

# Redline

issue 1 - Jan 14

company

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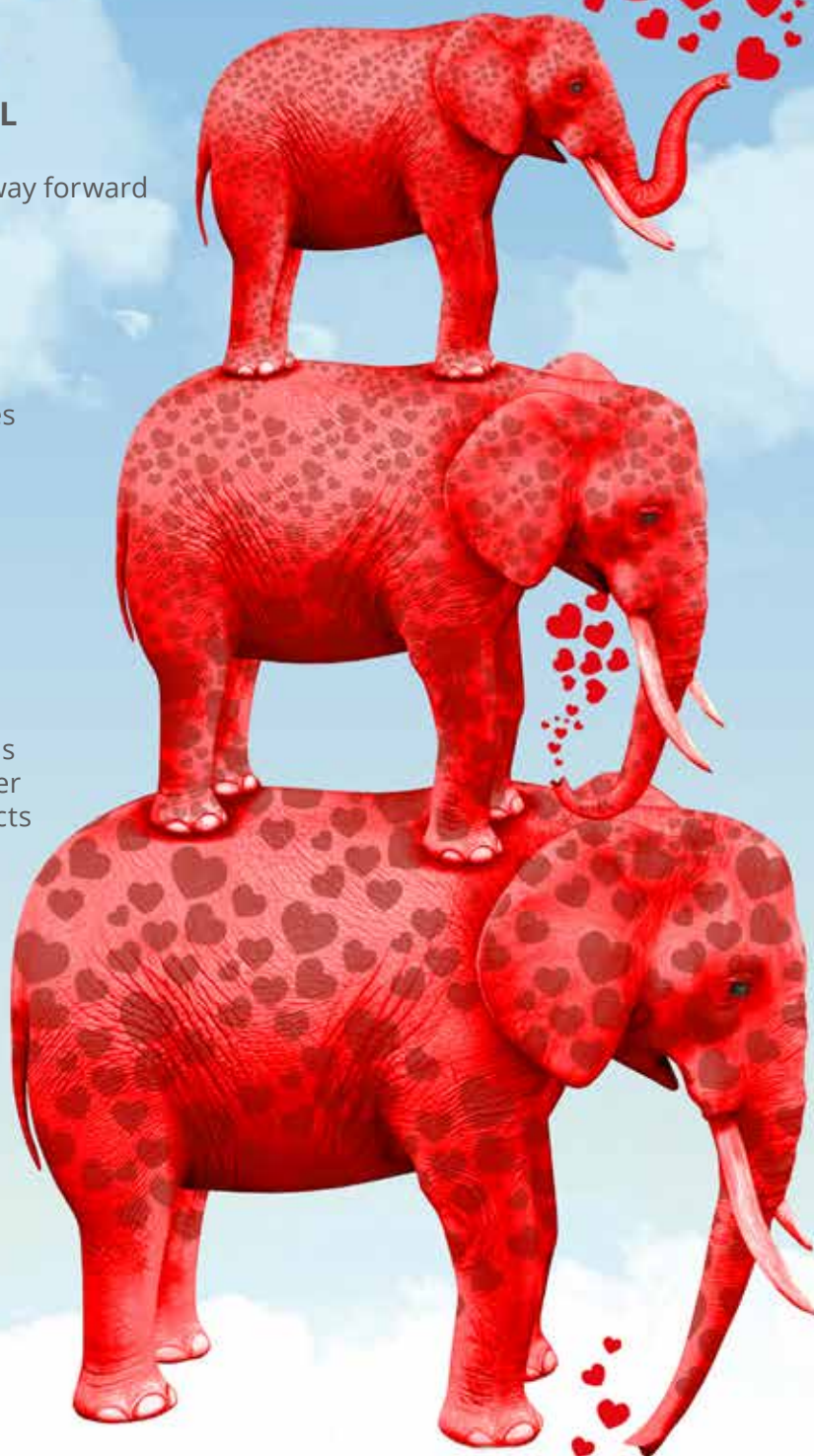
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Affordable professional marketing



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the agency with the big heart

# Redline

since 2004

company



Line Lyster launched Redline with Alison Redfern as an independent marketing and graphic design agency, using an amalgam of their names – Red-Line - as the starting point for the company's corporate brand. Today she is the sole owner and Redline recently celebrated 9 years as an award winning full service marketing agency.

