



Our Experience in the Education Market

GC Advertising 2009

Introduction

GC Advertising provides advertising and marketing services to a range of clients and has specialist knowledge and experience in the FE and HE sectors. This document provides some information about our experience in the education market and examples of work we have produced for past and present clients.

Background

1. i) About us

GC Advertising is a full service marketing and design agency. The directors have been running their own business for the last ten years and have worked in the advertising industry for many years prior to that.

We provide a range of services to a number of clients in both the private and public sectors. Our work includes the provision of above and below the line advertising, marketing, design and strategic and media planning services. Through our in-house dtp facility we also offer full pre-print production as well as print procurement.

The company has five full-time employees, four part-time employees and a bank of experienced, professional consultant personnel at its disposal, used on a project basis. This gives us access to the skills of some of the best talent available and allows us to keep costs down for our clients. Where the budget and/or the complexity of the work requires it we offer our service jointly with a media independent.

This system has the advantage of providing us with an opportunity to select creative people and media independents who have expertise that is appropriate for the requirements of each particular client. It also ensures that whilst we offer a broad range of services the specialists we employ will maintain the high levels of quality and professionalism that clients of GC have come to expect.

1. ii) Key agency Personnel

Ray Gallop

Ray Gallop started his career as a junior designer at Collette Dickinson Pearce. Subsequently he gained a wealth of experience working at many of London's leading agencies, including FCB, Conran and Publicis.

Before starting his own company in 1985 he had become creative director of GGK London. He has produced award winning advertising and design work for a variety of major clients including COI, London Transport, ICI, Westminster City Council and Middlesex University.

His experience and management ability help to ensure all agency projects are creatively executed and strategically sound. Under his guidance the agency produces advertising that communicates successfully whatever the budget.

Mike Crosland

In his first job Mike Crosland worked extensively on the British Airways account, quickly learning the importance of thorough planning and careful administration.

He moved on to O&M as a Senior Account Manager on the National Dairy Council and Farley Health Foods gaining experience of new product development and design related activity.

He was involved in account management at a senior level in a number of agencies including Saatchi and Saatchi up to 1985 when he set up his own business. For the last seven years he has had overall responsibility for account management on our work for the DTI and Middlesex University.

Experience

2. i) Experience in Education

While the agency has a diverse portfolio of clients, some of whom are listed here, it has particular experience in the education sector. We provide advertising and marketing services for Middlesex University, MUBS, and HIBT at the University of Hertfordshire. We have also provided advertising and marketing services for London Business School, University of Surrey, South Bank University and Emile Woolf College (part of Nord Anglia Plc). Other clients in the public sector for whom we have worked include Westminster City Council and the Department of Trade & Industry.

We have the experience and capability to produce print and display work as well as classified advertising campaigns and we are fully aware of the importance of maintaining the corporate positioning of an organisation whilst at the same time ensuring the effectiveness of a recruitment or public announcement advertisement.

Middlesex University

Middlesex University has remained a client since our initial introduction when they asked us to develop a marketing platform for course recruitment.

We have been retained for the last eight years and have continued to develop creative campaigns, whilst widening the media usage to include posters, radio, television and new media. We make a contribution to the overall marketing strategy and to media planning.

We have recently been appointed to handle marketing and advertising for MUBS, the Middlesex University Business School addressing a local business market.

Our work for Middlesex University includes creative and production services on advertising for student recruitment and the marketing of courses as well as tactical staff recruitment advertising production services. Examples of this work can be seen in local and national press and on Underground and outdoor poster sites around the University campuses in north London.

University of Surrey

The University of Surrey has also used our advertising and marketing services. Our advertising work has appeared in national press at clearing and on South West Train carriage interior posters. We have been involved in literature development and campaigns for undergraduate and postgraduate recruitment and to promote life-long learning.

Campaigns have also been created for SEMS, Surrey European Management School and the School of Educational Studies at Unis has use our services for marketing, literature design and print production.

