



# HERE TO DEVELOP YOUR VISION

Specialist Media Buyers for Television, Out of Home, Radio  
and Press Advertising

*Redwood*  
ADVERTISING  
SPECIALIST MEDIA PLANNING & BUYING SERVICES



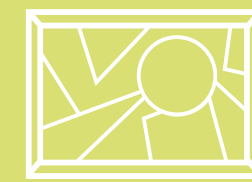
# THE WAY WE CONSUME MESSAGES HAS CHANGED

Let's go on a journey of discovery as digital platforms and savvy tools take SME advertising from the impossible to the possible!

Through enhanced audience profiling with digital tv channels we can cherry pick audiences according to your budget and location - a game changer for smaller brands. There is nothing like TV advertising to bring a brand to life and it is typically twice as effective as other advertising mediums. Fast paced too, we can get your brand on TV within 6 - 8 weeks!

Digital audio downloads and digital platforms in the High Street are also amplifying ways to get in front of consumers.

Chat with one of our team today to learn more.



## TV ADVERTISING

With over 500 channels to include ITV, Channel 4, Channel 5 and Sky, the average Brit watches 19 hours of tv a week = 43 mins of adverts or trailers!



## LONDON UNDERGROUND ADVERTISING

Underground users are captive audiences using familiar locations often. This enhanced frequency develops curiosity and message retention.



## SKY ADSMART

The game changer in TV advertising. Different ads can be shown to different households watching the same show, or even different shows in one household!



## OUT OF HOME ADVERTISING

Billboards, buses, posters, in-flight, arena and stadium advertising; new technology offers new ways to reach consumers outside their homes.



## PRESS ADVERTISING

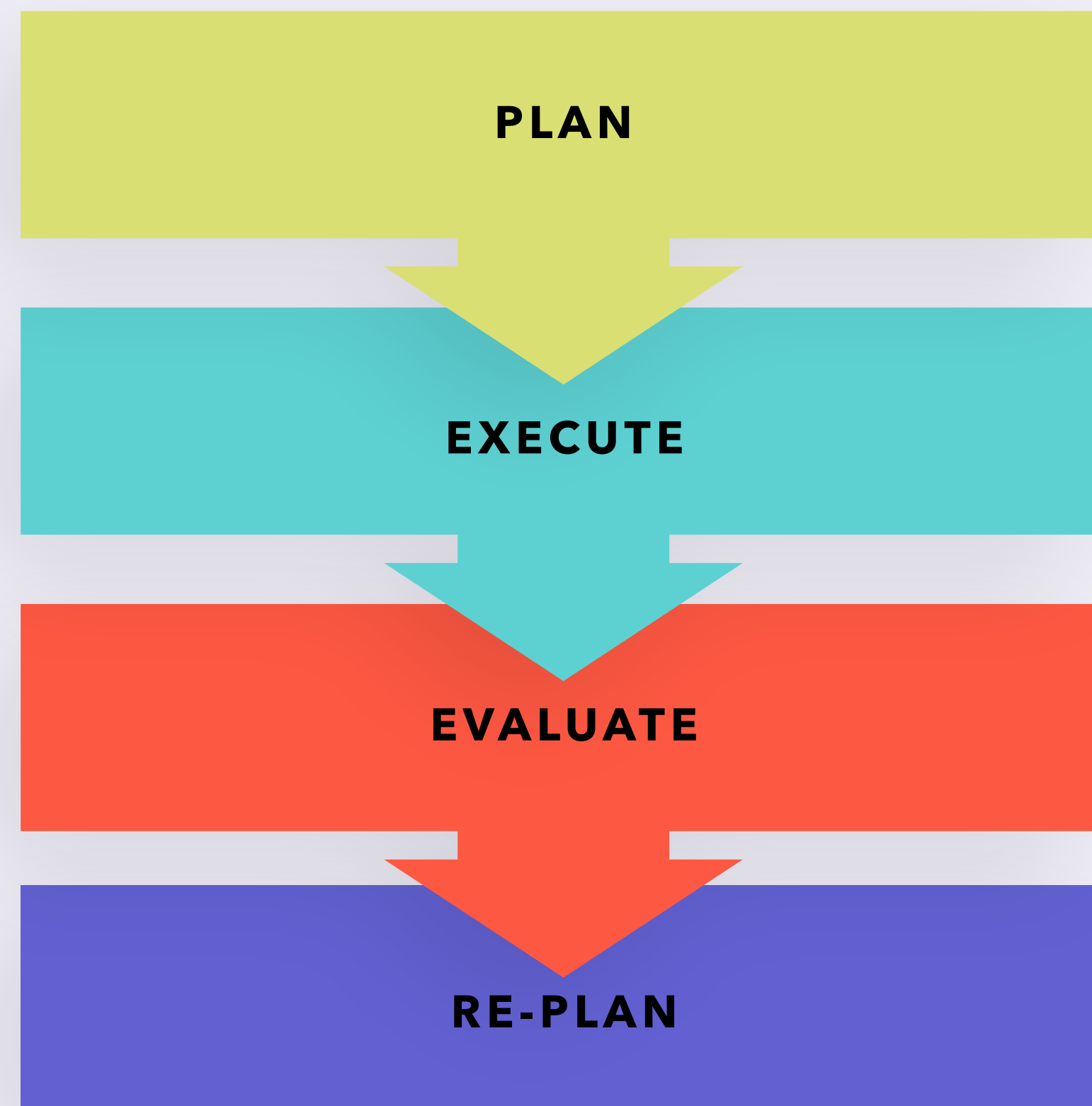
Whereas traditional print advertising is in decline, UK advertising spend has been increasing, reaching £20+ billion pounds in 2020.



