

T.E.G. Talks

..... THE ENVISAGE GROUP



IN THIS EDITION...

- Nichola's news: It's not just Santa jobs...
- How to flyer sustainably
- Eugene's alternative New Year's resolutions!

NICHOLA'S NEWS

At this time of year, whilst Santa has calmed down for us somewhat, we see an increase in retailers and shopping centre work.

This can cover a multitude of jobs... keeping the kids entertained whilst Mum and Dad are shopping? We provide stilt walkers, face painters, costume performers, balloon modellers, Santa's and their elves for the shopping centre grottos... the list goes on and on!

Added to that, stores are trying to compete with one another for the Christmas pound – so we provide temporary sales staff, leafleters, product demonstrators, sampling, brand ambassadors. There are so many ways to boost sales in store and keep people in shopping centres for as long as possible.

As Santa mania slows down, I start thinking about my own family Christmas and then new years, with the inevitable resolutions coming along...! I'm going for a few this year, 2 that will really stretch me, and one of the alternative new years from the list! What about you?



Whatever the New Years' resolutions, me and the team wish you a really great Christmas break, thank you for your business, and look forward to chatting with you about projects in 2020!



Top 3 tips on flyering sustainably

1. Take A Photo (it'll last longer!)

So everyone has a phone. EVERYONE! And virtually everyone has a smart phone. Research shows that people look at their phone an average of 28 times a day in the UK.

Why not encourage potential customers to take a photo of your flyer instead? Have a QR code on there that takes them through to your website with more information on your offer.

Added to that your flyer staff will have a chance to engage with potential customers too – our flyering staff are often great sales people too, so use them!

2. Recycle that flyer

So, your flyer has ended up in the hands of a potential customer... however, this is not the end of its journey.

More likely than not, at some point it will end up being thrown away. The key to reducing your impact at the end of your flyer's life is to nudge the recipient to recycle it. This can be done in two key ways:

- Make sure your flyer is actually recyclable. Some glossy paper, such as photo paper, cannot be recycled due to a thin layer of polythene. Ask your printers which paper can be recycled and if feasible, go for those without a plastic coating.
- If your flyer is recyclable, add our 'Recycle Me' graphic to your flyer. By putting this on your paper marketing, you are increasing the chances that it ends up in the right bin.

3. Print more sustainably

Use paper made from 'post-consumer waste' – this is paper that has been used already and recycled to produce new paper.

If this is not possible, we recommend using Forest Stewardship Council (FSC) certified paper. This type of paper comes from forests which are protected and maintained with the highest conservation values.

Thanks to stagingchange.com for these top tips!



We do things differently (#trustenvisage)

Eugene's alternative New Year's Resolutions



Fed up of the usual resolutions? Check out some alternative ones below, we like to be different!

1. Get your photo taken in five interesting places

Make a visual record of the year!

2. Learn a decent party trick

You know that party trick you've got, is it really so impressive in the cold light of day? If the answer is no, it's about time you learned a new trick.

3. Break a record

With lots of diverse (and bizarre) records there for the taking, this may not be as difficult as you think.

4. Make a new friend a month

Fact: friends are great for your health, and the more you have of them the better. Make a conscious effort to attend more social events, chat to strangers and get introductions to friends of friends.

5. Develop a good relationship with your body

Make it your resolution to start to love the body you've got instead. Work on improving your body confidence by focusing on the things you do like rather than those you don't.

6. Learn something you never learned as a child

You may run your own company, pay your own bills and parallel-park like a pro, but do you know how to do a handstand or ride a bike?

7. Try a new food each fortnight

Opt to add more foods into your diet next year instead (bonus points if they're green!).

8. Make the usual unusual

Next year, spice up your routine by vowing to do one small thing differently each day or week.

9. Sort out a financial worry

Try getting your finances in order by making a resolution to sort out one area of financial worry.

10. Do something nice for others every week

It's worth remembering there's a whole world out there! Plan to do one nice thing a week for someone else; whether it's something small like giving a compliment, or something potentially life-saving like donating blood.



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Christmas 2019



Leicester



Ashford (Kent)



Peterborough



Birmingham



Manchester



Taunton



Newport



Glasgow



Bristol



Maidstone



London



Nottingham

