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*Line Lyster cutting the Birthday cake, made by Lou's Cakealicious*



# Editor's word ►►

**T**he year 2017 has been a wonderful year so far, with a lot of exciting changes at Redline. In January we moved to our amazing new offices near Diana Park hotel, where we have the space to be even more creative than ever – and we are really excited to tell you that we are celebrating our 13th birthday this year.

## To celebrate our birthday, we decided to throw a party

and to support a local charity, the animal shelter 'Triple A'. We chose this charity because we love animals and we would like to contribute to our local community. Also, as you might know, Triple A has been struggling financially and they now need all the help they can get to stay open and continue their fabulous work, saving many cats and dogs.

## In this issue you will read more about animal shelter Triple A

and we will tell you the 13 golden rules for doing successful business in the Costa del Sol. You will also find an article from one of our team about her experience as an intern at Redline, plus some fun quotes from our previous interns. We will also introduce to you the delicious pizza-making company Pizzamos.

Last but not least, we will tell you all about our fabulous 'We love pizza and puppies party' to celebrate our 13th birthday as a successful marketing agency on the Costa del Sol.

I hope you will have fun reading our issue 13.

Kind regards,

*Line Lyster*

Managing Director



*Lily and her team from Triple A shelter.*



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**WE ♥  
PIZZAS,  
PUPPIES  
AND PARTY!**

## Redline Company marks 13-years by supporting Marbella animal charity Triple A

To celebrate Redline's birthday, honouring 13 years on the Costa del Sol, on Friday 10th November, the agency with a big heart threw a "We Love Pizza and Puppies Party", donating a cheque of €1313.13 to the Marbella based animal shelter Triple A.

Redline's owner and Managing Director Line Lyster said, "We started Redline in 2004, with just two girls and a computer and now we have a professional team of 10 and clients from all over the world. We wanted to share our success with Triple A, a very worthy cause."

Lily van Tongeren from Triple A said, "It was a successful evening with the donations we received, several new sponsors and an adoption of one of the dogs. We are delighted with the big cheque from Redline and hope other companies will follow."

The guests enjoyed the lovely live music performed by Auralyn Waves, pizzas made by Pizzamos.com and the adorable rescue puppies from Triple A.

**“**  
We wanted to share our success with Triple A, a very worthy cause.”  
**“**



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“

... the agency with a big heart threw a “We Love Pizza and Puppies Party”, donating a cheque of €1313.13 to the Marbella based animal shelter Triple A.

“







# Let's meet animal shelter **Triple A!**

By our intern Minca



Introducing Marbella's devoted animal shelter; Triple A. Officially registered as a non-profit animal charity association, Triple A is mostly run by volunteers, dedicated to help and care for abandoned and abused animals in the Marbella and San Pedro de Alc ntara area.

Triple A was established in 1992 and the volunteers originally fostered abandoned animals in their own homes. But in 1995, a lease was signed with the Town Hall to be able to use the disused mine storage area on the Carreterra de Ojen.

Last year, Triple A had a denouncement submitted against them and the Guardia Civil came to investigate the shelter. The complaint came from a lawyer who made the denouncement after the shelter had made a malpractice claim against him. Unfortunately, the accusation caused a lot of damage for Triple A, as it caused many people to question the intentions of the charity. The shelter relies on donations from caring public and local businesses to stay afloat and care for the hundreds of animals flooding through their doors. Triple A looks after more than 400 dogs and 150 cats and they need a minimum monthly maintenance fee of  30,000 to be able to survive. Triple A receives zero government funding, instead relying solely on the general public for support. Money is raised via membership fees, sponsors, donations, legacies, events and the proceeds from selling second hand items.

The accusation has cost Triple A in donations and the future of the shelter remains in danger. Memberships and donations have fallen dramatically and if Triple A cannot be rescued, the animals have to be taken to the government killing station.

## Our Visit

I wanted to see the animal shelter in person, so I got in contact with one of the shelter's volunteers; Lily from Holland. She was delighted that I called and invited me to look around. The very next day Lily walked me around the shelter and I could immediately tell that they take good care of the animals. The animals looked in very good health and the kennels were clean and warm.

