

# Redline

MAGAZINE



redlinecompany.com

n° 27 - 2025



## Birthday 06



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Metaverse**



## Powerful marketing

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**Why teambuilding is important**

# Editor's Letter

## Line Lyster

Welcome to Redline's 27th online magazine.

It may be pouring with rain outside but here at Redline Company's Costa del Sol HQ we feel like the sun is always shining, as there is always something to celebrate...

In this issue, we start with Redline's 20th birthday which we celebrated by throwing a party for clients, family, friends and press. It was also an opportunity for Redline to support local animal shelter charity ADANA by presenting a cheque and highlighting the charity's work. Check out the photos (page 6.)

We also introduce you to the team who make all of the marketing magic happen (page 16), and explain the importance of team building in the article "How team building makes your team unstoppable" (Page 30).

As usual, we share some useful marketing tips and news, in our articles "Marketing in the Metaverse" (page 22) and "Powerful Marketing" (page 24).

Last but not least, we present two case studies to illustrate how we can help clients in all different fields and genres. First is Danish client Nordic Muebles; this high-end kitchen company required website design and development services to produce a contemporary Scandinavian style website to reflect their products and services. Second, we helped author Philip Crawford by designing the cover and publishing his book Inheritance Trails on Amazon (Page 26).

And believe it or not, it will soon be the Summer holidays, so if you want to get new marketing initiatives in place, contact us now and let's get started!

Call us today on 952 816 678.

Enjoy the read!





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## **CELEBRATES 20 YEARS BY SUPPORTING ANIMAL SHELTER ADANA**

What a night! On Thursday 7th November 2024, Redline hosted a birthday party (themed with a splash of red).

The event was to celebrate 20 years as the Costa del Sol's favourite external marketing department and to raise awareness of Adana, this year's chosen charity.



Over 100 clients, former interns and employees, press, suppliers and friends and family, joined the team at Redline's HQ, enjoying a free bar, canapes and a rich red birthday cake, decorated with red elephants...echoing Redline's strapline "It's a jungle out there!"

Known as "the agency with the big heart", Redline Company considers each milestone an opportunity to thank those who have supported the company over the years and to give something back. This year Redline's chosen charity was the Estepona based animal shelter – Adana.



















## A HEARTFELT THANK YOU TO OUR CLIENTS

As we celebrate 20 years of growth and innovation, we want to take a moment to express our deepest gratitude to you. Our valued clients. Your trust, collaboration, and unwavering support have been the driving force behind our success.

Without you, this journey wouldn't have been possible. Over the years, we've had the privilege of working alongside some incredible brands,

helping them achieve their marketing goals and grow their businesses. Your partnership has not only shaped our growth but also inspired us to push the boundaries of creativity and excellence.

Here's to many more years of working together, making an impact, and achieving success. We look forward to continuing this exciting journey with you!

# THANK YOU!





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# MEET OUR **HEROES!**



## **LINE LYSTER**

The Boss

Line Lyster is the big boss! She is a true entrepreneur and team leader. Always a go-getter and focused on achieving success in everything she does. Rising to the top quickly as the Senior Marketing Manager at Ocean Estates prior to starting Redline Company in 2004, she is a marketing force to be reckoned with. We have no idea where she gets her unlimited source of energy from (it could however be from all the chocolate she eats)...She doesn't seem to have an off switch!





# LORNA SCUTT

Copy Superstar

Lorna is an avid reader, if she isn't writing, she can be found at her desk reading articles, blogs and newspapers. At the weekend, you guessed it she'll still be reading but browsing magazines on the beach, trying to write the next chapter of her long awaited novel or planning her next trip to Rome

Lorna has an eye for detail that she carries through into everything she does, including her coffee, which must be Pantone colour 4635 C.



## VICTORIA RODGERS

Online Superhero

Victoria claims she is from Britain, country known for their cup of tea but you will never see her with one. She has grown up in a small typical Andalusian village in southern Spain.

