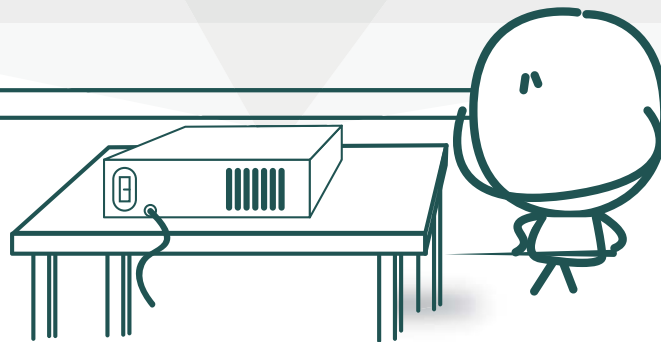


# A SERIOUS IDEAS PRESENTATION

## DELIVERING RESULTS



# SERIOUS

We are a **SPECIALIST** integrated marketing agency with **EXPERT KNOWLEDGE** in the education sector. Our award winning creativity and **PROVEN RETURN ON MARKETING INVESTMENT** is based on a unique set of principals 'What comes after Z?'

Based in London with office capabilities in Asia and Europe we are best placed to **SUPPORT DOMESTIC AND INTERNATIONAL CLIENTS**. With specialist skills in brand response, positioning, online marketing, media and video we are ready to make a positive impact to your marketing strategy.

Our company has been established since 2005 and holds excellent bank, customers and supplier references. 2009 sees us achieve ISO9001 and ISO14001 for quality and environmental standards. We are compliant for best practice with our associations with The Institute of Practitioners in Advertising and The Direct Marketing Association.

We are now seeking opportunities to work with a top 100 FT ranked educational establishment to help realise their ambitions and create **MEASURABLE VALUE**.



# HIGHLIGHTS FROM 2008/09

Successful launch of a new Pre/Masters In Management course delivering **500% RETURN ON MARKETING INVESTMENT**, No 2 Google ranking from key words and a new audience of 100 students.

Through insights, we discovered a unique way of talking to Alumni. We created an online network and direct mail campaign that delivered a **42% EMAIL OPEN RATE AND A 91% DOWNLOAD RATE** for relevant material, outperforming the industry standards by 81%.

The agency fulfilled all aspects of the project over a two year period.

Our direct mail campaigns have achieved **11% RESPONSE RATES** through careful data planning and insightful creativity.

Through our experience and specialist VAT partners we were able to deliver at a domestic level in the UK **SAVINGS WORTH £80,000** through zero rated VAT. We also extended this to media through charitable vat exemption of the Vat in buying and placing media.

# COMPANY PHILOSOPHY

We believe in getting the  
THINKING RIGHT FIRST and  
turning it into BREAKTHROUGH  
CREATIVE across any medium.

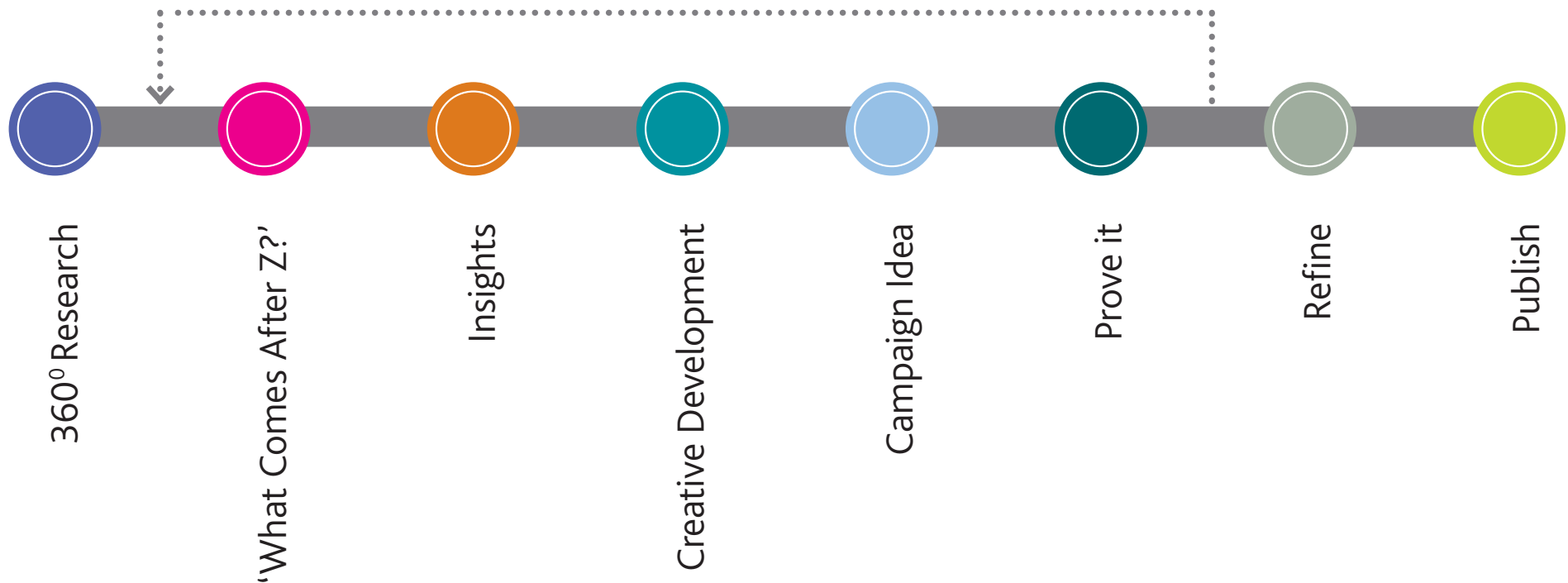
We employ a unique methodology.