## RADIO AND DIGITAL MUSIC ADVERTISING

We listen to nearly 26 hours of audio content each week. Live radio accounts for 74%, reaching 90% of the population = 48m adults every week.

# OUR APPROACH



## WHY REDWOOD?

With a career in consumer marketing spanning decades Redwood Advertising has been purchasing media for clients for over 15 years – and takes pride in squeezing the most out of campaign budgets and ensuring messages and platforms offer a joined up approach.

We're a full-service, fully-independent media buying agency. Our focus is you, that's it, and because we're small we're more nimble too!

We don't take your account then let the trainee buyer do the grunt work, our senior account managers walk through every aspect of your bespoke campaign!

## ADVERTISING TODAY

Listen up! Advertising is now super sophisticated..... enabling you to drill down by demographics, interests, location and typical spend.  
Are you making the most of the opportunity?

# FROM DATA / TO SCRIPT / TO SCREEN / TO RESULTS



## DEFINE / MOSAIC PROFILING

Using mosaic profiling on your company and customer ahead of design we ensure focused customer profiling ahead of design. This reduces the need for test campaigns and helps with cost.

Thorough appreciation of your goals allows us to prepare SMART 'Test Campaigns' that will provide robust data detail.



## DESIGN - COLLECTIVE BUYING POWER

Using the might of Redwood's collective buying power we negotiate better deals than if you went to advertisers direct.

We can also offer partner-led industry offers and seasonal buying discount opportunities.

By listening to the brief we set out with the client the KPI's with which to measure the campaign against.



## REDEFINE / SOPHISTICATED SOFTWARE

Sophisticated software reports on advert delivery, reach and overall ad effectiveness. With LIVE data if needs be we can even intervene mid-campaign to tweak and redefine.

If delivery schedules need an alteration, or ongoing media needs adapting, all is possible.