Since graduating in marketing, she has found her passion for digital marketing and managing online worldwide campaigns. No challenge is too big and the world is an oyster!

## ANA DÍAZ

Digital Enthusiast

I have been incredibly lucky to be born in the best place in the whole world, in Malaga, near the sea. Although I have been living and working outside of Andalusia for two years, I wouldn't change my homeland for anything in the world.

I'm a very restless person who doesn't like to stop learning things. Therefore, while I was studying my university degree in Malaga, I was also taking specialization courses, and when I finished my degree and was studying for my master's degree I did the same.





# FATIMA ZAHRAE

Frontend Developer

Passionate web developer with a multicultural background, from Morocco and currently residing in Spain.

Proficient in crafting dynamic and responsive websites, Fátima brings a unique perspective to every project, blending diverse influences and experiences to create innovative digital solutions.



# ELI QUEL

Designer of Dreams

I was born on the equator (the middle of the world) in Ecuador, and I have been living in Spain for 13 years, where I've had the opportunity to reside in Barcelona and sunny Málaga. It was here that I decided to dedicate myself to what truly excites me: design.

I hold a Master's degree in Graphic Design and have undertaken specialist courses in UX/UI design, as well as other courses and workshops that I continue to pursue. I consider myself a hardworking and responsible person, and I love working on new projects.



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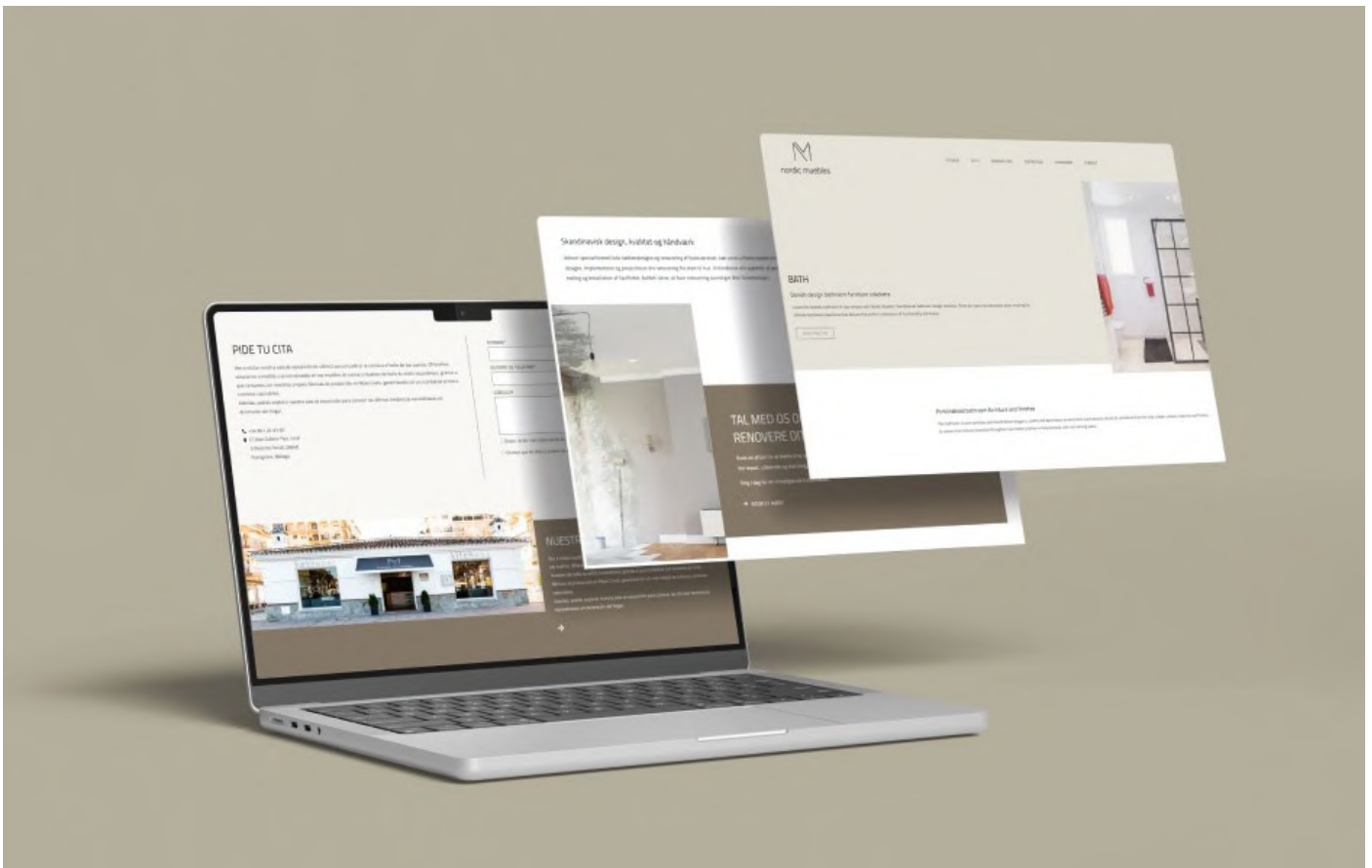


