. At the bottom right, it says "©Disney/Pixar ©Hasbro".



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TOY STORY OF TERROR!
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Win boots worn by players in matches

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Big Rocks for Powerful People

EXPLORE

We all have power within. Jean brings out your strength for the world to see. Be bold.
Be authentic. Be yourself.

Make a statement about who you are.

Jean London was founded by Hannah Mossman Moore and named after Hannah's grandmother, Jean, a pioneering journalist who forged her own path. Surrounded by the patriarchal systems of post-World War II Britain, Jean stood out as a unconventionalist. Her self-belief opened doors and minds to new possibilities, inspiring other women to follow in her footsteps.

Our jewellery is designed to celebrate your inner power. Much like Jean, you are strong and capable of doing incredible things.

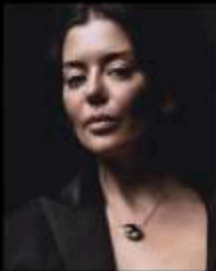


Our Story

Home > Our Story

A shared spirit

Our story begins with two women and continues with many more. An inspirational narrative with a future yet to be written.



Ever since she was a child, Hannah had always been fascinated with precious gemstones. Her passion for these extraordinary rocks only deepened over time. During a post-university trip to Sri Lanka, Hannah worked for a family-run gemstone firm - absorbing every aspect of the wider industry.



Inspired to set up her own business, Hannah was determined to create pieces in a more ethical, sustainable and fair way. Since day one, Hannah's close relationships and higher ethical standards see all parts of the supply chain treated fairly and recognised for their contribution.




Hannah's initial jewellery line - Hannah May London - was delicate and traditionally 'pretty', reflecting a more conventional feminine aesthetic. But events in Hannah's life would cause her to rethink everything.

Dealing with unwelcome challenges in her life was both self-affirming and empowering and the catalyst for creation.




"After what I had been through, I wanted to make a collection that was bold and powerful. Reflecting on the idea, I was drawn to my grandmother Jean. A fiercely independent soul, she embodied all of these values. Jean was a fighter, a female pioneer, and now my inspiration."
- Hannah

Much like Hannah, Jean fought her own battles in life - particularly against the patriarchy. During the 1950s, being a woman meant adhering to a set of societal standards rather than being true to one's self. At that time, a teenage single woman working in the press would have caused a stir but this only encouraged Jean further. She controlled her destiny, changing attitudes and preconceptions with her journalistic capabilities.




"I wanted my new designs to capture Jean's passion and confidence, moving from pretty and delicate to bold and accomplished."
- Hannah

The Jean concept emerged from common experience; a bond between two women who overcame adversity, inspiring many others to do the same. This makes Jean more than a jewellery brand. It is the manifestation of a shared spirit. Each piece a symbol of our potential to do more, be more and become even more powerful.

Jean is an expression of the inner strength that lies within us all.



JEAN



Jean's Story

[Home](#) / [Jean's Story](#)

Against the grain

It is in our nature to conform. There's safety in the pack. But some see beyond the status quo to what could be. It isn't intentional, but rather instinctive. Pioneers believe that we create our world as opposed to accept it.

Hannah's grandmother, Jean, was a rebel and a journalist with an outlook on life that was ahead of her time.

Born in 1929 and with a brother who was 15 years her senior, Jean's parents had a slightly Victorian outlook on life. Her father was born in 1878 and fought at The Somme.

Growing up in St. Johns Wood between the World Wars, Jean was quick to develop a rebellious streak. The more her parents laid down the law, and even punished her, the more determined Jean became to rebel and escape.



From these early beginnings Jean developed a fierce independence and a disdain for patriarchy that only grew throughout her whole life.

After the Second World War, Jean got a job on The Millinery Times. At the time, a teenage single woman working in the press would have caused a stir but this only encouraged her further. Jean began to build a name within the media and launched her decades long career as a successful journalist, always challenging the patriarchal systems around her.

She was the bread winner in her second marriage. She was tough but beautiful, glamorous and popular, and known to be an incredibly loyal friend.

[Shop the Jean Collection](#)



clanb.net



SANDBOX 2.0

Website promoting the services and products of Sandbox Performance Consultants





CSP™

The Triad of Organisational Excellence

Crafting Future-Ready Businesses through the synergy of Culture, Structure, and People.

Empower your workforce, streamline your processes, and cultivate a growth-centric culture to drive unparalleled performance. Transform vision into tangible business outcomes with CSP™.

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OUR SERVICES

As a leading force in performance consulting, Sandbox delivers unparalleled solutions for an array of challenges, spanning from strategy ideation to its actual implementation under our proprietary CSP® methodology.



Why CSP™ is the Answer to Every Business Question

In the intricate landscape of business, challenges are diverse, but the answer is singular: CSP™. At the heart of our approach lies an unwavering focus on your most precious asset – People.

CSP™ – representing Culture, Structure, and People – provides a comprehensive lens to view and address every organisational touch point that determines performance. By seamlessly integrating technology into this methodology, we transform abstract concepts into quantifiable metrics, bringing analytical precision to the fore. This means no more relying on ambiguous indicators; with CSP™, you get clarity and actionable insights derived from hard data.

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With CSP™, it's about ensuring every business decision, strategy, and action is rooted in a methodology that's proven, effective, and transformative. In the world of business uncertainties, CSP™ stands as the definitive answer.

BIG K PRODUCTS

Website green messaging execution



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Little steps. Lasting change.

Everyone talks about being green these days. But what is the truth behind the hype and eco-buzzwords?

At Big K we know that we are working within a challenging industry. And we also know that we have a responsibility to improve our relationship with the planet. We don't hide from the situation. Rather we embrace the reality, tackling each obstacle one step at a time.



For us sustainability starts with the environment. However it is about so much more. We are constantly looking at ways to improve what we do and how we do it. Nurturing supplier relationships, helping individuals and communities, refining our products – these are all part of our wider sustainable mission.

Our business has been built on a foundation of trust, so we believe in being as open and honest as possible with all our customers.

Take a look at what we are doing to help make things better for all of us.

Want to help us on our sustainability journey? If you've got ideas on how we could make our products more sustainable, please [contact us](#). We'd love to hear from you.

BIG K

Google Max Ads



Meet your barbecue's
NEW BESTIES.



**BRINGING
THE SMOKE
AND SIZZLE
TO YOUR BBQ**



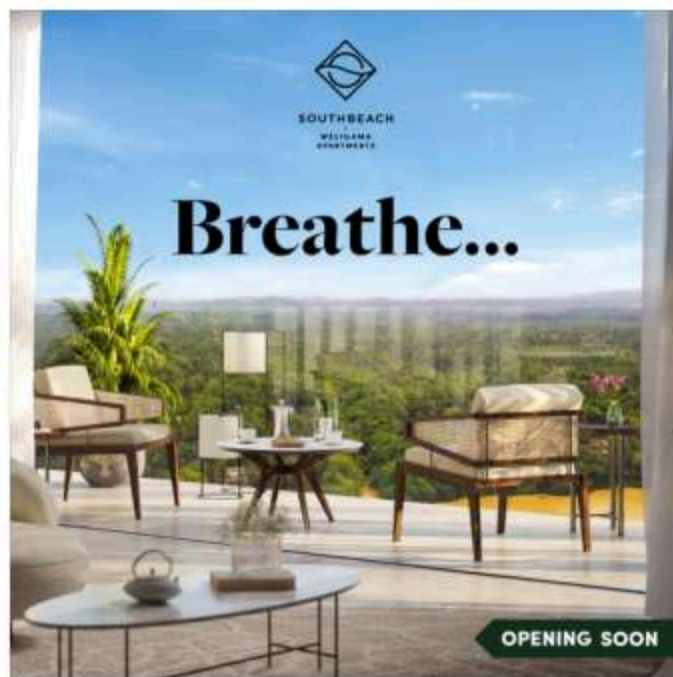
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SOUTHBEACH APARTMENTS WELIGAMA

META Ads



Version 1.0 November 2014

**“A little more thought from us,
a big difference for you.”**

Bringing the AXA Wealth brand to life

Appendix to be read along with the UK Brand Expression Guide



Introduction

The difference between a customer choosing us or one of our competitors is often simply how much they trust the brand.

In an industry where trust is in short supply, brands that engage consumers, deliver on their promises and behave consistently are most likely to succeed.

A brand is about much more than advertising. We have defined a powerful interpretation of AXA Wealth's positioning and developed some important principles to apply this consistently whenever and wherever we communicate with customers, advisers, partners and each other.

Given the importance of our brand, I would ask you all to familiarise yourself with this guide to make sure that every AXA Wealth communication reflects those principles. It will help us, our business and most importantly our customers.

Thank you.

Mike Kellard CEO, AXA Wealth

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Tone/Personality

Marketing is about brands connecting with people. So genuine product or service differences are difficult to cement in the consciousness. It's the personality of the brand that sets it apart.

Personality is based on pretty much everything a brand does. How it looks and presents itself. What it says. How it says it.

To simplify, tone and style are the two basic ways to communicate brand personality.

So what does this mean for AXA Wealth?

As a starting point, AXA Wealth has to come across as real. We have to delve into the lives of our customers and tell their stories. We need to sound and feel like we are human – with a friendly and empathetic

personality, a unique point of view and a diverse range of emotion.

We're not a big wealth management company, but rather a group of individuals. People that listen. People that understand. People that act in the best interests of our customers. And people that always do the right thing.

We want to help our customers and nurture positive relationships. This is how to inspire confidence and trust.

And every piece of communication should build on the AXA Wealth / adviser or customer relationship.



Some other things to note

Please don't:

- Be arrogant
- Be condescending
- Use inappropriate humour

Please do:

- Be bold
- Be straightforward
- Be understanding

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AXA Wealth tone of voice principles

1. Humanity

In a world of numbers, rates and percentages, people relate to, and trust in, other people. When writing for AXA Wealth consider how you would speak to a friend or acquaintance. What language would you use? Equally, think about their situation. How are they likely to receive what you're telling them? Will they be interested? Will they be receptive? What will make them want to listen?

2. Empathy

AXA Wealth understands the financial issues people face at every life stage. And what investing means for customers. This understanding and empathy is the emotional foundation of our tone of voice. For example, we know that many people find the investment world a complex and slightly daunting place, so we make everything simple including clear charges and no hidden extras.

3. Positivity

Always be positive, even though the story may well stem from the negative. In any situation, the "little thought that can mean a big difference" that AXA Wealth does should be positioned as a positive force that can turn a situation around.

And always end on a positive!

4. Brevity

Brevity is best. Be straightforward and direct, though not blunt – keep it conversational. We don't need to over-elaborate to set a scene – the human imagination will do this far more successfully than any written word.

5. Clarity

AXA Wealth makes every aspect of investing as simple as possible. So sentences should be easy-to-follow, clear and concise. Every line should be guiding the reader through the complex world of investments, leading to a solution. Clarity reflects intelligence, confidence and comprehension – all the qualities we want people to associate with AXA Wealth.

6. Honesty

Most of all we should be open and honest with our customers. If we can't do something we should say so but help them find the answer. If we make a mistake, we should put our hands up and say sorry and say what we will do to put it right. Honesty breeds trust. We are all human after all.



Benchmarks

Whatever you write, check it against the following benchmarks to make sure you're on track:

- Does it reflect our brand personality – friendly, approachable, engaging, intelligent, and human?
- Is it conversational? The investment world is a formal place, but that doesn't mean we all have to talk like robots. Contractions like 'there's, you're and we're' are all fine. This is how we communicate every day.
- Is every sentence worth free?
- Does it steer clear of jargon, regardless of audience? (advisers don't want jargon either)
- Does it use clear English, without using or acronym?
- Does it start with the audience in mind – and address their needs/problem as opposed to telling them what we are good at and what we offer?

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INTRODUCTION /

WHAT IS A BRAND?

WHAT IS A BRAND? THE ANSWER LIES BEYOND ADVERTISING. IT'S NOT ABOUT THE SELL. IT'S ABOUT A WAY OF BEING. VALUES, EXPERIENCES, ACTIONS, IDEAS, RELATIONSHIPS, AESTHETICS, PHILOSOPHIES AND CONCEPTS - THESE ARE THE ELEMENTS OF BRAND DNA. THEY FUSE TO FORM WHO ARE - OUR VERY IDENTITY.

OUR IDENTITY IS EVERYTHING. IT'S WHAT WE REPRESENT IN AN IRREDUCIBLY COMPLEX WORLD. TO PROTECT SOMETHING SO IMPORTANT, WE'VE DEVELOPED A CLEAR AND POWERFUL INTERPRETATION OF OUR BRAND. THESE ESSENTIAL PRINCIPLES MUST BE APPLIED CONSISTENTLY WHEREVER AND WHENEVER WE COMMUNICATE WITH OTHERS.

THIS GUIDE IS TO HELP EVERYONE AT BALMOND / STUDIO UNDERSTAND OUR BRAND IDEA, WHAT WE STAND FOR AND HOW YOU CAN CONTRIBUTE TO THAT STORY. THE REST IS TO HELP ALL OUR CREATIVES, DESIGNERS, STRATEGIC THINKERS, COPYWRITERS, SOCIAL MEDIA EXECUTIVES, AND ART DIRECTORS, EXECUTE OUR BRAND EXPRESSION IN THE RIGHT WAY.

WE LIVE IN THESE PAGES. SO READ THEM AND GET TO KNOW US. THEY WILL INSPIRE AND ENCOURAGE MORE EMOTIVE AND MEANINGFUL COMMUNICATION WITH THE WORLD.



OUR BRAND / LOGO ANATOMY

ALL ELEMENTS WITHIN OUR LOGO ARE FIXED. IT'S A RELATIONSHIP OF EQUILIBRIUM, A RELATIONSHIP THAT SHOULD *NEVER* BE ADJUSTED.

To solidify brand recognition, no other logos, type or graphic element can infringe on the logo's space. This creates maximum clarity, legibility and visual power. The logo needs autonomy and room to breathe, so never let anything interfere with it. With this in mind please adhere to the following exclusion areas.

Digital artwork files of the logo have been created in the following formats to suit a variety of platforms and applications: EPS and JPEG in Pantone, CMYK, RGB, greyscale and Hex colours.

Logo / TEXT BORDER

The letters within the logo are in a fixed relationship and must never be scaled or adjusted.
The border between the edge of the rhombus and the text is the same as the cap height of the letter M.
The space between the two words is the same as the cap width of the letter N rotated through 50°.



Logo / CLEARANCE ZONE

It is essential to preserve a clearance zone around the logo. The clear space from the edge of the rhombus to any other object should be the same as (or greater than) the cap height of the letter M.



Logo / MINIMUM SIZE

To ensure maximum print and viewing quality at all times, the minimum logo size should be 20mm high.

Using the logo smaller than 20mm in height will result in poor definition between the lines.

In mitigating circumstances, such as printing on a pen or notepad this can be overruled.