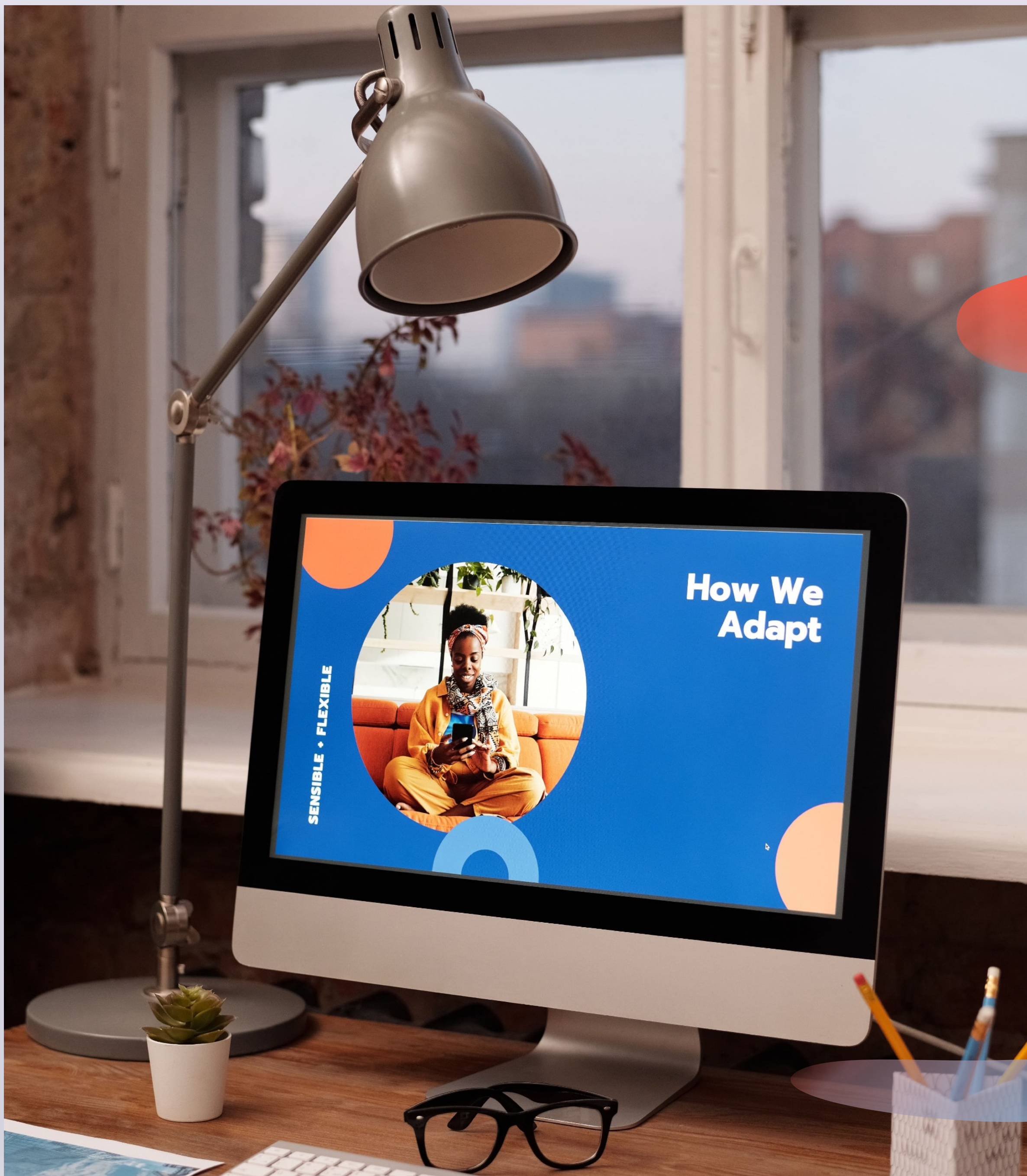


## EVALUATE / INSIGHT AND ANALYSIS

In depth performance reports cross reference data across your campaigns providing insight and detail you may have thought would allude the geek in you!

Reports provide in-depth ROI reporting, analysis and results.





We understand how important it is that any advertising partner you choose to work with shares your passion, vision, and determination to succeed, that's why we invest invaluable time in getting to know the business to completely understand the brand, products, and goals.

And most importantly, we listen. All this without adding a penny to the costs.

By offering clients a seamless production system, from script to screen, we'll take the pressure away from you and deliver what you need, when you need it.

You don't need to worry about getting the best advertising deals, or choosing the right stations and schedules. Our experience means we do all of that for you.

Whether you do or you don't have a production crew, we can help with creative either alongside our recommended partner production houses or alongside your chosen supplier—whichever you prefer. If you need us to support your marketing team on the project, offering new media opportunities, or an extension to their capabilities we can do that too!



# WHAT CLIENTS SAY

“ Their campaigns are bespoke and individual and I guarantee, you will not be disappointed with Karen’s professional manner and incredible connects and advertising rates she negotiates.

“ After nearly 12 months of TV and OOH advertising we are looking at amazing 2020 and fantastic ROI even during lockdown!!

