

Redline

M A G A Z I N E



redlinecompany.com



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since 2004
Redline
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Letter from the editor

Welcome to Redline's 24th online magazine.

This month Redline celebrates 18 years as the Costa del Sol's favourite marketing agency. As part of the birthday hoopla, we have adopted 18 elephants via the Sheldrick Wildlife Trust; one for every year of marketing service.

You can read all about the charity and meet the elephants that we have adopted on page 4. There are also lots of photos of Redline's big day out... when the team carried on the wildlife theme by enjoying a trip to the local Safari Park. Also in this issue, we provide an insight into digital marketing trends forecast for 2023 and explain Instagram's new policy on protecting users' mental health.

Redline's international team is reflected in the wide range of international clients we work with, this month we introduce you to a Danish client, Gedeskaeg, who produces speciality goat cheese in Grazalema, Southern Spain (Page 44). We also provide an overview of the marketing we provide for international cell immunotherapy specialists Innovita Life. See page 52.

Lastly, don't forget, if you need help boosting your business... get in touch and let's work together to make 2023 your best year ever!

Call us today on 952 816 678.
Don't miss the new issue, enjoy the read!

Line Lyster

Managing Director



Redline Birthday Celebration

Redline Company celebrates 18 years by adopting 18 elephants via the Sheldrick Wildlife Trust.

In the first week of October 2022, Redline Company celebrated 18 years as the Costa del Sol's favourite full-service marketing agency. Continuing the company's birthday tradition of nominating a charity, this year Redline

is supporting the Sheldrick Wildlife Trust's Orphan Project, by adopting 18 orphaned elephants.... one for each year of Redline's service.

It's a jungle out there... and they need our help!

Redline Company is committed to give back to the community, often local and sometimes further afield, particularly relating to children and animals. Our unofficial slogan is, "It's a jungle out there!" and our branding features wild animals, including a big red elephant on the cover of our marketing brochure. So, this year Sheldrick Wildlife Trust (SWT) is the perfect fit.



Sheldrick Wildlife Trust (SWT)

Every Redline anniversary is marked by nominating a new charity to support. Sticking with the animal theme, this year we've decided to support an extremely worthy wildlife charity, the Sheldrick Wildlife Trust. Redline's team has chosen 18 orphaned elephants to adopt; one for each year that we have been providing excellent creative marketing services to the coast and beyond.

Sheldrick Wildlife Trust runs one of the most successful elephant rescue and rehabilitation programmes in the world. The charity has been helping with the conservation, preservation and protection of wildlife and the ecosystems in East Africa for over 45 years.

Many of the elephants (and other animals) are orphaned when they become separated from their herd (often due to poachers), leaving them to die, scared and alone in the bush. The charity not only rescues and rehabilitates the orphans, they work to prevent poaching, safeguard the local environment and help local communities. To continue to do this important work, they need our help!

You can find out more about the charity by visiting the website Sheldrick Wildlife Trust...maybe you will want to adopt an elephant too?





sheldrickwildlifetrust.org





+254 (0) 202 301 396

ROI

 Gender
Female

 Age
8 years

 Reason Orphaned
Poaching

 Rescued date
22 October 2014



Elephant Adoption Certificate

Roi



Adoption Period: 30/09/2022 - 29/09/2023

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Roi you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans' Project through your exclusive access to our online Keepers' Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Roi's progress. Together with your updates I print a collectable watercolour every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

Most gratefully,
Angela Sheldrick





"ROI means Return of Investment :-)"

Line Lyster





ROKKA



Gender
Female



Age
21 months



Reason Orphaned
Unknown



Rescued date
26 July 2021



Elephant Adoption Certificate
Rokka



Adoption Period: 01/10/2021 - 01/10/2023

Dear Rescuer Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Rokka you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans Project through your exclusive access to our online Keeper's Circle and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Rokka's progress. Together with your updates, print a collectable watercolour every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

Most gratefully,
Angela Christick



"She is small (for an elephant), yet feisty and super cute."