AS
The logo height on all corporate stationery is: 25.5mm.



Logo / MEASURING THE LOGO

Never measure the logo along the angle of the rhombus. Always measure the vertical height.



OUR BRAND / SUB-BRANDS / EXPRESSIONS LOGOS

WE HAVE DEVELOPED LOGO LOCK-UPS FOR EACH KEY BUSINESS AREA.

The universal Balmond Studio logo should be used in the majority of communications. However, there will be times when it is more appropriate to use a sub-branded logo.

For example, if a client only sees us as an architectural practice, we can communicate with them using the relevant sub-brand - keeping things clear. In some areas, such as the art world, an emphasis away from art can be confusing. So we have the sub-branding to maintain distinction if necessary.

All the guidelines mentioned in the previous pages still apply.

Logos / SUB-BRANDED LOGOS



Logos / SUB-BRANDED LOGO FORMATS & COLOURS

Digital artwork files of the logo have been created in the following formats to suit a variety of platforms and applications: EPS and JPEG in Pantone, CMYK, RGB, greyscale and Hex colours.



JEAN
LONDON

JEAN LONDON
BRAND ESSENCE

1.4 THE ADJECTIVES THAT GUIDE US

Bold
Powerful
Inspirational

JEAN
LONDON

JEAN LONDON
BRAND ESSENCE

1.5 THE CONCEPTS THAT BIND US



Humanity
Inclusivity
Transparency



JEAN LONDON
BRAND ESSENCE

OUR MISSION

Ethical action. Sustainable change.

Our mission is more than a strapline. It is purposeful and tangible - a core objective determining everything we do.

Jean is driven to redefine industry standards, by promoting a more sustainable and ethical way of creating jewellery.

We advocate craft over commercialism. People over profits. And ethics over ulterior agendas.

'At Jean we are determined to pioneer a radical change in the jewellery industry. The industry needs to collectively put an end to fast fashion and focus on making forever pieces, paying the entire supply chain fairly and making sure every single decision is a conscious one.'

Hannah Mossman Moore

How is Jean Sustainable?

Sustainability is an ethos - a way of thinking that shapes all of our processes and designs.

We define sustainability in terms responsibility, equality, humanity and longevity.

Every stone is responsibly sourced, every person is fairly paid, every mining partner is ethical and sustainable and every piece is guaranteed to last a lifetime.

All of the miners at Beatrice's mine are shareholders of the stones they pull from the ground. In fact, our Sri Lankan mining community partners look after each other like one big family. They also have a respect for nature, caring for the animals and maintaining the local eco systems.



JEAN LONDON
BRAND ESSENCE

2.0

WE MAKE OUR MARK - LOGO USAGE

A logo is more than just a symbol.

It's an Identifier.
The physical embodiment of who we are.

A Penetrator.
The first thing people see and remember.

A Resonator.
The mark they identify with and follow.

Every detail of the Jean logo has been meticulously crafted. The proportionality, kerning and tracking co-exist in a quiet, yet deliberate, symphony. The minimalist composition refined - as real power talks less.

To summarise, the architecture of our logo is precise. The engineering robust in its functionality. It does exactly what we want it to, exactly as it is. So there is simply no need for any kind of aesthetic gymnastics. No flipping, reversing or distorting. Superfluous embellishments disrupt balance and symmetry.

Let the logo do its thing. All you need to do is nail the positioning.





Our True Nature

The world is a complex nexus of animated systems. Constant evolution by default. Concepts are mere nodes within these interlocked networks, meaning brand is always in a state of flux.

The halcyon days of saturating everything with logos are long gone. The contemporary notion of brand is highly sophisticated. An ever-evolving hybrid of the aesthetic, experiential, environmental, philosophical, psychological and even the intangible.

Such complexity requires clarity. The concrete from the abstract. This is why we created the Sandbox style guide. It is a tool to construct the definitive. Your palette from which to paint our picture of performance consultancy.

Linear logic leads us probe the importance of such an exercise.

The answer revolves around the process of identification. Our brand, with its nuanced plethora of potential, not only shows who we are and what we do – our true nature. It is also an attractor for association and self-identification. Once the synergy between Sandbox and the cerebral happens: a bond is formed.

The connection is an expansive union, leading to progressive scenarios.

Sandbox / Intro



X 2 O

Imagery

The human brain processes images 60,000 times faster than text. In fact, 90 percent of the information transmitted to the brain is visual. The reality is that reading is quite inefficient in terms of our processing power.

Imagery is an easily digestible form of communication. An extremely powerful tool.

At Sandbox we respect the image. You see, the true nature of imagery extends far beyond the representational. This is due to the relationship between pictures and the mind. Processing visuals involves memory and emotion, the conscious and the subconscious, values and aspirations. Imagery is a form subjective experience inextricably tied to the self. Therein lies its infinite potential.

Sandbox / Imagery



X 2 O

YOGA RAISE

Brand Guidelines



"Yoga Raise is all about teaching children self-love. A safe exercise community where every little one is free to just be — tapping into the joy of creativity. "



Yoga Raise

2021

OUR HEART BEATS WITH INCLUSIVITY, ACCESSIBILITY, CREATIVITY & LOVE

Brand Guidelines

YOGA RAISE

2021

COLOURS OF LIFE

Yoga gives us a sense of connection with the Earth's energy. We feel stable and grounded – like the roots of an old tree. Our colour palette celebrates this connection – a vibrant festival of nature's bounty.

BRAND GUIDELINES



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LITTLE YOGA ART CLUB

Brand Guidelines



"The Little Yoga Art Club believes in the creative spirit. A joyous passion inherent within every single child. We see creativity like a seed. A seed that must be nurtured in order to grow and blossom. Each little superstar-in-the-making has a unique creative identity. We use yoga, movement, music and art to help them find it. This is empowering, bringing happiness and self-esteem to all."

LITTLE YOGA ART CLUB

Brand Guidelines

2021

WHO WE ARE

The Little Yoga Art Club offers experiences that generate creativity, inspiration and calm.

In our holiday camp sessions, which are aimed at Primary aged children, we study the work of a different artist, illustrator or art movement and then experiment with a range of media and techniques such as print making, drawing, painting, oil pastels and collage, to produce a visual response. The yoga classes, run by Yoga Raise, are designed specifically for children and no prior experience is required - it's a fun, supportive and inclusive introduction to the practice. Expect lots of games, play and stories. Our classes are a space for children to unplug from the busy world and tune in to their body, mind and breath.

Our Preschool classes are themed and based upon a story which inspires the yoga movements and linked sensory art activity.



BRAND GUIDELINES

02

ABOUT THE BRAND

2021

OUR VALUES

We all need guidance. Beacons illuminating our path. That's kind of how we see our values - shining stars that always show us the way.

Values aren't just catchy slogans on a website. They must be as real. A pair of hands shaping our behavioural clay. Ideas determining how we treat our children, partners and staff alike.

At the end of the day, real values must be simple to understand and easy to follow.

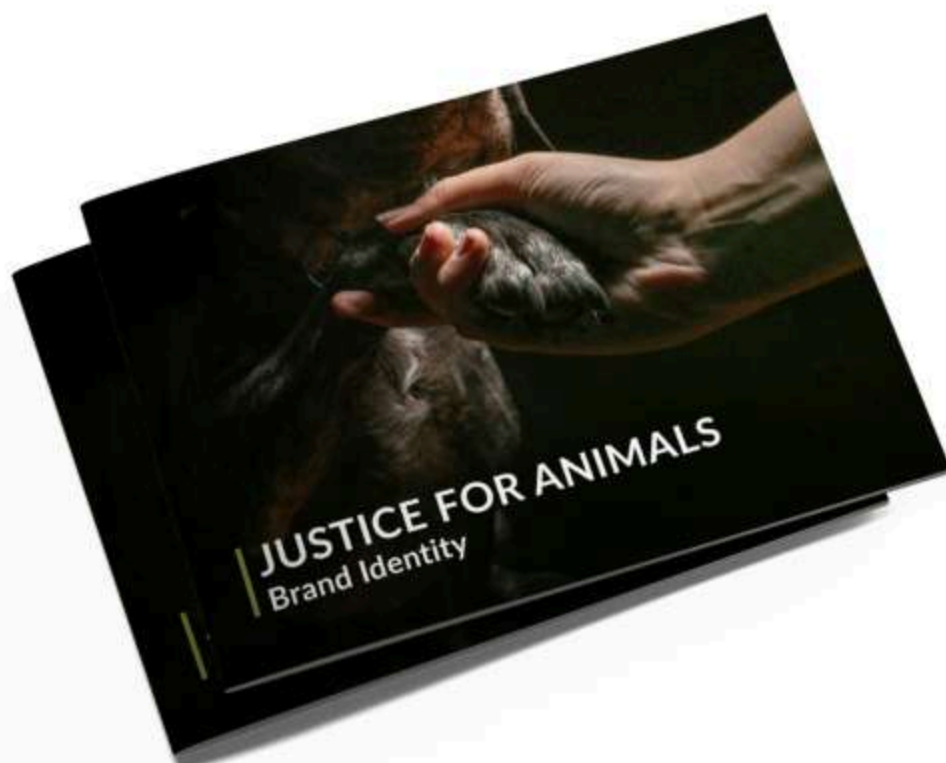
This transforms abstract branding into genuine change.



BRAND GUIDELINES

JUSTICE FOR ANIMALS

Brand Guidelines



JUSTICE FOR ANIMALS

Brand Guidelines

Tone of Voice

Our words matter. Every phrase reflects who we are. Every sentence sends our message. And every expression is a catalyst for connection.

Mastering both what we say, and how we say it, is power. We dictate audience perception, action and outcome.

We control our own narrative.

What's Our Tonal Edge In A Hyper Competitive Market?

The charity sector is extremely tough. So many just causes. A limited number of eyes. Attention is the only commodity. So how do we grab it?



Compassion

Empathy is our very foundation. The beating heart driving all we do. Animals are sentient beings - just like us. We both share emotions, struggles, ups and downs albeit in different forms.

The point is that we treat animals and humans exactly the same way. We always approach any dialogue, relationship, problem or action from a point of compassion. The other is more important than the self. Sensitivity to their plight is everything. We listen, sympathise and relate. We understand, analyse and act. JFA always puts animals and people first.

It's not about us. It's about changing lives of all kinds for the better.



THE FEELING IS REAL

The jewellery world is mirage.

Super-stylised visuals and unattainable beauty standards.
Digitally enhanced models living perfect lives.
It's pure fantasy.

Here the object is everything - but not for everyone.
A status symbol. An icon of exclusivity. Manufactured
reasons for high price tags. Let's get back to reality.
Jewellery is about people. More specifically,
real people living in the real world, with all its beauty,
chaos and imperfection.

Jean is for everyone. Jean is for you.
To us, it goes beyond a ring or rock. It's all about how
that piece makes you feel. We want to bring out and
accentuate the confidence,
strength and positivity that lies within.
So our jewellery is not just an object to be 'worn'.
It's a reflection of you – a creation that highlights your
best qualities
for the world to see.

You are Bold. You are Powerful.
You are Inspirational. You deserve
all the joy that life can offer.

So forget the fantasy.

Feel the real.



YOU

Brand expression for a beauty franchise

It's all about YOU

Life can be hectic.

Balancing studies, a career, your personal life.

Looking after your family.

Looking out for your loved ones.

It's a juggling act.

But along the way you can neglect
someone important.

YOU.

Sometimes it's ok to stop.

Take a moment.

And make it about YOU.

This isn't selfish.

Far from it.

Being the best YOU means you can make
a positive impact

Changing things for the better.

Think about it.

By looking after yourself

YOU will feel better.

Do better.

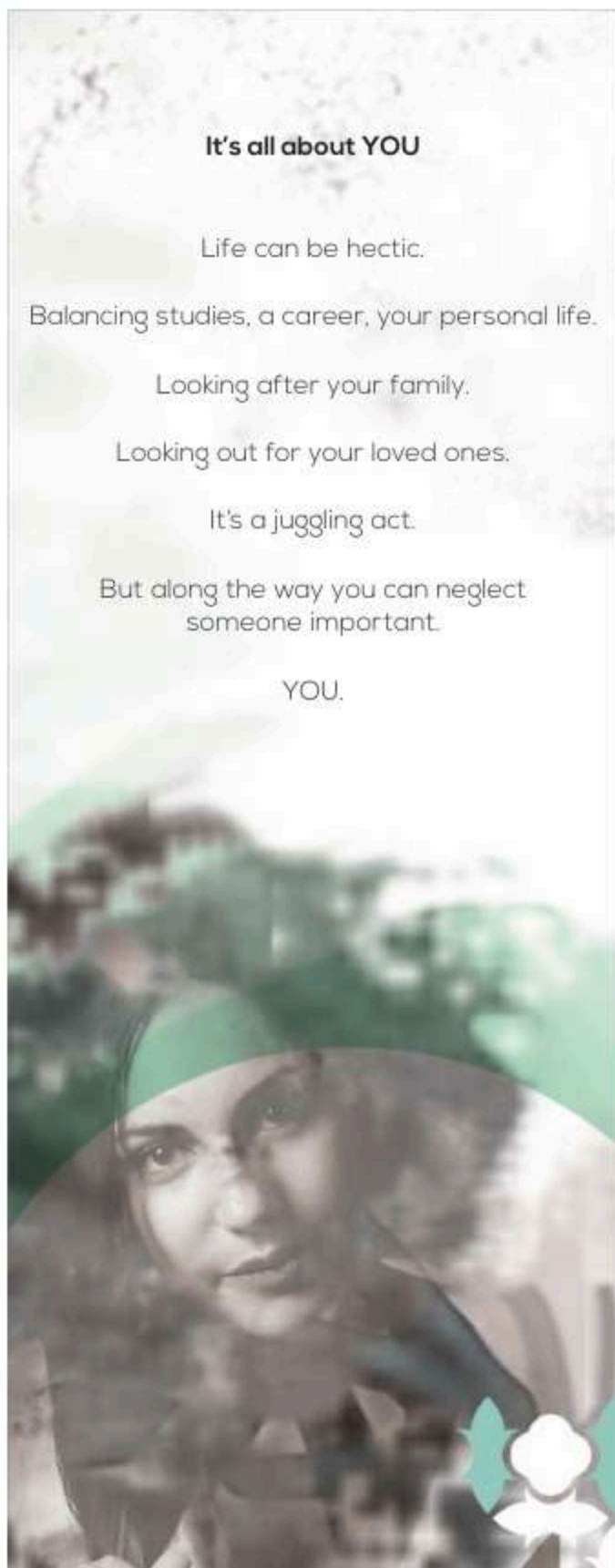
Be better.

YOU can be there for the people that count
on YOU.

YOU can be the best version of yourself.

This is how we think.

This is why we do what we do.



YOU

Brand expression for a beauty franchise

We're here to help YOU be even more.

So we put YOU first.

The door opens.

We welcome YOU.

We listen to YOU.