Some of the volunteers were looking after a tiny kitten which was having trouble eating and it was so

“**The dedicated team of volunteers adapted the area in safe shelters and turned it into a haven for animals needing help.**”



touching to see that the volunteers tried so hard to make sure that she would survive.

“I walked around all of the kennels and it was upsetting to see so many animals without a home.”

After my visit I was convinced that Triple A does everything that's in the best interest of the animals and that is why Redline decided to support them.

## Their dream

Triple A's dream is to reduce the number of pets being abandoned by introducing a Sterilisation Campaign together with the Town Hall of Marbella and the College of Veterinary Surgeons, as this is the key to reducing the number of unwanted pets.

We really hope that people will continue to support Triple A, so they can keep up the good work and to help turn their dream into a reality.



For more information about Triple A  
Triple A Marbella - San Pedro  
T. +34 952 771 586  
Crta. Ojén-Marbella, km 33,  
29600 Marbella, Málaga



# My life as an intern at **Redline Company**

By Minca

I looked up the company and I was immediately interested, so I applied by e-mail, had a lovely email in return and luckily for me, they were interested in hiring a new intern. I told them that I was looking for a marketing internship for five months, starting in the summer. I send them my CV and personal details, we signed the contract and that was that.

“**from the very first moment I entered Redline, I felt very comfortable**”

When my first work day arrived, I went to Redline feeling a little nervous. But from the very first moment I entered Redline, I felt very comfortable because the people were so friendly and the atmosphere was just so tranquil. The first day of starting at any company, you will

feel nervous of course, because you need to get to know the company and the way they work. My co-workers showed me around the office and told me what the main tasks were as an intern at Redline.

On the first day I was given a small to-do list; writing a small text about myself and taking a picture, so they could introduce me on the company's social media and website. At Redline they work with graphic design programmes and I never worked with them before, so it was all new. My co-workers understood that I was here to learn and that I needed time to get to know the programmes. After my first few weeks, I had already learned a lot and I could even design something from scratch. I helped with designing billboards, flyers, brochures and websites. I was also given tasks that involved writing and I really liked doing that. I wrote texts for blogs, websites and social media posts and I learned to write in better English.





Minca Tausch  
 ♥  
 Nationality: Dutch  
 ♥  
 Studying International  
 Business & Languages  
 ♥  
 Loves the Spanish  
 weather!



This issue is all about Redline's 13th birthday and Redline's boss, Line, gave me the opportunity to be in charge of the organisation of Redline's birthday party. I felt both overwhelmed and excited at the same time, because I never had this kind of experience before. I needed to plan everything from the beginning until the end, so I set up an action plan with all of the things that needed to be done. This was really a challenge and I was given a great deal of responsibility, but it was so much fun to be in charge of arranging everything. The end result of this project is our amazing "We love Pizza and Puppies Party" to celebrate Redline's 13th birthday.

**“if you never try something new, then you will be not able to learn new things”**

I am currently in my 8th week and I am having an amazing time at Redline. I really enjoy going to work every morning as I know I have plenty of things to do and that the day will go by very quickly. What is unique about Redline is that every day is different and that keeps it interesting. I get many challenging tasks and responsibility but it gives me a great deal of experience. Sometimes it is exciting to get a new task and you don't know what to do, but if you never try something new, then you will be not able to learn new things and you will never grow as a person.

I am looking forward to the rest of my internship at Redline because I have already learned so much the past eight weeks. I am curious to see what else I can learn the next three months! This internship abroad feels like one big exciting adventure and I will definitely recommend it to other students. If you have an interest in different cultures and you like to challenge yourself, then take an internship abroad and you will not regret it.

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# Read what our interns said...