LORNA SCOTT

MARAMOJA



Gender
Female



Age
7 years



Reason Orphaned
Human-Wildlife Conflict



Rescued date
1 July 2016



Elephant Adoption Certificate
Maramoja



Adoption Period: 30/09/2022 - 29/09/2023

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Maramoja you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our 'Orphans' Project through your exclusive access to our online Keepers' Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Maramoja's progress. Together with your updates I paint a collectable watercolour every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

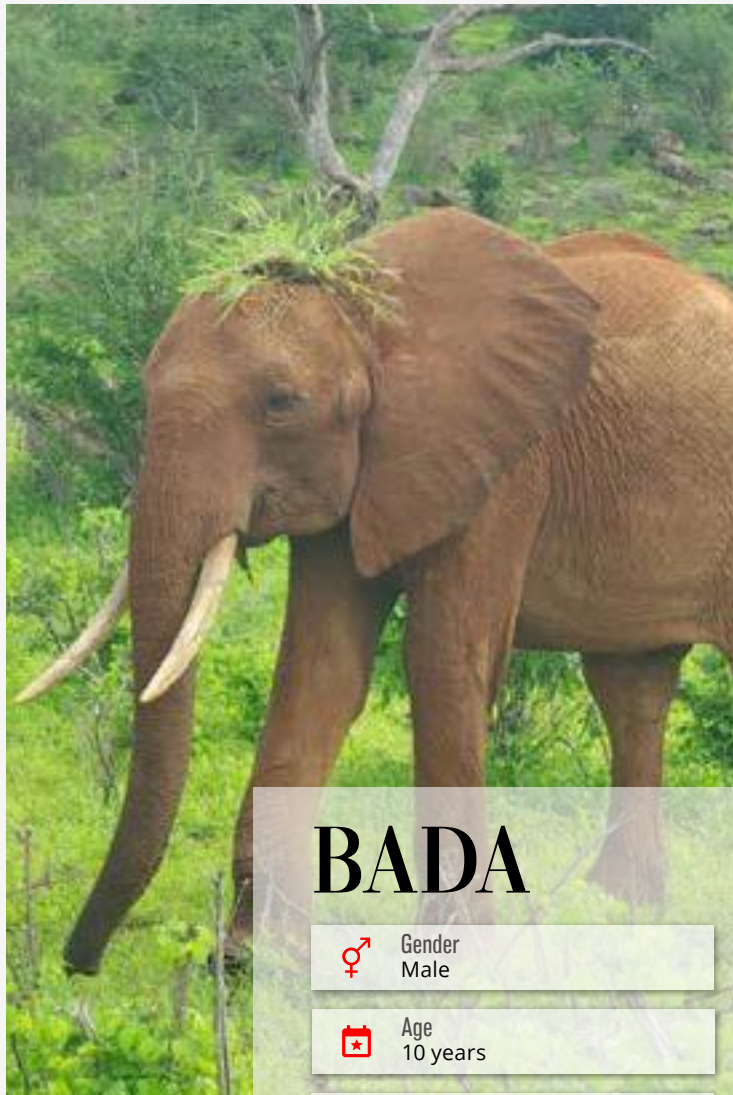
Most gratefully,
Angela Sheldrick



"Loving a routine and
been surrounded by
other orphan friends
is where Marmoja is
the most comfortable
just like me."

VICTORIA RODGERS





BADA



Gender
Male



Age
10 years



Reason Orphaned
Unknown



Rescued date
26 August 2014



Elephant Adoption Certificate
Bada



Adoption Period: 26/08/2014 - 26/08/2014

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Bada you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans Project through your exclusive access to our online Keepers' Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Bada's progress. Together with your updates I print a collectable watercolour every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

Most gratefully,
Angela Christick



"The little Bada is ten years old but still has a baby face."

**Gema Pareja
Cabello**

ESOIT



Gender
Male



Age
2 years



Reason Orphaned
Natural causes



Rescued date
4 May 2021



Elephant Adoption Certificate Esoit



Adoption Period: 30/09/2022 - 30/09/2023

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Esoit you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans' Project through your exclusive access to our online Keepers' Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Esoit's progress. Together with your updates I print a collectable newsletter every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

Most gratefully,
Angela Sheldrick



"He reminds me a little bit of me, I always try to adapt and treat everyone around me in the best possible way, Esoit and I are relentless fighters!"