We treat YOU

So YOU can feel

Confident

Happy

Beautiful

Special

Pampered

Relaxed

We can make YOU feel just that
little bit better.

So YOU can be just that little bit better.

Put YOU first.

Show the world what YOU are made of.



ART & LIVING

1

As human beings it is in our nature to classify.
To categorise.
We put everything into its own little box.
Chaos contained.

This is how we make sense of things.

Are labels helpful tools?
Or limits?

A prison for potential.
Confinements of our own making.

We simplify.
We takeaway.
We reduce.

Some relegate art to the canvas on the wall
The object behind the glass
The inflated price tag.

Barriers on barriers.
Imagined.
Preconceived.

Our eco system determines thought.
Capitalist mechanics.
Vocational concerns.

2

Societal norms.
Conventional pressures.
Surpressed visions.

We hear
Art is too abstract.
Intangible.
Inaccessible.
Impractical

We need to break free from these stereotypes.
We need to challenge mental inertia.
We need to see with fresh eyes.

Forget static terminology.
Fixed definitions.
This isn't the way of things.

The world is alive.
A nexus of interconnected systems.

Moving.
Pulsing.
Changing.
Feeding back.

For infinity.

ARTRA MAGAZINE

Brand positioning for a new content silo in Artra Magazine

3

Existence is fluid.
Concepts are too.

Art is so much more.
Reaching far and wide
Touching many facets of life.

There isn't one way.
Set in stone

Artistry is about interpretation.
Subjectivity.
The personal.
The expressive possibilities within.

It's time to unlock this potential

With tools
Insight
Knowledge
Experience
Advice
Aesthetics

From many minds
From many places

Helping you to

Choose,
Experiment,
Explore
Create

You will be empowered

The artistic journey thrives on change.
New ideas.
New influences.
New sources of inspiration.
Open up, absorb, refine your craft.
Move beyond convention.
Make a new path.

Together let's celebrate art and living.



JEAN LONDON

Look book for jewellery / fashion retailers



JEAN
LONDON

JEAN LONDON
LOOKBOOK

We all have power within.
Jean brings out your strength
for the world to see. Be bold.
Be authentic. Be yourself.

Make a statement about
who you are.

**BIG ROCKS
FOR POWERFUL
PEOPLE**

JEAN LONDON

Look book for jewellery / fashion retailers

JEAN
LONDON

JEAN LONDON



The Jean Ring | Green Quartz



The Jean Ring | Smokey Quartz



The Jean Ring | Black Onyx

The Jean is quintessential classic. Each ring the embodiment of a glamorous yet rebellious spirit - just like Jean.

Simple settings let large rocks shine. Hand-cut facets exude power. Rich colours radiate from deep within, bursting into the world around you. Any Jean demands attention, a magnet to the gaze. You'll feel elegant, seen and oh so empowered.

Speaking of potency, every Jean stone is precisely cut so that the tip touches your skin, bringing you into direct contact with all the powerful properties of these magnificent creations. One-of-a-kind gems born from deep within the earth's crust. Totally unique, exactly like you.

Our selection of gold and silver settings gives you plenty of mix and match opportunities. Try all kinds of diverse pairings with your other favourite pieces. Express yourself and show the world who you are.

JEAN
LONDON

JEAN LONDON
LOOKBOOK



We're sure you'll agree that Jean is unique in the jewellery world, having bags of style, rare top quality gems, a sustainable approach with a transparent supply chain - and an attitude of empowerment that smashes the industry stereotypes of men buying jewellery for women on special occasions. Our customers buy Jean jewellery because they deserve it and they wear it every day.

We represent a huge community of consumers who want to defy conventions and gender distinctions, but still look incredible wherever they go. We've found that the feeling of wearing our jewellery is addictive and people rarely stop at just one piece.

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SANDBOX PERFORMANCE CONSULTANTS

Rebranding and positioning



REALITY CHECK.

In the consultancy sector talk is cheap. Buzzwords, corporate jargon, slick straplines.

Style over substance. All sizzle and no steak as they say.

This isn't Sandbox.

Yes talk may be cheap. But your time isn't. Every second is invaluable. So we will not waste yours.

We're here to give you our perspective on performance. And how it could improve your organisation.

Nothing more. Nothing less.

This is Sandbox.

We want you to know who we are, how we think and what we do.

But most importantly, we want you to know what we can do for you.

This isn't arrogance.

It is confidence.

We believe in our philosophy. We stand behind our methods. We love what we do.

So we don't need to over-embellish, overhype up or overcompensate.

We don't need to sell.

We're simply here to show how we can help.

And you can make up your own mind.

Are you ready?

PEOPLE POWER PERFORMANCE.

Welcome to Sandbox. It's our pleasure to engage your mind.

Sandbox is a performance consultancy focusing on data driven approaches to empower people and improve organisational performance.

Our philosophy is simple: we believe People Power Performance, so you must continuously add value to your people to fuel and sustain your performance drive.

In today's post-millennial knowledge-based economy intellectual capital is key. So your people, as well as their knowledge, skillsets, expertise and attitudes, are an invaluable commodity – your edge over the competition.

We know that People Power Performance because your people have infinite value potential. Despite conventional thinking, individuals are not functional automatons. Each person is capable of many simultaneous actions and outputs, as well as learning new skills – all of which can lead to multiple areas of growth and development for your business.

You just have to put people at the heart of what you do, engage with them and create the right environment for everyone to thrive. Our performance consulting services will transform this aspirational vision into a concrete reality.

Ready to unleash the performance beast?



SANDBOX PERFORMANCE CONSULTANTS

Rebranding and positioning

OUR VALUES.

At Sandbox values aren't just empty words. They are the very principles that define us. Our values determine every thought, word and action. Our beliefs are the driving force behind why we do what we do. To us, values are the foundation of every relationship, from the business realm to the everyday. Clear ethics shape how we treat each other as well as how we will treat you. We believe that true values must be clear and most importantly actionable. Simple ideals everyone can follow. This is how ethos delivers collective purpose. Ultimately our values are like a compass, showing everyone true north no matter the adversity, success or circumstance. They are the moral criteria against which our every decision and action must be judged. Here's what we stand for.

Will you stand with us?



WE RISE BY LIFTING OTHERS.

We should always help first. We are strong advocates of personal ambition but not to the detriment of others. Showing empathy and supporting others is a positive choice. It means we create assets not liabilities. It means we inspire and push rather than walk over and neglect. We make people feel good and we feel good ourselves. Ultimately we only keep what we have by giving it away. So at Sandbox we're always looking to reach out, grab a hand and lift someone up to where they deserve to be.





OUR PROGRAMMES & SERVICES.

Sandbox is known for being many things: some say we are people development experts, others call us the guru of gamified experiences and a few CEOs would insist that we're talent analytics specialists. We say we are all of these things and more, but not out of ego. It's a necessity. Our customisation process dictates our multifaceted nature. We are what we need to be, and offer what we need to offer, in a different way every time depending on our client.

You're not in a restaurant so no need for a menu. A fixed menu is counterintuitive to the ever-changing world of people, organisations and performance. A wide spectrum of customisable options allows for adaptability, versatility and reactivity in the face of contemporary market challenges.

Our offerings can be split into 3 broad categories:



IT'S IN YOUR HANDS.

How do you feel now?
We're sure that your cerebral cogs are turning.
Concepts, hypotheticals and scenarios swirl.
Introspection and self-assessment envelop one another.
Millions of mind calculations fire in a flourish of synaptic activity.
The brain lights up.
The beautiful mechanics of decision-making.
So what do you do now?
It's not our place to say.
Maybe you agree with our perspective, or maybe you don't.
Perhaps you can see ahead of the curve, or in fact, you are perfectly happy in the safety of the comfort zone.
There's nothing wrong with either position. It's what works for you and your organisation at the end of the day.
Some say that visionary decision-making happens at the intersection of logic and intuition.
We have laid things out clearly.
We have constructed a rational argument.
We have illustrated our progressive interpretation of performance.
We have said all we need to.
Knowing what you know now: let us ask you one thing.

What does your instinct tell you?

HAYLEYS ADVANTIS

A guide to the culture of the largest logistics company in Sri Lanka



OUR DNA MAKES US WHO WE ARE.

DNA molecules are the very building blocks of life. Each one contains all the instructions that make us who we are - determining our physical appearance, our strengths and weaknesses, our talents and passions.

Our DNA defines us.

The Advantis DNA is just as powerful. Think of it as all the fundamental things that shape everything about our organization.

We're talking about our Purpose, Spirit, Philosophy and Values.

All these elements come together to give us our own very identity.

They are the reason why we think, behave and act as we do.

They are responsible for the way we work and treat others.

They determine how we engage with the world.

Together they form the Advantis DNA.

01

ADVANTIS
DNA

HAYLEYS ADVANTIS

A guide to the culture of the largest logistics company in Sri Lanka

OUR DNA SHOWS THE WAY.

The Advantis DNA is a guiding force that you can use to make a meaningful difference in life.

Yes we're talking to you. You are part of the Advantis family. This means that you are a reflection of us. We want every single one of you to represent who we are, what we believe in and how we operate.

When we come together as one, amazing things happen.

We have a shared purpose.
We work in harmony.
We achieve our goals.

The Advantis DNA is your reference point.
It is a powerful road map that will always show you the way.

Understand it. Embrace it. Live it.

This is how we build an amazing culture.
This is how we transform businesses.
This is how we inspire communities.

To tap into the Advantis DNA, you need to know us on a deeper level.



ADVANTIS
DNA

WE THINK, ACT, AND MOVE AS ONE.

The world of logistics and construction can be complicated. However, we like to keep things simple.

So, while many see logistics and construction in terms of distance, technology, and engineering, we have our own perspective. In over six decades of going beyond conventional norms to set new operational standards, we have learned one simple truth.

Our business is about building human connection.

More specifically, one group of people working together to provide inspired solutions for another group of people. So, when it comes to what we do, it's not about the individual.

It's all about forming strong relationships and the power of collective.

Every person has a vital role to play, so we have to work together in harmony with exact co-ordination. As a group we are all responsible for achieving our shared objective - meeting the specific needs of our stakeholders.

This is a responsibility that we humbly accept with dedication and determination.

It is your responsibility now.



ADVANTIS
DNA

HAYLEYS ADVANTIS

A guide to the culture of the largest logistics company in Sri Lanka



GOING BEYOND.

This drives everything we do.

We are going beyond; by innovating, improving and expanding every one of our end-to-end logistics and construction solutions, as well as nurturing every single business relationship. Going beyond never rests, never sleeps, and never stops. We live it, breathe it, and feel it.

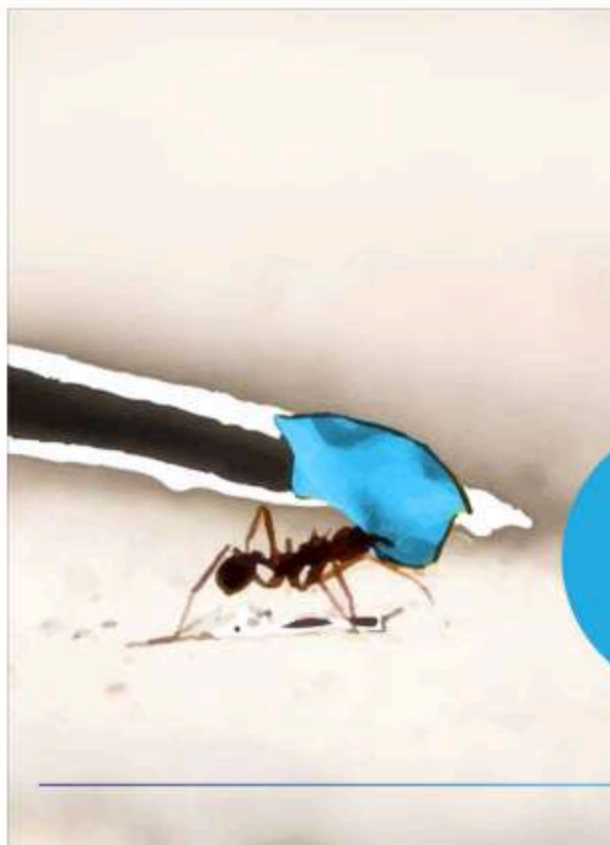
Going beyond isn't just about us. It's about you. Going beyond is to improve oneself.

To think longer. To work harder. To help others and achieve goals that you never thought were possible.

Going beyond is to do more and be more in life.

ADVANTIS
DNA

08



WE LEAD WITH HUMILITY.

Remember it is our responsibility to improve the lives of others through what we do. This means we must be humble. Simply put, we can't make people a priority if we are arrogant, self-serving, or full of pride. We are in the privileged position of keeping the world working, so we should be thankful - showing gratitude and humility at every opportunity. At the end of the day, we're here to serve not be served. We get satisfaction knowing we have done our job, not from standing in the limelight. We give credit where credit is due, and we always take responsibility when things go wrong. Working with humility keeps us focused, grounded and client oriented.

ADVANTIS
DNA

09

HAYLEYS ADVANTIS

A guide to the culture of the largest logistics company in Sri Lanka



INSPIRE. CONNECT. ENRICH.

What does your job mean to you? Some say it's a simple exchange. I am paid to provide a service for my employer and it ends there.

This isn't what we believe.

At Advantis we are always going beyond traditional thinking. You see working with us isn't just about payment for services. It's about so much more. We're talking operational and personal growth, solving problems and exploring new horizons. Doing more, changing more, becoming more.

So why are you here with us? The answer to this question is so important. We believe purpose is everything. After all it is purpose that motivates us and gives our work meaning.

We're not here for personal glory.
We're here out of necessity.

It is our purpose to provide **Inspired** solutions for the complex and diverse needs of our stakeholders, **Connect** people with growth opportunities and **Enrich** every life we touch by going beyond.

It's our job to keep people, communities and countries thriving.

This is how we make a meaningful difference in life.

This is our purpose

ADVANTIS
DNA

04



TAP INTO THE DIFFERENCE. ATTRACT THE DIFFERENCE.

We believe that life is about balance. So, it makes sense that what we put out into the world, we receive back in kind. If we **see the difference**, **be the difference** and **make the difference** - we will **attract the difference**. In other words, our dedication, passion and focus will attract like-minded people to us.

If we lead by example, community leaders will be drawn to us. If we innovate in the industry, other industry innovators will approach us. If we show empathy and understanding, humble people will seek us out.

We believe that our unique way of thinking, working and carrying ourselves, will attract others to us. We don't need to hard sell or make false promises. All we need is a common ground of understanding, ambition and respect. This mutual attraction leads to powerful and productive long-term relationships.