“ Every year we run our January sale with ooh in London. Redwood never fail to create exciting campaigns.

“ Working with external agencies has never been my strong point. I would recommend Redwood to all.

“ Honest, transparent and hungry to get you the best deal. Outstanding.

“ Redwood go that extra mile, and always available to keep you in the loop and up to date with your campaigns.





# SOME NAMES WE HAVE WORKED WITH



DOWN YOUR  
**HIGH** ST



Just   
Shutters



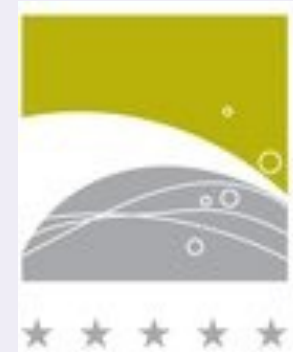
WOODS FURNITURE  
— EST. 1875 —

**icelolly** 

*Sharon White*

THE BEAUTY STORE

TOGETHER



Gwelan Mor  
5 Star Resort Portreath Cornwall

Unbeatable**car**

**DREAM DOORS**  
NEW LIFE FOR OLD KITCHENS





# LONDON UNDERGROUND

Get in front of 4 million passengers a day with the option of print or digital. People spend around 3 minutes on the platform engaging with cross track advertising and 13 minutes absorbing advertising in tube carriages.

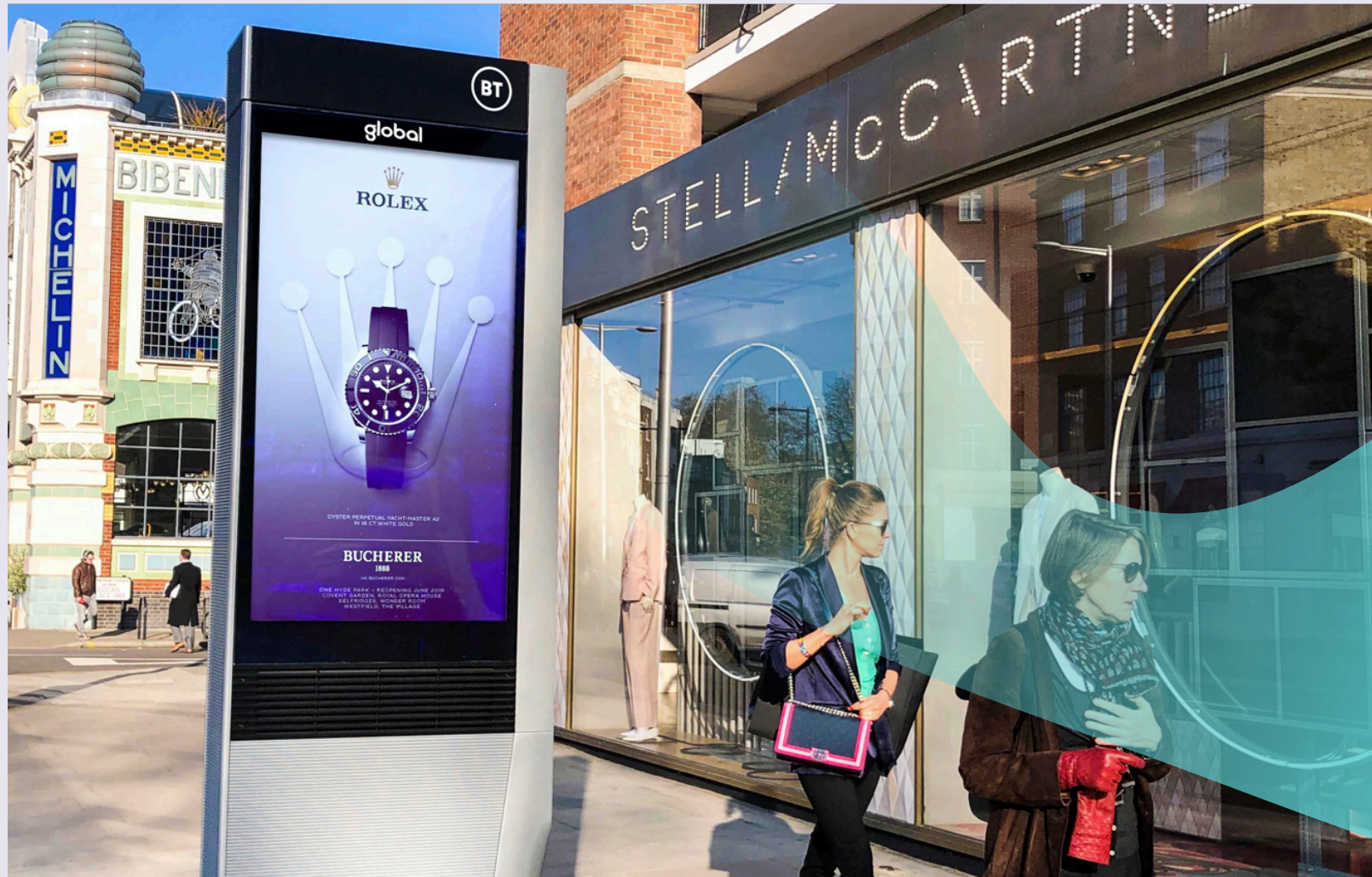
- Launch your brand on large format posters across the network
- Explain your benefits and sell the concept with long copy ads that have enough time for consideration
- Drive the brand home with high repetition on exit routes
- Develop multiple touch points to increase brand awareness and unprompted brand recall
- Add 'corridor format' to your dwell time format, and increase your campaigns coverage by 600%