## The agency with the big heart

As a Danish national living in Spain, when I launched Redline Company it was only natural that my Scandinavian attitude towards business, ethics and social responsibility would be adopted.

And after providing marketing services to businesses on the Costa del Sol for 9 years, it is only recently that I have started to see other companies embracing a similar attitude towards transparent working practices and society as a whole. The more switched-on companies have realised that a less competitive approach can bring rewards for all parties and clever consistent marketing is the most effective method of creating a point of difference and working towards increased profits.

Redline encourages companies to promote their strengths and to get ahead by creating effective marketing campaigns to help raise brand awareness, increase interest and foster loyalty.

It's a win-win situation. Our clients' success is our success and benefits the whole local community.





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## El Campanario Open Day - 26th January 2014 / 10.00am to 3.00pm

Join us for our first Open Day of 2014 on the 26th January... take a class, enjoy a light lunch\* and soak up the relaxing cosy ambience associated with El Campanario. Experience first-hand the benefits of becoming a member of our luxury golf and country house.

(All classes are available free of charge by prior appointment)

Open Day Membership Discounts available

\*A healthy light lunch is available for a small additional charge.

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### New to the Costa del Sol



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# Every little helps

## A new slogan for a new year

It's important to shake things up every now and again to keep your brand fresh and relevant, so we recently updated our corporate slogan to Redline Company 'the agency with the big heart', to reflect our passion for our clients, our local community and society as a whole.

## The agency with the big heart

In Redline Company we are passionate about what we do, about our clients and about making a difference in the community. Businesses are more than faceless entities, we are all people and we should make more personal connections. This is why we recently launched a competition inviting local start-up businesses to win a bespoke website, designed, written and built by Redline which will give them a helping hand on their way to success. (Closing date 15th Jan 2014)

## A small agency can make a big difference

Whenever possible we try to offer a helping hand, whether providing marketing services free of charge to local organisations, running competitions to win a bespoke website (see page 10) or contributing to the 'Save the Children Club 1000' scheme to help disadvantaged children enjoy a better life.

# -Club 1000



## Save the Children

### Save the children Club 1000

Redline's association with children's charities goes back several years. We have always tried to help where we can, initially by providing graphic design services free of charge, as the agency has grown we have increased our contribution. This year we signed up to the Save the Children Club 1000 corporate programme, pledging a fixed sum each year which allows the charity to plan their projects in advance.

We chose Save the Children for several reasons; the charity works to give the millions of disadvantaged children around the world the chance of a better life, we approve of how the money is distributed and the fact that all projects are designed to provide lifesaving assistance.



### Where the money goes

- 78.1% of the budget is spent on projects
- 11.9% is spent on business development
- 10% is allocated to administration

If you would like to contribute to Save the Children visit the website at [www.savethechildren.net](http://www.savethechildren.net)

### Priority projects

- Antibiotics and cure for pneumonia
- Mosquito nets to prevent malaria
- Aid kits for newborns
- Diarrhoea medicine
- Vaccines
- Employee health protection



## GREEN GOLD ... TASTE THE DIFFERENCE

Olive oil is our passion, which is why at La Restinga we only use the early harvest olives to produce the most luxurious extra virgin olive oil.

Spanish olive oil is considered to be amongst the best in the world and La Restinga's premium oil is in a class of its own, produced using only the latest ecological harvesting methods to ensure every drop delivers an irresistible intense finish.

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we help you to sparkle

Through expert colour and body analysis, 'Be for Beauty' international style consultants can transform your wardrobe and help you develop your own personal style ... feel like you, but better.

### Get smart and get ahead

BFB can help you gain confidence in the corporate world, by teaching you to project the right image, dress for success and to understand correct business etiquette.