ADVANTIS
DNA

07



MANIFESTO

WE SEE AN ENDLESS JOURNEY OF OPPORTUNITY FUELLED BY AVAILABLE TECHNOLOGY, SPURRED ON BY IMPROMPTU INSIGHT. THE ARTIST A SORCERER, SOCIAL AGITATOR, EVOLVING AN AESTHETIC. THE DEEP VALUES OF CREATION ARE SOCIAL, HUMANIST. A PROPOSITION FOR THE PEOPLE. I NEED TO GO BEYOND MERE EXISTENCE. THEN I FASHION AND SHAPE INTRODUCING SENSUALITY AND RATIONALITY, EMOTIONS AND INTELLECT. EMOTIONS GIVE RISE TO FEAR, LOVE, REVOLT, JOY. INTELLECT GIVES RISE TO PROPORTION, MEASURE, REFERENCE. COMBINED WE SEE ADDING, SUBTRACTING, MULTIPLYING, DIVIDING. A MANIFOLD EXPERIENCE.

H_EDGE



Location	Whitney Square, Spitalfields, London, UK (Featured), Madison House, Chicago, USA (Featured)
Other locations	Milan, Florence, Pittsburgh, New York, Tokyo
Conception	2006
Materials	Stainless Steel Sheets, Zinc Anodized Plates
Client	Spitalfields (Featured), Madison House (Featured)



H_edge is a sculpture of the solid void, hybrid and ambiguous.

Take a cubic solid and 'cut out' a square. Repeat and repeat. A serial process of reduction opens up a fractal space of diminishing solid and increasing void. H_edge's act is in the structure of zero within the unit, the hole within its cube. The solid body reveals its secret - the void.

Blurring the boundaries between art and structure, H_edge is assembled using thousands of 'Y'-shaped stainless plates which are held, one above the other, in tension by stainless steel chains that behave like columns. What appears to hang from overhead, on closer inspection, rises from the floor in a seemingly impossible balance of forces.

Concepts of nothingness and everything.



MARSYAS



Location	Tate Modern, London, UK
Collaborators	Arish Kapoor
Completion	2002
Built area	150m in length
Program	Public Art
Client	Tate Modern (Art and Culture Project Sector)

Referencing the tragic Greek myth of Marsyas, a young shepherd flayed alive by the god Apollo, Marsyas is as corporeal and tangible as the fate of its namesake.

Designed in collaboration with Arish Kapoor, Marsyas was commissioned for the Tate Modern, London, as part of its Turbine Hall Unilever Series. Standing ten storeys high and reaching 150m long, it is the first to make use of the space entirely.

The sculpture is a hybrid of 'shape' and 'form'. Its ambition, to test the limit of fabric - creating a levitating structure in space. Three steel rings are joined together by a single span of blood red PVC membrane.

Infiltrating physical and psychological space, Marsyas acts as a portal between reality and myth, active and passive, concrete and abstract.

DEFY GRAVITY AND FLY

Location	Bordeaux, France
Collaborators	Ross Partridge - OMA, Arup AG
Completion	1999
Built area	1500m ²
Program	Private Villa
Budget	Confidential
Client	Madame et Monsieur Lemaire



The idea of levitating structure isn't new.

But in 1999, it had never been done – gravity was inescapable.

Traditionally, supporting a load in the air requires legs to hold the weight up from below. For a table. Madame & Monsieur breaks this model: the structure 'floats' through space enabled by two lateral inoves. Firstly the supports are displaced beyond the boundary. Secondly they are tipped in elevation, one top hung, one bottom fixed. This denies any conventional reading of balance. Building becomes energy and momentum, creating dynamic of 'launch'.

The conventional way of supporting a load is forgotten. The villa is airborne.

THE BRIDGE THAT DOESN'T MEET

Location	Calçada, Portugal
Collaborators	Adão da Fonseca & Associados, Arup AG
Completion	September 2009
Built area	274.5m long & 4m wide
Program	Pedestrian Bridge
Budget	€1.7 million
Client	Calçada Pólo



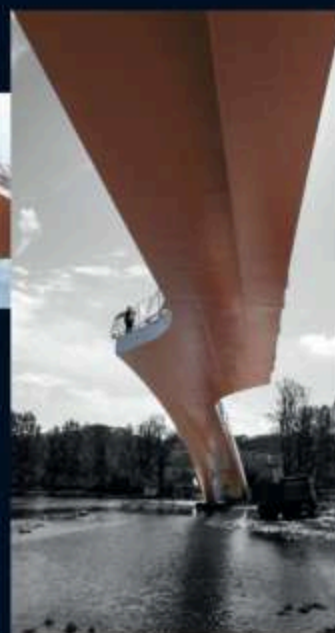
Pedro e Inês bridge challenges architectural stereotype.

Traditionally a bridge is a static crossing. A fixed longitudinal move from A to B – predictable.

What about a bridge that doesn't meet?

We begin with two trajectories that miss each other, translating into a zigzag. Inertia becomes movement. Forms curve away from each other, declaring divergence – a link interrupts time. Mid-river there is no bridge. Just a deck hovering.

The design accentuates a dynamic with folding balustrades and a diagonally striped deck. Coloured glass appears unending, serial, but also repeating and never obvious. Crossing becomes rhythm.



SANDBOX 2.0

Rebranding and redefining performance consultancy



We Treat Others As We Wish To Be Treated

So many organisations talk about their values of trust, honesty, integrity and respect. However isn't this just the basic behavioural responsibility of every human being? We should all be using these concepts as our ethical GPS. It is the culmination of all these ideas that is significant. Together they form a basic level of human decency.

The fundamental way we should treat each other, from the office, to our home to the street. What do you want to experience every day? Rudeness, disrespect and lies, or politeness, respect and the truth? We know the answer, so that's why we always treat others how we wish to be treated.



Sandbox & The Sandbox Sauce

X 28 O

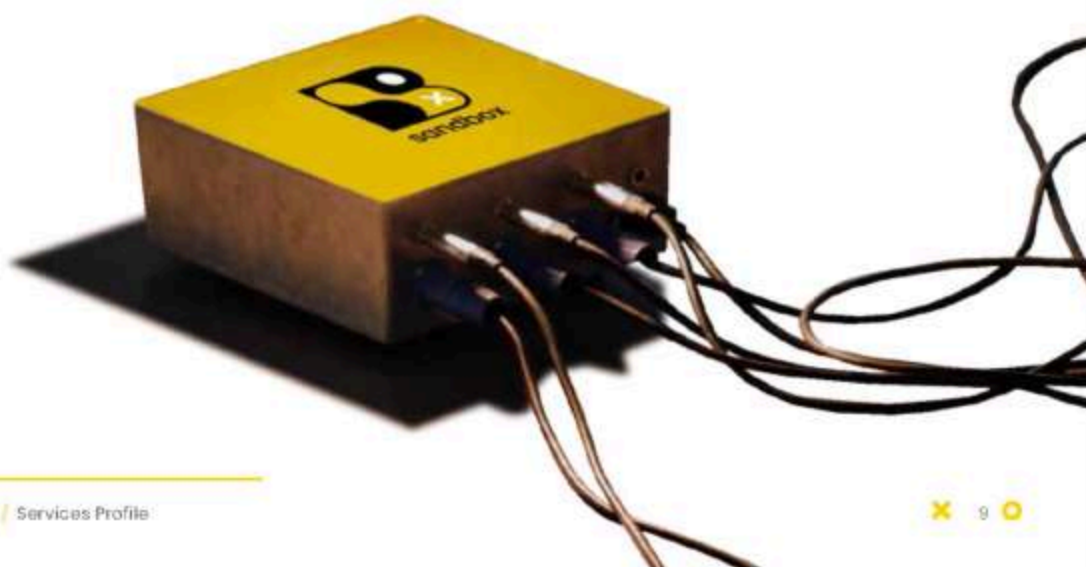
Revolutionising Thought: Where Insight Meets Action

In an age saturated with information, true thought leadership rises above the noise through transformative ideas and actionable insights. Sandbox epitomises this ethos, having consistently led the charge in redefining performance paradigms and pioneering innovative methodologies.

Our track record is not just built on the solutions we provide, but on the questions we pose—questions that challenge the status quo, incite dialogue, and push the boundaries of what's possible. We don't just stay ahead of the curve; we shape it. Every member of the Sandbox team, armed with a collective century of corporate problem-solving experience, breathes life into our mantra of constant evolution and adaptability.

Innovation, to us, isn't just about introducing new tools or methods. It's about fostering a culture of relentless curiosity, where every challenge is an opportunity, and every solution is a step towards reshaping the business landscape. Our commitment to data-driven insights and our proprietary tools have not only positioned us as industry frontrunners but have also empowered our clients to navigate their paths with confidence and foresight.

In partnering with Sandbox, you're not merely aligning with a consultant; you're joining forces with a beacon of thought leadership and innovation. Together, let's craft narratives that inspire, influence, and ignite change.



XIGENIX CODE

A Guide to the culture of a US-based programming company



Miss;on

<p style="font-size:29px;">

To innovate and engineer
transformative digital solutions
that resonate with the core
values of our customers,
empower our clientele, and
inspire our workforce, ensuring
that Xigenix stands as a
beacon of commitment and
responsibility for all.

Youthfully Visionary

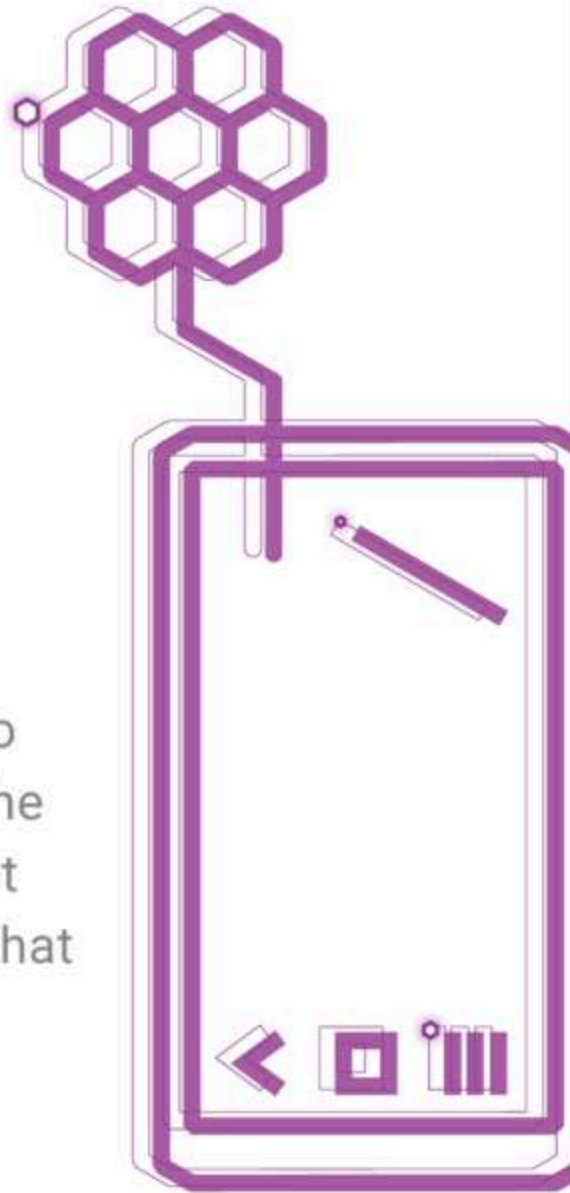


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At Xigenix, the vigour of youth meets the clarity of a shared vision. We are a tapestry of fresh ideas and daring dreams, where the enthusiasm of a startup fuses with the wisdom of trailblazers.

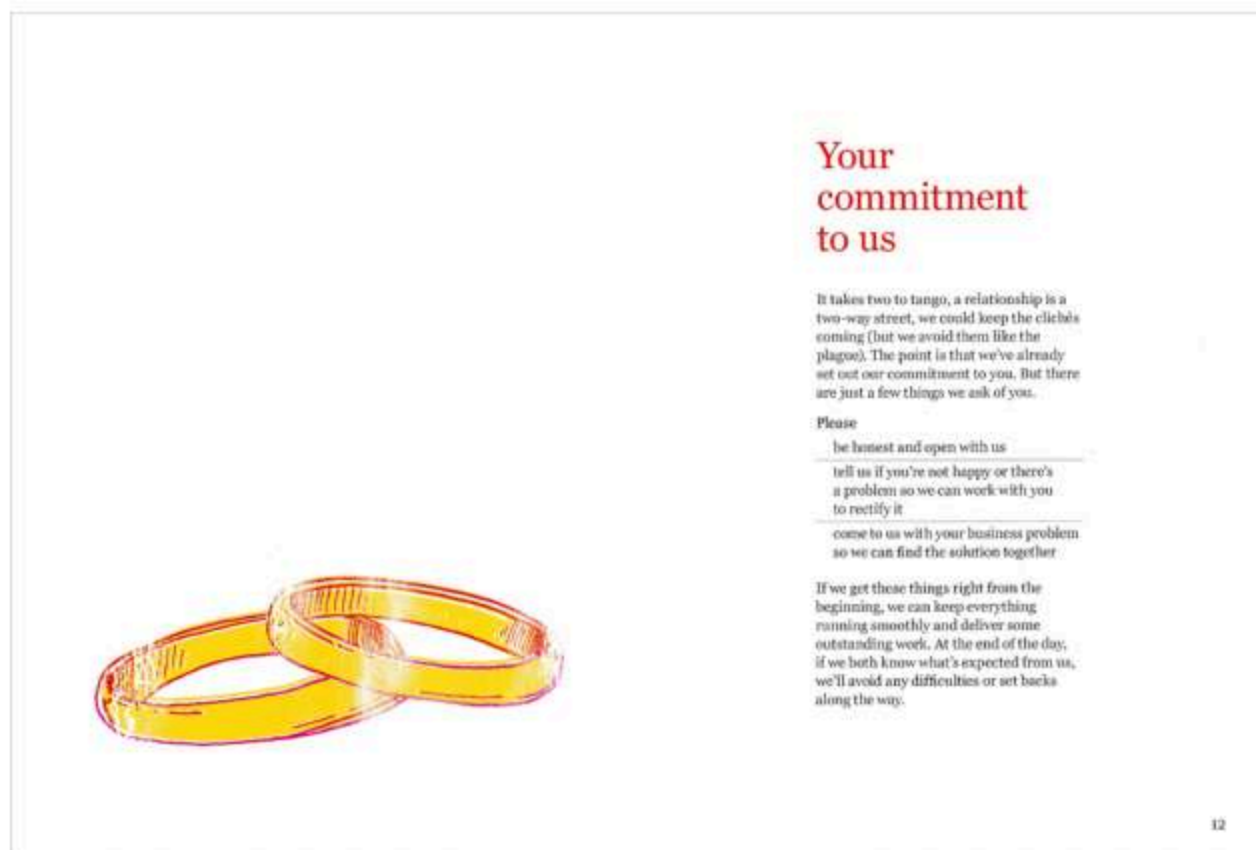
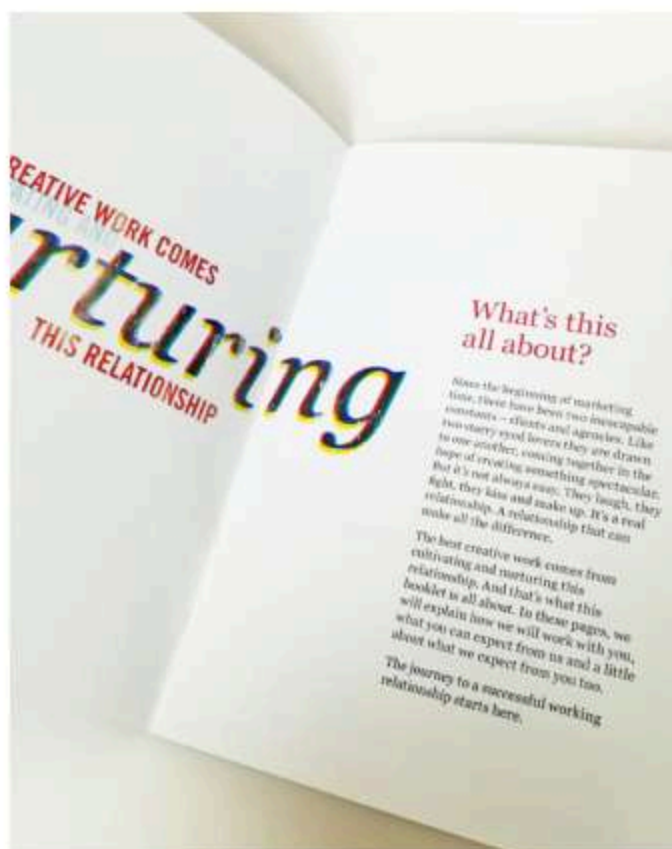
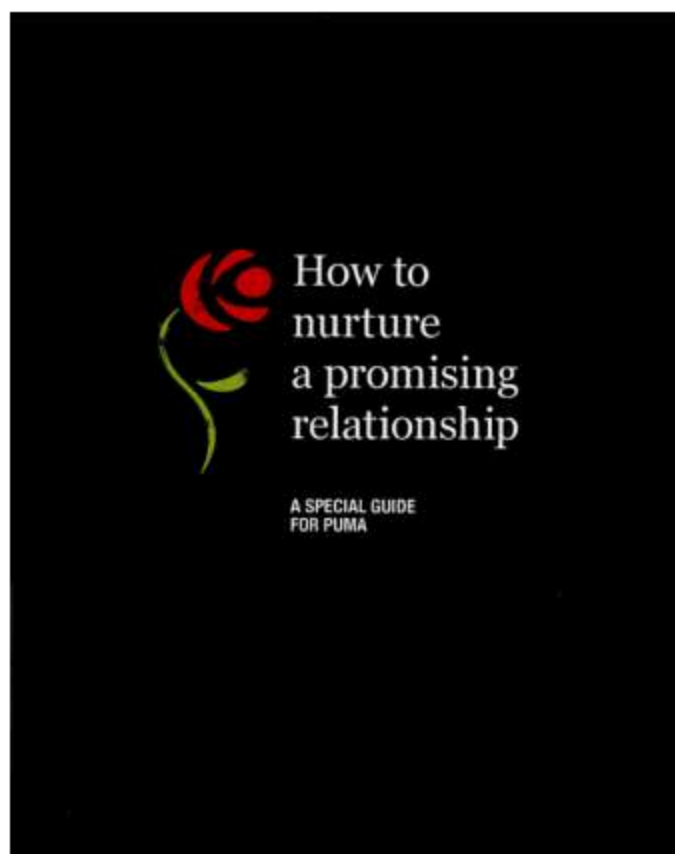
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Creative Di\$ruptors