ANA DÍAS





BONDENI



Gender
Male



Age
3 years




Reason Orphaned
Human-Wildlife Conflict




Rescued date
4 February 2019





Elephant Adoption Certificate
Bondeni



Adoption Period: 30/09/2022 - 30/09/2023


Dear RedLine Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Bondeni you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans' Project through your exclusive access to our online Keeper's Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Bondeni's progress. Together with your updates I print a collectable watercolour every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

Most gratefully,
Angie Oswald



"Then I saw this baby and absolutely fell in love with him! He reminded me a lot of Dumbo - the main character in the Disney cartoon."

ALEXA ARTEMOVA

NYAMBENI



Gender
Female



Age
7 months



Reason Orphaned
Stuck in ditch



Rescued date
9 May 2022



Elephant Adoption Certificate
Nyambeni



Adoption Period: 30/09/2022 - 30/09/2023

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Nyambeni you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans' Project through your exclusive access to our online Keepers' Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Nyambeni's progress. Together with your updates (sent a collectable watercolour every month for you to enjoy, print out and keep).

We are excited to welcome you to our wild family.

Most gratefully,
Angela Sheldrick



"I love that Nyambeni is a fighter! She is an inspiration; when she needs to be strong, she is, but she can still have fun!"

DELINEFredriksson





NESHASHI



Gender
Female



Age
3 years



Reason Orphaned
Human-Wildlife Conflict



Rescued date
28 January 2022



Elephant Adoption Certificate
Neshashi



Adoption Period: 28/01/2022 - 28/01/2023

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Neshashi you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans' Project through your exclusive access to our online Keeper's Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Neshashi's progress. Together with your updates I print a collectable watercolour every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

Most gratefully,
Angela Christick



"Neshashi and I are a bit alike. I was also very shy in the beginning and so was she, but now she is doing better and trusts her caretakers."

ROOS JACOBS

AJOK



Gender
Male



Age
32 years



Reason Orphaned
Poaching



Rescued date
23 May 1990



Elephant Adoption Certificate Ajok



Adoption Period: 30/10/2022 - 30/10/2023

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Ajok you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans' Project through your exclusive access to our online Keepers' Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Ajok's progress. Together with your updates I print a collectable newsletter every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

Most gratefully,
Angela Sheldrick



"I knew I wanted to adopt an old elephant, because with all adoption types, people tend to always ignore the old."

FREDERIK KENICLASSEN





BONDENI



Gender
Male



Age
13 years



Reason Orphaned
Poaching



Rescued date
27 August 2011



Elephant Adoption Certificate
Bondeni



Adoption Period: 26/09/2022 - 26/09/2023

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Bondeni you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphans' Project through your exclusive access to our online Keepers' Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Bondeni's progress. Together with your updates I print a collectable watercolour every month for you to enjoy, print out and keep.

We are excited to welcome you to our wild family.

Most gratefully,
Angela Christick



"I felt so sorry for him,
that I could not pass
him by. He lost his
mother, was injured
and lived alone until
he was rescued in
2011."

BONDAN BUTSEV

MZINGA



Gender
Female



Age
9 months



Reason Orphaned
Unknown



Rescued date
2 February 2022



Elephant Adoption Certificate
Mzingo



Her name sounds like bazinga!

Dear Redfin Company,

Congratulations on your elephant adoption. It is so lovely choosing to adopt Mzingo as you are helping to provide the specialist care your orphan elephant needs to grow and thrive.

Here we have made up our Digital Elephant ID tag for your adoption. It includes our unique Elephant ID number and monthly updates, with photographs and location map showing where your orphan has been. We will also include a calendar of Mzingo's progress. Together with your updates (paid a collaboration subscription every month for you to enjoy, print and display).

We are excited to welcome you to our wild family.

With gratitude,
Angela Durrant



"Her name sounds
like bazinga!"

PETER



MANDA



Gender
Male



Age
21 months



Reason Orphaned
Drought related



Rescued date
15 December 2021



Elephant Adoption Certificate
Manda



He was a Christmas miracle!

Dear Redfin Company,

Congratulations on your elephant adoption. It is so lovely choosing to adopt Manda as you are helping to provide the specialist care your orphan elephant needs to grow and thrive.

Here we have made up our Digital Elephant ID tag for your adoption. It includes our unique Elephant ID number and monthly updates, with photographs and location map showing where your orphan has been. We will also include a calendar of Manda's progress. Together with your updates (paid a collaboration subscription every month for you to enjoy, print and display).