## about Redline



“I enjoyed my internship so much, that I extended it by two months”

**Zuzanna Reszetko**  
Denmark



“It has been a great experience that I truly enjoyed”

**Iva Soldo**  
Croatia

“My knowledge about marketing has grown substantially”

**Kelly van Haaren**  
Holland



“The environment and especially the team are completely perfect for anyone looking for a marketing internship”

**Elvyra Ivanovaitė**  
Lithuania



“Being surrounded by those talented people was very motivating”

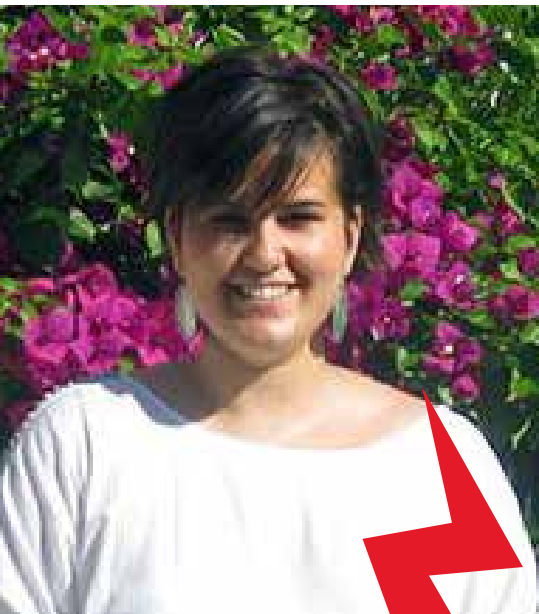
**Steve De Castro**  
France



“People are helpful, friendly and positive at all times”

**Klaudia Sumegová**  
Bratislava





“They are really open minded people”

**Vismante Ruzgaite**  
Lithuania

“Redline made me feel like a member of the team from the very beginning”

**Larissa Witzl**  
Germany



“They helped me increase my knowledge about design, marketing and communications”

**Martin Marinov**  
Denmark



“I would highly recommend it to anyone interested in the field of marketing”

**Juan Rodriguez Gomez**  
Spain

“It feels like  
I have been  
here for a  
few weeks  
instead of five  
months”

**Dagmar Snippe**  
Holland



“Everybody is so friendly, like a  
family; a positive team who share the  
work load and help each other out”

**Betul Caliskan** Turkey



“My experience at Redline  
has been intense,  
interesting and fabulous”

**Chloé Bénard**  
France



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*Let's introduce you to a new concept, born out of one man's obsession with creating the perfect pizza experience - it goes by the name 'Pizzamos'. Peter Staes created this concept so he could bring the best of Neapolitan pizza to the Costa del Sol.*

### **The Authentic Neapolitan Pizza**

What is defined as the perfect, authentic Naples style pizza? Read further and you will find out. The original birthplace of pizza is Naples, also known as Napoli, a

city in Italy. If you want to create a perfect Neapolitan pizza, you need to respect the tradition and history of Naples. The authentic pizza starts with a dough made with highly refined Italian wheat flour, fresh brewer's yeast, water





and salt. The dough must be kneaded and formed by hand, then covered with raw, pureed tomatoes, and mozzarella cheese before being topped off with fresh basil and extra-virgin olive oil. All of these ingredients must be all-natural and fresh of course. The pizza is baked for 60-90 seconds in a minimum 480°C stone oven with a wood fire. There are three official variants:

- Pizza Marinara
- Pizza Margherita
- Pizza Margherita extra

### **The concept of Pizzamos**

Pizzamos makes the perfect authentic Neapolitan pizza and brings this catering concept to the Costa del Sol. By bringing the special oven it is possible to create fresh and authentic pizzas at any place. The Pizzaiolo will produce pizzas every 2-3 minutes and that

makes it easy to have a fun and delicious pizza experience.

“

**Peter Staes’  
love of pizza  
overlaps into  
every aspect of  
his life...**

“

### **About the Pizzaiolo**

Peter Staes, the creator of Pizzamos has always loved pizzas and he wanted to be able to create the perfect authentic Neapolitan pizza. After training as a chef, visiting the birthplace of pizza multiple times and then sourcing all the best fresh ingredients to match the Napoli’s own pizzas,

he is proud to be able to bring you a delicious, healthy pizza with respect for the tradition and history of Naples. Of course he spent a considerable amount of time creating the authentic dough and sourcing the freshest ingredients from local ecological farmers. The fast cooking process ensures the genuine thin base and tender ‘cornicione’ puffy border.