<p>

Creativity isn't confined to designated spaces—it's the air we breathe. We disrupt the status quo, turning 'what ifs' into 'what's next,' and craft the future with bold strokes of ingenuity. </p>



THE BEST CREATIVE WORK COMES

FROM CULTIVATING AND

nurturing

THIS RELATIONSHIP

What's this all about?

Since the beginning of marketing time, there have been two inescapable constants – clients and agencies. Like two starry eyed lovers they are drawn to one another, coming together in the hope of creating something spectacular. But it's not always easy. They laugh, they fight, they kiss and make up. It's a real relationship. A relationship that can make all the difference.

The best creative work comes from cultivating and nurturing this relationship. And that's what this booklet is all about. In these pages, we will explain how we will work with you, what you can expect from us and a little about what we expect from you too.

The journey to a successful working relationship starts here.

4

Setting out clear intentions

Now that we know all about you, you need to know all about us. Or more importantly, how we intend to bring your brand to life in the mind of the consumer. First things first, we're here to help you build your business. How do we do this? We do it by using creative intelligence. You see, you need creativity not only in the expression and communication of ideas, but also in the technology that shapes and spreads them.

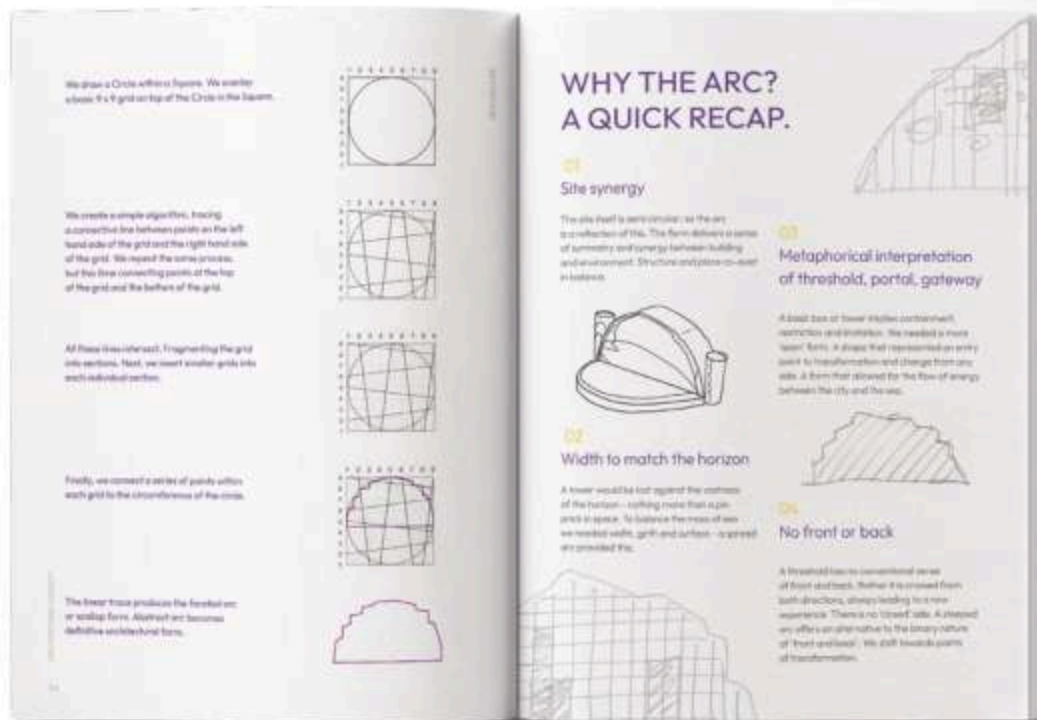
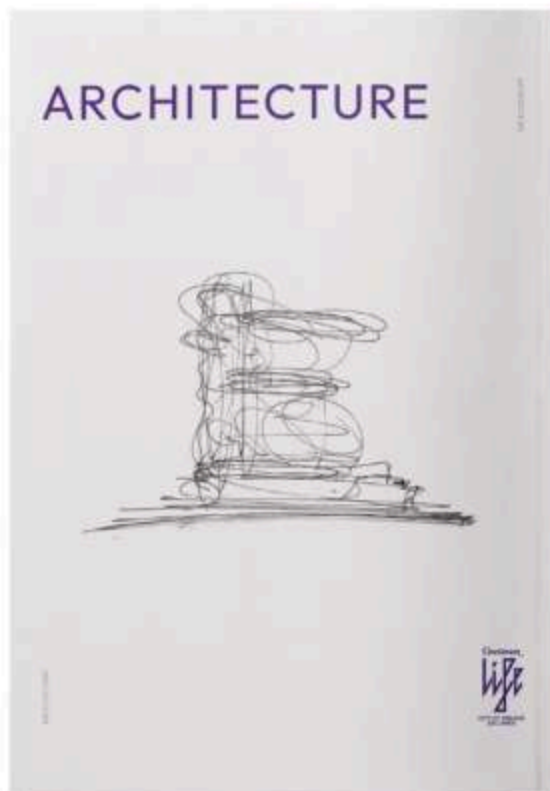
We inspire people to do things they've never done before, and to keep doing them while telling all their friends. Yes, you need the best ways to reach people and engage their attention. But you need something to say when you get it. You need big ideas, that make them do something new, and talk about it. And the ideas have to be right. You need to know who you're talking to, how you should talk, and when.

You need the marriage of creative technology and creative intelligence. That's what we're all about.

8

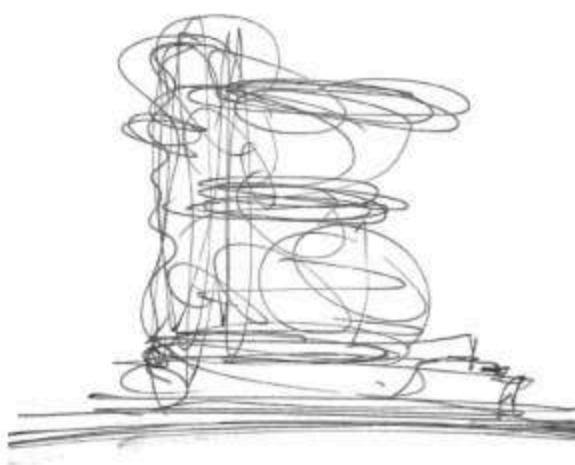
CINNAMON LIFE

Brochures detailing the architecture and interior design of a one billion USD development



FORM IS BORN

The first sketch for Cinnamon Life was conceived as a symphony of energy.



A single line travelling in a series of vertical and horizontal overlaps.

A building as holistic motion.

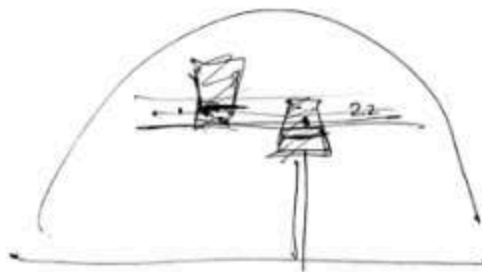
The ambition of the project. The movement of the sea. The growth of the city. The kinetic was key.

Derivative form couldn't capture this notion. Perhaps a new series of forms somehow working and moving together?

Firstly, we needed a core. A primary anchor. The semi-circular site sits between a vast expanse of sea and the urban sprawl. A generic tower would be lost in space. A miniscule puncture against the horizon. Presence, width, surface. These would bring balance to the environmental context.

We desired an address to the ocean and the city. A welcome to a new Colombo. And the form had to be 'open', allowing energy to flow through. A focal point of attraction and expansion.

For our second sketch, we drew an arc.



Instinct. Intent. Context.

SPACE IS EXPANSIVE NOT REDUCTIVE

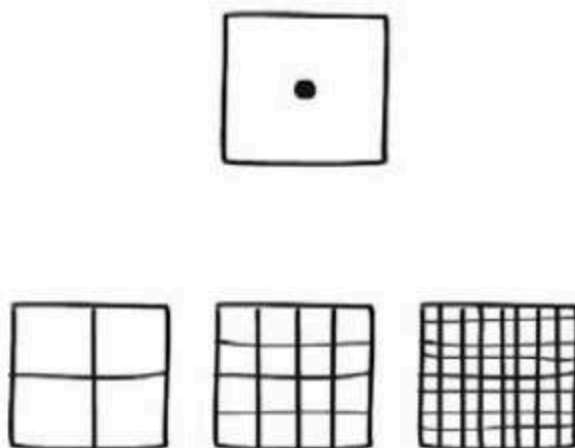
For a long time, spatial thinking has been reductive. To design a building or interior, we first create a fixed boundary, instantaneously containing space itself. What is outside the frame is ignored.

Then we fragment and subdivide, breaking down space into structural grids of column and beam, or interiors of functional zones. We continuously look within on an ever-smaller scale. Space becomes fixed, trapped and contained.

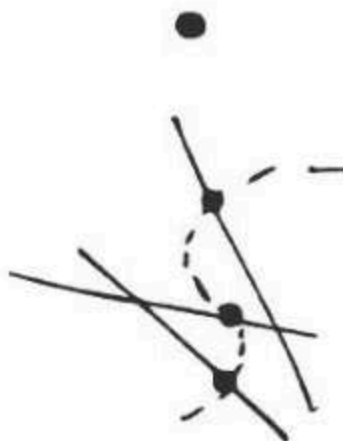
We need to look without. So spatial thinking needs to be expansive. We do this by inverting the traditional hierarchy. Space is no longer subservient to site perimeter or confined interior. Rather it is a blank canvas to explore.

We replace boundary with a series of creative starting points. We then allow these organisational ideas to play out into the space itself - watching how they move and grow. Together, they create their own unique series of orders, producing distinct spaces and forms - with a common thread.

Reductive thinking



Expansive thinking



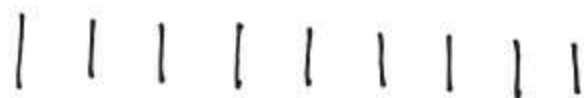
The strategy keeps us guessing, space becomes an intense exploration of the immediate moment.

LET SPACE ENTERTAIN US

| Embrace the *informal*

The most visceral connection between visitor and building comes via its internal and external spaces - as this is how people experience the design on an intimate, human scale

Formal space marches to strict rhythms. We usually space out structure and interior zones in regular monotonous beats. We've been there and done that. The experience is dull.



What if we relax and move towards a slip, jump or change in the arrangement of things?



This is what *informal* space is all about. Freedom and fluidity of design. Subtle shifts and larger, impactful transformations. The mantra being 'Why not?'

No more inert zones. No more placing objects within predictable grids. We allow creative processes to grow and flow. Abstract idea engages with coded organisation, taking us to unknown worlds. Design becomes a philosophy of practice as experiment.

It's time for an alternate journey into space.