We are excited to welcome you to our wild family.

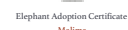
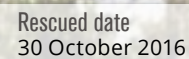
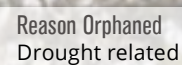
With gratitude,
Angela Durrant



"He was a
Christmas miracle"

PABLO





Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Malina you are helping us provide the specialist care your orphan elephant needs to grow and thrive.

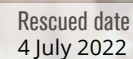
You can stay in touch with our Orphan Project through your exclusive access to our online Keweenaw Diaries and monthly updates, with photographs and a location map showing where your orphan was rescued, creating a valuable record of Malina's progress. Together with your updates! print a collectable watercolour every month for you to enjoy, print out and keep.

Most gratefully,



"She is cute and cheeky!"

mi



Adoption Period: 30/09/2022 - 29/10/2023

Dear Redline Company,

Congratulations on your elephant adoption. In so kindly choosing to adopt Raffi you are helping us provide the specialist care your urban elephant needs to grow and thrive.

You can stay in touch with our Orphaned Project through your exclusive access to our online Keepers' Diaries and monthly updates, with photographs and a location map showing where your urban was rescued, creating a valuable record of Raffi's progress. Together with your updates I paint a collectable watercolour every month for you to enjoy, print out and keep.

Most gratefully,



"Rafiki means friend in Swahili!"

PAUL and Annie

ELEANOR



Gender
Female



Age
63 years



Reason Orphaned
Unknown



Rescued date
15 January 1971



Elephant Adoption Certificate
Eleanor



Adoption Form: 20/01/2012 - 01/01/2012

Dear RedLine Customer,
Congratulations on your elephant adoption. It is truly pleasing to help Eleanor give you the opportunity to provide the specialist care your orphan elephant needs to grow and thrive.

You can stay in touch with your Orphan Project through your exclusive access to our online Elephant Diaries and monthly updates, with group updates and donation slips arriving where your orphan was rescued, creating a valuable record of Eleanor's progress. Together with your address (see a tab on the membership page) you'll be kept up to date with all our news.

We are excited to welcome you to our wild family.

With grateful thanks,
Angela Dethlefs



“One of the first elephants to be raised and returned to the wild by the late Dame Daphne Sheldrick.”

RedLine



"One of the first elephants to be raised and returned to the wild by the late Dame Daphne Sheldrick."

RedLine



Gender

Male



Age

5 years



Reason Orphaned

Stuck in mud



Rescued date

9 September 2018



Elephant Adoption Certificate

Dolore



Adoption Period: 10/10/2018 – 10/10/2022

Dear RedLine Company,

Congratulations on your elephant adoption. One lovely choosing to adopt Dolore you are helping to provide the opportunity for your orphan elephant needs to grow and thrive.

You can stay in touch with our Orphan Project through your exclusive access to our online Orphan's Diaries and monthly updates, with photo updates and location maps showing where your orphan was rescued, creating a valuable record of Dolore's progress. Together with your adoption pack a collection of educational materials for the animals, online print out and maps.

We are excited to welcome you to our wild family.

Thank you,
Angela Davidson



"Sounds like Dolores
which is a Spanish
name."

RedLine



"Sounds like Dolores which is a spanish name."

RedLine



KARISA



Gender
Male



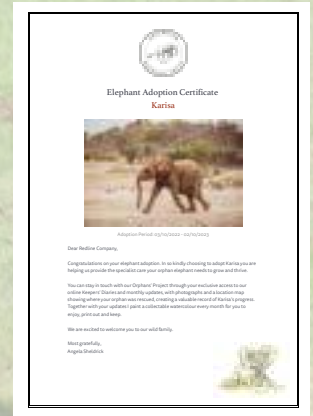
Age
7 years



Reason Orphaned
Human-Wildlife Conflict



Rescued date
23 November 2016



"Karisa sounds like acarizar which means caress in spanish."

RedLine



CHOKA



Gender
Male



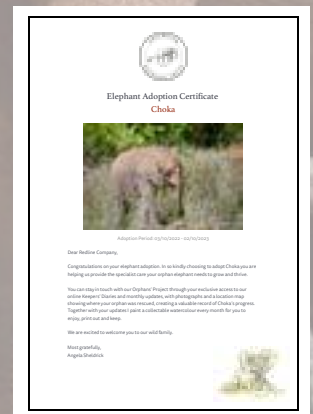
Age
23 months



Reason Orphaned
Drought related



Rescued date
8 November 2021



"Choka 5 means high five in spanish."