We call it 'What comes after Z?'



# WHAT IS 'WHAT COMES AFTER Z?'

We identify the right idea and successfully take it to market using our unique 'What comes after Z?' planning and brainstorming methodology in collaboration with clients to uncover disruptive and resonating insights.





# CLIENT EXPERIENCE

Education:



Healthcare:

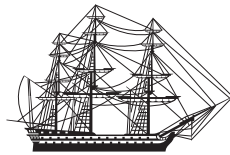


# CLIENT EXPERIENCE

Communications:



Finance &  
Professional  
Services:



# AND THERE'S MORE...

For more examples  
of our work please see:

<http://www.seriouseducationmarketing.com>

# FINANCIAL ROBUSTNESS AND STABILITY

Rate card 10% less than comparative industry standard.

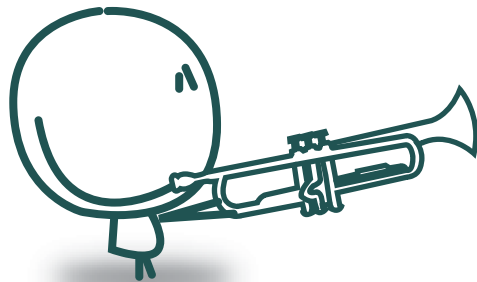
IPA (Institute of Practitioners in Advertising), DMA (Direct Marketing Association) and Chamber of Commerce members.

Fully independent.

No gearing ratio, borrowings, overdraft or loans.

Highest quartile on bank reference for 2007-08 (based on credit rating).

We don't need to blow  
our own trumpet.  
Our clients do it for us.



## **LONDON BUSINESS SCHOOL**

“Thanks for the tight turn around and still delivering great work. Impressive and it stands you out from the rest.”

BRETT CUNNINGHAM  
MARKETING DIRECTOR  
EXECUTIVE EDUCATION

## **3 MOBILE**

“We have found SERIOUS Ideas a real gem of an agency to work with and are the first agency in 8 years to be retained and added to our agency portfolio. Their ideas, talent and experience in retail and promotions have helped us increase our sales figures over and above our own targets. My best advice to anyone wanting to work with them is to try them out - you should get a very refreshing and rewarding experience working with them.”

REBECCA GRIFFITH  
CHANNEL MARKETING MANAGER

## VERTEX

SERIOUS ideas were one of 4 agencies we approached for a big re-brand project. They came out as a clear runner, going beyond the call of duty to ensure everything was finished to a high standard and within budget and on time. SERIOUS work in an integrated way with our team to ensure the best end results and are also a fun (but 'SERIOUS') company to work with!".

GINA COWEN  
MARKETING MANAGER

## FORSTERS

"SERIOUS did a brilliant job on our graduate recruitment project. They invested time and energy to understand our needs, were creative and very responsive. The brochure stood out from the crowd and is helping us to attract a good number of high-calibre applicants".

ALISON FAIRCHILD  
HEAD OF HUMAN RESOURCES

## CENTRE FOR MANAGEMENT DEVELOPMENT

"An efficient and speedy response to a demanding brief. SERIOUS Ideas delivered an insightful, brand-literate solution to a complex problem".

REBECCA LAWRENCE  
MARKETING EXECUTIVE

# THANK YOU FROM THE IDEAS PEOPLE

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