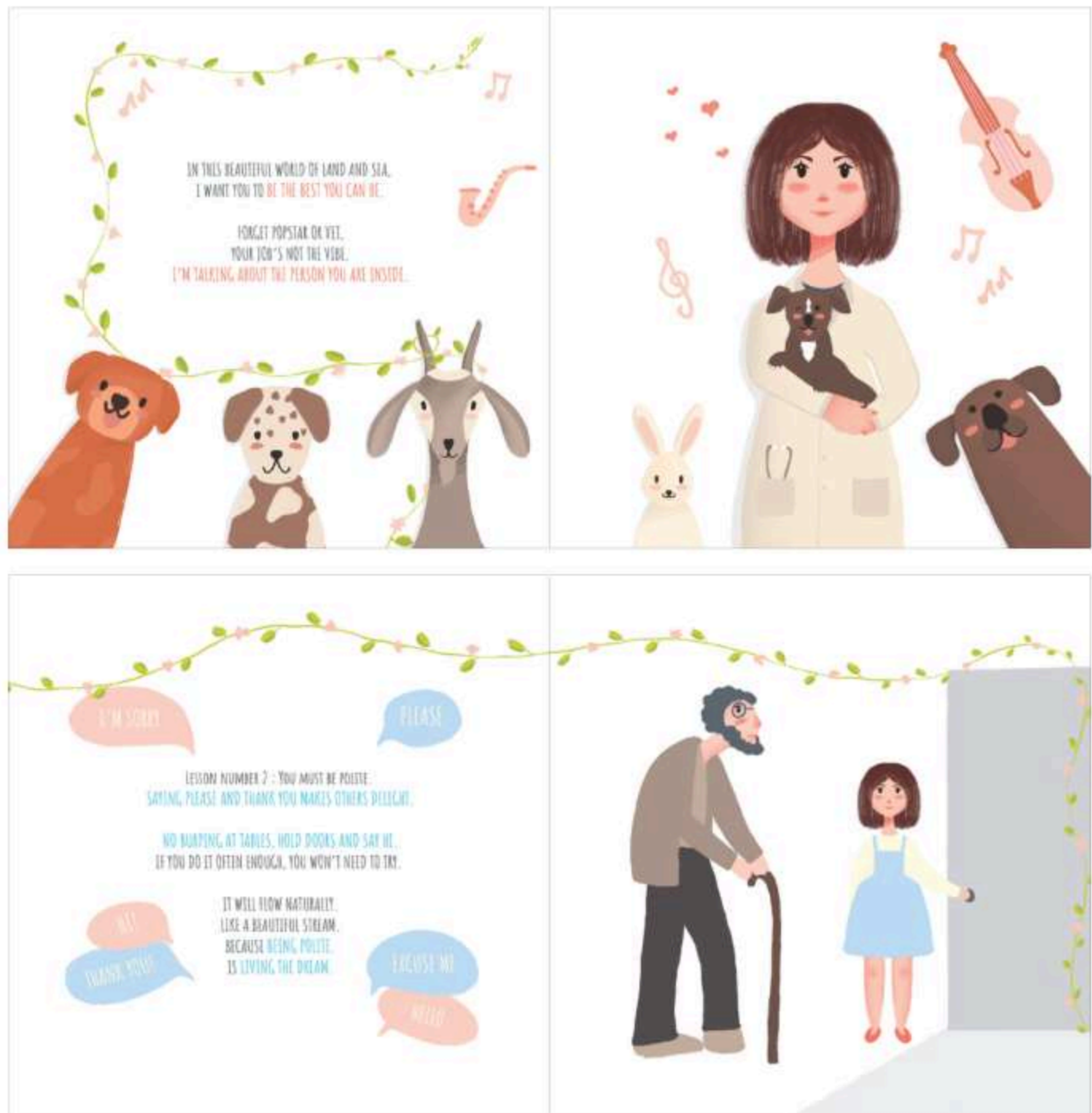
BE THE BEST YOU CAN BE

Childrens Book



BE THE BEST YOU CAN BE

Childrens Book



1

STEAK AND WINE FOR YOUR VALENTINE.



STEAK AND WINE
FOR YOUR
VALENTINE

February is pure fantasy of the best kind. Think about it: it's the only time of year when a cheeky, chubby, cherub marauds about town matchmaking with an enchanted bow and arrow. Beyond epic right?

Snapping back to reality – we might not quite have Cupid's prowess in the love game, but we can definitely add a little Oh là là to your Valentine's Day plans. The brains at Beefsteak Club are here to help you create the perfect steak and wine night for your special someone.

Before we get into it, a quick piece of advice.

Whether you're in a long-term relationship, or you're lighting a new flame, planning an intimate meal for two is always an exciting time. The nerves and butterflies, the ideas and anticipation, the pondering and perfecting – you want everything to be just right. We get it.

Firstly, press pause on all that pressure. It might feel like you're under the microscope and you need to impress, but this isn't the case. You see it's not really about you. Your Valentine's Day steak night is all about the other person. Not to get all mushy here, but it's about making someone feel loved, appreciated and special. Yes this could involve a grand gesture, but often the little things can make the biggest difference. So relax, be yourself and keep it simple. Put your

2

Valentine at the heart of what you're doing and the thought, care and consideration will shine through.

Top tip: A little planning goes a long way, so map out everything ahead of time to get ahead of the curve.

Your three areas of focus: steak, wine and experience.

A Valentine's Day steak and wine night consists of three main players: the steak, the wine and the overall experience. But don't view each element as a separate thing. They are all connected – versatile puzzle pieces that can be put together in many ways to form all kinds of amazing pictures. You'll soon see what we mean.

What's the best steak for your romantic dinner?

Spoiler alert: there's no definitive answer. You see there are so many different elements to consider – from tenderness and texture, to fat marbling and depth of flavour. Ultimately it's quite a subjective thing. Here's some basic knowledge to help you choose.

The softest and most tender steaks come from cuts nearer the centre of the cow, as the muscles here do the least work. In terms of steak, think Fillet, T-bone, Tomahawk, Sirloin, Côte de Boeuf and Rib-eye.

You'll find leaner, firmer and heavier textured steaks in cuts nearer the legs and neck, as the muscles in these areas bear the brunt of shifting a cow about. When it comes to steaks, you're looking at Flat Iron, Cube, Rump, Flank and the always-economical Bavette.

So what would your love prefer: soft and tender or thick and juicy? That's the steak sorted. Time for the wine!

Top tip: Bloody with a pulse might float your boat. But it could sink your Valentine's ship. Make sure you know how he or she likes their steak. [Check out how to cook the perfect steak here](#)

3

A match made in heaven.

The love affair between steak and wine has been going on for centuries. It's a real relationship. A relationship filled with just as much passion and excitement as any famous tale of the heart. Sceptical? Let us explain.

In any relationship, you have two individuals with their own traits and characteristics. When these people come together, their personalities combine, bringing out the best in one another. The same can be said for steak and wine. Every cut and every bottle has its own 'character' consisting of taste, texture, aroma, flavour profile and so on. So when you pair them together, all their qualities interact, enhancing their individual strengths, as well as creating new sensations and experiences. Sounds like a relationship to us.

A quick relationship breakdown

Keeping things topline for now – the nature of the steak-wine synergy has two main components. Wine should either reinforce the existing flavours of your steak with similar flavours, or it should act as a counterpoint, adding a contrasting flavour profile to create a more hybrid taste experience.

How to pair steak and wine for your Valentine.

The first general rule is to pair steak with dry red wines. Now, if you have a leaner cut of meat, you should be looking for a lighter dry red. However, if you're all over richer cuts, we'd suggest a more tannic or fruity red to penetrate through the fatty flavours. Let's check out some hot couples.

Top tip: Icebreakers for the first-daters. Did you know that a cow sleeps standing up? Can you believe that a cow has 4 digestive compartments in 1 stomach?

Warning: banter not guaranteed.

4

Sirloin and Beefsteak Club Tempranillo



Sirloin is the go-to steak for countless carnivores. Known for its slightly thicker grain, Sirloin has a higher amount of connective tissue and fat – meaning a juicy yet tender texture with meaty accents and hints of cream. We'd recommend a wine with fruity flavours, acidity and dynamic tannins to sing through the fat.

Our **Beefsteak Club Tempranillo** is an ideal match. Concentrated aromas of juicy red fruit and plums, mixed with notes of raspberries and strawberries, all come together in a potent fruity statement. While velvety tannins create another layering of contrast to the meaty flavour, hints of vanilla complement the strip's creamy, fatty flavour too.

Fillet and Beefsteak Club Reserve Malbec



If you're going in all premium guns blazing, then this most terrifically tender treat will tantalise taste buds for sure. Fillet steak has an understated, and yet extremely evocative, flavour. Such a refined and elegant character needs a similar soul mate. A wine with soft delicate tannins and an authoritative flavour profile.

5

Enter our **Beefsteak Club Reserve Malbec**. Its smooth and full-bodied texture echoes the refinement of Fillet; while velvety finely grained tannins allow the steak's natural flavour to shine. Finally, ripe black fruits fuse with notes of black olive, mint, vanilla and spicy black pepper to create a contrasting sensation on the palate.

T-Bone and Beefsteak Club Malbec



Taking another trip to the tender cuts, T-Bone steaks are fairly lean yet amazingly tender. Brace yourself for multiple tastes and textures as the steak is cut from both a softer fillet side and a firmer meatier strip side. It's clear that a fabulously fruity and aromatic partner is needed for this taste tango.

Thanks to the perfect grape ripening conditions in the high altitude vineyards of the Mendoza sub-regions in Argentina, our **Beefsteak Club Malbec** has a deep, dynamic and fruit-filled personality. Its ripe black fruit notes, subtle tannins and long, smooth finish both accentuate the textures of the steak, whilst simultaneously creating an independent fruity impact.

Rib-eye and Beefsteak Club Cabernet Sauvignon



6

Rib-eye packs a flavourful punch. Marbling and natural tenderness create a harmony of buttery flavour and tangible textures. This classic steak needs a rich, classic wine to bring a little contrast to the relationship.

Originating in the Chilean Valle Central, our full-bodied **Beefsteak Club Cabernet Sauvignon** is the perfect companion for rib-eye. Thanks to its aromas of black currants, figs and cacao, as well as some seriously smooth tannins, this opulent wine cuts through the buttery and fatty flavour of the rib-eye with ease and elegance.

Top tip: Personalise your menu. Whether your partner in crime is a tender soul, a touch fruity or a smooth operator, find a wine or steak to match their character. Explain your choice and how it relates to your date.

How to show you care? Small details make a big impact.

Of course your gorgeous meal is important, but the fate of your date goes way beyond the plate. Crafting and curating the overall experience is where you can really shine. Remember the night is all about your Valentine, so every detail should call back to their personality, passions and cute quirks.

Ambience and vibe.

You might be picturing strewn petals, elaborate table settings and candlelight, but maybe your sweetheart is more of the 'Netflix and Chill' type. The point is that vibes are everything.

Customisation is key.

Your love is totally unique. So doesn't he or she deserve unique too? Try to get a little more hands-on if you can. So rather than buy a card perhaps make your own. Not Picasso? No worries, a little note from the heart or a funny poem will work wonders. Forget generic compilations on Spotify, create a meaningful playlist full of his or her favourite tunes.



No distractions.

News flash: the earth will keep spinning whether you're jacked into the matrix or not. For tonight your love is your world. It's all about human connection, so put your phone away and put all your attention on the object of your desire.

We wish you a night of fun and flavour!

Hopefully, your creative juices are in full flow. Ultimately this is your night, so do whatever works for you. No pressure though – showing you care lies in the effort and creativity, not the outcome. Good luck.

1

The Synergy of Sip and Sizzle



BEEFSTEAK CLUB

THE SYNERGY OF SIP + SIZZLE

In life there are certain things that go together perfectly. Cocktails and sandy beaches, a lie-in on Sunday morning, steak and red wine: the list goes on. But have you ever stopped to think about why this is the case? The answer can be found in one simple word – synergy. Don't worry, we're not going to venture into pensive chin-stroking territory here. Just think of synergy as two perfectly matched elements coming together to create a powerful new experience.

OK so where are we going with this? Well, Beefsteak Club and Big K have joined forces to explore the wonderful world of #SipandSizzle. So far, our journey has opened up all kinds of tasty and tantalising ways to Beef Up Your BBQ! And now we're exploring the relationship between charcoal, wine and flavour. We're going beyond the complimentary here people. We want to find the most seamless, flawless and perfect pairings. We're talking about matches made in taste heaven – colourful combos that lead to flavour Nirvana. Think the ultimate blend of charcoal, BBQ food and wine.

2

CHARCOAL AND WINE? TWO PEAS IN A POD.

While most people have a general awareness of wine and its many nuances, the same cannot be said for charcoal. These unassuming black lumps are often thrown under one umbrella – charcoal is charcoal. This couldn't be further from the truth. The world of charcoal is just as diverse as the world of wine: a place filled with varying flavours, aromas and sensations. Much like how grape, climate and production process affect a wine's flavour, wood type, carbon density, and manufacturing techniques determine a charcoal's flavour infusion. Looks like these two palate-pleasing pals have more in common than you might think!

The point is that we shouldn't view wine and charcoal as two separate things. They share connections that can come together through the amazing art of BBQ. So let's get hands-on and do some BBQ matchmaking. It's time to elevate your flame game to a new flavour-sphere.

3

1. BIG K APPLE WOOD LUMPWOOD + BEEFSTEAK CLUB SAUVIGNON BLANC



Some like to keep things light on the grill, incorporating fruity touches into the mix. This is all about grilling fish and lighter meats, then adding fruit accents wherever possible. We have just the delicious duo for you. First, fire up your grill with some **Big K Apple Wood Lumpwood Charcoal**. This artisanal charcoal creates a sweet, smoky and subtle apple flavour infusion into your food. To complete perfection, reach for a bottle of **Beefsteak Club Sauvignon Blanc from Chile**. Why? This vibrant wine is crisp and zesty, with aromas of green apple and tropical fruit. Talk about a harmonious symphony of fruit-a-liciousness!

Availability: *Beefsteak Club Sauvignon Blanc from Chile coming soon.*

[Big K Apple Wood Lumpwood Box available here](#)

4

2. BIG K PREMIUM COCOSHELL BRIQUETTES + BEEFSTEAK CLUB MALBEC ROSÉ



Complimentary doesn't always mean similarity. Sometimes the best matches are about contrast – like our next culinary couple. **Big K Premium Cocoshell Briquettes** are made from waste coconut shell, delivering a cleaner and purer burn with minimal smoke and a light earthy taste. These little lovelies have a minimalist flavour profile, meaning they really allow the natural flavour of your meats, fish or prawns to shine. An emphatic contrast is needed to complete this taste trinity: enter the **Beefsteak Club Malbec Rosé**. Every sip is crisp and delicate – offering pure notes of strawberries and citrus fruit. This wine is a perfect partner for prawn skewers or barbecued chicken, delivering an energetic fruity punch within the more subtle mix of taste and textures.

5

Availability: Beefsteak Club Malbec Rosé available at Waitrose & select independent retailers.

