



RNB
GROUP

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FROM PRINT TO POST - THE FULL PACKAGE

MAIL

PRINT

DATA

DIGITAL

CREATIVE

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HELLO

Concepts > creation > consultancy > customers

Effective marketing campaigns require a combination of creativity, in-depth data analysis, a strong strategy, polished production and targeted delivery. From the initial concept to the final flourishes, your communications need to be on brand, beautifully presented and bang on budget.

Our friendly team at RnB help you to achieve all this and so much more; providing you with a fully comprehensive marketing solution that offers a personal touch and professional finish. With a proactive, practical and solutions-driven approach, we can take care of every or any fragment of your campaign - and because we do everything in-house, you can keep control of the costs too.

Our clients' success is our ultimate priority – we've even been known to buy in new equipment in order to accommodate for their specific needs.

We can provide creative services, postage consultation and innovative new ways to help you engage with prospects - a truly tailored service to meet your every requirement.

Whether you're a marketing agency with high volume campaigns, or a smaller business with ad hoc needs, we always deliver - quite literally! We're always on hand to offer advice and we use the latest technology and techniques to give you the highest quality and the best possible value.

DATA

The driving force of direct mail marketing

FREE data health checks for every new customer!

To deliver your campaign in the most efficient and cost-effective way, your data needs to be detailed, organised and focused. We can help you match your marketing mail-outs to your target audience and clean up your campaigns to ensure that you're not breaching confidentiality.

All of our data solutions are carried out in compliance with ISO27001. Our thorough approach means that potential suppressions are flagged, vulgarities and duplicates removed, and data can even be screened for opt-out services too.

Why delve so deep into data?

By creating clean, personalised data files, you can ensure that your direct mail materials are landing in the right letterbox - helping to maintain your reputation and improve conversion rates and ROI. This service works perfectly with our Marketing Strategy provision too, if you'd like to visit that section for reference.

Data processing also allows us to offer you the best postage discounts - and reduced campaign costs mean happier customers!

Do you know your target market?

PRINT

The perfect print solutions for any project

RnB can produce any kind of printed material to complement your direct mail campaign. No matter what additional collateral you require, we offer a comprehensive, in-house solution and highly competitive rates.

