

Redline company

issue 2 - april 14

MAGAZINE

4 RED KODIAK GETS A RED HOT WEBSITE

Meet our competition winners and check out their brand new website

10 EXPERT CORNER

Redline's social media expert explains which type of businesses need to be on Pinterest - NOW!

6 REDLINE DESIGNS MERCHANDISE FOR 'TRIPLE A'

Charity set to launch new line of merchandise to raise money

12 AN EYE FOR WEBSITE DESIGN

Get ideas for your own website from some of our favourite recent website designs



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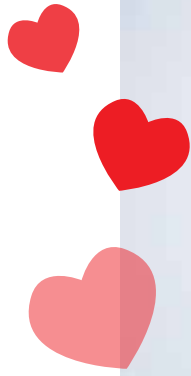


www.redlinecompany.com

the agency with the big heart

Redline
company

since 2004



editors letter

Since we published the first issue of Redline's online magazine in January 2014, time has flown by in a flurry of campaigns and clients. Never standing still, we have joined forces with Bang & Olufsen, MP Dunne and Pan de Lux to work as their external marketing departments, to name but a few of the new additions to our diverse client base.

As a marketing company it's our job to be on top of new trends and to interpret their relevance and potential benefits. In this issue we explain how Pinterest works, whether your business should be using it and introduce our new social media package. We also give you the opportunity to check out our recent bespoke websites programmed using the latest techniques such as parallax scrolling, so you can see exactly how a Redline website could get your business noticed.

Last but definitely not least, as 'the agency with the big heart' we are always happy to help the community. Competition winner Red Kodiak has been presented with a fantastic bespoke website; designed written and programmed by Redline. We have also joined forces with Triple A to design a line of merchandise to raise money for the charity.

Best regards
Line Lyster,
Director and founder of Redline Company

“We have advertised with Home & Lifestyle Magazine on a consistent basis because it simply works for us. It has been so effective that we regularly recommend this publication to others.”

Mike Gregory, Atlas Group.

“Our collaboration with Home & Lifestyle Magazine has been very successful hence we have committed to advertising long-term.”

Pia Kuss, Pias Chimeneas.

“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.

“When I advertise in Home & Lifestyle Magazine, we always get a great response. I recommend this magazine to anyone.”

Lee Várhos, Restaurante Umami.

home &lifestyle MAGAZINE

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Red Kodiak gets a **red hot** website

A big thank you to everyone who entered

When we launched our 'win a website competition' we never dreamt that we'd receive so many fantastic entries. We've been blown away by the standard and wish that we could help everyone.

And the winner is...

Red Kodiak was chosen as the winner because we love their business model and the fact that they're locally based but have the potential to help businesses throughout Spain. As a procurement company working with hotels, schools and on private residential projects, their mission is to promote Spanish businesses in the international market by winning bids for refurbishments to be fulfilled by Spanish suppliers and manufacturers.

