

Redline

company

issue 5 - march 2015



MAGAZINE

10

2004-2014

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Editor's letter

It's only March and already things are hotting up... businesses seem to have a renewed sense of positivity and urgency, which is great for the community and for Redline.

We've been super busy working on a wide range of projects, including some very complex websites, with bespoke layouts and functionality, high impact design and exciting end user experience. We've also created a wide range of PPC custom-built landing pages and Google Adwords campaigns for international clients in English, Spanish, Danish and even Flemish.

Staying with PPC, even though we've been creating Adwords campaigns for several years, at the end of 2014, we decided to get Google's seal of approval. And I'm thrilled to announce that Redline now has Google Adwords Certification.

In this issue we also reveal 2015's colour trends and how colour can influence customer habits. Continuing the creative theme, we introduce you to the social media platform Houzz and explain how it can be useful to creative industries, such as interior designers, architects etc.

Of course, no round up would be complete without mentioning our continued association with Marbella based animal charity, Triple A. To help raise money, we provided our design services to create the charity's 2015 calendar, featuring some of the adorable cats and dogs currently waiting to be rehomed.

Until next time...enjoy the read!

Best regards

Line Lyster

Managing Director





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Colour trends 2015



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New Launches



DO YOU KNOW THAT CAN AFFECT YOUR CLIENT'S BEHAVIOUR?

If you are in the process of creating a brand and choosing your corporate colours, introducing a new product or planning your marketing materials, you need to look further than personal preference. You can take inspiration from seasonal colour trends, but you should also take on board the influence that colour can have on the psychology of potential customers.

Why colour matters

You probably have a rudimentary understanding of the psychology behind colour and take it as read that it can help set a certain mood. For example, most people associate pale blue with calm and yellow with happiness, but it goes much deeper than that. Colour is critical, as it can actually influence a decision to buy a product or whether visits turn into likes etc. Science has shown that colour really does influence customer behaviour by evoking emotions and associations *. Suggesting that the more you understand about these triggers the more you can influence your buyers. So choose carefully.

When designing a corporate identity you will need to consider longevity, so you wouldn't necessarily base your colour choice on seasonal trends. But you can still be guided by the proven psychological effects of colour. And you can incorporate both the psychology and the seasonal colour trends into your marketing campaigns and new product lines, whilst still remaining true to your brand.

Of course, our recommendation would always be to add a touch of Red.....

*Research by Satyendra Singh, University of Winnipeg, Canada has shown that colours can increase or decrease appetite, enhance mood, reduce the perception of waiting time.

Consumer colour survey

90 seconds
is all it takes to make
a subconscious
decision



42%
-more people will
read a colour advert
than an identical
black and white
advert.

8 OUT OF 10

people say colour
makes a brand more
recognisable.

85%

of consumers identify
colour as the primary
influence when
buying a product.

90%

of that decision
is based on colour.

Information provided by
WebpageFX.

Psychological Colour Guide



red

Strength, passion, love, increased heart rate- perfect for creating urgency and impulse buying. Used for 'sale' signs and to stimulate appetite. In some circumstances it signifies caution.



green

The human eye can differentiate more shades of green than any other colour. It's also the colour of health, harmony, tranquillity and nature, for this reason it is often associated with farming, organic products and fuel. It is of course the colour used in traffic lights for go!



yellow

Optimism, hope, youth, happiness, warmth, light, communication – however it can over-stimulate the nervous system and cause eyestrain. It is often used for attention in shop windows.



orange

Action; sign up, sell or buy. This is a cheerful colour that conveys enthusiasm and stimulation. Like red, it is a popular and effective call to action. It is also used for sales and for prompting impulse buys. Also, similar to red it can also suggest caution.



purple

A regal colour associated with wealth (as purple dyes – a mix of red and blue – were only available to the wealthy), often used for advertising food, beverages and also products aimed at women.



blue

Pale blue signifies continuity (think sky and sea) calm, peace and trust. The most popular colour amongst men and most commonly used in corporate branding, particularly in finance, insurance and health companies where trust and efficiency are vital. It can also curb the appetite.



brown

Brown is a very popular colour. It suggests warmth, nature and also wealth. Browns denote the earth and warmth, whereas black and dark grey suggest luxury, wealth and quite often stability.

female colour preference

TREN

for Spring / Summer



Stramberry Ice

Marsala

Scuba Blue

Classic Blue

Lucite Green

Tangerine

Toasted Almond

Custard

Aquamarine

Glacier Grey

This spring we'll see a move
the spectrum with an inter
pale pastels and neutrals r
Retro, floral and folk art and
will be part of the picture.

