

zinc advertiser

zincadvertising.com

Spring 2011

What do you do when a burgeoning economy pays for enormous healthcare infrastructure growth, without enough medical staff to take the strain? You go hunting in the UK!

Zinc was recruited to drive awareness of Alberta as a fabulous place to live and work amongst medical staff, notably doctors and nurses.

Starting from an awareness base of vir-

Alberta Government wants more

tually zero our job was to get Alberta onto the same page as Australia, New Zealand and USA in the minds of prospective emigrants.

Rather than standard recruitment style advertising we treated

and presented them in a fresh impactful style.

Relevant online was also extensively used. In addition we were commissioned to manage the design process and on-site logistics for a number of very successful exhibitions.

The outcome?

Greatly increased awareness, record numbers of online enquiries and a successful flow of inbound staff.

Bono buys 2 for his yacht



Well he would, wouldn't he!

What are we talking about - Mirrored TV's of course. Our client MirrorMedia is the market leader in Mirrored TV's and computers for use at home, at play (Bono likes them) and commercially.

Available with up to 50" screens and a vast range of frames and surrounds they make quite a statement.

See the ads in Grand Designs Magazine, Country Living, Homes and Gardens and other lifestyle publications.



Incredible!



When Zinc won the India Tourism business we described it as a really BIG win.

We are now about to enter our third year with them and yep, we were right. Shown here are four examples of our latest work but

this just scratches the surface.

2010 saw three campaigns to promote the Commonwealth Games using consumer and trade press, online, outdoor and radio and we're now well into

preparation for World Travel Market 2011.

WTM is the worlds largest travel trade show and last year we ran two 96 sheets, giant entrance hall banners and Custom House DLR station domination pack: walkway double sides, 6 sheet posters and last but not least a 37metre cross track poster.

We also produced a domination pack for the taxi drop area - 6 sheets, banners and another 96 sheet.

There was also the associated support material - trade press, online, invitations, giveaways....

India is an incredible place and to say we're having an incredible time promoting it is an understatement.

Red eyes?

You might have, if you have one too many of these.

Hapsburg Absinthe is one of Wine and Spirit International biggest brands and thanks to Zinc its market share is increasing nicely.

Hapsburg comes in three different styles (traditional, cocktail and amère) and in a range of strengths.

So at first sight it seemed there was something for everyone.

However after many hours of research in the West End's coolest bars and clubs we soon understood that Absinthe isn't going to be the new afternoon tea!

This is a very individual product for very individual people. Et voila, the creative.



Punching above our weight with Proton

We have to be honest and say that we're not doing much work with Proton at the moment, thanks to the recession and budget cuts.

A shame, because we produced really good results for them when we did: 63% year on year sales increase, 30 new dealers, three model launches, first time on TV, a 42% increase in leads through the call centre, top performer ytd according to the SMMT and research reactions such as "wow, they are actually very good and quite sexy cars"

all tell a story we are very proud of.

A new strategy, advertising, brochures and sales support all from Zinc, combined with a much more cohesive presentation allowed both Proton and Zinc to punch above their weight.

Who says small agencies can't have car accounts!



NHS Nurses feeling better

When we first met the recruitment team at Imperial College Healthcare NHS Trust (formerly Hammersmith Hospitals NHS Trust) they asked us if there was a better way of doing their advertising.

We told them that we weren't a recruitment agency and that we didn't know if there was a better way of doing the ads but we knew there was a different way. We got the contract.

That was ten years

ago, we still work with them today and we still do the ads differently to all other trusts. We also produce much better results than all other trusts. The difference? It's no secret really, write for your reader, but the world of recruitment doesn't really seem to understand that. With over 3000 ads produced we have quite a story we could tell you given the opportunity.

utilyx

Everyone's talking about energy these days, how much it costs and how to be more efficient.

Meet our 'brand' new client - Utilyx.

They're leaders in commercial energy management and consultancy, dealing with everything from Market Intelligence to

Financial & Physical Hedging.

Sounds complicated? It is. But whether we're talking directly to consumers or B2B we know keeping things simple, works.

A strong identity, straightforward website, and fresh design.

Exactly what Utilyx wanted and needed!

NEW BIZ DRIVE

CREATIVE TIME FOR FREE, MAYBE.

We'll put our money where our mouth is!

Advertising agencies are always asking their clients to put their money where the agencies mouth is, so we thought we'd try practising what we preach.

So, if you give us a call to chat

over any forthcoming projects and if we both think there's ground to cover, we'll consider doing some work without charge, just to demonstrate what we can bring to your party!