

# Redline

M A G A Z I N E



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n ° 20 - 2020

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# E

## ditor's letter

Dear Readers,

This year Redline Company celebrates 16 years as the Costa del Sol's favourite and possibly oldest marketing agency...and it's been one hell of a ride! To mark the milestone, we're offering some fantastic discounts on social media, websites and lead generation. In case, you missed the newsletter you can see it here ([ADD link to newsletter](#)).

This year hasn't been the best for anyone, so we're determined to end 2020 on a high note by taking an affectionate look back over the last 16 years. We take a whistle-stop tour of our best bits and remember how we were back in the day. The team has done just about everything, from walking Triple A's dogs, to arranging press events, helping to launch the Cavalli Club and video shoots, to enjoying Christmas parties 'Redline style'.

But it's not all about nostalgia, in this issue we also look to the future by investigating how marketers can use technology to get inside your mind in 'Neuromarketing: Feelings drive sales and ultimately profits See pages 20-22.

You can also check out the study of one of our growing number of Danish clients, North by North, to see how we can work remotely to help them break into the Spanish market. See pages 10-11.

Last but not least, we've also signed up some new and exciting clients, local and international since the last issue, several in the fields of medicine, wellness and real estate, and we've also welcomed back some familiar faces.

### **Redline Company 16th Birthday Offers**

If you're struggling to get your business off the ground or need fresh ideas to take it to the next level, Redline's offering special 16th Birthday offers can help you get things moving.

**Get in touch to find out more at [info@redlinecompany.com](mailto:info@redlinecompany.com)**

Until next time... stay safe, think big and enjoy the read!

Best regards,

*Line Lyster*

Managing Director

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# It's been a long journey... 16 years!

Redline Company launched in 2004 to provide innovative and creative marketing services to clients on the Costa del Sol. Fast forward 16 years, one credit crunch and one Covid-19 lockdown later, the company is still alive and kicking, providing professional marketing services to an increasingly international clientele. Director, Line Lyster's positive outlook on life and her team's expertise have been the cornerstones of the company's continued growth and success, even under difficult circumstances.







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2014 Pandelux 5 years birthday party