Hertfordshire International College of Business and Technology

Hertfordshire International College of Business and Technology courses in English and Foundation studies prepare students for university entry in the UK. In partnership with the University of Hertfordshire, HIBT provides an alternative pathway onto UH degree courses for overseas students.

We have created literature, including the prospectus, and exhibition display materials as well as press campaigns for overseas student recruitment, in English and translated into local languages. Our campaigns have been designed to work on two levels; to recruit candidates for specific programmes and also raise awareness of HIBT amongst potential students in that particular country.

2. ii) Other clients.

We have also been retained to provide advertising services either on a full-time or project basis by many other business-to-business clients including:

Apton Partitioning
Department of Trade and Industry
Grosvenor Contracts
London First
SP Tyres UK Ltd
Xtracs Ltd

Examples

Make your mark.
Wherever you're going – start at Middlesex.



Middlesex University

Middlesex University aims to be a global university committed to meeting the needs and ambitions of a culturally and internationally diverse range of students by providing challenging academic programmes underpinned by innovative research, scholarship and professional practice.



Call for our latest prospectuses or find out more at www.mdx.ac.uk

0800 092 3915
Email: admissions@mdx.ac.uk

Middlesex. Unique Diversity.

Hobsons

Join a Top 20* UK university



Middlesex University



Make Middlesex University your choice for higher education this autumn and join a university recently ranked by The Guardian as being in the Top 20* of UK universities.

0800 068 3511

*Source: The Guardian University Guide 25 May 2004

www.mdx.ac.uk
admissions@mdx.ac.uk

WAGN Train Panel

Hertfordshire International College of Business and Technology **HIBT**
www.hibt.uk.com

A FASTER START to your University Degree in the UK

Study at HIBT and you're guaranteed entry to the second year of a degree course at the University of Hertfordshire.

Study:

- Business
- Information Systems
- Media and Communications
- Law

Get off to a better start, saving time and money, with a 'FAST TRACK' pathway course at HIBT.



Flexible study options and FREE English Language Support on selected courses

Affiliated with  University of Hertfordshire
'Top New University for Business' The Guardian, May 2003



Pop-up Exhibition Panel

Get a business degree at the University of Hertfordshire - FAST!

Study at HIBT and via our 'FAST TRACK' Pathways you're guaranteed entry to the 2nd year of a degree course at the University of Hertfordshire. It's a time-saving, cost-effective route to a University ranked 'Top new university for Business,' by the Guardian in May 2003.

- Full access to all University Campus facilities
- Flexible study options
- FREE English Language Support

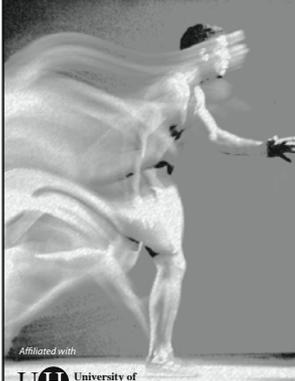
HIBT Pathway Courses are available in:

- Business • Information Systems
- Media and Mass Communication • Law

Call **01707 284389** or **01707 284408**
email: hibt.info@herts.ac.uk
www.hibt.uk.com

Affiliated with  University of Hertfordshire

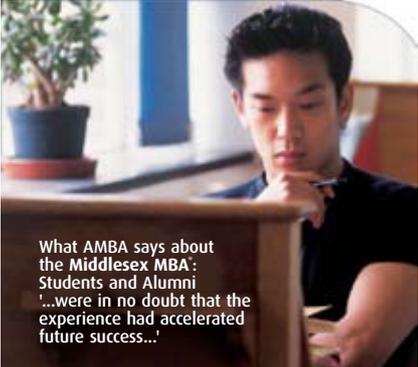
Hertfordshire International College of Business and Technology **HIBT**
Start in September, February or June. Just 25 minutes outside London.



WAGN Train Panel

Examples

See The Independent on Sunday in April and May for your opportunity to study at Middlesex University on an MBA course sponsored by The Independent.