nordic muebles

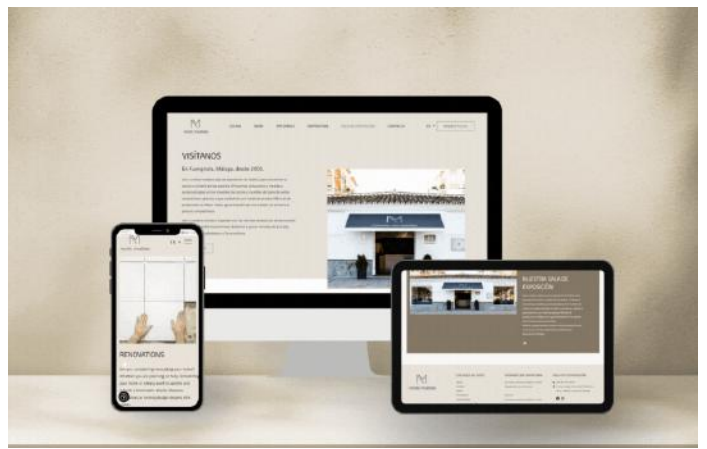
# CASE STUDY

This Danish client required a professional new website and contacted Redline to provide web design and website development services. Redline's graphic designers created the design and web developers delivered a clean Scandinavian style website to reflect the company's products and services.

Redline's copywriters and digital marketers provided keyword rich text and implemented Google analytics. As with all websites created by Redline, this website features UI UX design and is fully responsive for all devices.