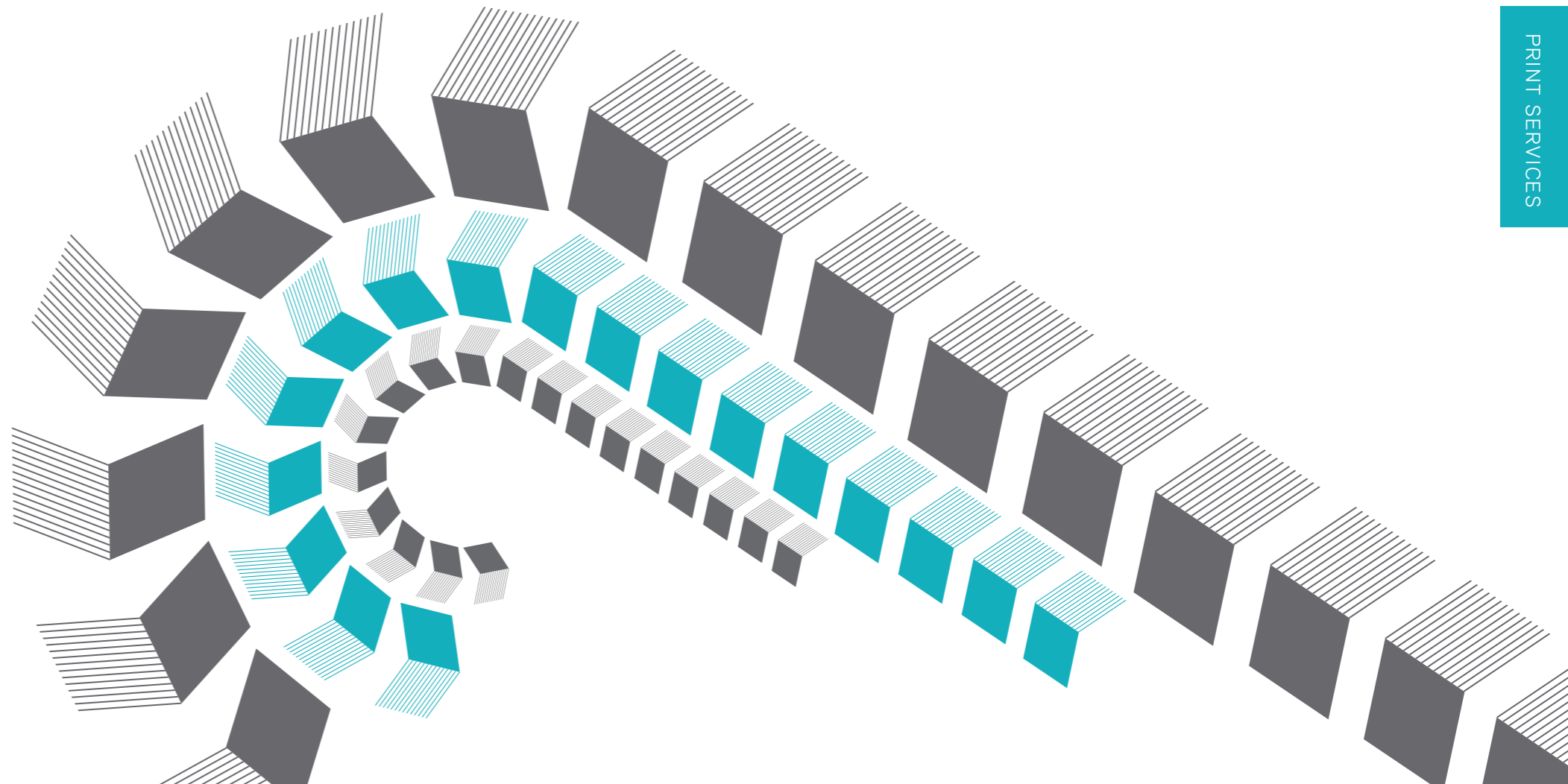
Our print services mean that you don't have to wait for supporting resources if your campaign is ready to go – we can provide everything you need and have the capacity to cater for any quantity, with no compromise on quality.

We don't just print either; our team can assist with the design process and advise you on the best format and finish too.

There are no limits to the printed communications we can offer, but some examples include:

- Envelopes
- Inserts
- Letterheads
- Postcards
- Address carriers
- One piece mailers
- Leaflets
- Brochures
- Magazines
- Polythene wrap

Whether continuous or cut sheet, we have the tools, the talent and the technology to meet your every print demand.



PERSONALISATION

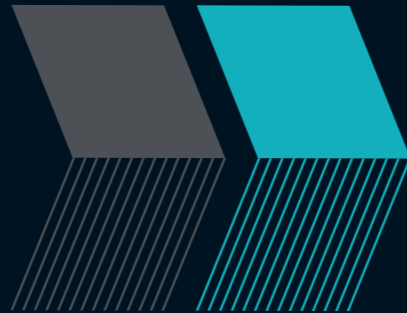
We can personalise over 1 million items every day!

Nobody wants to be just another number and the benefits of a personal approach can't be denied. We can help you to capture the attention of your audience through lasering and inkjetting personalisation.

Lasering - We offer colour/digital lasering services and also mono lasering, which is perfect for personalising mailing details and letter text. We can mono laser onto plain or pre-printed stock, which you can supply yourself, or ask us to produce for you.

Inkjetting - Used for postcards, envelopes and brochures, this type of personalisation is usually only available in black, but we can also add red and blue inks if required. This increases your options, such as having your recipients' name and address printed in colour, while using black for the postage indicia.

By addressing your prospect directly, you're more likely to get a response - and it can also encourage customer loyalty. From short runs to mass marketing messages, we can print your campaigns with a truly personal touch.



DIGITAL

Tailored targeting – taking it to the next level. It's all about image...

Our digital capabilities mean that we can personalise your print run in more complex ways than purely changing a name or address.

By combining sophisticated software with our market-leading technology, we can identify various pieces of information from your data files and input them into your collateral. This creates a direct, tailored communication channel between you and your customer, allowing you to adjust key elements of your campaign so that you're speaking just to them.

