

Your Message Quarterly

SPRING 2007 ISSUE

Welcome to **Your Message Quarterly** newsletter from Mandeville Marketing, bringing you quarterly promotional product and industry news, regular updates on market trends and how promotional products are used best to get your message through effectively to benefit your business or organisation.

MANDEVILLE MARKETING WINS AUSTRALIAN BUSINESS AWARD FOR MARKETING EXCELLENCE!

The Australian Business Awards are delighted to recognise Mandeville Marketing International as recipients of the Award for Marketing Excellence. The achievement of Mandeville Marketing in developing high quality and innovative promotional products has demonstrated their outstanding achievement in marketing strategy and execution.

Mandeville Marketing's promotional product range is extensive with literally thousands of products available through a network of preferred suppliers and business partners. Servicing Australia and New Zealand and established over 20 years ago Mandeville Marketing have achieved success through sustained marketing excellence.

By individualising their products to the specific needs of their clients Mandeville Marketing are able to design and develop a customised promotional solution and offer superior value for investment. Mandeville maintains excellent design standards and provides the highest quality products because they recognise the value of their clients' name, logo, brand and message.

Key Criteria: This award recognises the brand or organisation that best demonstrates sustained marketing excellence and has driven business improvement over time. Submissions should include evidence of customer insight, innovation, clear and differentiated brand values, superior value for customers, effective use of marketing resources, excellent design and brand extension.

Mandeville Marketing winners of the 2007 'Australian Business Award for Marketing Excellence'



NEWS

With the recent news of an international toy company's product recalls due to manufacturing quality and safety issues we felt it timely to highlight one of Mandeville Marketing's many service offerings. Mandeville Marketing is able to offer product safety & eco testing on merchandise (including restricted substance testing on toys and premiums), comparative testing to benchmark one product against another and materials/performance testing. In addition we can offer inspections on product manufacturing overseas and locally, food and safety assessments and regulatory advisory advice (providing information on regulations, standards and quality specifications for specific products and markers) through our inspection, verification, testing and certification activities standards partner SGS.

CHRISTMAS IS ON ITS WAY!

It's that time of the year and Christmas is fast approaching, its now time to start thinking how Mandeville Marketing can assist with your company's corporate gift and recognition requirements. Look out for our upcoming Christmas Promotional flyer for some great new and exciting promotional products available to the market. We are also happy to design and develop a marketing and promotional product specific to your needs and individual requirements, *for further information please visit www.mandevillemarketing.com.*

FRANCHISING & BUSINESS OPPORTUNITIES EXPO

Mandeville Marketing will be exhibiting at the Australian Franchise & Business Opportunities Expo at the Melbourne Exhibitions & Convention Centre on 12 – 14th October, if a Mandeville Marketing Franchise Opportunity interests you come and see us at Stand G29. At Mandeville Marketing we are very excited about this new direction for the company as we are dedicated to the future growth and success of the company and the organisation as a whole through franchising.



The Stage MP3 Player

Code: AR-93
USB 2.0 MP3 and flash memory player. 512MB, USB cable, stereo earphones also included. LED light, rechargeable lithium battery.
Colours: White only
Size: 89 x 29 x 17mm
Decoration Method: Screen/Pad Print
Print Area: 30 x 20mm – body, 20 x – 10mm cap
Packaging: Silver magnetic gift box
Price includes branding!
Priced from* \$79.99



Fridge-to-go@ NEW!

Presenting the new... Coolzie!
The highest performing drink coolie on the market today. Keeps drinks chilled for up to 1 hour. Non-slip base, no moisture inner. Has optional take out Chiller Puck that stores easily in your freezer. Easy one-handed zip for Chilling Puck replacement. 100% reusable, durable and easy to use. Guaranteed 100% safe and Environmentally Friendly.
Colours: Black, navy
Price includes branding!
Priced from* \$5.74

For further products and product information please visit www.mandevillemarketing.com

MM+PTM
mandeville marketing + promotions

info@mandevillemarketing.com | W www.mandevillemarketing.com | Freephone NZ 0508 PROMOTE (776 668) | AUST 1800 203 614

Your Logo. Your Brand. Your Message.™

*All prices shown are exclusive of GST and not include freight of handling, enquire regarding quantity breaks and minimum order quantities; set up charge(s) may apply. Prices shown include branding/decoration in one colour/one position (unless otherwise indicated). Price is per individual item. Logos depicted are for illustrative purposes only and are not an endorsement of the product. Contact Mandeville Marketing for full terms and conditions or visit www.mandevillemarketing.com/terms.html

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Australasian Promotional
Products Association

APPA PYRAMID AWARDS
2006