### How BFB can help you...

Business image coaching | Business and Social protocol and etiquette |  
 Body analysis | Colour analysis | Personal styling | Personal shopping

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 by calling **663.793.671** or email [info@bfbimageconsulting.com](mailto:info@bfbimageconsulting.com)

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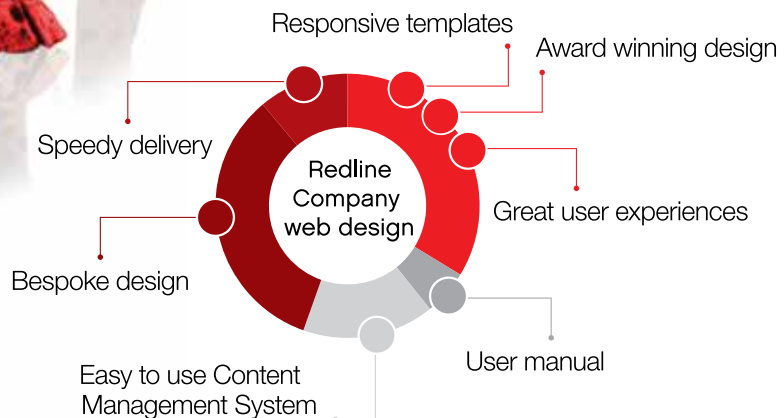
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You can have a  
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from as little as

**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.





## Win a bespoke website from Redline Company

The gift of a professional online presence

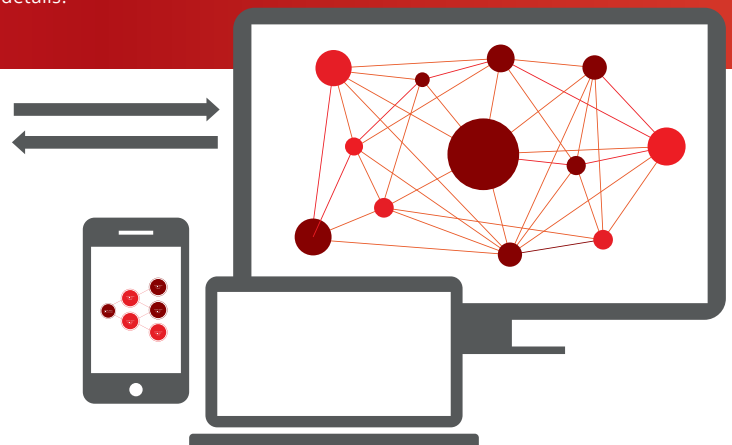
To mark 9 years success as the Costa del Sol's favourite full service marketing agency, we want to give something back to the community. More specifically we would like to help a new business on the Costa del Sol take their first step towards success by providing a fantastic bespoke website, designed, written and programmed by Redline – completely free of charge!

So we're inviting all budding entrepreneurs to let us know why they should win a brand new website which will provide them with a vital online professional presence to kick-start their company.

Anyone with a good idea and the desire to succeed should contact us at [info@redlinecompany.com](mailto:info@redlinecompany.com) before the 15th January 2014.

\*Terms & Conditions apply. Visit [redlinecompany.com](http://redlinecompany.com) for details.

**join the competition  
now and win a  
free website**



# EXPERT CORNER

Redline would like to introduce you to a selection of our creative collaborators such as videographers and photographers. In this issue we meet professional photographer **Peter Staes** and hear what he has to say about the importance of fabulous photography. Redline are thrilled to be working with this exciting new talent recently arrived on the Costa del Sol.



## A snapshot of your business

By Peter Staes, professional photography

The expression, 'you only have a few seconds to make a good impression' is particularly pertinent when it comes to visual arts such as photography and videography. If you only have one chance to land a client you should make every effort to impress.

All types of visual communications such as portfolios, videos, product / action shots, corporate brochures, advertisements and even websites are designed for one purpose – to present your company in the best possible light, thereby promoting your brand, products and services. Although obvious, it has to be said... clients won't be motivated to sign up if you present boring, ugly or amateurish images in your marketing, leaving them as rich picking for competitors offering a more polished corporate brand image.

### **Picture your success**

If your budget is tight it's tempting to skimp on marketing and decide to 'make do' with amateur images but it could turn out to be a costly mistake. Failing to impress due to penny pinching could see you squander an opportunity to create interest, attract new clients and ultimately to enter new markets. You never know, it could have been your biggest client walking out of the door.

Forget false economy, investing in good quality photography / videography should be viewed as a tool to increasing profits not as an unnecessary drain on resources...most of the time it pays for itself!

**Great photography always leaves a good impression.**

If you would like a personalised quote from Peter contact Redline at [info@redlincompany.com](mailto:info@redlincompany.com) or call 952 816 678.