What AMBA says about the Middlesex MBA: Students and Alumni '...were in no doubt that the experience had accelerated future success...'

Middlesex University Business School London

0800 068 3523
mba@mdx.ac.uk
<http://mubs.mdx.ac.uk>

*AMBA accreditation - October 2003




'...the very best examples of practitioner facing but academically rigorous courses...'

AMBA accreditation (Oct 2003)



Middlesex University Business School London

MBA Open Day Saturday 5 June
mba@mdx.ac.uk www.mubs.mdx.ac.uk/mba

Find out more at our MBA Open Day, 10am to 2pm Saturday 5 June at our Hendon campus. Middlesex University Business School, The Burroughs, Hendon, London NW4 4BT (Hendon Central Northern line station). See our website for full travel directions.

School of Educational Studies




Doctoral Programme
 Doctor of Philosophy and Master of Philosophy



Guildford

School of Educational Studies




Applied Professional Studies in Lifelong Learning



Guildford

Examples



Middlesex University

Middlesex – the first step to a successful career

Here's what just a selection of our recent alumni said about the impact Middlesex University has had on their careers:

"At Middlesex, there are so many modules to choose from, you virtually design your own course."
 Dale Wightman
 BA Honours Performing Arts
 Producer/Director, www.joostv.com

"My Middlesex degree is very relevant to the world of finance today."
 Deone Marshall
 BA Honours Economics with Politics and International Studies
 Premium Relationship Manager, Royal Bank of Scotland

"Within the nursing field, the world was my oyster, thanks to Middlesex."
 Paul Walsh
 BSc Honours Nursing Studies
 General Manager, Hilton Park Care Centre

Include Middlesex in your higher education options and take your career prospects a step further. Visit www.mdx.ac.uk, email admissions@mdx.ac.uk or call free today: **0800 923 3956**



Middlesex University

Mistri
 BA Honours Dance with Media Studies
 International Dancer and Singer
 (visit her website www.mistri.tv)

"Middlesex gave me the grounding, drive and ambition to get where I want to go."

Mistri chose Middlesex University because its practical approach provided her with the base on which to build her increasingly successful career in performing arts.

With outstanding academic credentials and the highest possible rating in the 2003 Quality Assurance Agency Audit, Middlesex offers hundreds of courses and a modular structure so you can study the subject combination that will get you exactly where you want to go.

Visit our website and find out how Middlesex can be good for you.

Call **0800 923 3948** for a prospectus.

www.mdx.ac.uk

HIBT Summer School

Hertfordshire International College of Business and Technology **HIBT**

One of the fastest ways to a degree in the UK

Summer Study at HIBT - in the English countryside just 25 minutes from London



Affiliated with **University of Hertfordshire**

www.hibt.uk.com

Media & Communications

Hertfordshire International College of Business and Technology **HIBT**

One of the fastest ways to a degree in the UK

メディア・コミュニケーション業界における求人数は、英国だけでも130万を超えています。世界全体での雇用機会はさらに拡大を続けています。



Affiliated with **University of Hertfordshire**

www.hibt.uk.com

Summary

3. i) Why choose GC

We can provide effective advertising and sound marketing services because:

We offer a balance of professionalism, experience and creative flair which is at the disposal of all our clients. We manage an efficient company with low overheads and the cost benefits are passed on to our clients. The combination of these factors means that the services we provide represent exceptional value for money.

We are committed to providing quality communication solutions, delivered on budget and on time, without losing sight of the special requirements of particular markets such as further and higher education.

We care about the work we produce and it is important to us that our marketing solutions are successful for our clients. Their achievements ultimately have an effect on the success of our business.

We have an understanding and empathy for the education sector and we have a track record of making considerable cost savings for our clients when buying and planning their media campaigns.

We have particular experience and expertise in the management of accounts in the education market and we are currently operating with a number of clients in this sector.

For more information email: mike@gcadvertising.co.uk

See our website for more examples of our recent work: www.gcadvertising.co.uk