Choose from:

LEPs / 4 Sheet / 6 sheet / 12 sheet / 48 Sheet / 96 Sheet







# STREET HUBS

Ideal for pedestrians, digital street hubs expand brand exposure:

- 75% users notice advertising
- London offers 514 screens in 23 boroughs
- Handpicked locations using previous BT kiosk locations in key retail areas
- Each hub offers Free 1GB of Wifi, phone calls to mobiles or landlines, USB charging points and a tablet with internet access and nationwide
- 10 second ad in 1:6 loops
- Content features house, council and BT content



A woman with long brown hair is lying on her back on a blue textured mat. She is wearing a green t-shirt and white earbuds. A white cable from the earbuds leads to a smartphone lying on the mat in front of her. In the background, a purple dumbbell is visible on a light-colored wooden floor. The image is partially overlaid with a large yellow circle on the right and a large pink shape at the bottom right.

# DIGITAL AUDIO ADVERTISING

Digital Audio counts as streamed audio streamed via an internet connection. Whether that's on desktop, mobile, tablet, or smart device. The audience is massive, 30 million listeners in the UK are streaming digital audio each week.

- 7% growth on year
- 23.4 million monthly listeners who stream digital audio for an average of 13.3 hours per week
- Digital audio can support any underground campaign to your target audience



A woman with dreadlocks is seen from the side, working at a dark wooden desk. She is looking at a large computer monitor. The monitor displays a presentation slide with a blue and orange background. The slide has the text 'How do we keep up?' in white, and below it, 'CONSTANT EVOLUTION!' in smaller white text. On the desk, there is a white keyboard, a white mouse, a green notebook, a small potted plant, and some sticky notes. The background is a blurred office or home workspace with a window and a lamp.

**How do we keep up?**

CONSTANT EVOLUTION!

## FINAL WORD

The greatest benefit to using the services of Redwood Advertising is our independence. We are not tied to any network and as a result, can flex and adapt the channels according to location, demographics and interests. This way, you can modify your captive audience before screening, which will yield a greater return on investment.

Our success is your success, and we work hard to ensure that the right mix is chosen at the outset to achieve your goals.

As a boutique agency we are not bogged down in hefty overheads and large teams, as such we believe our nimbleness is the greatest advantage of all.

We have proven ourselves already with large brands and can pass on our buying power to all of our new clients whatever their size or ambitions.

We look forward to working with you!



# LET'S TALK



*Redwood*  
ADVERTISING

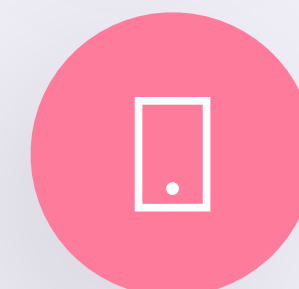
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