
solemedia

BUSINESS SERVICES

What we've done:

Examples of projects recently undertaken with companies of all sizes - local, national and international.

- ▶ Scandinavian Log Homes
- ▶ Go Coco Drinks LTD
- ▶ Aserson Group - Arrange Brochure
- ▶ Powerleague 5-A-Side Football
- ▶ Inducomm Ltd
- ▶ Plus FM (Part of City Holdings) Branding/ Web Development
- ▶ San Juan Surf - Branding
- ▶ Ogilvie Communications - Sales Brochure
- ▶ Lo Magno Construction, New York - Full rebrand
- ▶ sportscotland - 3D Animations / Large Format Video Production
- ▶ KSD-GROUP - Full rebrand
- ▶ Stone Cellar - Branding
- ▶ NHS & Macmillan Cancer Trust - CD & Wallet Design
- ▶ Jigsaw Wealth Management

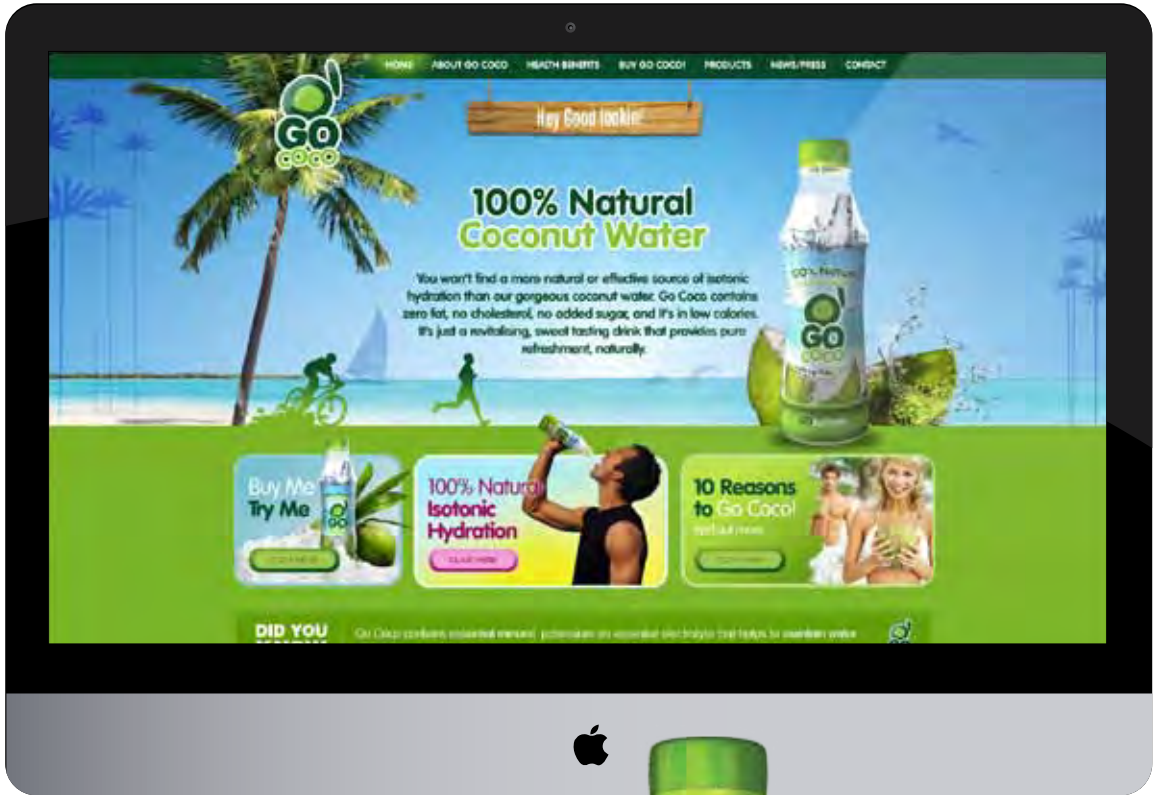
Scandinavian Log Homes



Brief: Create a new brand identity and creat a new website, with in-built Content Management System and product photography.