We can change images from one recipient to the next, alter personal details based on their previous purchases or print your data, text and design all in one pass to save time and money. This approach also means a reduction in waste and a reduced use of materials and resources, ultimately offering an environmental benefit too.

By integrating your creative concepts with customised facts and figures, your audience is much more likely to engage with your message and respond to your campaign.



ENCLOSING AND POLYWRAPPING

All wrapped up - the final, finishing touches

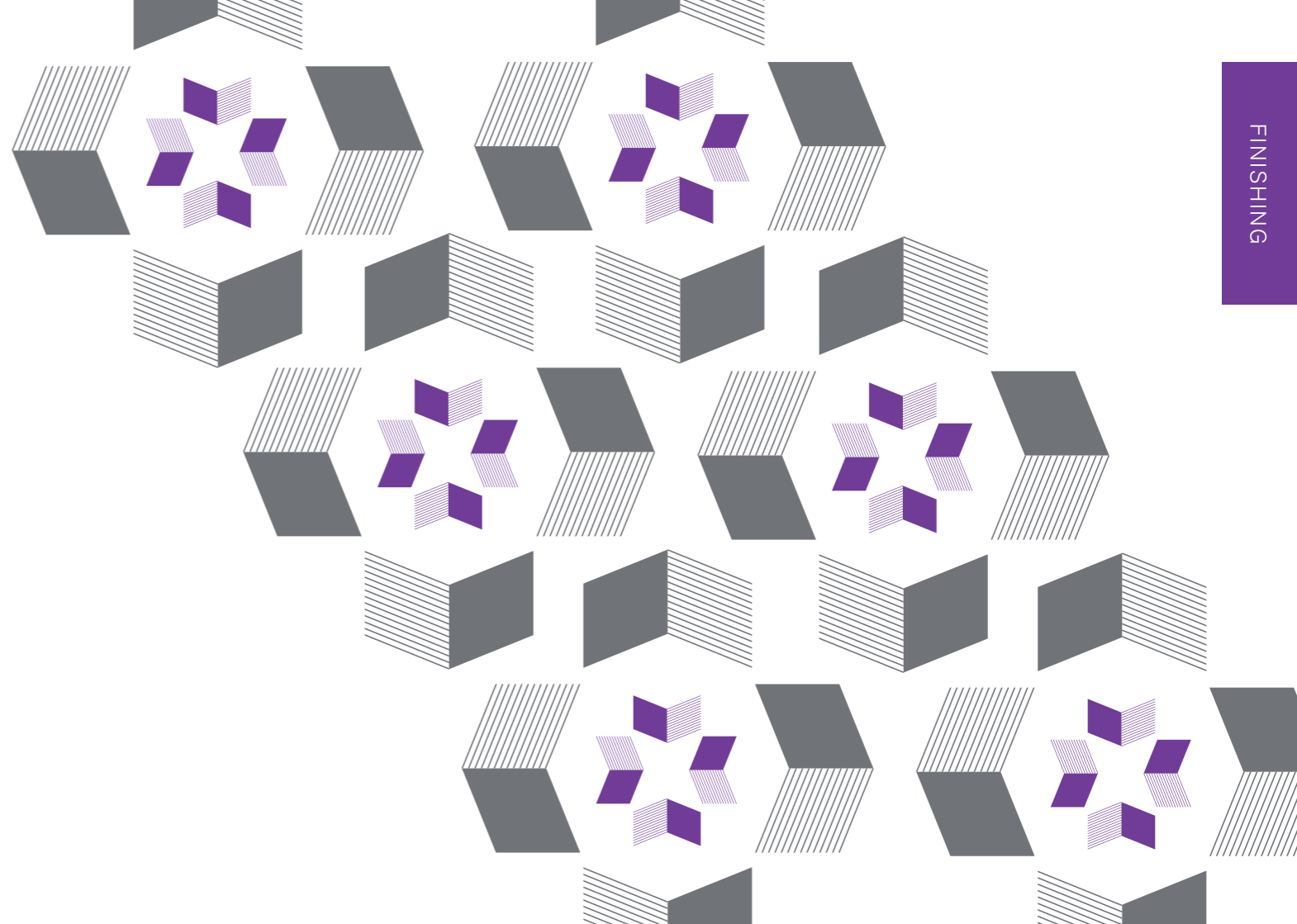
50 million+ mail packs produced every year!