Peter Staes’ love of pizza overlaps into every aspect of his life, from his choice of career to his photography. His love of Spain was solidified into a permanent move when he fell for a little finca in the Andalusian countryside, which just so happened to have an open wood-fired oven.

If you would like to get some more information about Pizzamos, please visit: [www.pizzamos.com](http://www.pizzamos.com)



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*Daniel Rodríguez López,*  
- Director of Outdoor Concepts -

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# 13 tips

on doing  
successful  
business on  
the  
Costa del Sol...

...After 13 years in business on the Costa del Sol

By Redline Company's owner Line Lyster

Wow. I cannot believe it has been 13 years since we started Redline with only one desk and one office in Puerto Banus. We were just two girls with 10 years of marketing experience, but we decided to only invest our time and dedication into building one of the leading marketing agencies on the Costa del Sol to a variety of companies both local and international team of experienced marketing professionals.

since 2004  
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years already!! In 2004 we opened a computer in a small shared office in with ambition, energy, and many almost no money to invest. We could - to begin with. Today Redline is one the Costa del Sol offering our services ly and internationally, with our own marketers.

*The Costa del Sol is very different than other markets and we have worked very hard to get where we are right now. We would love to share these 13 golden rules with you on how to be successful on the Costa del Sol.*

# 1 Know your market and your target group

As we mentioned before, business on the Costa del Sol is different to other areas around the world and you need to know if there are enough people in your target group to make your business profitable. You need to figure out who your ideal customer is and if that group of people is big enough to make your business profitable – all year round preferably. Once you know your potential clientele, you can focus on their demands and needs. On the Costa del Sol there are a lot of different nationalities and you need to keep in mind that there will be cultural differences, language barriers etc.

## Interesting Fact:

27% of the expat population is retired, so this is a big sector with time and money on their hands! The average age of this population is 52 years old.

# 2 Know what you are talking about

A lot of people come to the Costa del Sol and think it would be a great business to open a bar, for example, but they have never run a bar before. They soon realize it is a lot of work and that they are in over their heads and so they quickly close. If you don't have the knowledge and experience in a field of business, then you could ask for help from professionals who are experienced in your industry to see what they can do for your business. If you don't know what you are talking about, then it is difficult to survive here – or anywhere. **Knowledge is key.**



## 3 Know your strengths and weaknesses

Make a list of your weaknesses and strengths and then you can understand what you can improve and what you can maintain. If you cannot speak Spanish for example, then this is your weakness if you are going for the Spanish market. To overcome this barrier, you can try to learn the language or hire people that speak fluently. If you have a clear view of your weaknesses and strengths, then you know what you are good at and the things that could be improved need a bit more attention. This is vital to your survival and to your success of your business.

## 4 Get the Spanish market

The first step of being successful in business on the Costa del Sol is first of all to understand that you are in Spain. On the Costa del Sol approximately 87% of the registered population is Spanish and it is true that many expats aren't registered, but this percentage gives an idea of the size of the Spanish market. Furthermore the current population of Spain is 46 million people, so it is definitely worth tapping into this market. You should do research if your product could be of interest to the Spanish market and if you don't speak Spanish, then we strongly suggest you learn! If you learn the language, then this will help you with all of the aspects of your business and you will not lose out on valuable information.

### Interesting Fact:

Did you know that companies on the Costa del Sol can get a fine if they only have information available in English. For example, if you have a restaurant and you only have the menu in English, then you risk getting a fine that could be around a thousand euros. So, it is vital that you understand that you are in Spain and prepare properly.