TAKE A LOOK
(Internet connection required)

Go Coco Drinks



TAKE A LOOK
(Go to website. Internet connection required)

Brief: Create a name, brand, packaging, website and collateral to rival brand leaders in the coconut water market.

Arenson Group - Arrange Brochure



Brief: to re-design Arenson Group Ltd. Arenson needed to be more noticable in the international market as well as within the UK. The identity needed to be bold, contemporary and true to the core nature of Arenson.



League Football at Lucozade Powerleague

The Champions of 5-a-side

Powerleague 5-A-Side football

POWER LEAGUE
THE CHAMPIONS OF 5-A-SIDE

DON'T MISS A KICK.

THE ALL NEW POWERLEAGUE APP
The perfect way to manage your games on the go.

It's **FREE, EASY TO USE**, & contains **ALL THE INFO YOU NEED** to stay connected with Powerleague where ever you are.

Now you can:

- Find your local centre, including contact details & directions
- Contact us directly by email, or phone us with one click
- See everything we have to offer – from football to functions, corporate to kids' parties – in an easy to read format on your phone

And, if you're registered to use MY TEAM, you can also:

- See your team's forthcoming fixtures, most recent scores, your league standings & much more
- View your team's own My Team page – pics, videos, player profiles & stats
- Use the Bosman Board to appeal for players
- View the Team Directory to see what your rivals are up to – then challenge them to a game
- Read news from your centre, find out about events, competitions & tournaments
- See messages from your Team Captain

MY TEAM

THE CHAMPIONS OF 5-A-SIDE FOOTBALL
1st FOR FOOTBALL

Lucozade, Gatorade, 7-Eleven, Nike, and other logos are visible at the bottom.

POWER LEAGUE
THE CHAMPIONS OF 5-A-SIDE

Val grazie animal cor ne mazzin albano mai id.

COMING SOON! LEEDS NORTH
OPENING APRIL 2012
5-A-SIDE FOOTBALL

THE CHAMPIONS OF 5-A-SIDE FOOTBALL

PRO-DIRECT
The World's Largest Online Football Shop

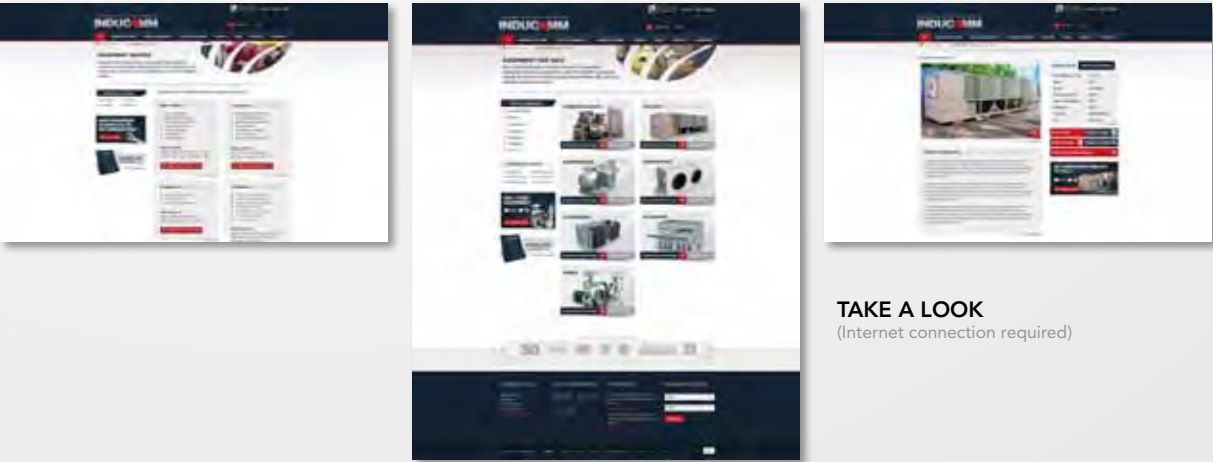
YOUR GAME, YOUR WAY

EXPLOSIVE SPEED

POWER LEAGUE
THE CHAMPIONS OF 5-A-SIDE

Brief: Design editable email marketing campaign to allow Powerleague team to send monthly newsletters. Create MPU website banners, Solus email campaigns and brochures.