[Big K Premium Cocoshell Briquettes available here](#)

3. BIG K FLAMA KACHI STICK CHARCOAL + BEEFSTEAK CLUB MENDOZA MALBEC



There's nothing wrong with rustling up a few burgers on the grill. But many people yearn for something more from their BBQ. Here's a marvelous match that will definitely float a few adventurous boats. Kick things off with **Big K Flama** – a 100% natural lumpwood charcoal made from Kachi Stick. These potent sticks are ideal for Japanese Robata grilling, delivering tender chicken teriyaki time after time. Now all that's missing is the right wine to make things pop. Say hello to the **Beefsteak Club Mendoza Malbec**! With fruit-forward qualities and notes of plums and dark fruits, this outstanding all-rounder pairs perfectly with the light

6

smokiness of Flama, as well as Japanese-style grilled chicken or beef. Intrepid BBQ explorers will be beyond satisfied. Bonus pairing alert: **Beefsteak Club Tempranillo** also brings a smooth texture and dark fruit flavours to the party, making it another stellar match with Big K Flama.

Availability: Beefsteak Club Mendoza Malbec – All major retailers

[Big K Flama Kachi Stick Charcoal available here](#)

4. BIG K DURA CHARCOAL + BEEFSTEAK CLUB RESERVE MALBEC



What's the ultimate BBQ experience? Many would say it's about tapping into the primeval basics – rich meat combined with a deep and heavy smoky infusion. We've got just the power couple for all the true carnivores out there. **Big K Dura Lumpwood Charcoal** is made from White Quebracho hardwood, bringing a heavy and earthy smokiness into the mix thanks to its super high carbon density. Dura definitely elevates any rich and succulent meat to new levels of flavour. We need a strong and potent partner to solve the taste

BEEFSTEAK CLUB BLOG

Beefsteak Buzz

7

equation. **Beefsteak Club Reserve Malbec** is rich and full-bodied, with smoky notes created from time spent ageing in oak barrels. The concentration and outstanding texture of this wine make it a perfect partner in crime for denser charcoal infusions. Plus the complexity of its black olive and vanilla flavours meld seamlessly with Dura's earthy undertones. We're salivating just thinking about it! Variety is the spice of life, so we would also suggest pairing Big K Dura with **Beefsteak Club Cafayate Valley Tannat** or **Australian Shiraz** depending on your taste in tipples.

Availability: *Beefsteak Club Reserve Malbec – Ocado, The Wine Press & select independent retailers.*

[Big K Professional Dura Lumpwood Charcoal available here.](#)

Feeling empowered thanks to this newly obtained wisdom? We're sure that you're super pumped and ready to discover your ultimate wine and charcoal combos. Now that you've beefed up your BBQ IQ, it's time to get out there and Beef Up Your BBQ! We'd love to see your amazing ideas come to life, so grill, post and tag Beefsteak Club and Big K on socials! Stay tuned for more #SipandSizzle coming soon.



1

BBQ steaks showcase: part 1 cows and cuts

12 JUNE 20, 2020 10:00AM EST 1000 WORDS



We live in a world of instant gratification, next day delivery, continuous digital content, 24 hour retail - people want what they want and they want it now. However, the 'how' and the 'why' are often neglected.

Take BBQ steaks for example. That shamelessly succulent and simply sizzling sirloin on your plate is the smith of bovine taste and aesthetics. Deck grill marks dance in uniform circumscribed precision. A perfectly seared golden surface reveals the heady mix of juices within. You take a bite and mouth melt in the mouth magnificent meat-carries the taste buds... sorry where were we? Oh yes, all steak related hyperbole aside, sometimes we're so focused on the instant carnivorous fix that the story, history and culinary science behind BBQ steaks isn't even considered.

What's the best steak for a BBQ?

Do you know what sirloin actually is? Where does it come from? What's the difference in taste between BBQ steaks from chuck and plate or brisket and round? How do you grill BBQ steaks differently according to the particular cut? Don't get it twisted, it's not like you have to be an expert in all things Bœufism (another name for the cow collective - vocabulary aside) to enjoy eating steak, especially if you're not cooking it. But if you're grilling BBQ steaks you should really know these things. The best BBQ steak recipes and BBQ steak ideas come from a place of knowledge. So let Big K be your guide as we journey into part 1 of our 2 part blog series on BBQ steaks.

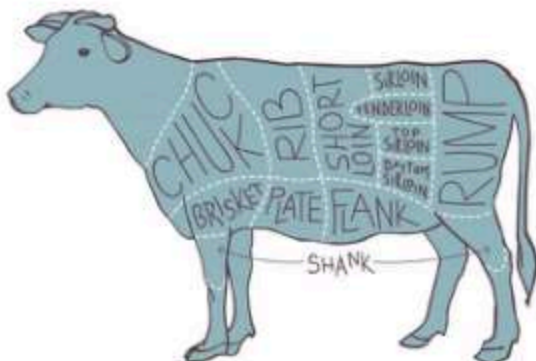
How to cook steak on your BBQ? We must go back to the source

We know it must feel that we sometimes beat your brain with an oblique stick, however you'll be surprised at just how often the basics are overlooked. You see to grill the perfect steak you should really know as much as possible about the source - the biology and anatomy of the animal itself, where the meat is located in the body and the properties of the flesh.

Enter the disorientated angulates from the verbally bovine - AKA cows to the average person. Quick disclaimer - in the genus Bos species (we're talking cattle here) cows are actually female and bulls are male. Both can be beef cattle, meaning both can be raised for their meat, however for the sake of not having to write 'cows' and 'bulls' or 'females' and 'males' a million times, we will be using the term 'cows' to universally cover both male and female beef cattle.

How to choose succulent BBQ steaks? You need to know a cow's anatomy

Cows are fascinating creatures. Did you know that they can sleep standing up and possess four digestive compartments in one stomach? These are amazing facts but they won't necessarily help you grill a succulent T-Bone. No no our charcoal obsessed friends, to become a master of BBQ steak ideas and BBQ steak recipes you need to know a little more about a cow's anatomy. Before you rush to the nearest field and start up touching the wrong cow's udders (now that's an A&E story with embarrassing written all over it) you might want to take a look at this basic diagram we've put together for you.



2

What about briquettes?

The production differences between these two charcoals are fairly black and white (excuse the pun). So where do charcoal briquettes fit into the mix? Charcoal briquettes are composed of two main ingredients and various secondary components. The primary ingredient, known as char, is basically the smaller pieces of the traditional black charcoal produced in the way that we have already described. In terms of the raw material for the char, hardwoods such as hickory, birch, hard maple, locust and oak are preferred. These are mixed with a binding agent (usually a starch derived from corn, rye, or wheat) and molded to make the briquette.

Let's get a little technical. The charcoal and binder are blended in a paddle mixer. After blending is complete, the material is placed into a press containing rollers with briquette sized indentations. Due to the material's moisture, binding agent, the 40° C temperature, and pressure from the rollers, the briquettes maintain their shape and form as they leave the press. Finally, the briquettes are passed through a single pass dryer producing 130° C heat for three to four hours. This final heating stage reduces moisture to around 5 percent. This means that the briquettes are good to go.

So there you have it - the charcoal basics brought to you by Big K. We hope you now have a better understanding and appreciation of this fantastic fuel. If you want to know more or have any burning charcoal questions, please get in touch on social media and we will get back to you. We love talking about charcoal 24/7.

To understand BBQ steaks get to know the cuts

Taking a look at our lovely little illustration you can see that there are 6 main cuts. OK there are more cuts and sub divisions, as well as differences between the UK and US cut terminology. However we want you to get a general gist rather than drown in detail. Clarity is king. Different BBQ steaks come from these different cuts, meaning different flavours and textures get out. To get all your BBQ steak ideas and BBQ steak recipes on point, you need to know these bad boys.

Here are our eight main cuts:

- Chuck
- Rib
- Loin
- Round
- Flank
- Short Plate
- Brisket
- Shank (shin and leg)

Where are the premium cuts for BBQ Steak? They are in the centre.

Now that you are a little more familiar with all the regions of the cow, what you need to know is that the premium and most succulent steaks are cut from the centre. This is the loin or rib section. Our picture isn't exactly a pictorial guide from the US Visual Guide. It just shows basic biology. The best BBQ steaks come from the centre because these muscles do the least work. Think about it, the muscles on the cow's leg and neck are extremely active, constantly expending and contracting to stuff anywhere between 750 - 1200 kg of weight around the place. In these muscles are fibres creating a tougher texture. Now, the loin and rib section are the farthest away from the cow's horns and hooves (head and feet), so these muscles work the least, meaning they are softer and tenderly tender.



BBQ steaks and cuts. Which is from where?

Chuck

The cow's shoulder is the home of chuck meat. As the shoulder is active, the cut can be a little tough but it's packed with flavour. The types of steaks you'll get from chuck are mostly flat-iron steak and top blade steak.

Rib

The rib cut consists of the cow's ribs and backbone. There are in fact 13 pairs of ribs in total, however only ribs 6-12 are included in the main cut. Ribs pack a flavourful punch due to the extra fat marbling, plus they are super tender due to minimal muscle contraction in that area. You'll find Delmonico steak, cowboy steak, and ribeye steak here.

Plate

An alternative source for short ribs is the plate or short plate. This cut is closer to the abdomen so it has a higher fat content and is full of flavour. Meat from the short plate is used for skirt steak and Philadelphia steak.

Round

Loin, but not necessarily mean on the whole, round cuts are generally a cheaper option. As the cut is situated at the cow's rump and hind legs, the increased muscle activity leads to tougher meat and tougher texture. Popular steaks from here are the round steak, eye of round, top round, top round steak and cube steak.

1



How Charcoal is Made: Everything You Need To Know

By ROBERT W. DAVY | By MASTER FORGE BLOG



Look beyond the surface

Sometimes the simplest things lead to the wildest horizons. Take charcoal for example. On the surface, it seems basic: black, minimal and unassuming. Yet charcoal is history and evolution – all rolled into one. From metallurgical and industrial fueling to filtration, pyrotechnics, cosmetics and of course the humble BBQ, these powerful pieces packed with potential are ingrained into our daily lives. However, their story is mostly ignored or simply unknown. Enter Big K to drop some charcoal knowledge on the masses.

Have you ever asked yourself, "How is charcoal made?"

The first thing to note is that the process of making charcoal is ancient, hewed about 30,000 years. Neanderthals roamed the European continent. Yet far from their mountain depictions as un-evolved and simplistic, they were highly sophisticated. So sophisticated in fact, that they created their own charcoal for heating and cooking purposes. Did they charcoal ambitions on slate and write their neighbors for a spot of grilled mammoth? Perhaps. The details are sketchy at best. The point is that charcoal has been around for a very long time. It has shaped our evolution, so its importance cannot be denied.

Charcoal production – basics

We could delve into the details of how charcoal is made for days. We're all about charcoal, so you will know. However, we'll keep things fairly simple, offering an in-depth, but by no means exhaustive, overview of the charcoal production process. We believe that making charcoal is an art form in itself. There are multiple stages and many factors that need to be monitored and controlled, such as the type of wood used, air regulation, temperature and burn time. Let's get into it.

Quality charcoal is made up of mostly pure carbon. A.K.A. char. Wood is cooked in a low oxygen environment for a period of time. Why? Essentially this burns off volatile compounds including methane, water, hydrogen and tar. After all, we don't want these things affecting the charcoal purity and performance. It's time to dive a little deeper into the process.

Believe in the burn

The burn is an integral part of the proceedings. So the kiln or multiple-hearth furnace are essential players in the charcoal game. Moving into the commercial arena, a large concrete or steel kiln is used. For the charcoal geeks and star lovers out there, these kilns are typically about three meters wide and over a meter high.

The dry wood is fragmented into small pieces and arranged in a stack, rising to the very top of the chamber. Once this is done the kiln is shut. Then a layer of insulation is added to further trap any escaping heat. Now things spark into life. A fire is started in the burn chamber and soon steam is produced, rising up the chimney and out of the kiln. As previously mentioned, this fire creates heat, burning off water, impurities and other compounds, leaving mostly pure carbon behind. But how do we know when the process is complete? We look to the smoke for the answer. Once it changes from an opaque grey to more of a transparent blue we're pretty much there. In other words, all the impurities have been forced out and the remaining wood has been mostly transformed into charcoal. In terms of timings, the whole process can take between 14 to 18 hours approximately.

Yes, we did say that we were going to keep things general. But now we're into the details of how charcoal is made, we have a little more to share. We just want to touch on the production differences between black and white charcoal as well as briquettes.

Introducing the main players

Black charcoal is what we all know and love. Easy to ignite with a consistent burn, it is the standard 'go-to' charcoal across the globe. However, have you heard about white or 'hard' charcoal? The name makes it sound like a tougher member of the charcoal family and that would be about right. Hard charcoal packs a lot more punch (when it comes to thermal conductivity) than black charcoal. This characteristic is again down to how the charcoal is made. At first, the wood is carbonized at a low temperature. Then, after the majority of the burn is complete, the temperature within the kiln is pumped up to a whopping 1000°C, turning the wood red hot. Finally, the charcoal is quickly taken out of the kiln and covered with a powder to bring down the temperature. This powder is composed of earth, sand and ash. The mixture adds a white tint to the charcoal explaining its 'white' alias.

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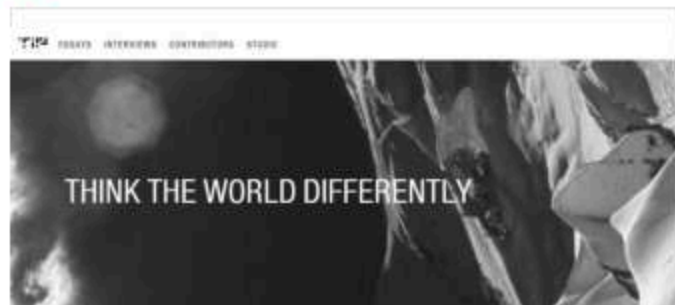
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1



Modern human is called Homo Sapiens 'the man who knows' but what is it that we really know?

We generate what we perceive as knowledge and meaning from subjective experience. This process is influenced by societal values, preconceptions and definitions. Knowledge is ultimately a human construct.

Lack of comprehension leads to fear. We imposed a localised meaning on what we observed – the flocking birds that called in the winter, when the life-giving rains would fall, which Moon would signify the harvest. We wanted to understand the way of things so we simplified. However, the world isn't simple. It's infinitely complex...but not complicated. For thousands of years we have followed Greek philosophical tradition – Cause and Effect, A leads to B leads to C and the causality of Aristotelian physics. But life isn't linear. It's not a causal chain. This is too basic.