"Many feel compelled to be
because we are afraid we'l
There is a growing movem
'quiet zones' to disconnect f
giving ourselves time to sto
follow the same minimalist
nature rather than being
manipulated. Soft, cool hu
tones to create a soothing
hustle and bustle."*

*Leatrice Eiseman, Executi
Colour Institute

ND S

er 2015

male colour preference

Toasted Almond

Sandstone

Marsala

Lavender Herb

Woodbine

Treetop

Classic Blue

Dusk Blue

Glacier Grey

Titanium

...e towards the softer side of
...esting mix of bright colours,
...eminent of simpler times.
...d magical tropical landscapes

...connected around the clock
...l miss something important.
...ment to step out and create
...from technology and unwind,
...p and be still. Colour choices
...ic theme, taking a cue from
...reinvented or mechanically
...es blend with subtle warm
...g escape from the everyday

...ve Director of the Pantone





PPC: Costly or cost effective?

There is no question as to whether 'Pay per Click' online advertising (PPC) works – it does.
The issue is getting the formula right.

www.sunandsurgervcostadelSol.com

www.vastgoed-marbella.be


[www.pannohairtransplant.com/
landing.html](http://www.pannohairtransplant.com/landing.html)




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e to home design



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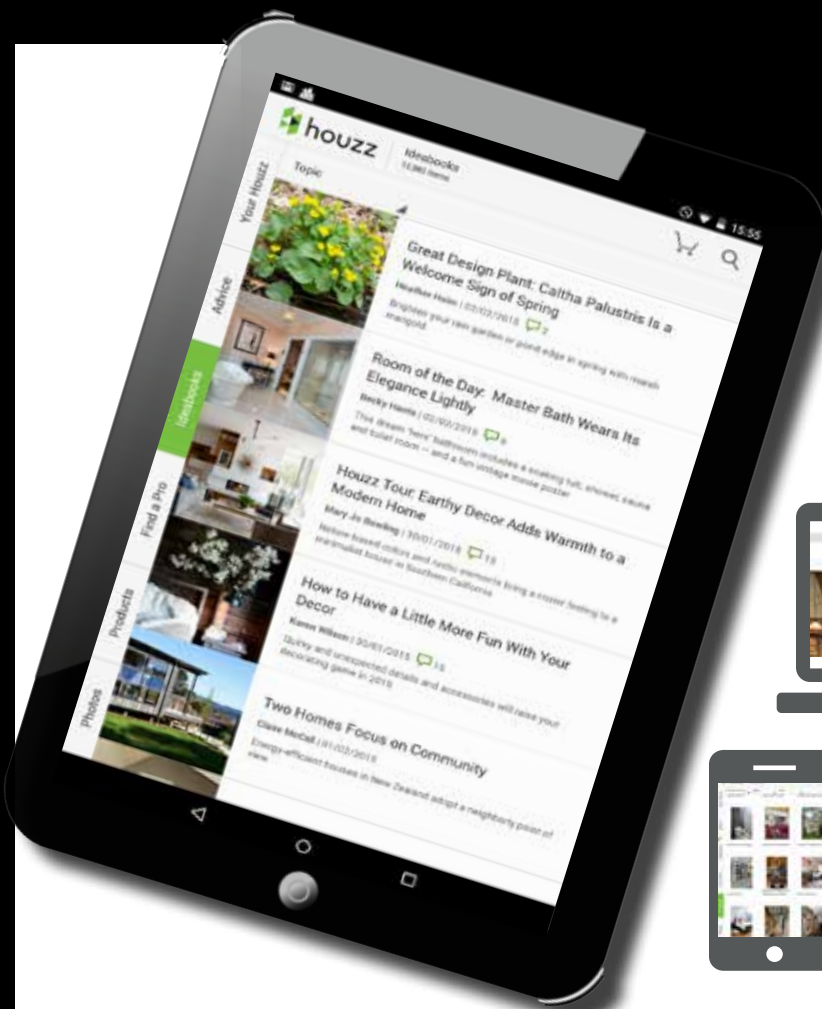
If you work in a creative field, be it fashion, graphic design or interior design, you'll know that success depends on talent, know-how and of course inspiration.

It is these types of businesses that benefit the most from the explosion in the popularity of social media sites as visual aids, mood boards and a method of sharing ideas.

As an interior designer, Houzz could be one of the most useful social media tools in your arsenal. It runs equally well as a website, smartphone app and tablet app, using a combination of the words and images to generate a 'buzz'.

It started as a side project but now has a community of more than 20 million homeowners, home design enthusiasts and home improvement professionals around the world. Called the "Wikipedia of interior and exterior design" by CNN, Houzz has the largest database of home design ideas on the net, with over 1,500,000 high resolution photos.