Inducomm Ltd



TAKE A LOOK
(Internet connection required)

Brief: create a new brand direction for Inducomm Air Conditioning and Refrigeration. The aim was to reinvigorate the current, dated brand and poorly designed website.

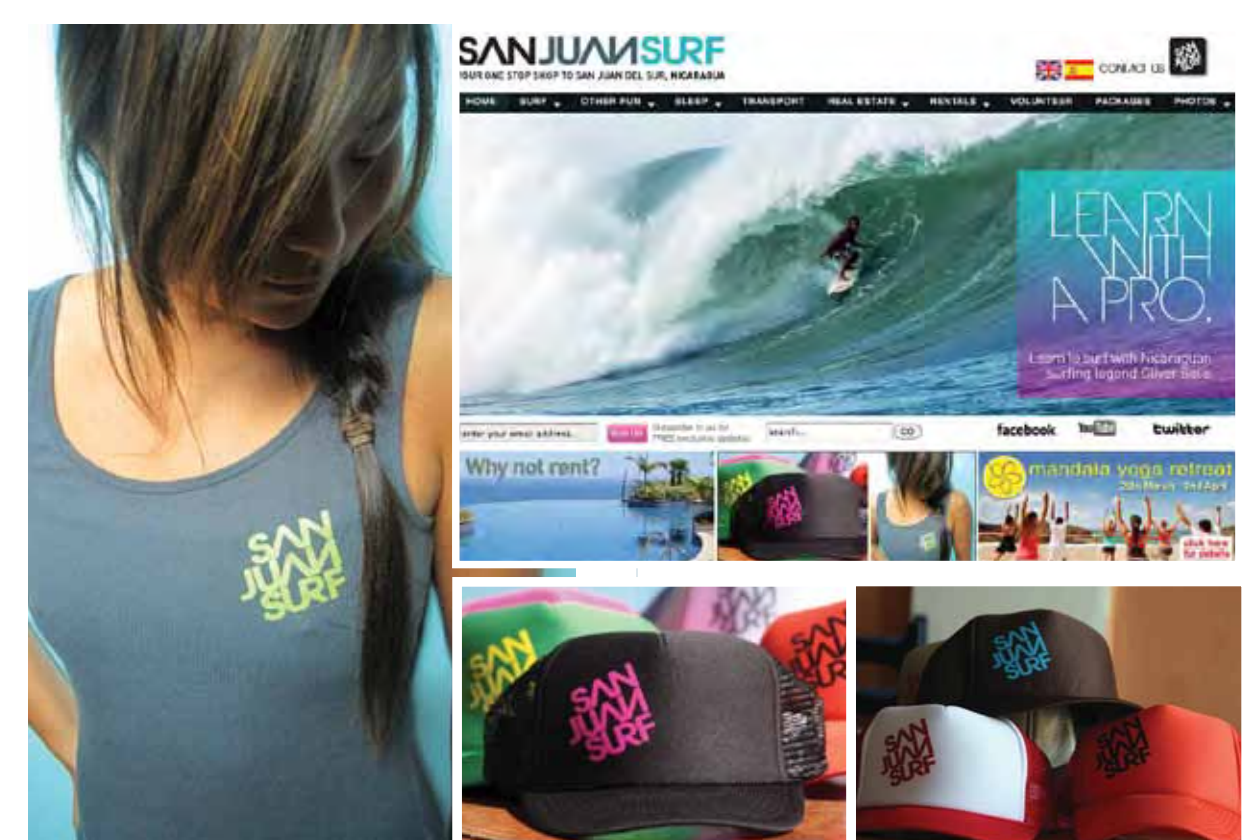
Plus FM - Facilities Management



Brief: City Holdings asked us to create a new brand for their Facilities Management business aimed at SME business in the UK. The aim was to create something fresh, dynamic and different from their current City brand. This is an on-going project. Website not yet live.



San Juan Surf



TAKE A LOOK
(Go to website. Internet connection required)

Brief: to create apparel that compliments the SanJuanSurf brand. The website was also updated in 2011 to possess more advertising space in primary areas and the CMS system was updated to allow for more design and content control.

Ogilvie Communications - Sales Brochure



Brief: to create a sales brochure for Ogilvie Comms to showcase and sell their services to business clients.