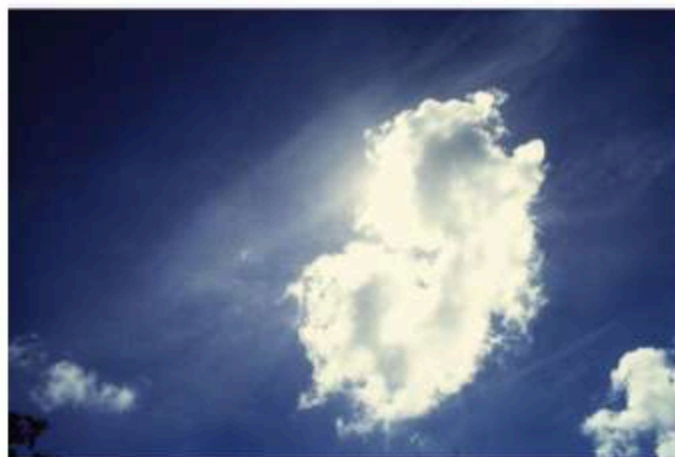


Image from Element by Cecil Balmond

In 1202 Leonardo Fibonacci introduced the West to a number sequence that had been developed by Indian mathematicians from as early as the 6th century. It revealed Nature as the infinitely masterful pattern-maker. The original algorithm, the Fibonacci sequence, goes forward, jumps back on itself and goes forwards again in a repeating feedback loop. Life, we discovered, is neither random nor fixed, but a complex composite of collective exchange – a multiplex.

Quantum theory re-affirms ancient insight.

Our perception of reality has been fundamentally reversed. We no longer prescribe to the classical notion that the world is comprised of autonomous 'elementary parts' that follow chance formations. Instead we have come to recognise the interconnectedness of the Universe, and discover that the existence and behaviour of these 'independent' elements are particular and contingent within a universal whole.

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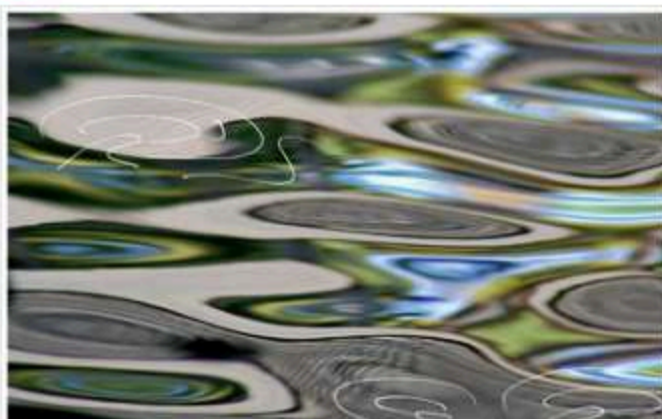


Image from Element by Cecil Balmond

We have organically begun to re-interpret ourselves and our surroundings.

***"But what do we see?
Simultaneity and overlap.
Everything happens
because of feedback within
this system of
interconnectivity," exclaims
Cecil Balmond.***

We think the world differently by acknowledging and confronting the system, by exploring its overlapping strands. Each one has its own equilibrium. But we must embrace the whole.

The more we observe, the more we discover. The possibilities are beyond our imagining.



Image from Element by Cecil Balmond

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Rise of the Universal Creative

Published on May 9, 2018



James Baltrond Follow
Creative Director Baltrond Bla...



Abstract

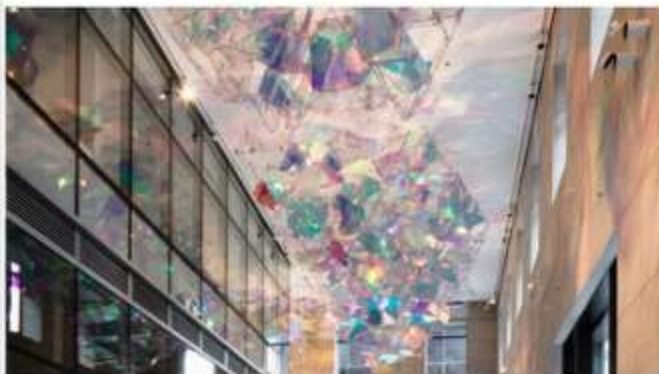
It is in our nature to classify. Heaven, earth. Tangible, abstract. Physical, spiritual. This is how we make sense of a vast world. A strategy of containment. Order from chaos. Confidence from fear. This is an understandable methodology of comprehension – ingrained within human behavior for thousands of years. That is not to say that it is correct, or the only way to engage with the universe.

What about taking a deep breath and looking at the bigger picture? Absorbing the totality of existence may sound like effort-filled hyperbole, but it is, in fact, within the realm of what we are going to talk about. Often abstract thought is determined by perspective. As I see it, the world isn't linear, a chronological singular narrative that start and ends. Rather it is a multiplex of interconnected networks, advancing, iterating, feeding back into each other and regenerating infinitely. The system is always on.

All existential pondering and beard-stroking aside, once we look at the world holistically, definition as a process can start to look too reductive and divisional – something man-made and artificial – a human construct of separation. We must confront complexity in its entirety. To quote arguably the most prolific creative of all time

"Learn to see. Realize that everything connects with everything else."

–Leonardo DaVinci



2

Deterministic

What does this all mean within the creative paradigm? To answer the question we must first scrutinize the definition of creativity. Before getting into particulars let's take some general preconceptions. The dichotomy of something from nothing is prevalent. The notion that the creative act somehow brings a tangible entity into the world where there was once void. A thought induced Big Bang if you will related to 'things' specifically. People also believe creativity is inherently artistic. A process bound to painting, writing, dancing or music. In other words, it isn't scientific or calculated. Yet Einstein's thought experiment about traveling alongside a moving beam of light led, eventually, to the famous $E=MC^2$ equation. The Theory of Relativity born from a creative visualisation technique. These are just strands of thought, some contradicting others. There is no right and wrong here, simply interpretation. Yet they all feel too restrictive.



Fluid

Let's look at a definition of creativity.

The ability to transcend traditional ideas, rules, patterns, relationships and to create meaningful new ideas, forms, methods and interpretations

The first thing we see is that the concept of transition is apparent. However, it is not just related to the 'something from nothing' dichotomy. Rather it is simply the idea of change or transformation. A movement in the abstract – not related to anything tangible. Simply a shift. So what is clear is that creativity isn't only about objecthood. It can be applied to thought, methodology, interpretation, philosophy, rules, patterns, networks. What was once specialised and finite in its application is opening up. There is a fluidity here, a versatility. A connection and overlap between creativity as a concept and its areas of implementation. We are seeing versatility – the germ of universality.

In a multiplex world of connected systems, creativity is multifaceted, transcendent – it is not inextricably tied to anything. Process as process in its purest form. It is free.

3



Organic

Traditionally design has always been very structured – organized and classified into different disciplines, different specialist vocations within those disciplines and different responsibilities assigned to individuals within those bespoke positions. Each member is a contingent part of a universal whole, a cog with a particular function within a bigger machine. There is nothing wrong with this approach, it has worked for many years. However it is a system that perpetuates its own weaknesses. It re-enforces both procedural classification but more importantly psychological and behavioral classification.

I'm an Art Director, I can write sure...but I know nothing about project management so don't ask me. It's not my job – type syndrome.

But if we always have round pegs in round holes, what happens when the square hole arises from the hypothetical ether? If creativity exists in multiple specialised permutations determined by process, function or discipline, its potential becomes finite. Our concept of creativity as fluid change destroys determinism, opening up possibility. Once one starts to really think of creativity in this way, and act on it, one begins to dive into other disciplines and other areas organically. The transcendence is natural.



4

Reality

I'm not just waxing lyrical. It has happened to me. I live it every day. Even in my early advertising years I followed these principals, laying the foundation for how I now operate. So despite being a copywriter by trade, I naturally evolved into art direction, planning, coding and project management. As a creative I felt liberated, knowing I could apply creativity beyond just writing or producing advertising concepts. I could analyse data for consumer insights, improve executional and production processes to make them more efficient, look at changing internal communication within my agency, alter the traditional brand-consumer relationship. I was free to implement creative change anywhere at any time.

This methodology allowed me to easily integrate within the interdisciplinary environment of Balmond Studio. I maintain the integrity of our intellectual property across all areas of the business, as well as working in a more pure design role in other areas including interior design, product, fashion, jewelry graphics, advertising branding and management. Within some of these I have prior training and experience, others it's a steep learning curve from day to day. Yet I can channel my brain into creative challenges in both the tangible or abstract with confidence across any discipline. Fluid creativity is free creativity.

Fear

Defying convention can be difficult. Staying within accepted parameters breeds familiarity. It's what we have experienced in the industry on a daily basis, it's how it is set up to function. This cerebral ball and chain is a burden. To break free from the shackles is to unleash your creativity across any discipline or problem. Once you are moving freely there is really no going back.

1

A Brief Musing

23 October 2019



"Adam, Eve enjoy this verdant utopia. But be careful, there are rules to follow. I expect you to behave appropriately. Failure to do so will have catastrophic consequences. Original sin will be inextricably tied to all of man. No more eternal life. My wrath etc. and so on. K bye."

Not to put words into God's mouth, or offend anyone, but industry needs must. Imagine pre-fig leaf Adam and Eve after such a conversation. The inner conflicts – free will versus pre-determinism, the unknown against the known, actions juxtaposed with consequences.

2

What to do? There is inferred purpose without clarity. Expectation without regulation. Ambiguity and information.

I'm sure all this pondering helped Eve work up an appetite. Those apples look great. And by serendipitous happenstance there is an amicable, yet slightly maleficent, looking serpent nearby. Surely it can help. Everything is coming up Eve.

To cut to the proverbial chase – there was no definitive instruction, no mandatories, no guidelines. The puzzle was jumbled in this imagined scenario. Yet God had clear expectations that, if unmet, would lead to dire consequences. Shifting into a more familiar lexicon – there was no brief.

According to scripture, God did give Adam two primary instructions to tend the garden and to not eat from the tree of knowledge of good and evil. Unfortunately Adam and Eve still went left.

3



As a Western-Eastern Hybrid, I have experienced the advertising, marketing and design spheres on both sides of the planet. In the West the brief is sacrosanct. A holy document that has been filtered through many minds, vigorously and voraciously. With client and agency refining every word to extract diamonds from a mass of carbon data. As for Sri Lanka (yes I am generalising here for rhetorical purposes) the brief is fairly non-existent. A reclusive and ethereal document. Occasionally coming out of the shadows to forage for berries. Whispered about in hushed tones around boardrooms. The stuff of myth. An advertising Yeti.

Creating without a brief is like staring into the existential void. Who am I? What is my purpose? Why am I here?

4

I cannot count the number of times that jobs have come in with no brief. My brain absorbs the scenario - the imagined vacuous hole manifests. I fall through the looking glass. Perhaps I am being too dramatic. I get snippets. A few sentences in an email. Fragmented information on Whatsapp. Even emojis are used, stretched to their limit of meaning. But this is no way to work. No way to deliver insightful and accurate creative. And definitely no way to ensure efficiency and economy in execution.

Without a client brief, any agency brief is subjective abstraction. Degrees of separation lead to incongruence. What I create through a process of rationalisation will never quite match client expectation. My colour blue isn't your colour blue syndrome. I know the thought skipping through your labyrinthine mental chambers. Stop moaning about the situation and change it through action. Extract the nectar from the inert client flower. I have tried. Believe me.

5



Many hours were spent in the lab cooking up multiple brief types. Each one crafted to the lowest common multiple - all in easy to follow templates. A client need simply fill in the blanks. Easy enough right? You would have thought I had asked for a 10,000-word thesis on the validity of String Theory. I wouldn't say it's like flogging a dead horse. It's more like running over a dead horse, reversing back over it, then jumping out the whip and bludgeoning said deceased equine with a lead pipe only to finally pull out the Drako and light up the flattened horsey corpse execution style.

Much like Herpes, the 'Why?' appears and disappears. Taunting my consciousness. Of course in reality there are clients here that

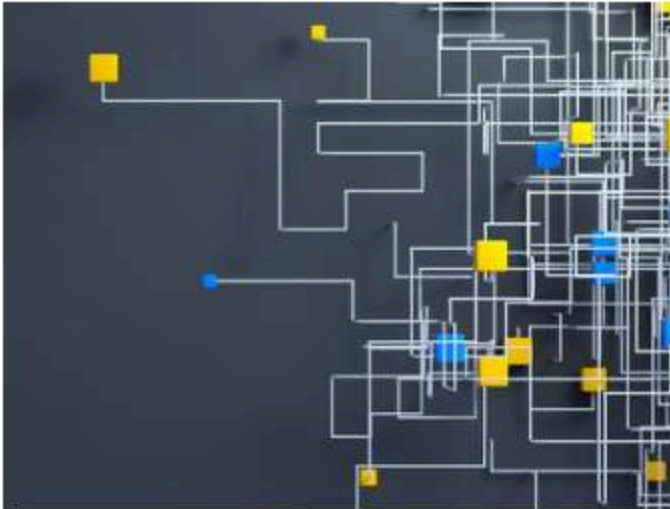
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send client briefs. Perhaps, as I scrap and struggle to push my own agency offering, I am not exposed to the marketing prowess of the upper echelon corporates. Is it client laziness? Maybe. Could it be that clients simply don't have a clear idea of the outcome in mind? The logic here is tenuous at best, the scathing rant-fuelled 'this-isn't-what-I-want' email testament to the client's firm vision...in their head anyway.

The 'Why?' has many forms. Yet these all feel symptomatic rather than causal. If we take a step back another kernel of truth appears.

The lack of brief symbolises a lack of understanding. Local clients don't have much knowledge of how advertising comes into being. In their heads it's all wacky hipster creatives, hashtags, astro-turf carpets, agency pool tables and pretentious terminology 'Blue Sky Thinking' anyone? Creative is plucked out of the air. A mysterious something from nothing moment - the conceptual Big Bang. This couldn't be further from the reality.

7



The conceptual process is based on research, rigour, organised executional mechanics, hierarchy and process. For the most part, ideas do not pop in out of existence like matter and antimatter particles. They emerge from ritual. Structural behavioural patterns within regulated, briefed frameworks.

These parameters act as organisational filters, decoding the chaos and reigning in wild minds. Each step of regulation narrows down the vast expanse of creative possibility. We get closer to a specific goal - the proposition. This one nugget contains client need, objective and key consumer insight.

The Holy Trinity.

8



So concepts ultimately come from a data-molded sphere. The brief is, in essence, the most fertile field to exploit within the infinite patchwork of cerebral countryside. I am not saying that the brief stifles creativity. Within that field there is no limit to the imagination. Just don't push through the hedgerow and try to touch a cow's udders - much to a client's dismay. Stay within the given confines. Stay on brief.

To summarise the brief is everything. A self-contained eco system possessing all the approved mandates, information and thinking to stimulate the creative

9

act. It ensures we are all on the same page. In the rabbit warren of contemplation, it's easy to go off-piste. So we refer back to the brief to check where we are. It is the measuring stick for whether an idea lives or dies.

Ranting on the pedestal is all good and well. However it is an exercise in futility without some semblance of a solution. For me education is the key. As an agency, it is our responsibility to take clients into our world. Show them the intricacies and nuances of the conceptual process – the tools we use and the steps we follow. The brief is the nucleus of the creative cell and we highlight its importance. If they have a client brief process in play already, we can tweak, improve or refine. If not we can help to get one done.

Proactivity is the name of the game. Yes it might be dirty. Yes it might be like pulling teeth. But it is a struggle that will pay dividends in the long run.

Church.