When you've invested so much time and effort on your campaign, you don't want it to fall at the last hurdle. That's why we take care of the entire process for you - giving you a well presented final package ready for the post.

From C6 to C4 sizes, we can enclose your direct mail packs in 3 ways. Machine-fill is perfect for fast results when inserting letters, brochures or leaflets into gummed wallet envelopes; for packs with self-seal envelopes or odd shaped inserts, we will carefully enclose your items by hand.

We also provide a quality polywrapping services for an economical delivery pack option. Covering over 5 million items every month, this clear-film packaging can enclose up to 3 items and is ideal for bulkier mail-outs such as catalogues or magazines.

Finally, we can seal open-edged mail items with our tabbing solutions. These clear, perforated discs keep your brochure or folded product secure and neat while it passes through the postal process – then your recipient simply tears along the perforation to open.



DOOR DROP AND INTERNATIONAL POST

Delivering your campaign - home and away

28 million potential customers on your doorstep...

So you've created a great campaign, it's been produced and printed to impress and now you've got to get it out there - but how?

We offer several delivery options for your marketing materials so that we can satisfy any requirement:

Door Drops - along with our ability to produce 3 million enclosed, direct mail packs per week, we can also arrange targeted, unaddressed postal drops to specified areas around the UK. Delivered by Royal Mail during their regular rounds, this is a cost-effective way to promote your goods and services.

Paid postage – with our strong relationships with all the major postal providers, we can offer great savings on delivery costs. Alternatively, we can use your own account with your preferred provider if you have one, allowing you to retain any discounts or favourable terms you've already agreed.

International post - we can send your direct mail campaigns anywhere in the world, using our efficient, reliable and environmentally responsible suppliers. Our specialist, international mailing team will advise on the best way to cut costs and reach your wider audience.

POSTAGE CONSULTANCY

Delivering huge discounts through postage consultancy

The logistics of any campaign need to be thoroughly considered. Who are you delivering to? Where are they? What's the best way of getting your marketing material through their letterbox? Postage costs can soon escalate – unless you have the right knowledge and contacts.

As experts in print and mailing, our consultancy services have got your costs covered. However large or small your direct mail campaign, we can devise the most effective strategy to make sure that you're not paying a penny more than you need to.

We can analyse your delivery data and deal with the figures - and because we handle high volume mailings every day, we can secure massive savings on your postage requirements.

Whether you want localised deliveries based on postcodes, mass mailings targeting your own customer database, or international postal services to reach out further afield, we can have your campaign signed, sealed and delivered safely, efficiently and at the best possible price - every time.

PRINT MANAGEMENT

From print to post - the full package

With a comprehensive and practical approach, we can offer a complete print management service to satisfy the needs of any client. We've already talked about our extensive production capabilities and facilities, but the real beauty of RnB is our ability to combine these skills to manage your entire print requirements.

A successful print project is the result of bringing together every key element into one smooth-running solution; from design to data, concept to creation and logical logistics, you can hand everything over to us to ensure that you get the maximum results and the very best ROI.

Because we do literally everything in-house, we can keep the costs down, giving you great value and the confidence of knowing that your print requirements can be met in every way. With no external suppliers to worry about, we have complete control of your campaign - allowing us to meet deadlines and exceed expectations.

We'll help you identify the best stock and the most appropriate format for your needs, while minimising material waste and getting the best postage rates possible - planning print runs in the most economical and environmentally friendly way is our speciality.



MARKETING STRATEGY

Bringing strength to your brand

With so much experience of delivering great campaigns, we've learned all about the magic of effective marketing. Our team understands what makes a brand tick, how to identify and reach the most profitable audience and how a holistic approach gives the best results.

In order to help you tailor your marketing project to make it 'pitch perfect', we can assist with your entire strategy from the drafting of initial ideas to the final delivery. We take the time to listen to your goals and define your driving objectives - this background research then allows us to develop a powerful campaign that will lead to better brand awareness and higher conversion rates.