Lo Magno Construction, Inc. New York ▶



TAKE A LOOK
(Internet connection required)

Brief: create a new brand direction for LCI to raise the bar against their competitors and give them milage to grow their brand through their website and offline collateral.

sportscotland outdoor VT Animations ▶

TAKE A LOOK
(Internet connection
required)



TAKE A LOOK
(Internet connection
required)



Brief: Create a suite of animated VTs to be shown during an outdoor home coming parade, which was held in George's Square, Glasgow in September 2012.

The aim of the VTs was to uphold and increase brand awareness for sportscotland.

KSD-GROUP ▶



Brief: an on-going project to rebrand KSD-GROUP, including branding, their livery and a new, full service website.

Stone Cellar - Bespoke Stone Merchant



Brief: create a fresh, contemporary brand and collateral for a new bespoke indoor and outdoor stone importer.

Macmillan Cancer Care DVD Design

Brief: create a fresh, contemporary DVD design for the NHS and Macmillan to distribute and help facilitate staff training through UK hospitals.



Standard DVD Printsize Area

- Edge of disc
- Edge of artwork area
- Sealing ring
- Minimum distance from edge of disc to start of artwork
- Minimum distance from edge of disc to start of artwork
- Printable Area

Artwork Guidelines

- Place artwork on 'artwork' box
- Do not cut the 'guide' line
- Position artwork as required
- Outline all text
- Clip artwork to 115mm
- No bleed

Notes:
we are able to print within a maximum of 115mm x 125mm

GUIDE LAYER - DO NOT PRINT
Full vector artwork is preferable set up with Pantone references

CONTENTS			
Head & Neck Cancer Negative This classic doctor patient exchange asks us to consider how the patient might be feeling prior to, during and after a consultation and treatment process.	Maternity Negative The patient experiences many of the worst situations that have been reported in her journey through reception to her room on the maternity ward, causing her frustration, anxiety, anger and misery.	Administration Negative A patient has her confidence and dignity undermined at every moment of her visit to the hospital. The receptionist recognises his and her shortcomings and failures and manages to turn the situation around.	Cancer (without titles) The doctor and nurses discuss treatment and support communication skills. The doctor manages to recognise his and her shortcomings and failures and manages to turn the situation around.
Head & Neck Cancer Positive The doctor employs positive communication skills and confidently anticipates the needs of the patient to provide a reassuring and supportive experience.	Maternity Positive Everybody on the ward demonstrates positive, compassionate, confident and empathetic communication skills to radically transform the patient's experience.	Administration Positive At each point in the patient's journey through the hospital her condition is managed and nurtured. Support and trust is built at every stage. Good healthcare managers create a lasting positive first impression.	Cancer (with titles) Includes teaching clips of key moments within the movie. Hearing the Patient's Voice Cancer patients are asked about their experience of hospital care.
References			

BACKGROUND

This DVD has been produced in NHS Forth Valley and can be used as a tool for those who teach communication skills.

SUPPORTING EVIDENCE

- Frequent reports by patients & carers that communication is poor (NHS 2004)
- Few telephone communication can create a bad impression of the organisation (Latham 2005)
- 50% of cancer patients feel their emotional needs are not looked after as much as their physical needs with 24% feeling they have nowhere to talk to (NHS 2004)
- Staff need to be supported to express that they care in brief interactions due to the fact NHS (2004) and (NHS 2011)
- Effective communication between healthcare staff & patients can have a positive influence on outcomes (NHS 2004)
- Clarity and reflecting shows that you are trying to understand the problem & therefore displays empathy (NHS 2011)
- It is so important to try to understand the patient's world & the value of the therapeutic encounter (NHS 2011)
- Sadly, sometimes the reality of care is not in line with the principles & values of the NHS (NHS 2011)

HOW TO USE THIS DVD

For any trainee the best practice for using the DVD would be to watch all films and then make a selection of films or segments that would be most applicable to their teaching situation.

The Negative version of the films should be played first to stimulate discussion and to test the knowledge of those taking part in the training.

The Positive films versions can then be played in sections and grouped at each information point to provide detailed insights into techniques of positive communication strategies.