 Embed    



“ One of the most useful features is its ability to connect consumers with thousands of designers, architects, builders and their services and products. ”



Like Pinterest, Houzz is a social network for idea and photo-sharing, complete with lots of high resolution photos of room designs which can be saved as 'ideabooks' for reference later.


One of the most useful features is its ability to connect consumers with thousands of designers, architects, builders and their services and products.

Houzz allows you to upload photos of projects and to chat with others who are interested in home design. Using the 'find a pro' feature, consumers can search for a professional in their area and it gives local professionals a platform

to promote their business. There are currently 71 professionals signed up to Houzz around Marbella alone.


Another smart feature of this application is that you can add tags to photos of room designs which when tapped will reveal details such as how much the item costs, where it can be bought and if it is available online etc.


How Houzz works






houzz PHOTOS FIND A PRO SHOP Stories Advice  Your Houzz

KITCHEN BATH BEDROOM LIVING DINING OUTDOOR KIDS OFFICE STORAGE EXTERIOR LIGHTING DECOR MORE...

All Rooms / Bedroom Photos

 **Martha O'Hara Interiors**
Interior Designers & Decorators




    Save to Ideabook | 105 Ask a Question | 1 

Locust Hills Drive Residence 3

Martha O'Hara Interiors, Interior Design & Photo Styling | Troy Thies, Photography


URL <http://www.charainteriors.com>

This photo has one question

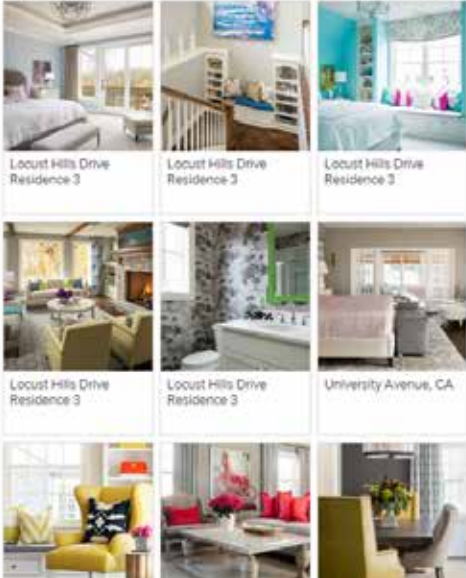
 **Ana S.** wrote: January 23, 2015

Bedding shades. - Hi-Really wonderful look, you have a great eye for color & use. Is the bedding on comforter a more grey/charcoal base or a deep brown, or is the center pillow a deep brown?

Photos in Locust Hills Drive Residence 3



People who liked this photo also liked



Locust Hills Drive Residence 3 Locust Hills Drive Residence 3 Locust Hills Drive Residence 3
Locust Hills Drive Residence 3 Locust Hills Drive Residence 3 University Avenue, CA
Locust Hills Drive Residence 3 Locust Hills Drive Residence 3

If you would like to promote your business on Houzz, Redline Company can set up and manage your account for you on a monthly basis. Call 952 816 678 to ask about our social media packages.



Perfect Marbella



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Perfect Marbella is one of Spain's largest Norwegian real estate agents and a favourite amongst Scandinavian and international buyers since 1999.

Formerly known as 'Spanord', in January 2015 we changed our name to Perfect Marbella to reflect our connection to Marbella, the coast and the property. As part of our rebrand, we also have a smart new look and a state of the art website... but don't worry our excellent standards of service remain the same and we're as committed as ever to helping our clients to find their own perfect piece of Marbella.

Let us help you find your Perfect Marbella property.

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www.perfectmarbella.com

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Redline Company designs 2015 calendar for 'Triple A' animal charity

Marbella based marketing agency Redline Company has once again joined forces with Triple A to design a super cute 2015 calendar featuring a selection of impossibly adorable cats and dogs that urgently need a new home. The calendars are on sale to the general public at the market in Puerto Banús every Saturday morning, in selected veterinary clinics and are also available from Triple A.

Triple A, a non-profit charitable organisation, provides these unfortunate animals with medical treatment, food, shelter and whenever possible finds them a new permanent home. So when Redline received the call for help, as 'the agency with the big heart' they had no hesitation in agreeing to help and immediately offered to design the calendar. Other contributors include photographer Kevin Horn (www.khphotography.co.uk), PR Grafis (www.prgrafis.es) and Talia Giraudo (www.thoroughlygorgeous.com).

The idea behind the calendar is to raise money and also public awareness of the sheer magnitude of the situation and the number of pets that are being abandoned every year. It also allows the charity to say thank you to all of the volunteers who donate their time and energy to helping the animals, and those who have adopted them as their new pets.