“  
... he is highly regarded by many  
of Europe's Michelin starred  
restaurants for his skills a food  
stylist and his ability to capture  
the elegance of high quality food...  
”



## 5 Reasons to use a professional photographer

- Technical know-how; colour balance, overexposure, black shadows, blurry focus and incorrect focus point are all big no-nos.
- Flattering images are the most appealing... only a professional photographer can make you or your product look that good!
- Selling the goods; clear images are vital particularly for food styling and technical products.
- Create a buzz by using innovative techniques, angles or subject matter.
- A good photographer will work closely with your marketing team to show you in the best light.



Peter Staes has a Masters in Photography from the Royal Academy of Arts in Antwerp and is also a trained chef. His specialism is food photography and he is highly regarded by many of Europe's Michelin starred restaurants for his skills a food stylist and his ability to capture the elegance of high quality food, his respect for ingredients and the pleasure derived from eating it. Peter currently splits his time between Belgium and Spain.



*Successful marketing can be compared to finding a date,  
in both cases you need to follow five golden rules:*

**Redline's 5 golden rules of marketing**

1. **Identify your target**
2. **Get yourself seen in the right places**
3. **Look good and showcase your assets**
4. **Make contact**
5. **Be interesting, amusing and generally fabulous**

**if they can't see you they won't  
choose you...**

## Marketing is **more important** in a recession

There is no denying that the world economy is a little shaky at the moment and businesses, particularly SMEs have had to trim the fat in order to survive, and when finances are tight it's usually the marketing budget which is first in line for the chop.

The reason marketing gets such a bad reputation is because it is often misunderstood and deemed an expendable luxury. Of course this is very far from the truth, as marketing campaigns play a vital role in raising brand awareness and building customer relationships

to foster loyalty, and most important, by informing your target market that you have a product or service that they want to buy.

**Marketing is essential to achieving objectives**

So what you may ask... well, it is simple, companies that cut back on marketing and promotional efforts during the lean times also find that they are cutting back on sales, leaving the market open to those who maintain a high profile and regular marketing activity.



Marketing shouldn't be viewed as a drain on resources and an unnecessary expense, rather a contributing factor to achieving sales and profits. Budgets should be allocated a company's goals not the previous year's sales.

It may seem obvious but those who continue to promote themselves will get the sales, maybe not as many as in the good times, but sales nevertheless, whereas those who pull the plug on marketing are handing potential sales to their competitors.

#### **Online and in demand**

Unless you live on the moon, it can't have escaped your notice that virtually everyone is teched up and online; a world without smartphones, websites and tablets is unimaginable. From the smallest sole trader to large multinationals, all businesses are open to intense scrutiny therefore special attention should be paid to maintaining a professional online presence, at the very least ensuring that all online information is relevant, accurate and up to date.

#### **Maintain customer loyalty**

Customer relationship management is equally important, particularly in a recession in order to foster continued consumer-brand and purchase loyalty and encourage new clients, which can be achieved online by regular social media activity and email marketing campaigns.

“

**“Marketing is an effective anti-recession tool. The idea that a company can afford cutbacks in marketing because everybody else is cutting back is fallacious. Rather than wait for business to return to normal, companies should profit from the opportunity that the rival companies are creating for them. A company courageous enough to stay in the fight when everyone else is playing safe can bring about a dramatic change in their market position.”**

”

*Harvard Business Review*

Ask about Redline Company's free marketing check-ups and find out how we can improve your company's presence and help you to achieve greater success. Call 952 816 678 or email [info@redlinecompany.com](mailto:info@redlinecompany.com).



Profesional photography & videos by Peter Staes | [www.peterstaes.com](http://www.peterstaes.com) • [info@peterstaes.com](mailto:info@peterstaes.com)



# So what is with the Elephant?

find out about the Redline retainer packages



You may have noticed in our advertisements, newsletters and brochures that we often talk about marketing packages, retainer clients and refer to Redline Company as your external marketing department. In case you are wondering what we're talking about ... here is a brief explanation.

**Flexible packages for cost effective marketing**  
Let's assume you already know that Redline is an award winning marketing and graphic design agency based in Puerto Banús, so we can move directly to the marketing packages... We have put together 5 different packages; you can buy bundles of 15, 25, 35, 45 and 100 hours of dedicated marketing activity each month.