2014 TripleA Line walking a dog



2015 Redline 11 years at bioparc



2016 National red day



2017 it is Christmas again



2013 Photoshoot David Toms





2009 nikke beach white party



2012 with Mayores Angeles Muñoz



2014 Team night out



2006 photoshoot in office



2015 Triple A T-Shirt design



2014 Yoga at Glow





2007 interview on onda cero



2015 Another crazy christmas



2009 ghd party at saud rifat



2018 Christmas party



2007 ghd party in Madrid

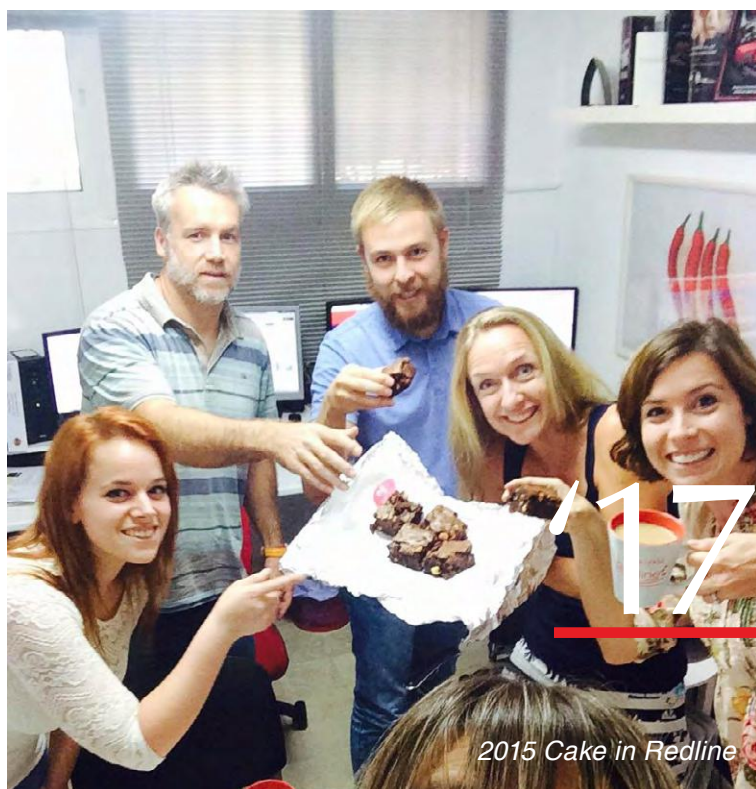
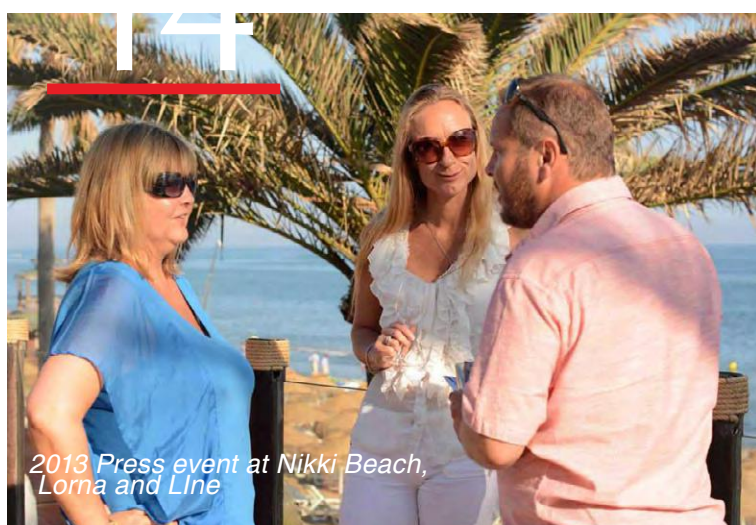
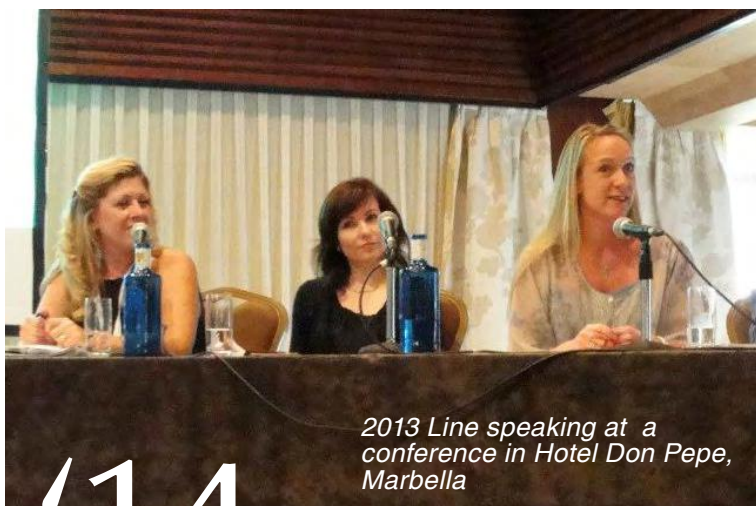


2017 Pizzamos party

# Throwback

18







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# A CASE STUDY

## North by North

Established by Niels Hjorth in 2008, Northbynorth has been the go-to producer in Denmark for premium bamboo terrace furniture for over 12 years. As Redline has a reputation for providing a bridge for overseas businesses that want to reach the Spanish market, Niels contacted us for assistance in expanding into Spain.

# NORTH

## BY NORTH

### ABOUT NORTHBYNORTH

NorthbyNorth approached Redline for help with reaching the Spanish expat and domestic markets. As an established company already operating successfully in Denmark, Redline's task was to create a long-term strategy that would create a bridge to the Spanish market for three divisions: NorthbyNorth Spain, Scandinavian Line and Hospitality. The first step was to prepare the English / Spanish Shopify store [www.northbynorth.es](http://www.northbynorth.es) for launch by providing keyword rich content, in both English and Spanish and creating Google Adwords campaigns to drive traffic to the site. Other ongoing activity the graphic design of brochures, adverts and banners, videography, social media management, PR and ongoing SEO.







