

fountain^o



A large, bold, dark grey sans-serif font spelling 'fountain'. The letter 'o' at the end is replaced by a blue location pin icon. Below the main text is a faint, light grey reflection of the word 'fountain'.

the source...

Welcome to Fountain Marketing

At Fountain we like our clients and our work to do the talking for us. They are what is most important, not us.

That's why they are the focus of this introduction to Fountain Marketing and why my part will be short and sweet.

So here goes:



What makes us different?

Our clients will tell you that in a minute.



What do we do?

We are a full service promotional marketing agency working for some of the biggest brand names in the UK.



What is our philosophy?

To keep focus on what is best for our clients and their brands, not what is best for us as an agency.

Please take a few minutes to click through our short introduction; we are sure that you will find it interesting and we hope that one day we will be presenting one of your campaigns here.

Stephen Bough (Director)

An introduction from our **clients**

Promotional Marketing, Experiential, Trade Marketing, Design,
Digital, Direct Marketing, Data planning



"I've worked with Boughie and Jules at Fountain for several years now.

There is an agency which understands my need for strong creative thought, delivered promptly and at sensible costs.

They achieve this by developing an inclusive feel to the relationship having worked hard to break down the formality of a typical agency/client divide to give the feel of an in-house marketing department.

Their range of services and creative media development is extensive; they virtually provide a full service approach across all of my requirements."





Marketing Controller
- Dairy Crest Foods


Our clients




Value for **Money**

 We are not in London so do not have London overheads
- **our clients like that**

 We are based in Windsor, so we are close to London
- **we like that**

 We run a 'lean machine' which means that you only pay for the resources that you use
- **you will like that**




 We work to big budgets, small budgets, tight budgets and 'I don't have a budget yet' budgets

Try us with one of your budgets - we know you will be impressed

Case Study - Lavazza

Lavazza is the UK's favourite and fastest growing quality coffee brand. Activity planning and implementation is always based on a detailed evaluation of the previous year's campaigns.

2008 support includes:

-  Experiential including The Edinburgh Festival, Henley Festival, 'Taste of' events, national supermarket sampling
-  Extensive regional door drop campaign supporting key retail accounts
-  Direct mail campaign including:
 - UK web site
 - on line advertising campaign
 - PR support material
 - data capture
 - evaluation and management of retention database

Case Study - Lavazza



THE MOST MAJESTIC COFFEE EXPERIENCE

Welcome to Lavazza's world of Lavazza, bringing you 4 favourite Coffees to complement of the food and drink everywhere. Since 1926, Lavazza has been blending coffees in full, making a variety of full-flavour coffee coffees, from roasted and ready to brew, Lavazza Coffees are rich with an intense aroma and exceptional body.

Unfolded here is a wide range of drinks to suit any taste and are perfect to be shared for any coffee lover.

Experience the trends for yourself from Lavazza's finest selection of coffee. From the traditional espresso, to the strong, full-bodied and robust blend of CORDO, there are many more rich and aromatic options to choose from at these seasonal events.

Whether you're an experienced coffee drinker, or a beginner, you'll find the perfect coffee for you at these seasonal events. We'll be on hand to help you choose the coffee of your choice.

And finally, visit www.lavazza-coffee.co.uk for more information and to enter our competition!

LAVAZZA
ITALY'S FAVORITE COFFEE

Get 4 new key points to remember!

- 1. The coffee and grounds are served within the cup for the coffee and grounds to be brewed.
- 2. The coffee and grounds are served within the cup and the grounds are served within the cup.
- 3. The coffee and grounds are served within the cup and the grounds are served within the cup.
- 4. The coffee and grounds are served within the cup and the grounds are served within the cup.






How easy is it to make the ultimate coffee?

Press here to find out

Case Study - J Sainsbury

Reducing food packaging is a major governmental requirement within all grocery retailers and a key objective within Sainsbury's

-  Fountain was appointed to drive the strategic and creative development of all marketing support across both internal and consumer channels for a cutting edge milk packaging initiative
-  We worked both with the JS team and also the milk suppliers to ensure a seamless and successful launch campaign
-  Launch campaign included :
 - development of the overall communication strategy
 - design and development of key educational communication to members of staff and consumers
 - in-store fixture concept design
 - all point of sale design
 - consumer web site

Case Study - J Sainsbury

new **JUGIT**™ from **DAIRY CREST**

Makes milk bags easy to use

JUGIT™ gives you:

- Easy to store, easy to pour
- No spill, no mess
- 100% Recyclable

HOW TO JUGIT

75% LESS WASTE

Your Feedback

WHERE CAN I BUY JUGIT?

KEEP DAIRY BAGS RECYCLABLE

DAIRY CREST

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Sainsbury's Fresh Milk Bag + JUGIT™ = Easy to pour, easy to store + 75% LESS WASTE

Reducing waste for future generations

2% Fat Skimmed Milk Bag

2% Fat Semi Skimmed Milk Bag




2% Fat Semi Skimmed Milk Bag

Easy to pour, easy to store + 75% LESS WASTE



Case Study - Sara Lee

Trade Marketing is an area within which Fountain has extensive experience across a number of sectors. It is an area that is very challenging but also very rewarding

-  Fountain undertakes all trade marketing for Sara Lee across brands such as Ambi Pur and Radox
-  Key objectives are to create impact and noise to the key account buyers and press contacts in addition to providing essential product information and sales aids to the sales teams
-  Current campaigns include:
 - trade direct mailings
 - product range presenters
 - sales presenters
 - exhibition displays
 - PowerPoint presentations
 - corporate gifts and trade press advertising

Case Study - Sara Lee



Thank you

Goodbye for now but we hope to be able to meet you soon. As we started with some kind words from one of our clients we thought we would end with a couple more...

"Fountain has repeatedly created innovative and impactful design concepts and then managed them within tight deadlines and to excellent production qualities"

Mark Woodhead
Spirit of Sport

Wendy Hodgson
Just UK

"The response that we expected from the brief and what we got were very different – Thank Goodness! We are delighted"

Hope to hear from you soon

- just ask for Steve

fountain

www.fountainmc.com

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