

Trade 'Quick Order Form'







**SPRING INTO ACTION  
AND  
WIN**

**THIS BLOOMING GREAT PRIZE  
IN TIME FOR EASTER!**

**£100 PRIZE COLLECTION**



The image shows two boxes of Booja-Booja chocolate truffles and two bottles of Pothecarry Gin. The boxes are decorated with colorful floral patterns. One box is yellow with red flowers and the other is blue with purple flowers. The bottles are clear glass with blue labels and cork stoppers.



Most recent joint campaign with Pothecarry Gin and Booja Booja Fine Chocolates achieved 3204 entrants for data capture/direct marketing purposes.



**WIN**  
THIS **FRIGHTENINGLY**  
GOOD PRIZE  
WORTH £100  
FOR YOUR HALLOWEEN  
PARTIES

55  
ABOVE  
ARTISAN BRITISH SPIRITS

BEECH'S  
FINE CHOCOLATES  
SINCE 1720

Lime & Chilli  
Dark Chocolate

Marc de  
Champagne  
Truffles

Lime & Chilli  
Dark Chocolate  
Thins

APPLE  
BRANDY

chilli  
chocolate

Joint social media competition with 55 Above gained 3000 entries for data capture/direct marketing purposes.

**DOUBLE THE  
BUBBLES  
CHRISTMAS DRAW**  
WORTH £190 (2 WINNERS)

The Champagne  
Collection

DARTINGTON  
CRYSTAL

BEECH'S  
FINE CHOCOLATES  
SINCE 1720

E-shot campaigns

The Vintage Champagne Van

Good morning,  
As the owner of The Champagne Collection, I am contacting you personally to make you aware of our unique service we offer with our Vintage Champagne Van.

YOU CAN BENEFIT FROM BEECH'S  
BOOMING BUSINESS

40%  
increase in  
orders

I am writing to invite you to consider our...

BEECH'S  
FINE CHOCOLATES  
SINCE 1720

## Results:

Most recent joint campaign with Dartington's and Beech's Fine Chocolates achieved 7800 entrants for data capture/direct marketing purposes.





**55**  
**ABOVE**



FROM BELOW THE EARTH  
TO **ABOVE**  
THE GROUND

Who would have thought simple potato seeds would be the base for this stunning new drink?

Independent Distillers, \$5. Above, who produce an award-winning range of Artisan British potato-vodkas for discerning people, have now taken thought to action and added an Orange Gin to their portfolio. Using the same 'base', potato-derived spirit in their traditional, handcrafted distillation process, \$5 Above's Master Blender has mixed natural juniper botanicals (tangerines, Seville orange and lemon zests, corander, bay leaves and macadamia nuts) in creating a refreshing and zesty gin elixir.

Whether served on its own over ice, or used as a cocktail ingredient, it really will impress the best!

So order now and receive a special 15% introductory discount, by using the code **GARDENS15**

55ABOVE.CO.UK

GOING ABOVE  
AND BEYOND IN  
ORAN<sup>®</sup>ALITY



55 ABOVE'S NEW  
ORANGE

ORANGINALITY

SS Above, the independent distiller who has already won you award-winning, hand-infused vodkas, brings his latest product - the sherry-infused Orange Gin.

This product will delight customers who like to have new experiences - like the Vodka range the Orny handcrafted and packed in terms of quality and if you want to show 'lo

For a limited period we are offering a 25% discount on first orders - please use the code



Beech's  
Fine  
Chocolates

2016 represents the best of times for Beech's Fine Chocolates, the Preston based heritage chocolate manufacturer. Now family owned, the 96 year old business is moving forward with expansion plans and a new look for its products, following its successful participation in BEC program 'Who's the Boss'.

**H**aving begun in Edinburgh, traces, as Rusch's first became known in the UK, to quality provider of industrial Tyre cleaners, the expanding Company now has a much wider range of products under the brand, and also re-introduces for a small selection of selected 'own label' products for private use. All Rusch's products are made entirely by ingredients and even those with different and inclusion are gluten free and suitable for vegetarians. The Company is now increasing its range of products and is now supplying to the UK market, while still supplying its north 'Scotland' - this strategic plan by efficient packaging and enlarged product portfolio. These expansion plans represent a remarkable turnaround for the last of the company, as

under the current family ownership it has met Andrew Whiting, fully supported by his son, Operations Director Peter Whiting, the business is now profitable and thriving, supporting over 200 full-time staff, many of whom have been with the Company for many – the longest serving 20 years – combined employment time of over 600 years!