## OUR ACTIONS

- Graphic design: B2B sales brochure, google ads, banners, adverts
- Copywriting: brochure, blogs, online keyword rich content (English and Spanish), press releases
- Search Engine Marketing: Google Adwords PPC campaigns
- SEO: technical and blog writing
- PR: press liaison & press release creation
- Videography: Storyboard, script, graphics, sound & editing
- Social media management: account set up, styling, strategy, content creation
- Project management, research & reporting





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# NORTH

BY NORTH



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A close-up portrait of a woman with long, wavy brown hair, looking directly at the camera. She has her hand resting under her chin. She is wearing a white off-the-shoulder top. The background is a textured grey.

DR. PIETRO D' MAURO

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# TikTok... Is it time for your business to get visual?

The 'new' social media platform TikTok has seemingly blown up during the current pandemic, while people have had a lot more time on their hands. This year it became the most downloaded app in the whole world. Whether TikTok is a helpful platform for your business can be hard to determine, however we'll endeavour to explain its appeal and to nudge you that little bit closer to making a decision.

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When considering whether TikTok is relevant for your business, there are a number of features that should be explored. Firstly, if you're not yet familiar with the platform, TikTok is a video sharing social networking service that is used for sharing short music, dance, lip-sync and talent video.

It's important to know that TikTok users spend an average of 52 minutes per day on the app, just one minute less than is spent on Instagram (53 mins). It is also a platform where people like to return several times a day, which means there is a higher chance of your product or service being noticed, if you decided to market your product on this platform.

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It is a common misconception that the app is used mainly by pre-teens and young kids, but this is actually not totally the case. As of 2020, TikTok's audience has grown to cover a wider age range encompassing 18-24 years (38.8 %), 25-34 years (26.5 %) and 35-44 years (15.2 %). The platform is also mostly used by women, so if this is the target group you are trying to reach, it might be a good place to be.

TIKTOK USERS SPEND AN  
AVERAGE OF **52** MINUTES  
PER DAY ON THE APP



## How to advertise on TIKTOK

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There are quite a few ways you promote your brand on TikTok. One option is to run adverts, which is a fairly new feature. It is possible to opt for 'self-serve' adverts where you bid to show your ad to your target audience for a specific amount of money, or even better, 'placement' ads that will be displayed in a specified place, for example, in the first video that plays on their feed. The platform is keen to keep TikTok fresh, they advise 'Make TikTok, don't make ads', as they don't want it to be too obvious that an ad is running.

As a brand you can also create your own account, make your own ads and upload your videos yourself. It is easy to use technically, but it could be a difficult platform to use if you don't already have a big following.

In which case, in the beginning it may be better to work with influencers who already have a large following and who are already reaching your target market. This way your content will be shared with all the users who may find it interesting.

Alternatively, brand takeovers are also an option, where influencers take over your business account for a day. This way followers will follow their favourite TikToker over to your business account and if they find your content interesting, decide to follow your account or even better, buy what you are trying to sell.

—“—

**MAKE TIKTOK, DON'T  
MAKE ADS**

—“—

## Other ways to attract followers

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However, it needs to be mentioned that TikTok advertisement can be a very expensive affair. If you as a business have not got deep pockets like big brands such as Nike and Disney, maybe advertisement on TikTok isn't for you.

There are a few ways to kickstart your TikTok account. Hashtags plays a huge role in generating new followers. Challenges are also something most users love to watch and find entertaining. By taking part in one of these challenges and using the hashtag, there is a greater chance that more people will see your business account.

TikTok operates via a unique algorithm, which allows your videos only to be seen locally at first, and then they will be available to a wider audience only if they prove to be popular. If a video is not getting views within the first 48 hours, it is likely to be a dud.

It's important to remember that Tik Tok is a social media platform and, just like the rest, you have to engage with your audience, respond to comments and seem genuinely interested. It would also be beneficial to share your TikTok account on your other social media accounts.