RedLine

A woman with dark hair, wearing a blue dress, is floating in clear blue water. She is holding a glass of white wine in her right hand and looking up towards the camera with a smile. The water is rippling around her, and the lighting is bright, creating a serene and luxurious atmosphere.

Myriam De Roye

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A close-up portrait of a woman with long, wavy brown hair, looking directly at the camera. She is wearing a white off-the-shoulder top and has her hand resting under her chin. The background is a textured grey.

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DIGITAL MARKETING TRENDS IN 2023



Do you remember the days before internet? What about a time before broadband? It will blow your mind at how much marketing has change since Tim Berners-Lee created the world wide web, revolutionising our lives and making the concept of digital marketing possible.

Fast forward to 2022, digital marketing is now the most effective method of reaching an audience. No matter where they are in the world, you can target campaigns to the desired groups of people based on their habits and preferences.

Which begs the question...if digital marketing is so advance now, what innovations and trends are we likely to see within this sphere in 2022. Will there be any major developments or are we expecting more of the same? As the leading digital marketing agency in Marbella (Costa del Sol), here are some of the trends that we think will continue to be big in 2023.

Graphics go large

This point could be started and finished with one simple phrase, "A picture paints a thousand words". Words can provide the minutiae of the message but well thought out and executed graphics can impart information instantly. The use of graphics in digital marketing is already prevalent and this trend will continue into 2023, with digital content comprising more graphics than text. It is easy to understand, share and suits the short attention span of today's audiences.

Greater segmentation = better campaigns

If you know your audience, great. Yet knowing who and where they are is only the first step. Going forward, digital marketing strategies are much more successful if the target audience is segmented, drilling down on demographics, location, habits and preferences to create a comprehensive customer persona. This makes it easier to hone your content / messages to appeal directly to each segment.



Influencer marketing gains more ground

Love or loathe them, there is no denying that influencer marketing is a big deal and continues to grow across all social media platforms. So much so, that influencer marketing is becoming more important in marketing strategies for established brands and also for new kids on the block.

Celebrities, businesses and marketing agencies are keen to collaborate with influencers who can directly reach and of course 'influence' the desired target market. A series of posts can dramatically raise the profile of a brand or product. It is big business for the most successful, they are managed by agents and charge thousands of Euros for their posts.

Social commerce – shoppable content

According to research carried out by the Harris Poll for Social Sprout, "43% of Gen Z and 49% of Millennials have purchased goods and services on social media". As a result, around 73% of

companies are providing 'shoppable content' across their social media platforms and an enormous 79% will adopt this practice in the near future.



Instagram reels

Since Instagram introduced Reels in 2020, they have become the most popular format on social media with over 500 million daily users. So, you can see the attraction as a business! Reels was devised as an alternative to Tik Tok, Instagram reels have grown from the initial 15 seconds to 90 second videos which can help to present your business in a way that we encourage greater engagement and connection with the target market. It's an entertaining and easy way to raise your brand's profile.

Chatbots

Today's customers want instant gratification. They don't want to wait for someone to respond when they call. They want help now! One solution to this which is great for businesses where the staff are not available 24-7 is to use a chatbot; either machine learning (AI) or rules based.

Machine learning chatbots uses the information provided by the user to learn and provide a more personal (human) conversation.

Whereas the rules based chatbots initiatives a sequence of events once the user interacts.

A report by Juniper Research has estimated that by 2023 chatbots will save businesses and customers 27 billion hours that would have been used for customer service enquiries.

Interactive marketing

Continuing the theme of personal attention ... everyone likes to feel that they are being listened to and this can spur some people on to reply to polls and surveys. This type of interactive marketing is a win-win situation, as the audience gets to interact by providing information (yes, they are probably only doing it to claim their reward...entry into a draw, vouchers, discounts or whatever enticements you may offer etc.) and the company surreptitiously collects customer data.

There are many more techniques and new technologies that are expected to gain traction in 2023, so watch this space....





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License applied for.



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REDLINE BIRTHDAY CELEBRATION



Going on Safari...