This DVD is aimed at being 1/3 of Core Dimension 1: Communication of the Knowledge and Skills Framework.

COMPLIANCE

The content of this DVD supports compliance with the Healthcare Quality Strategy (2010) that states patients have the right to the best possible care.

- Caring & compassionate staff & services
- Clear communication & explanation about conditions & treatments
- Effective collaboration between clinicians, patients & others
- A clean & safe environment
- Continuity of care
- Clinical excellence

COMMUNICATION
Everyone's Business

'EVERYONE'S BUSINESS'

A series of high quality, realistic films, that deliver a powerful message for the teaching and delivering of training in positive communication skills.

'Everyone's Business' demonstrates how to best communicate with patients for all members of the caring profession.

Based on patient experience and typical patient enquiries, when and medical professionals demonstrate negative and positive versions of those hospital scenarios in each of the films.

The Care film shows how even the most challenging of situations can be turned around if the correct communication skills are authentically utilised.

In less than 10 minutes each realistic scenario provides a wealth of realistic scenarios to stimulate discussion and lead practice for use in class and/or individual training sessions.

In each positive version the film is broken into segments that include reflection, teaching and further discussion.

The Care film has two segments and includes teaching points.

Jigsaw Wealth Management | Singapore ▶

Brief: Working with a rising star in Asian wealth management, Jigsaw require a new brand direction to lever themselves up to compete head to head with their main industry leaders. (work in progress).



Summary: What we do...

- ▶ Graphic Design
- ▶ Marketing
- ▶ Website Design
- ▶ Website Hosting
- ▶ Content Management Systems
- ▶ Search Engine Optimisation
- ▶ Digital Branding
- ▶ Corporate Identity
- ▶ Advertising
- ▶ Signage
- ▶ Direct Mail
- ▶ Events & Exhibitions
- ▶ Stationary
- ▶ Literature
- ▶ Newsletters
- ▶ Promotional Merchandise
- ▶ Point of Sale materials
- ▶ Photography
- ▶ PR & Media
- ▶ Video Production / Art Direction
- ▶ Illustration

Client Testimonials: What they’ve said...



“Last year was a very successful year for our association in the delivery of new benefits to our 15,000 members. It has to be said that much of that success was down to your company ability to identify not only our member’s needs, but as importantly opening up new and fresh markets for those retailers who have chosen to advertise to our members, I look forward to continuing the excellent relationship in 2010”

Brian F McKelvie MBA (Distinction) BA
Strathclyde Police Sport & Recreation Coordinator



“The Radisson BLU Glasgow Hotel has worked with Sole Media for over a year now and has been delighted with the services they offer. Any requests made by the hotel are always completed quickly & professionally. We look forward to working together in the future”

Victoria Howie, Sales Executive



“I had also initially thought their proposition quite expensive but, again, I have been proved incorrect. I cannot recommend Sole Media, their staff, their ideas and creativity enough. We have had well in excess of our initial spend recouped with new business and we have generated new clients who are continuing to come back to my business which is great in this economic climate. To any business, large or small, thinking about working with Sole Media, I am delighted to recommend them to you. I would also welcome to discuss my experience of this company with you should you wish. I would like to wish Sole Media the very best for the future and look forward to continuing my relationship further.”

Steven Pringle, Director,
Sherwood Phoenix Pianos



“Here at David Lloyd Renfrew, we have enjoyed a fantastic relationship with Sole Media. They have been professional in every aspect of their service delivery and their efforts have been very beneficial to our Club. I would not hesitate to recommend the people and service provision of Sole Media to any of my Management colleagues or business associates”

Marc Crothill, General Manager,
David Lloyd, Renfrew



"Cancer Research UK Race for Life is working with Sole Media and have found them to be an excellent support with the promotion of Race for Life events across Scotland and North England. They communicated our key campaign messages effectively through the combination of coloured posters placed in prominent positions in gyms and health clubs across Scotland & North England as well as placing flyers in reception and public areas of these clubs which ensured the campaign had good cut-through to our captive audience"

Janice Burt,
Regional Marketing Manager, Cancer Research UK

solemedia

BUSINESS SERVICES

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information or to discuss your
ideas, plans & developments.

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