Line Lyster founder and director of Redline says, "Social responsibility is very important to Redline and whenever possible we try to offer our support to local charities. We're always keen help the local community. We know from our previous collaboration with Triple A - last year we designed a shopping bag - that they work extremely hard with very little funding. This is our way of helping to raise their profile and hopefully raise some much needed funds."

For more information about Redline Company's marketing services contact and Triple A's 2015 calendar contact info@redlinecompany.com.

www.tripleamarbella.org
www.redlinecompany.com



TRIPLE A

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is very important to
Redline and whenever
possible we try to offer
our support to local
charities. ”*



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Udo Fleischmann, Atlas Group

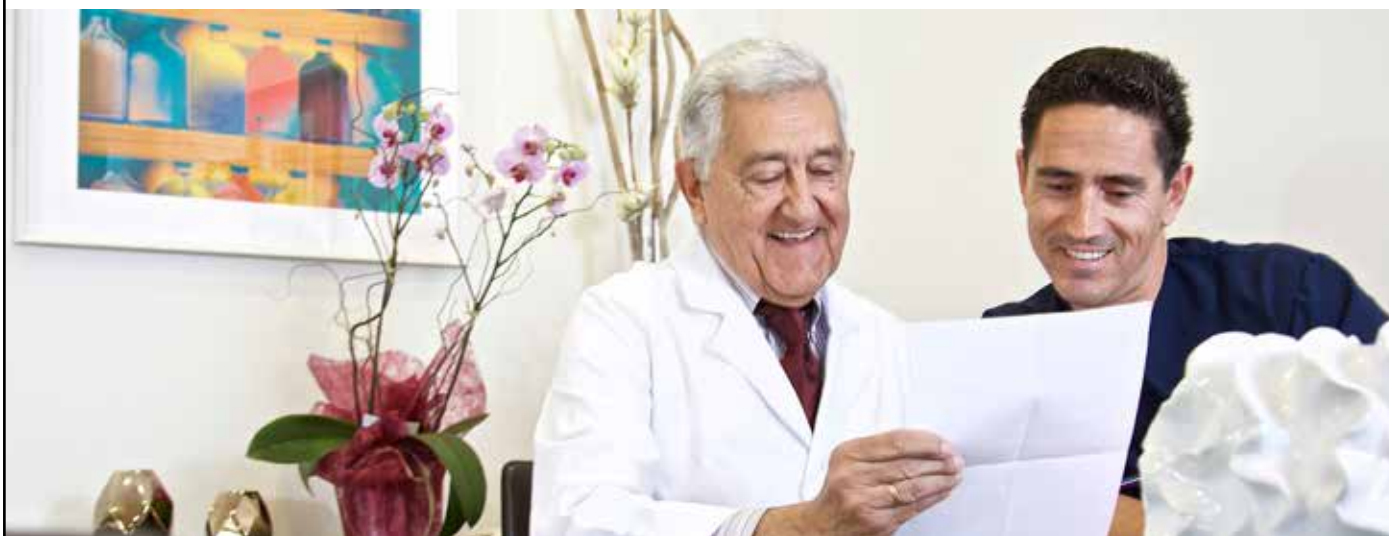
"We very much enjoy our collaboration with Home & Lifestyle Magazine. We found the magazine to be effective and well-distributed."

Carl Creemers, Max Beach

"We have advertised in many publications but Home & Lifestyle Magazine has proven to be very responsive and has brought us the most clients. We are very impressed with this magazine."

Joaquín Serrano Díaz, Roman Windows.

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NEW LAUNCHES



www.perfectmarbella.com

Previous known as Spanord, this company underwent a complete rebrand. Redline created a new corporate identity including the logo and strapline. We also designed and programmed a super-modern new website complete with a bespoke aerial map search and personalised MLS search. The launch at the end of January 2015 was announced via an HTML newsletter and press release created and distributed by Redline, and an advertising campaign.

SPECIAL FEATURES:

- Aerial map search facility
- Norwegian, Spanish & English
- Mobile responsive
- Bespoke search facility



www.pannohairtransplant.com

Marbella based hair transplant clinic asked Redline to update the company's corporate image by creating a new logo, website, landing page and PPC campaign to generate leads. As a retainer client, Redline continues to produce all of the clinic's printed and online marketing and advertising material, and manages the PPC campaigns.