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# 5

## Remember the temporadas ("seasons" in English)

It is important to remember the temporadas (seasons), because they are not like home. You have to make sure that your business can handle these different seasons. The months June, July and August are the busiest periods on the Costa del Sol; around 10.5 million people visit each year and 37% of the total number of tourists stay here during these three months. If your target market is the expats for example, then it's smart to create a business model that ensures that you earn enough money during the peak season to make it through the whole year. It is also possible to focus on the Spanish market of course, because they will be here the entire year and not only for a particular season. So you need to make sure that your business model suits your target market and that you keep in mind the different seasons and the peaks of the year.

# 6

## Attract international clients if possible

If your business model can attract international clients, this can be a mayor plus if you are based on the Costa del Sol. Maybe you could set up a web shop allowing you to expand your target market internationally or you could offer a service here that would be attractive for the many multi-cultural business people that lives here. If you succeed in both attracting the Spanish market and the international market you will rise above the seasons of the Costa del Sol and ensure both your survival but more importantly your success.

# 7

## Networking

Networking is vital on the Costa del Sol, especially with the fairly small expat business community. It really helps to know somebody that knows someone – more so in Spain than in other European countries. Here the business model is more personal. Maybe the person you just met knows some people that are in your target group and then you have an opportunity to offer your services.

### Interesting Fact:

80% of professionals consider professional networking to be important to career success.



# 8

## Be honest and transparent in your business model

You might have heard that The Costa del Sol is also known as “Costa del Crime”. Over the years a lot of not so legal business has taken place here and it has not helped the reputation of the coast. This makes it even more important for you to be honest and transparent in your business model.

# 9

## Create a long-term philosophy

After reading the previous tips, you will understand that these golden rules really apply to people who want to set up a business here for the long term. Convince people that you are here to stay and that you will do everything to make that possible. If you are going to plant a tree, you don't expect it to grow in just a few days, do you? No, so it is the same as setting up a business; you need to keep up the hard work and be patient, watering your tree, feeding it, allowing it to grow roots and become strong.



## Be consistent

I have never seen so many businesses disappear as here on the Costa del Sol. For some reason people arrive to the coast, think, "ah wouldn't it be lovely to open a business here", without realising the amount of work that goes into any successful long-term business. It takes time, dedication and a lot of effort to create something worthwhile. Once you have set up your business, decided on a name, a logo, a brand strategy – you need to be consistent in everything you do. If you change any of the key elements, people might think you have disappeared, like so many other companies before you. In this market, more than anywhere else in the world, this is vital to your success.

# 10

# 11

## Be professional- that is what the coast is missing

We have said it in a couple of ways already but we cannot stress this enough... It is really important to be professional if you want to start a business here on the Costa del Sol. You need to make sure you have the knowledge and experience of the industry you are operating in.

Do your research and make sure that you set up your business as a professional. People can easily see through you, sooner or later, if you don't know what you are talking about. We see it here time and time again. Many people arrive in Marbella and think it is a wonderful idea to create a real estate company, but they have no prior knowledge of real estate, the different areas of the coast, the legal issues etc and time and time again, these companies close because their clients can see through this.



# 12

## Be realistic about your expectations

Please keep in mind that your business will not be successful immediately and you need to give it time. What is your budget and what are your objectives? Once you have decided, you can work out how long it will take to realise those objectives. Be realistic in setting your objectives within a proper timeframe. Rome was also not built in one day. If you want to create something great, try to be realistic, allow it to grow, give it time and enjoy the ride.

# 13

## Be grateful

Let's face it: The Costa del Sol is the perfect place to live. The lifestyle we have here is unique. We have 320 days of sunshine a year, beautiful beaches, very good prices on wine and food and you can go skiing at resorts just two hours in the winter or you can just enjoy the general outdoor lifestyle that makes anyone smile. Our advice is to first and foremost be grateful that you are here, enjoy it and try to make your business successful here. We know the business environment is not as high pitched as in the UK or northern Europe and that there are a lot of different markets, but if you are grateful, the chances of success are greater. By sending out positive grateful vibes, many more things to be grateful for are presented to you – that is just how it all works.

**Good luck with your business.**

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# TIME TO THINK OUTSIDE THE BOX...

## CLEVER MARKETING SINCE 2004

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