The packages are designed to suit all types of businesses from sole traders to larger international concerns requiring comprehensive campaigns and reporting. They are completely flexible and can be mixed and matched according to your needs; maybe start on a medium package then change to a smaller package with fewer hours or vice versa.

## **The benefits of retaining Redline Company**

When you sign up for any package you become a retainer client. This means that Redline will act as your external marketing department for the specified number of contracted hours each month, for a minimum commitment of 3 months.

Each package gives you access to Redline's international team of marketing professionals...in other words you get your very own marketing department but without the hassle or expense of employing full time staff. You're the boss and we're your team. It's as simple as that!

To find out how our marketing packages can work for you or to request a brochure call us on 952 816 678 or email [info@redlinecompany.com](mailto:info@redlinecompany.com).

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fun & informal dining for  
the whole family

Open every day  
from 13.00 to 23.00



Eat in or Take away

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Forget traditional fast food, we're talking - beef, chicken, lamb, fish and vegetarian burgers. Toppings include gorgonzola cream, smoked mozzarella, avocado, pickled ginger, foie gras and much more.

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MARBELLA - SPAIN

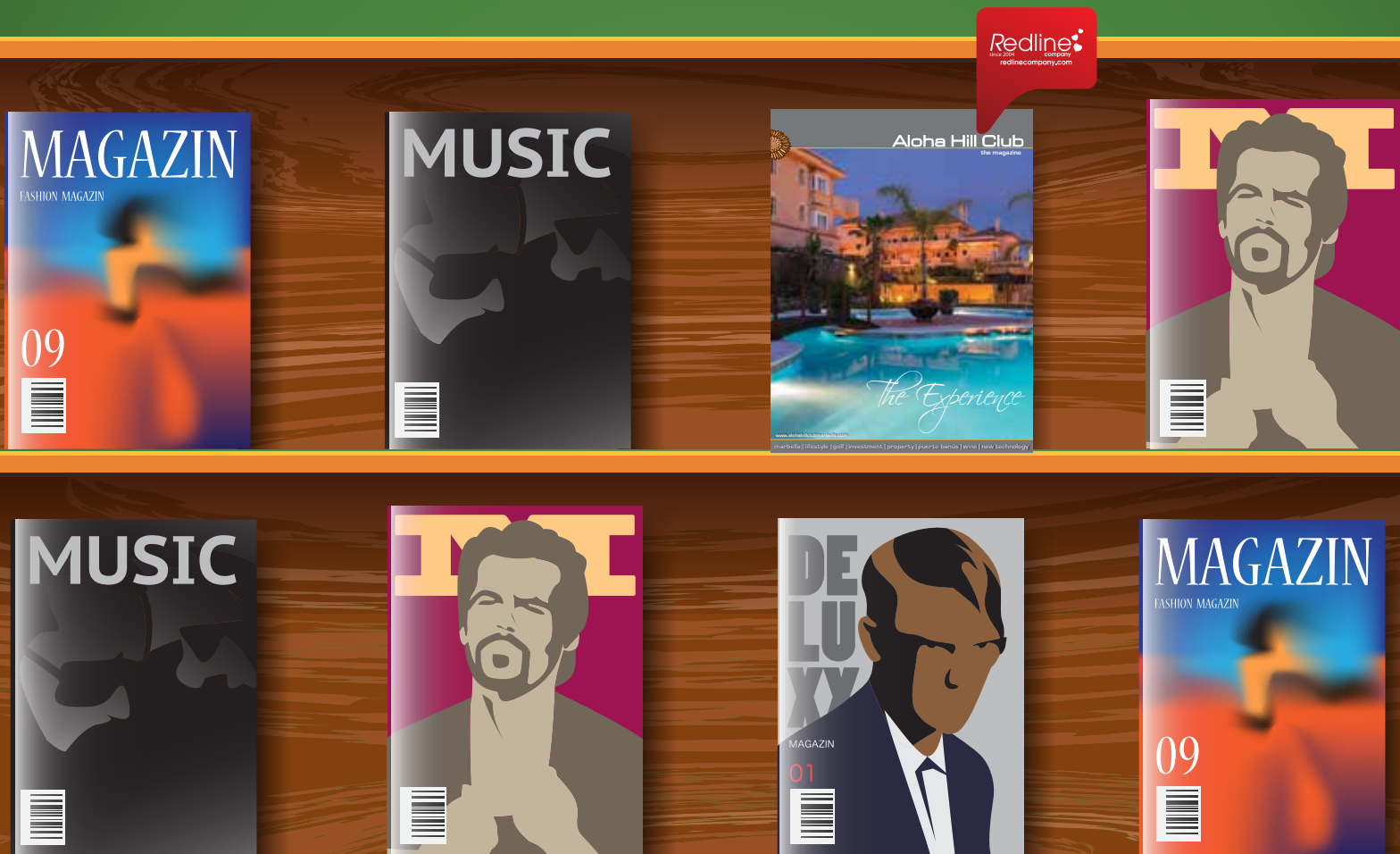


Aloha Hill Club

:: marbella ::

[www.alohahillclubmarbella.com](http://www.alohahillclubmarbella.com)





### Siesta Homes Group - **The Aloha Hill Club Magazine** Showcasing a lifestyle, a product and professionalism

In each issue of Redline Company magazine we select one of our long term retainer clients as a case study to illustrate a specific area of marketing. In this edition we have chosen Siesta Homes Group's luxury residential project The Aloha Hill Club.

Redline has provided marketing services for Siesta and its subsidiaries since 2011, with priority given to The Aloha Hill Club's marketing ensuring that all the important milestones throughout the build stage were addressed and capitalised upon, including the production of a 68 page colour magazine to be used as a high quality sales tool upon the project's completion.

#### A magazine is...

- a professional way to portray your business
- a brilliant way to create efficient content marketing material and the content can be used later on as individual items for your blog, Facebook etc.
- You don't have to print ...it can be used as an online magazine.

It was our job to coordinate the content, images and design to create a professional magazine that would convey The Aloha Hill Club's USPs, such as 5-star amenities, prime location and investment potential. It also needed to draw in the reader and make them want to find out more. Working together we produced an informative and visually exciting lifestyle magazine with the right balance of text and images.