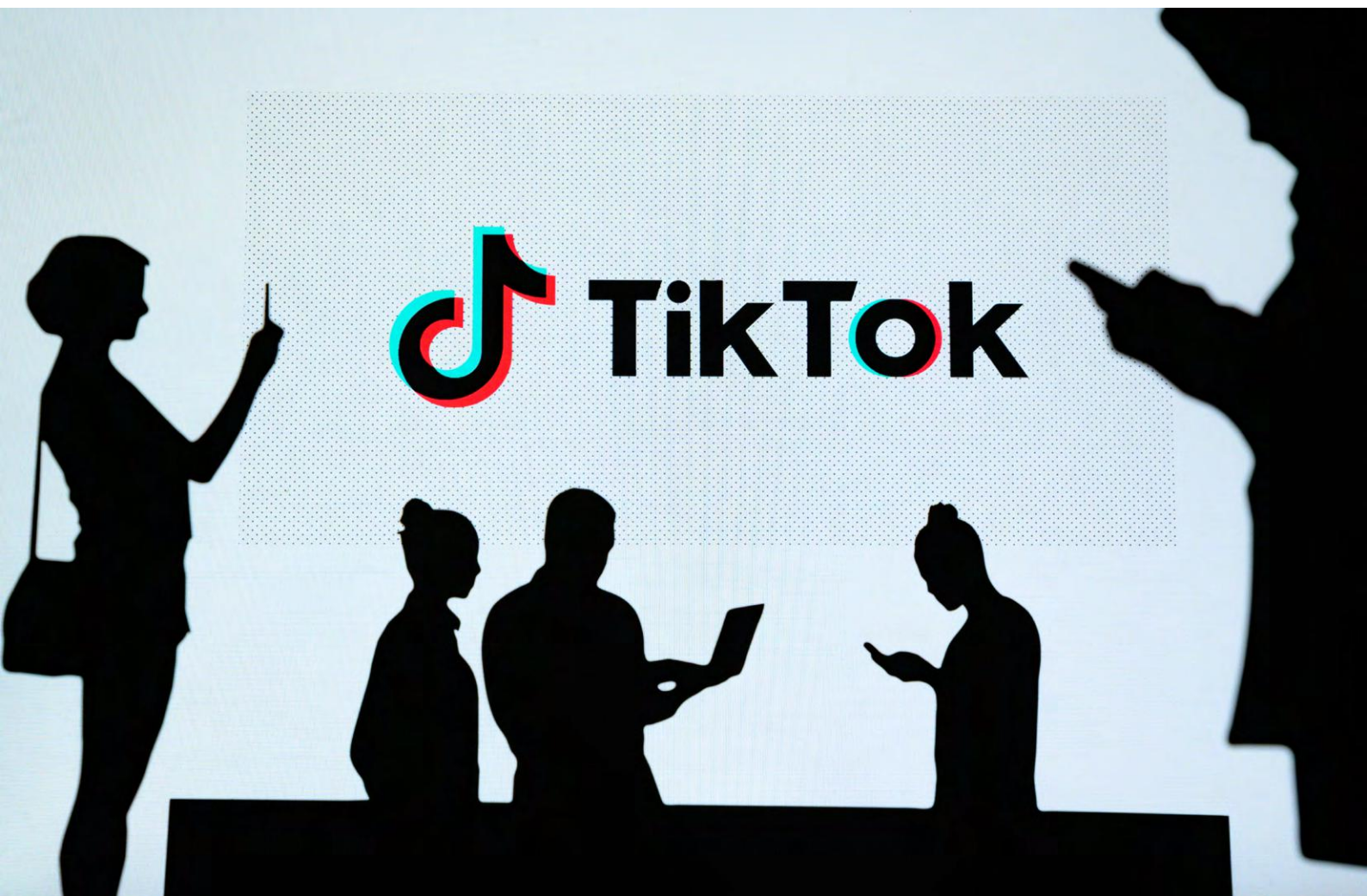


Adapting your marketing to TikTok is not an easy task and it entails a lot of work. The average TikTok user would normally ignore ads, so it's important to build up your credibility before releasing serious business content in your videos.