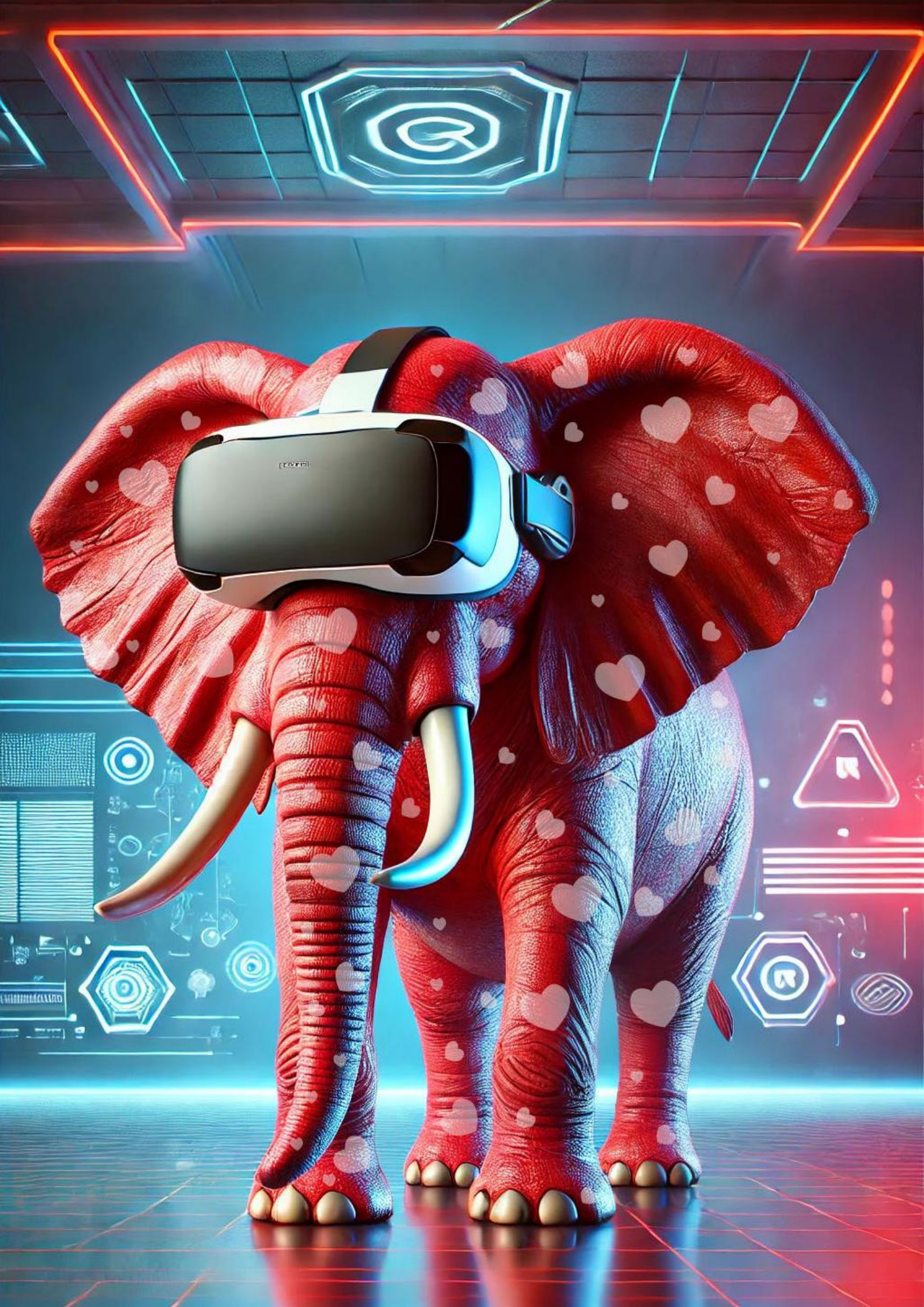




# OUR ACTIONS

- Project management
- Website: Web design
- Website: Website development
- Graphic Design: website
- Copywriting: keyword rich text
- Digital marketing: Keyword research and Google Analytics







# Entering the **METaverse**: A New Era of Consumer Connections

**In an age where technology is constantly evolving, the metaverse has emerged as a revolutionary space for businesses to explore new marketing opportunities. But is marketing.**

**Is the metaverse just a passing trend, or is it the future of how brands will connect with consumers? Let's dive into the possibilities.**

## **WHAT IS THE METAVERSE?**

At its core, the metaverse is a virtual universe, a digital world where users interact with each other through avatars, explore immersive 3D environments, and even create their own spaces. Think of it as a mix of virtual reality (VR), augmented reality (AR) and gaming platforms, all seamlessly integrated into a single digital realm.

## **THE NEW FRONTIER FOR MARKETING**

**1. Reaching a Digital-First Audience:** The metaverse has become a playground for younger generations, particularly Gen Z and millennials. These digital natives expect immersive experiences and meaningful engagement from the brands they love. By establishing a presence in the metaverse, companies can forge deeper connections with their audience, offering unique interactions that go beyond traditional advertising.