### Expansion and quality improvements

The Chatterman's previous long experience in chocolate manufacturing with Thornton's and Benckels of Margate has assisted him in re-considering Dore's products to meet the con-

Expansion and quality improvements

Chairman's previous long experience in color manufacturing with Thermomix and Indeco of Mayfair has assisted him in re-evaluating Dye's products to meet the current

expectations of an increasingly health conscious buying public. This led to the removal of all non-natural ingredients. Specifying above this Mr Whymond said "the most important thing was to retain the integrity and quality of the chocolate whilst continuing to improve it" - so this year his own House's approach their milk chocolate recipe, using 35% cocoa solids and greater refinement to arrive at a "base of chocolate flower" and utilize it more. Their dark chocolate bars also have improved this year, with 60% cocoa content and more refinement.

BBC program 'Who's the Boss?'

Jacobs's base also began engaging in raising their profile, particularly in terms of their longevity, uniqueness in the market and the value they place on their dedicated and loyal workforce. Accordingly, the regularly scheduled opportunity to say anything on the 1990 program "After the Show," which was screened on 11 March 2016, this program included the whole workforce in the selection process for a prospectus applicant for the post of New Business Development Director, regularly giving input in various tasks were performed in different departments. As a result of the program the staff were motivated and Karen Todd was chosen. As a whole, the program reflected the genuine family atmosphere of Jacobs's, it is clearly a happy customer – and a star was born in Barbara Cuthbert. Jacobs's (she) began serving staff



of her experience on the ground. "I think we're going to see a real sense of thoughtfulness pushed. A sense of 3 versus 2 versus 1, and all companies have reached a special discount on

**New products, new packaging**

and tape products on other non-include.

for collection.



**Bars:** Dark chocolate mint  
bar, milk chocolate candy  
homemade bar, milk chocolate  
popping candy bar with chocolate  
sprinkles

Special Items: With chocolate mushrooms, licorices with chocolate purple hearts, with chocolate dairy badge and with chocolate flowers.

Booth's are continuing to engage with customers, and will in June again be running a Facebook competition. However readers do not have to wait for this and can instead visit the Booth's web site [www.booths.co.uk](http://www.booths.co.uk).





Especially for this promotion, Harris and James are offering subscribers 500 free gifts of its best selling 46g salted caramel milk chocolate bar which retails at £2.50.

All Harris and James chocolates are handmade and they are passionate about quality and sustainability; they use only the finest cacao beans, ethically obtained from single source providers, in all their chocolates - this, together with their high cocoa content (40% to 70%), means all their

chocolates are not only smooth and delicious but also low in sugar.

In time for Christmas ordering, Harris and James are also offering readers a unique 15% discount off all their products; perfect for presents and festive occasions is their 220g gift box range which includes the Gin Lovers and innovative Best of British Classic Puddings collections - gin connoisseurs will love to sample the indulgent ganache gin infused chocolates, and no one could fail to be surprised

and delighted with the original and decadent Eton mess, English trifle and sticky toffee pudding selections.

To order click on the web site link:  
[www.harrisandjames.com](http://www.harrisandjames.com) and use discount code **YOURS15** at checkout

TERMS & CONDITIONS: Offer valid until 15 December 2019. To ensure delivery before Christmas Day, please place your order by 15 December 2019.

## Subscription order form

Simply fill in the details below and we'll deliver Yours to your door every fortnight

### YOUR DETAILS

Title Initial Surname

Address

Postcode

Email Telephone Mobile

DELIVERY DETAILS (if different, i.e. purchased as a gift)

Title Initial Surname

Address

Postcode

Email Telephone

Original's Identification Number 7 2 4 0 9 6 Please pay Bauer Consumer Media Direct Debits from the account detailed in the instructions on subject to the authority of the Direct Debit Guarantee.