**A professionally produced magazine can say more about your company than you realise....**





# Would you like to produce your own magazine?

Tel: 952 816 678  
info@redlinecompany.com  
redlinecompany.com

If you would like to blow your own trumpet in your very own dedicated company magazine...Redline can help. Our award winning team can design, write and produce a magazine about you, your company or in fact any subject matter you desire.

Our writers are adept at producing high quality copy written in many styles and tones, covering all genres from amusing articles to technical specifications and corporate sales material.

## Five steps to creating your magazine

1. A good starting point is the name! Followed by the technical stuff such as the number of pages, type of paper, the tone, subject matter, images (provided by you, a professional photographer or stock images) and deadlines etc.
2. Now we can produce a flat plan showing the agreed layout and pages titles etc.
3. The copywriter gets into the 'zone' and sets to work on your articles.
4. Creative juices start flowing in the design department as we produce a fab layout.
5. Next step is proofing, approval and print.

If you have the idea, Redline Company has the vision, creativity and know-how to make it a reality...



Perez Legal Group

... making your life easier

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# Happy Birthday Redline Company

**Celebrating 9 years as the Costa del Sol's favourite marketing agency**



## Win a fabulous bespoke website from Redline Company!

To mark our 9<sup>th</sup> birthday we want to give something back to the community, more specifically we would like to help a new business on the Costa del Sol by providing a fantastic bespoke website, designed, written and programmed by Redline – completely free of charge!

We have launched a competition to find the most deserving business – judged on merit and motivation - inviting all budding entrepreneurs to tell us why they should win a stylish Redline website to provide an essential professional online presence.

**If you have a viable business idea and are driven to succeed, contact Redline Company at [info@redlinecompany.com](mailto:info@redlinecompany.com) and tell us why you should win a brand new website to kick start your business. Entries must be received by the 15<sup>th</sup> January 2014.**

Good luck!

**NOTE: DEADLINE EXTENDED TO 31<sup>ST</sup> JANUARY 2014**



[www.redlinecompany.com](http://www.redlinecompany.com)

\*Terms & Conditions apply. Visit the website for details.

Established in 2004, Redline Company is an award winning marketing agency located in Puerto Banús staffed by a talented creative team of international professionals with expertise in marketing, graphic design, website design, copywriting, PR, social media and much more.

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since 2004 **company**