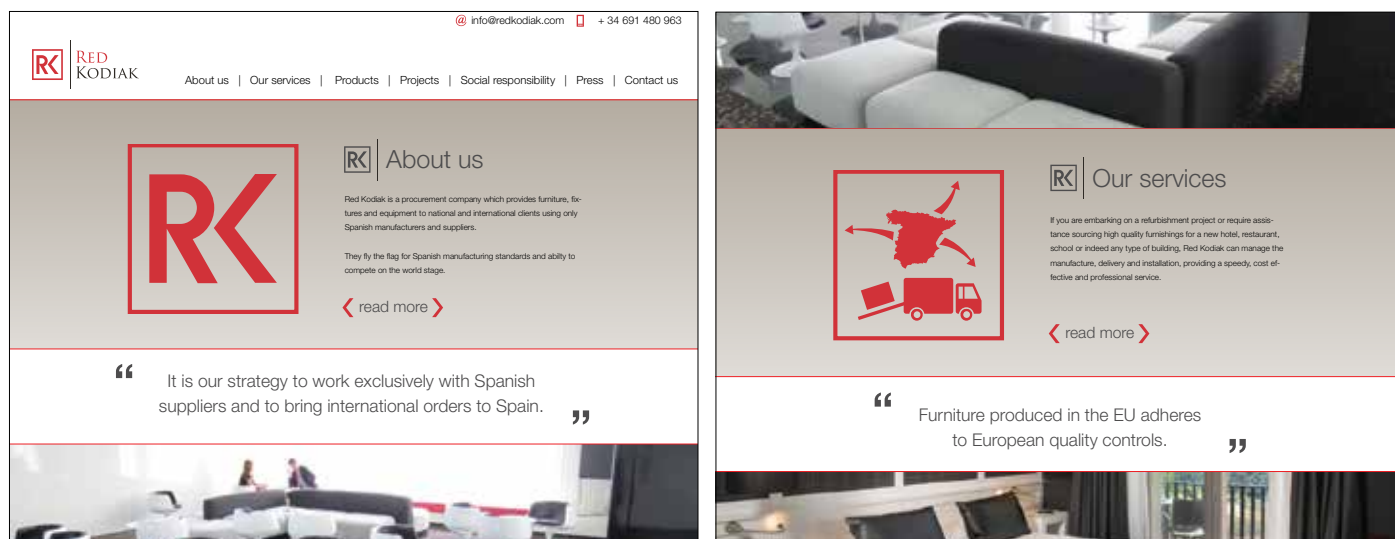
The team behind Red Kodiak

Founded by Mark Vlassopoulos and Italy Koppel, the company is managed by Marbella based executive partner José Maria Esquerdo Varaona and managing director Kathrin Lünstedt. The team are committed to championing Spanish businesses abroad by highlighting the high quality and cost effectively prices of Spanish goods. They have already won contracts with a number of private schools and international hotels.

The website

As promised we have created a snazzy new website for Red Kodiak using the latest parallax scrolling technique, designed to give the illusion of depth by moving different parts simultaneously. It's sleek, modern and is extremely user friendly. The message is clear - Red Kodiak is a serious contender with a seriously trendy online presence.

But don't take our word for it... check it out online at www.redkodiak.com



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The editorial backbone of our publications is based on current events, news, reviews, politics and finance, while other sections cover in-depth and topical information on subjects that concern Scandinavian readers living in and visiting southern Spain.



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Bags of help for animal rescue charity 'Triple A'

You'll know by now that Redline Company is 'the agency with the big heart' and we take our corporate responsibility very seriously, which is why we didn't hesitate when Triple A asked us for help.

We happily donated our time and skills to design a line of merchandise to raise much needed funds for the charity. The initial item is a fabric bag with the slogan, "Live, Love, Adopt" alongside the image of cute puppy wearing a bandana. The bags could be the first in a range of products to be sold at local markets and are expected to be a hit with local animal lovers and shoppers alike.

Triple A is a non-profit making organisation dedicated to looking after abandoned animals; running programmes of spraying and neutering and housing the animals until they find a new home. They also try to educate the public about animal welfare in order to reduce maltreatment in the future.

For information about Triple A's good works, find out how you can help or to adopt an animal visit <http://www.tripleamarbella.org/eng/triplea.php>. If you would like to more information about Redline's graphic design services, you can visit the website at www.redlinecompany.com.





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Redline can put muscle into your
marketing



Club 1000
Save the Children

Is your marketing looking flabby and in need of a new strategy? Take action now to get back in shape ready to claim your share of the market.

Consistency is king. Marketing is like exercise, you won't get muscles on your first trip to the gym but by following a sustained programme of activity you'll start to see results.

Redline Company has a team of international marketing professionals on hand to give your company a thorough work out and to provide tailor made effective marketing plans to help you achieve your goals.

Call Redline to start your marketing programme today!

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the agency with the big heart
Redline
since 2004
company

Redline's internship programme

Do you know that Redline works with interns from universities all over Europe? At any one time, alongside our six regular members of staff, we could have up to 3 additional helpers swelling the ranks.

We've had students from Holland, Germany, Bulgaria, Poland, Sweden, Spain, the UK and Lithuania, each with different personalities and interests but all keen on marketing. Whether they specialise in graphic design, website design or cinematography doesn't matter but they need to speak English (if they speak Spanish as well even better) and be eager to learn.