As we celebrated such a milestone, the team visited Selwo Safari Park, so we could get up close to the elephants and experience nature.

CELEBRATION CONTINUES!





















INSTAGRAM STARTS TO TAKE CARE OF ITS USERS MENTAL HEALTH

HOW INSTAGRAM AFFECTS OUR PERCEPTION

It is a fact that social networks have changed the way we connect with the world around us. It is also true that social networks have also changed our self-perception. This is why Instagram's latest update has caught the attention of many of its users. The platform has started deleting filters which mimic cosmetic surgeries, aesthetic retouching and facial changes on users.

Instagram in its official statement has informed that they have taken this decision because they want to improve the mental well-being of its users. They want to grow the creative community and the users' creativity by giving them more tools like Reels, without affecting their self-esteem.

INSTAGRAM AND ITS MENTAL HEALTH CARE CAMPAIGNS

If Instagram has been implementing small campaigns to take care of users' mental health for some time now. They started by filtering the content that was uploaded and placing 'sensitive content' warnings on violent content, nudity and anything that could be deemed to offend the sensibilities of some users.

Later, they implemented another algorithm to detect when a user searches for topics such as 'depression' or 'suicide'. When detected, Instagram send the user a help recommendation notice listing ways to contact local organisations that could help them.

ONE MORE STEP TO HELP USERS

With this new step of deleting filters, Instagram is trying to prevent an increase in the number of users who may develop body dysmorphic disorder (BDD). This disorder prevents sufferers from perceiving their physique as it really is, causing them to obsess over imaginary defects that affect their physical appearance.

This syndrome started to become a concern when the cosmetic surgery profession started to receive more and more patients who wanted to achieve the same features in real life as they achieved when using the filters on Snapchat (another social network). Shortly after Instagram implemented the 'Stories' system and introduced Snapchat-like filters, the cases of dysmorphia increased as the filters gained popularity.

CHANGES TO COME

After receiving heavy criticism for their passive stance, Instagram is now beginning to implement these small changes in order to safeguard the mental health of its users, especially the younger ones.

Instagram has also announced that it will continue to implement measures within its social network to help the mental well-being of its community. They have already announced that their next step will be to restrict all content related to weight loss products, diet brands and aesthetic procedures that could be harmful to their users' mental health.

However, despite this announcement, it is not yet known when these latest changes will be implemented.





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Case study

ABOUT GEDESKAEG

Gedeskaeg is a specialist goat cheese created from the milk of healthy happy Payoyo goats that live amongst green fields in Grazalema, Southern Spain.

The client wanted to create a brand that would appeal specifically to cheese aficionados in Denmark. Redline created a clever concept that was a play on words (in Danish). The branding was carried through into the graphic design elements, including labels (in two colours) and B2B brochure (written in Danish).

Redline's in-house specialist food photographer travelled to Grazalema to take professional photos of the goats in their natural habit, the cheesery and the finished product. The images were featured in the B2B brochure.



OUR ACTIONS

- Brand creation: name, concept, logo and brand manual.
- Graphic design: B2B brochures, labels (for both semi and cured cheese)
- Copywriting: Brochure written in Danish.
- Professional photography on location