### **2. Immersive Brand Experiences**


In the metaverse, consumers are no longer passive viewers, they are active participants. Brands can host virtual events, launch exclusive products, or even create virtual worlds where users can experience their brand in entirely new ways. Take, for instance, Gucci's virtual fashion show in Roblox or Nike's virtual store in Decentraland.

**3. Virtual Goods and NFTs:** The rise of NFTs (non-fungible tokens) has opened up new avenues for brands to sell digital goods. From virtual clothing to limited-edition collectibles, these digital assets have real world value. Brands can create scarcity and exclusivity around virtual products, driving demand in the metaverse. Imagine purchasing a rare, branded item for your avatar in a virtual world, a concept that's becoming more and more appealing to consumers.


## **IS THIS THE FUTURE OF MARKETING?**

The future of marketing in the metaverse is certainly exciting, but it's still in its early stages. As the technology continues to evolve, brands will need to be innovative and willing to experiment with new forms of interaction and engagement. The key to success in the metaverse will be understanding the audience's needs and offering authentic, immersive experiences that stand out.

In the coming years, it's likely that marketing in the metaverse will go from being an experimental venture to a core part of many brands' strategies. Whether it's hosting virtual events, selling digital products, or creating one-of-a-kind virtual experiences, the possibilities are endless.



**“We may not live in the metaverse, but we know how to make your brand a star.”**







**MUST READ**

# 15 Secrets to Powerful Marketing

Discover the secrets behind powerful marketing strategies that help businesses reach the top. This magazine offers essential insights and expert tips that you can immediately apply to enhance your marketing efforts.