Redline provides guidance, supervision and a final assessment and in return we benefit from a constant flow of new ideas and inspiration. The interns get involved with everything from client meetings, photography to filming a corporate video for Redline, here's one created in 2013 by Vismante Ruzgaite a keen film student from Lithuania.



If you would like information about applying for an internship at Redline Company email us at info@redlinecompany.com

We asked our current interns, Jonas Cortnum (Denmark) and Gerda Gružauskaitė (Lithuania) what they have gained by their experience working with Redline. Here is what they said...

Jonas Cortnum

Jonas explains, "I'm really excited to be working with Redline, not least because it's sunny here and very cold in Denmark. I have learnt something new every day and I really enjoy working with the team on live projects, particularly website design".

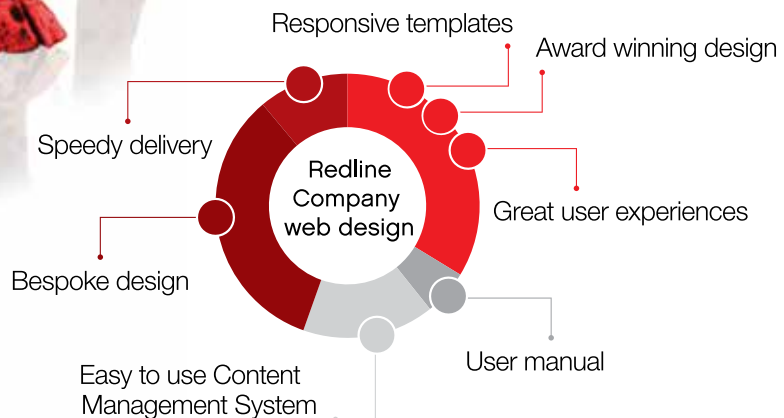
Gerda Gružauskaitė

"I was impressed by the range of marketing services Redline provides and I want to try all the different fields before deciding what to specialise in. Since I've been here I've learnt a million useful things and working on live projects and seeing the results is the best feeling in the world."



You can have a
stylish new website
from as little as

599€*



Is your website working for your business?

No matter how large or small all businesses need **a professional web presence** to attract customers, either as an e-commerce site or simply providing information, images and building brand awareness.

The good news is that it doesn't need to be expensive or a complicated process, Redline can design, write and build a high quality website for you, whether you need a single page or an all-singing-and-dancing site with multiple pages and forms.

We can also take care of related web issues such as domain registration, hosting, social media set up and responsive templates to accommodate all users etc. Each site is bespoke and designed to suit your specific requirements and budget.

Redline website packages

To make life even easier ... you have a choice of packages; basic, medium and complete, plus a selection of additional services which can be incorporated if and when desired, which means there is package to suit everyone!

Ask us about MLS functionality, estate agency own listings sites, e-commerce and onsite SEO.

*This price is only available for 100% payment in advance.



You will probably have heard of the different social media sites such as Facebook, Twitter, Pinterest etc... but you may not know if your business could benefit from being on them. And if your business is already active on social media...are you using it effectively?

As a rule of thumb, if you rely on visual impact, creating a buzz, keeping up with trends or selling products ...then you definitely need to be on Pinterest.

What is Pinterest?

In short, Pinterest is a tool for collating online videos and images such as the products you sell or designs you have created etc. If your images are interesting, other users will 'pin' and share them, which in turn will share the link to the original image ... and ultimately drive traffic to your website.

Pinterest drives more referral traffic to websites and blogs than LinkedIn, Google+ and YouTube combined. The only social media platform driving more traffic is Facebook.

Source: <http://www.socialmediaexaminer.com/pinterest-marketing-what-marketers-need-to-know-to-succeed/>

How Pinterest works for businesses?

- Increases traffic to your website and blogs
- Low cost method to showcase products
- Get seen and build brand awareness

Confused! Don't be...

Call Redline and come in for a 30 minute free social media consultation. We can make sure social media works for your business.