SPECIAL FEATURES:

- Corporate identity creation
- Website design & programming
- Copywriting services for editorials, adverts & press releases
- Graphic design adverts, billboards, banners, vouchers and social media images
- Print management & location





SUN & SURGERY
costa del sol

www.sunandsurgerycostadelsol.com

This is a new concept launched by the Hotel Benalmadena Pueblo in conjunction with the Vithas Xanit International Hospital, offering cost effective eye laser surgery in Spain and free accommodation during the procedure.

Redline created a brand new corporate identity, including the name, logo and branding, which were incorporated into a bespoke landing page. To generate leads we also set up a Google Adwords PPC campaign targeted at Danish market.

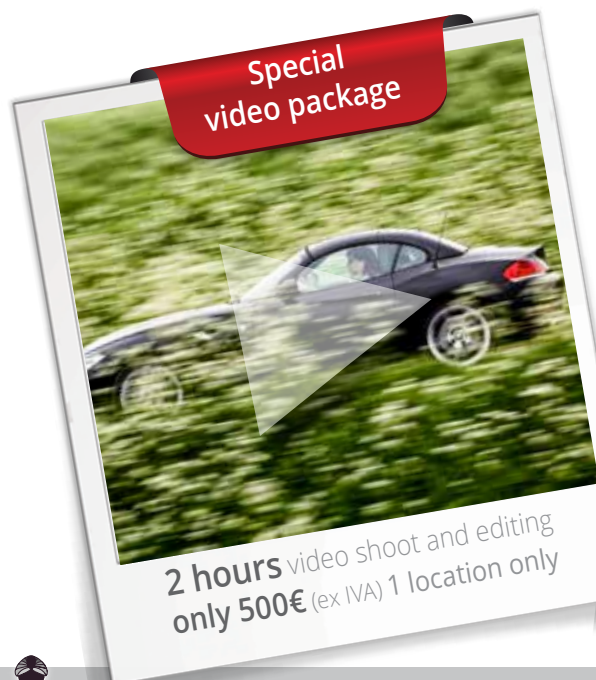
SPECIAL FEATURES:

- Keyword research in Danish & English
- Danish & English keyword rich text
- Google Adwords PPC campaign set up in Danish
- PPC purpose built landing page



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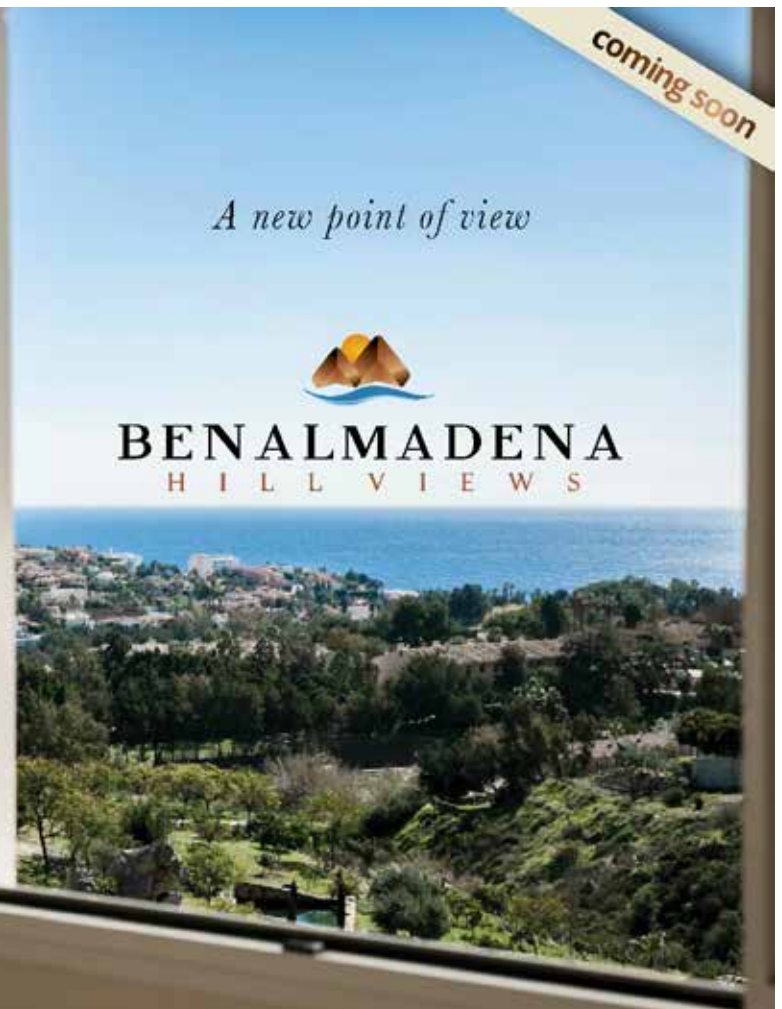
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