As they say, "Time is money", so you need to consider carefully if your company's time would be better spent jumping on to the Tik Tok video trend or following a different marketing route.

"Time is money"

*"Time is money"*





# NEUROMARKETING:

Feelings drive sales and ultimately profits

Have you ever wondered why Google never seem to put a foot wrong and can anticipate exactly what their customers want?

Back in the day, it was possible for businesses to predict buying habits by relying on a modicum of social intelligence, knowing what is happening around them and how it will affect buying habits. Fast forward to 2020, social intelligence still has its place but now it's all about 'Neuromarketing'.

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## What is neuromarketing?

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### What is neuromarketing?

Neuromarketing is a technical method of understanding buyers' behaviour by measuring brain activity. If you can identify how the brain reacts to certain stimuli it is possible to understand how people make decisions.

Unlike traditional market research that relies on the quality of the respondents' replies, Neuromarketing is completely objective, as it uses technology to measure the brain's reactions, such as attention level and emotional engagement. In simple terms, when you have an emotional response to something, your brain will light up. If this happens when rolling out a new product, you know that you're on to a winner.

To buy or not is decided subconsciously within a split second in the emotional part of the brain, which means that if marketers can communicate the right stimuli to the brain, it can drive the consumer's decision towards 'buy'.

Eye Tracking, Electroencephalography (EEG) to record electric brain activity, Functional Magnetic Resonance Imaging (fMRI) to detect the blood flow in the brain and Galvanic Skin Response (GSR) that can detect emotional arousal via sweat are tried and tested techniques.

Of course, this type of technology doesn't come without its critics, consumer groups

worry that it is a form of brainwashing to sell consumers rubbish that they don't need. There is also the wider concern that this type of manipulation could also influence the way voters will be swayed in an election. There is also a question mark as to whether the brain's behaviour patterns displayed under lab conditions may not be the same when the consumer is out in the real-world shopping.

Possibly the largest bugbear is that the research is cost prohibitive for most businesses.

Setting aside any concerns, big names with even bigger budgets, like Microsoft and Google already use EEG to better understand their 'user experience' and to measure the effectiveness of new features.



## Target emotional responses – the Reptilian Brain

French marketing guru Gilbert Clotaire Rapaille\* explained the reason why Neuromarketing is so effective. The oldest part of the human brain, the ‘reptilian brain’ is responsible for instinctual responses such as ‘fight or flight’, eating, drinking and breathing, in fact anything to keep us alive.

“My theory is simple, the reptilian brain always wins, I don’t care what you are going to tell me intellectually.”

In other words, **feelings drive purchases and ultimately profits** and this is what must be central to your message in marketing. Stats and graphs are important but easily forgotten, whereas images and stories that elicit stronger emotions will not.

### Relieve pain

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According to Christophe Morin at SalesBrain, pain always beats gain when deciding to buy. Often referred to as the ‘Chief Pain Officer’, he believes that to elicit a person to buy a product it is necessary to reach their reptilian brain, because this is where fear and other emotions are controlled. These are the techniques that can encourage the desired emotions in buyers:

- a. People try to avoid pain, so marketers need to identify the buyers’ conscious or unconscious pain-points.
- b. Show buyers their life without your product.
- c. Make it visual. Don’t just say, show it too.
- d. Keep it simple. If language is too complicated or clever, the message will be too difficult to process.

e. Start and close strong. The middle matters but the first and last points will be remembered.

f. Using emotion makes it easier to remember the message.

g. Tell people how their lives will be made better if you solve their pain.

So how can SMEs without a bank-busting budget take advantage of Neuromarketing? The research is out there, Google is a goldmine and you can also guarantee that your marketing agency is already aware of many of the techniques.

*\*Interview with Clotaire Rapaille in Frontline.*  
<https://www.pbs.org/wgbh/pages/frontline/shows/persuaders/interviews/rapaille.html>



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