Check out Redlines [Pinterest](http://www.pinterest.com/redlinecompany). <http://www.pinterest.com/redlinecompany>

If your business belongs to any of these categories...
you should be on Pinterest NOW!



Beauty, health & fitness

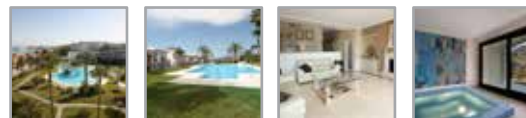


Fashion

Photography
Architecture
Artists
Restaurants, lifestyle and
Hospitality
Travel agency
Interior design
Charities
And if you want to develop
your brand as a trend setter!



Web design



Real estate



Graphic design



An eye for website design

If your eyes are the windows to your soul, your website is the window into your company. What do people see when they look into your eyes?

Your website needs to be the window or display that showcases your company and it should be appealing, informative and inviting. A professional online presence is the single most important marketing tool at your disposal, so it has to make the right impression. If you don't engage you won't make the sale!

Over the last year Redline's team of web designers has created some amazing websites for a wide range of clients, selling everything from property to pastries.

Here are some of our latest websites, check them out and contact us to find out how we make your website reflect your company to its best advantage.



www.spania1.no
Property site in Norwegian



www.pohl-service-technician.com
Maintenance on the Costa del Sol.



<http://www.christine-heckel.com/>
Site in 3 languages for Tibetan singing bowl specialist.



www.siesta-realestate.com
Property site: Costa del Sol



www.alohahillclubmarbella.com
Full screen development site: Costa del Sol



www.imageguru.es
Full screen photographer and videographer website.



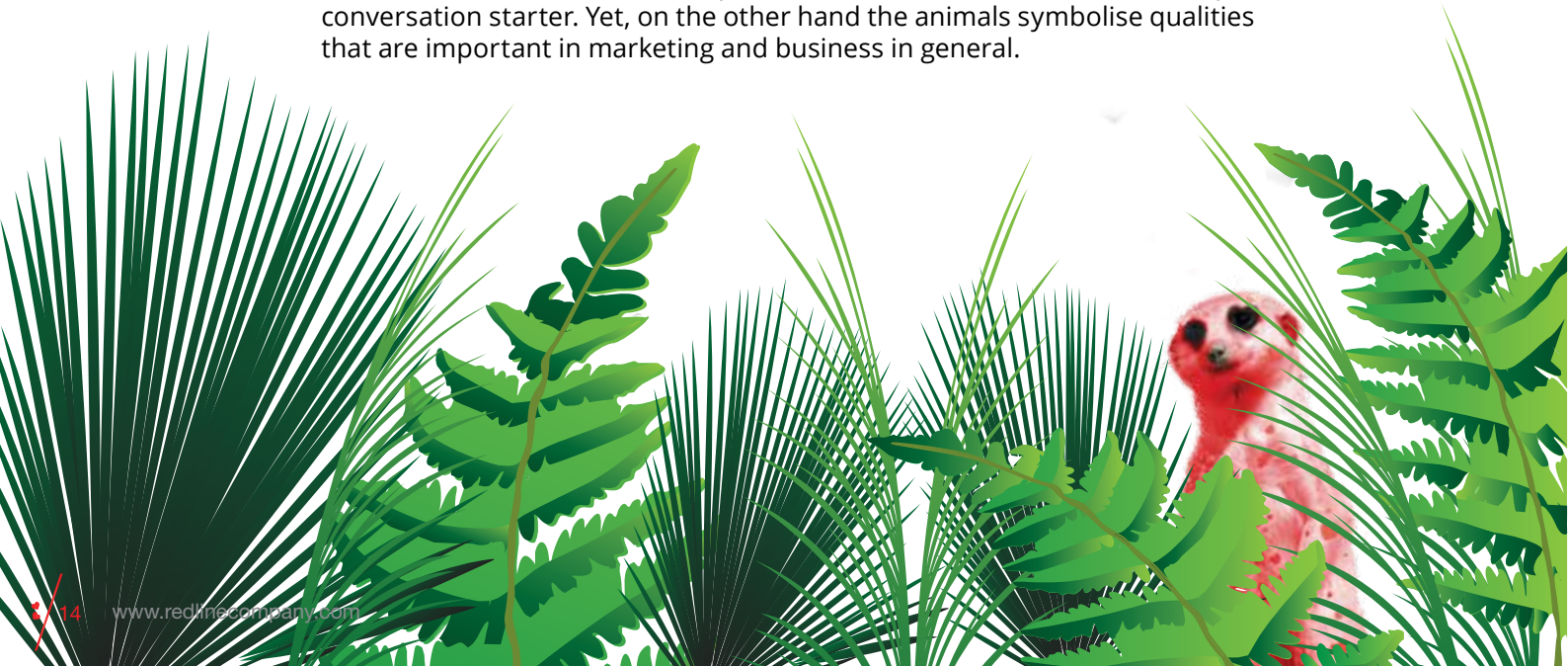
www.mialyster.dk
Danish website about NLP