Photoshoot for Gedeskaeg





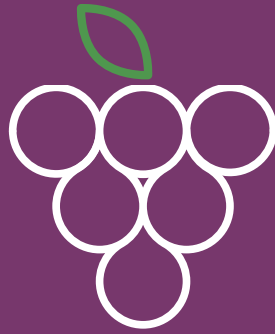






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ABOUT INNOVITA LIFE

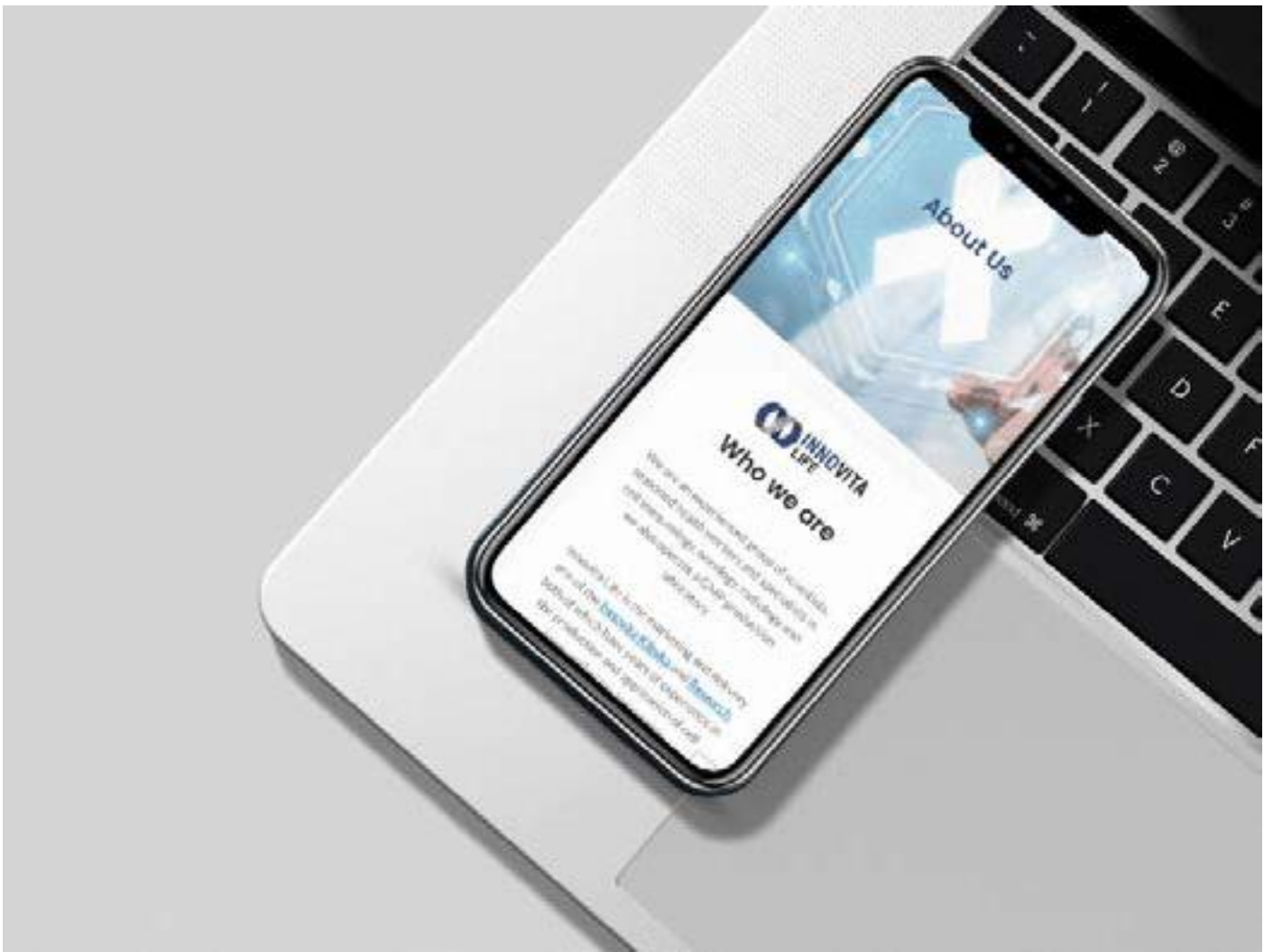
Innovita Life is the marketing and delivery arm of Innovita Klinika and Research, both of which have many years in the production and application of cell immunotherapy treatments. The company comprises scientists, health workers and specialists in cell immunology, oncology and radiology and a GMP production laboratory.

Redline designed and developed of a responsive website for the primary purpose of lead generation. It was important to deliver a site with bespoke features, such as a document library, that could be optimised to increase organic ranking. The first challenge was to create a landing page and corresponding Google Adwords campaigns that would pass Google's strict guidelines,

followed by an SEO strategy and social media advertising. Future activity in the pipeline includes further additions to the website and regular SEO.

OUR ACTIONS

- Graphic design: website, social media styling banners
- Copywriting: Organise and edit scientific and corporate text to include keywords
- Landing page and Google Adwords campaigns: Design, develop and manage the landing page and create Adwords campaigns.
- Keyword research
- Web design & development: web programming innovitalife.com including bespoke elements such as a Clinical Papers link library.
- Search Engine Optimisation: Technical optimisation, 6-month strategy.





**There's an
elephant in
the room.**

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