The main advantage of handing your marketing over to us is that we have the capacity to take care of every aspect - you can learn more by referring to the following sections:

- Data organisation and management
- Creative services - word weaving and pretty pixels!
- Print production and personalisation
- Enclosing and polywrapping
- Door drop, postage and consultancy
- Mobile phone marketing
- Analysis

ANALYSIS

Analysing results to future-proof your campaigns

No matter how good a campaign is, you should always be looking for ways to improve on it the next time round. Thorough analysis leads to improved targeting, giving you the opportunity to build on your successes and get more bang for your budget.

Our commitment to your campaign extends beyond production and delivery; our in-house team can measure the effectiveness of past projects and offer valuable insight into audience behaviour and ROI. Our response capturing service allows us to feed data from your direct mail activity straight back into your own CRM system, providing

reports on response rates and create marketing profiles to guide you when it's time to take the next step.

While we like to 'do', we also like to talk – and we keep the lines of communication open at all times; we can provide reviews, cost analytics and keep on top of your KPIs, helping to hone and tailor each campaign according to performance expectations and past results.

Our team can also offer you a choice of different concepts and formats, giving you the chance to test the water before you roll out a full run.

CREATIVE SERVICES

We've got designs on your direct mail marketing

Before your project can go to print, you have to make sure that your prospects are being given the right message, which means getting creative. If you want to grab your audience's attention, you need eye-catching visuals and text that tells a story – our designers and copywriters can give you the right words and images to do your brand justice.

Design

A well designed direct mail campaign leaves a lasting impression on the recipient, helping to engage them from the minute it lands in their hands. We can provide graphic design and illustration services that will bring your print to life and make sure that your business looks the business!

Copywriting

While your collateral has to look good, it also needs to deliver the right information and encourage your customers to take action. If you know what you want to say, but you're not sure how to say it, leave it to us, and we'll make sure you get the write stuff!



MOBILE TECHNOLOGY

Innovative interaction with mobile phone marketing

If you really want to create a lasting impression with your direct marketing campaign, we can help you to incorporate cutting-edge, mobile interaction capabilities. By tapping into tech, you offer your prospects new and ingenious ways to engage with your brand, while simultaneously accessing valuable analytics and reporting tools.

We offer the following intuitive mobile innovations to bring your brand bang up to date:

NFC - NFC, or Near Field Communication, involves the placement of a pre-programmed chip within your print material, allowing the recipient to instantly connect to your business, with a simple tap of their smartphone.

Using NFC, you can direct people to your social media pages, a website, an online voucher, share contact details or allow them to call or text you immediately - plus much more!

QR Codes - We can insert a QR code onto your print material, which allows your audience to visit an online location by using the camera function on their mobile device.

Augmented Reality - Using the same principle as a QR code, we can embed an invisible watermark into an image or photo placed in your direct mail or promotional material, which your prospective customer then captures with their phone's camera for instant redirection to a webpage.

MOBILE



WHY USE RNB

Intelligent solutions for cost-effective, beautifully produced campaigns

In addition to our comprehensive end-to-end solutions, here at RnB we also pride ourselves on our commitment to excellent customer service and satisfaction.

We work with businesses of all shapes and sizes, helping them to get the best direct mail products and services at the very best prices.

We're more than just an all-round provider; we act as your trusted partner to help you deliver quality campaigns that will reach out and connect with your target audience.

As well as being dedicated to the individuals and businesses that we work with, we also take our responsibility to the environment seriously too - and we have our ISO14001 accreditation to prove it.

At every stage of your project, we're here to help; from planning to analysis, from budgeting to postage, we've got all of your design, data and delivery needs covered.

We constantly invest in our people and our tools, keeping us ahead of the game and ensuring that we can provide you with beautiful results that have impact when they drop through your customers' door – and with all resources provided in-house, there's no doubt that we can offer best value at all times.

Our team are always professional and always approachable - so why not give us a call on 0113 2100 055 for a no-obligation chat about how we can help you create a campaign that delivers results?

"RnB have worked with Leeds City Council for six years now and have always produced jobs to our specification and in time. We have strict guidelines we expect our suppliers to follow and RnB have always done what is required.

They are always competitive with their pricing and the quality and end result is always great.

I would recommend them for any work in the Print and Direct Mail sector."

Patrick Whitworth,
Print Management
Leeds City Council

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