It's a **jungle** out there...



Redline Company has a reputation for being different. We prefer to put our own stamp on everything we do, for example you may wonder why our brochures feature a herd of wild animals...the answer is as simple or a complex as you would like it to be.

It isn't every day that you see a big bright red elephant or a chattering mob of meerkats, which makes our publications different, fun and definitely a conversation starter. Yet, on the other hand the animals symbolise qualities that are important in marketing and business in general.



The Elephant –marketing packages

You may not realise...elephants also symbolise 'good luck' in business. They're also big, strong and loyal and they definitely can't be ignored, which are qualities that Redline's marketing team brings to every campaign; consistency, professionalism, loyalty and strong ideas designed to make a big impression.

The Leopard – website packages

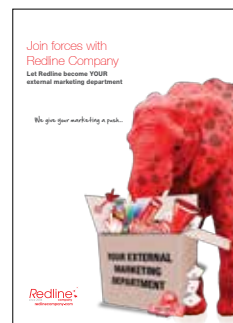
Leopards are great looking, fast and supercool. Redline's websites are designed, written and programmed to mirror these qualities, which means you too can be the king of the jungle with the latest parallax scrolling, responsive templates and award winning graphic design.

The Meerkat – social media packages

We all love meerkats for their watchful alertness and chattering ways, which is exactly the type of activity you can expect with a Redline social media package. By creating proactive campaigns to spread your message online in an innovative and engaging manner, monitoring and responding to related online chatter, we can create a buzz about your business.

It may be a **jungle** out there but we can always find a way to help you stay ahead of the pack....

P.S. Watch out for the rest of the herd!



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Redline out and about..

There's no better way to spread the word than to get out there, so wherever there's an opportunity there will always be a member of the Redline team.

Here are some of our favourite outings, including the Nikki Beach red party, award ceremonies, opening nights, festive parties and of course Redline's birthday party!



2013: Redline at the Aloha Hill Club summer party



2012: Redline's 8th birthday party at Mr. Gourmet



Mosaik 4



Tweetup marbella



Astral Bar



2013: Redline at the Aloha Hill Club's Christmas party



2012: Donnas del Mundo, the Casino H10



2012: Richard Lewis Interiors opening party



2010: Nikki Beach Red party



2012: Cero Arte opening party



2012: Thai Style opening party



2013: Normad Jets press launch party, Nikki Beach



2012: CIT Marbella, With Ángeles Muñoz, mayor of Marbella



2014: Luxury Advertising Awards, Marbella



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in Coin on "Peters Mountain"**

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Location:

On "Peters Mountain" near Coin. We will send you instructions when you book on how to get there.

Date:

On Saturday 26th April 2014 from 10.00am to 16.30pm

Price:

75 € per person including gastronomic vegetarian lunch from local produce, tea and coffee, water throughout the day and a glass of wine for lunch. Payment must be made in advance.

Note: In the event of rain the event will be cancelled and a full refund will be given.

It's a **jungle** out there...

stay ahead of the pack with a strong social media presence

Call 952 816 678 for a
**free 30 minute social
media consultation**



Start a buzz about your business with a clear social media strategy

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