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# CASE STUDY

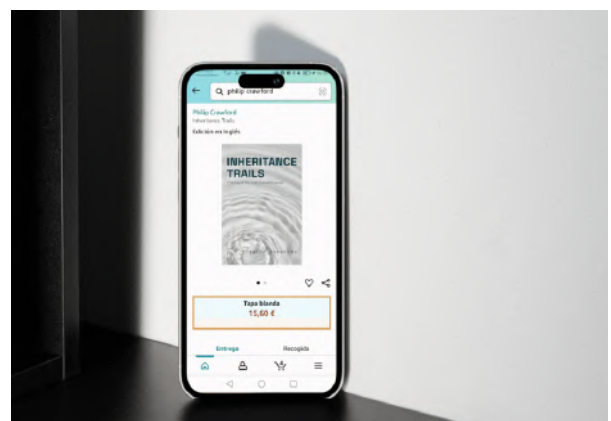
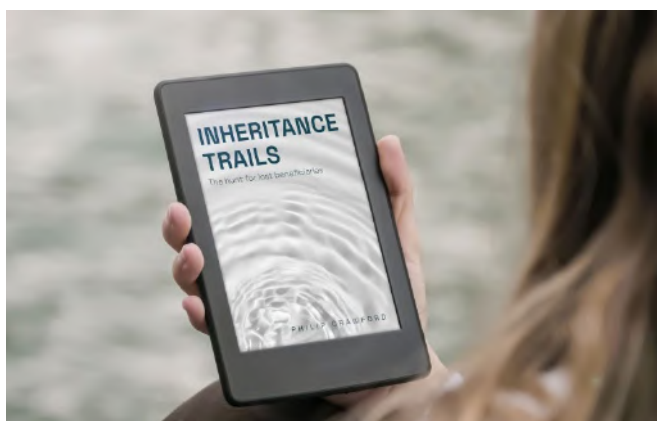
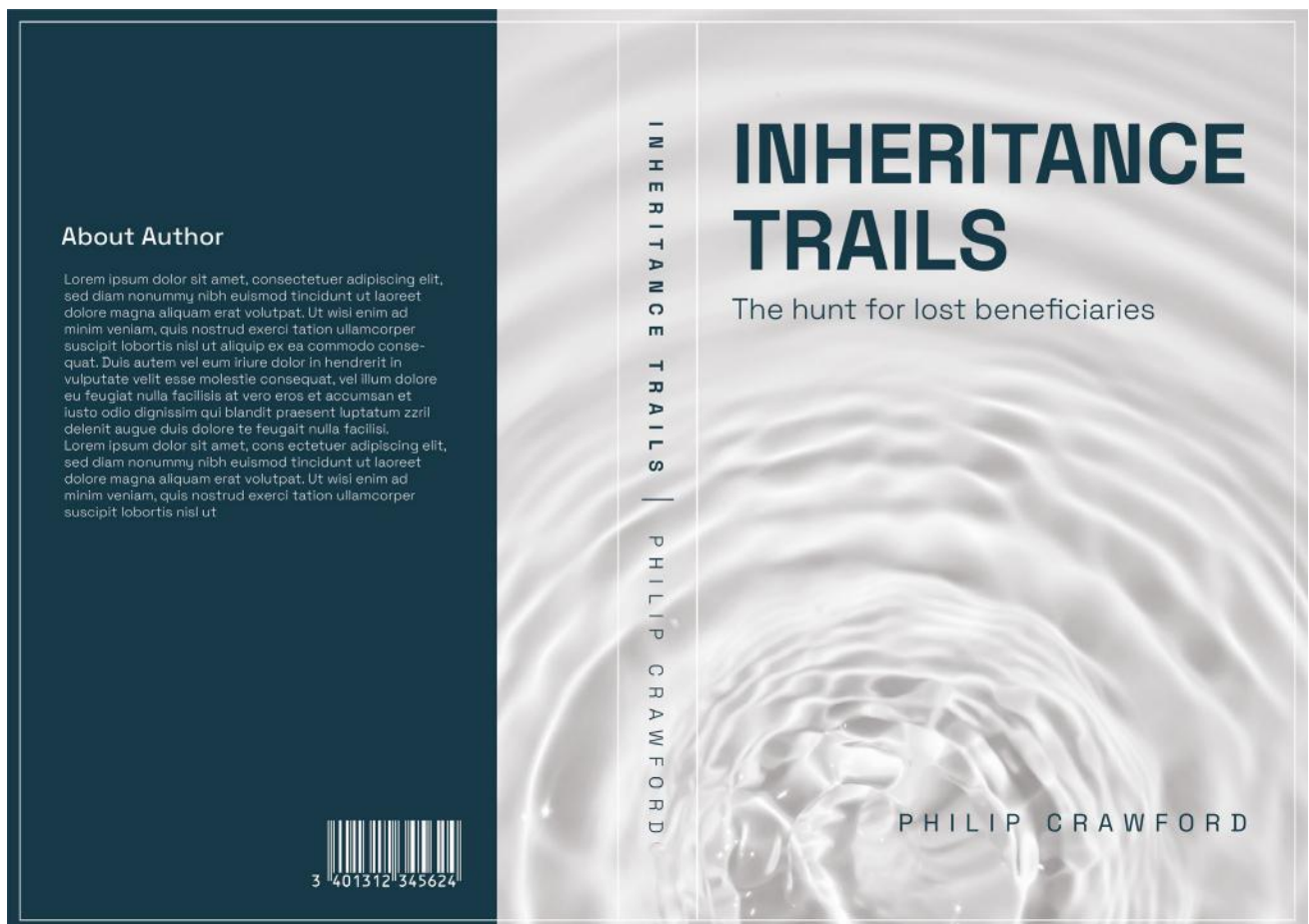


## PHILIP CRAWFORD

Philip is the author of Inheritance Trails who requested Redline's help with designing the cover of his book and publishing it on Amazon creating both a paper back and an e-book. It was necessary for Redline's graphic design to follow a specific format, size and position in adherence with Amazon's requirements. Redline managed the set up of the Amazon account and uploaded the book for sale.

# OUR ACTIONS

- Project management, set up of Amazon account and upload the book.
- Graphic design: Design the book cover.