Account Name

Account Number

Sort Code

Name and Address of Bank:

Postcode

Signature Date

Direct Debit Guarantee: This guarantee is issued by the bank and is not subject to any conditions or restrictions. It states that if there is any change to the account, date of payment or the amount, the bank will notify you in writing and will not debit your account without your authority. If you have any queries, please contact your bank.

PAYMENT DETAILS

☐ I enclose a cheque/postal order for £ made payable to Bauer Consumer Media Ltd.

☐ Please debit £ from my debit/credit card:

☐ Visa ☐ Delta ☐ Mastercard

Card Number

Expiry Date / / Valid From / /

Signature Date

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## Results:

### PR

Launch News release for Beech's Fine Chocolates achieved 70% of key titles, plus BBC Radio.

## Results:

### Reader offers

These joint reader offers achieved high levels of interest. For example the joint Champagne Collection and Beech's Fine Chocolates competition achieved in excess of 20,000 opens with a final result of 3,780 entrants for data capture/direct marketing purposes.



## SEO – Search Engine Optimisation

### Visibility



5. same-day dentistry	📍★	7	+93	-	5	0	-	-	2.27	70
6. implant dentist	📍★👤	11	+5	-	20	-1	-	-	6.81	22,200

Example of monthly SEO report showing improved key word rankings matched against competitors.

The report below shows how the phrase 'same-day-dentistry' has moved up 93 places to position 7 and the phrase implant dentist has moved up 5 places to position 11. The column on the far right shows the monthly search volumes for each of these key words.

#### Top Keywords ⓘ

Keyword	Pos.	Visibility
commercial guardians	1 0	1.69%
how to secure an empty building england	1 0	1.69%
property guardians brighton	1 0	1.69%
property guardians sheffield	1 0	1.69%
property guardians birmingham	2 0	0.58%

[View all 59 keywords](#)

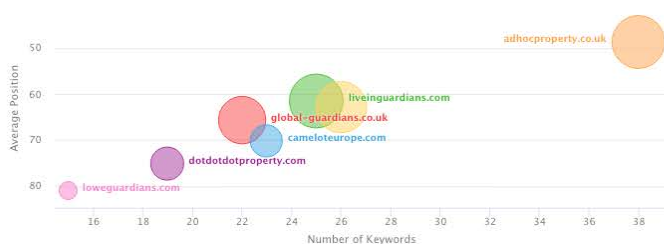
#### Positive Impact ⓘ

+0.34%

Keyword	Visibility gain
void property management	+0.14%
camelot property guardians	+0.12%
vacant property guardians	+0.02%
pop up shops work spaces	+0.02%
vacant property	+0.02%

[View all 15 improved keywords](#)

#### Top Competitors ⓘ



#	Competitor	Visibility
1	liveguardians.com	12.36% -0.52
2	adhocproperty.co.uk	11.39% +0.15
3	vpsgroup.com	10.80% -0.56
4	global-guardians.co.uk	8.90% -0.12
5	dotdotdotproperty.com	3.82% -0.06
6	cameloteurope.com	3.65% -1.06
7	loweguardians.com	2.14% -0.08

[View all 12 competitors](#)

[Find more competitors](#)

Mr Peter Whiting, M.D., Beech's Fine Chocolates Ltd.  
'Services provided on time, well-crafted for intended audience with relevant information and graphics; grew our marketing lists by over 10,000 per year and created great engaging content for our target audiences'.

Pete Pedrick – Fine Champagne Experience  
'BrandE provided us with some really good branding options and quickly captured an understanding of the image we wanted to portray. That was turned into a simple to manage eye catching website very quickly and we were up and running very quickly.  
We were really pleased with everything they did.'

David Morgan – Director The Real Organic Foods Company  
'Brand e carried out a creatively excellent campaign which resulted in many additional registered followers and new customers.'

Martin Streets- Creative Director – Cotswolds Distillery  
'We look forward to working with Brand e in the near future and can whole-heartedly recommend the team to anyone who is looking for an agency who can think big without forgetting the importance of small details – Thankyou'