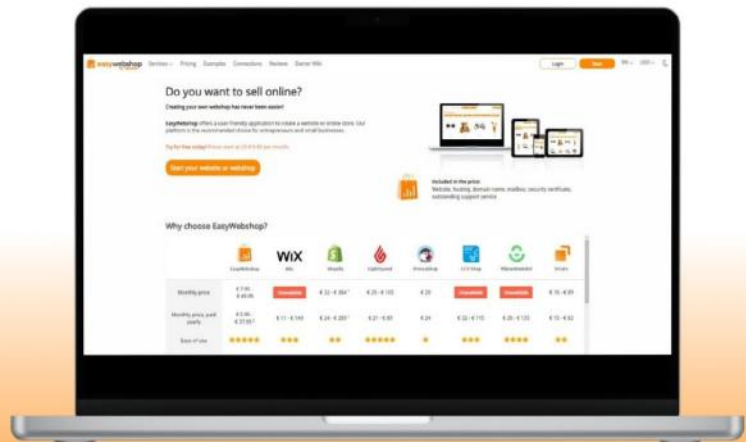






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# How **TEAM BUILDING** makes **YOUR TEAM Unstoppable**

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**Have you ever wondered what sets the most successful teams apart from the rest? It's not just the skills or knowledge of the individuals. It's how they work together.**

Teambuilding is more than just a buzzword; it's a powerful tool that can transform any group into a cohesive, high-performing team. In fact, studies show that companies with strong teams experience 25% higher productivity and 21% higher profitability. The question is: why do some companies ignore this crucial aspect of their workforce?

## **WHY TEAMBUILDING IS IMPORTANT**


Teambuilding creates a collaborative environment where trust and respect thrive, boosting productivity and innovation. Teams that communicate effectively complete tasks faster, with creativity sparked through shared goals.

Gallup shows that highly engaged teams are 17% more productive. By fostering strong relationships, teambuilding reduces conflict and improves communication. It encourages critical thinking, collaboration, and problem-solving, while nurturing a sense of belonging, purpose and collective achievement. Ultimately, it motivates team members to contribute their best towards shared success.


## **WHY COMPANIES SHOULD ALL DO THIS**

In today's fast-paced and competitive business world, companies cannot afford to overlook the importance of teambuilding. It's much more than just a tool for improving team dynamics. It's a strategic investment in the company's future. Companies that prioritise teambuilding activities experience higher levels of employee satisfaction, reduced turnover, and enhanced collaboration.

When employees feel valued and connected, they are more likely to stay engaged, contribute their best ideas, and work together effectively towards shared goals. By fostering a culture of trust and open communication, businesses create an environment that nurtures creativity, boosts productivity, and ultimately drives long-term success. Investing in your team doesn't just improve the workplace; it has a direct and lasting impact on the company's bottom line.



**“While we may not win a cooking award, we’re always on top when it comes to marketing innovation.”**





# “TEAMBUILDING FOSTERS TRUST, FUELS COLLABORATION, AND SPARKS INNOVATION, DRIVING BOTH PRODUCTIVITY AND LONG-TERM SUCCESS”

## WHAT BENEFITS DO YOU GET FROM TEAMBUILDING AS A COMPANY?

Teambuilding enhances communication by promoting open sharing of ideas and feedback, leading to better decisions and fewer misunderstandings. It strengthens team cohesion, helping members understand each other's strengths and work together effectively.

Fun activities boost motivation, morale, and job satisfaction, while encouraging creative problem-solving. Teambuilding also reduces stress, providing a break from pressure and promoting overall well-being.

## CONCLUSION

In conclusion, teambuilding is not just a fun way to pass the time. It's a critical strategy for creating high-performing teams. When companies invest in their teams, they not only build stronger relationships but also increase overall productivity, creativity and morale.

Whether through a simple icebreaker activity or a structured retreat, the benefits are undeniable. So, if you want to take your company to the next level, start by building a team that works well together. The results will speak for themselves.











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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.

DR. PIETRO D' MAURO

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