

Above the line campaign gallery

Carmen Crocker



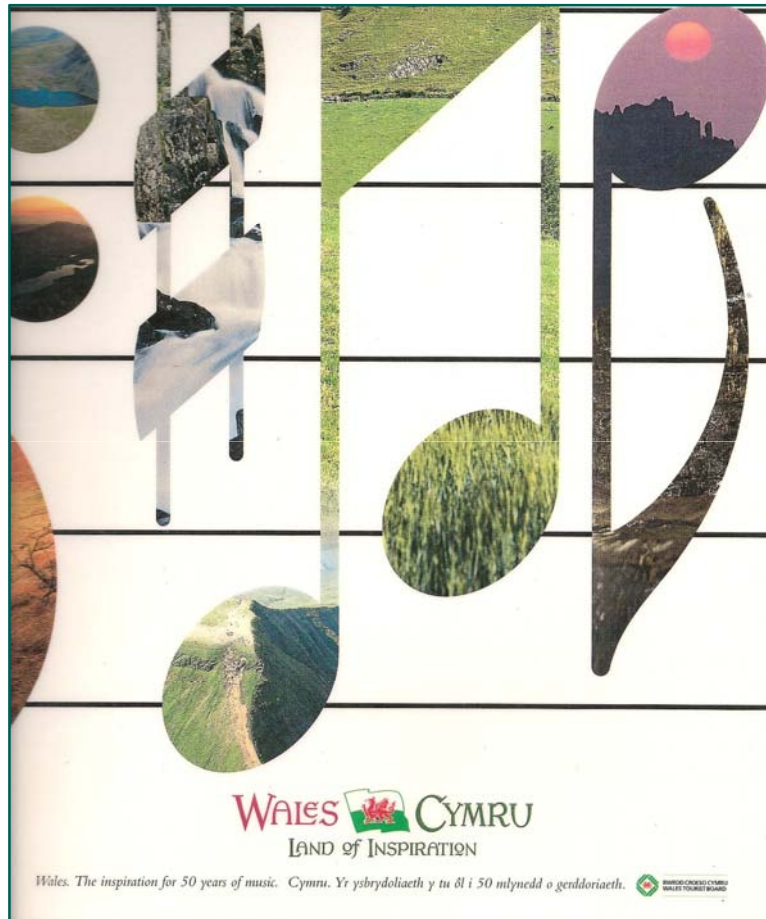
Inspiring Success



- Website, local press adverts and PR, branded collateral, direct mail and launch event

- *Supporting the launch of a new Assembly funded programme in Wales*

Wales Tourist Board



- Stand alone press advertisement
- International, national and regional press
- *Aimed at promoting Wales as a tourist destination of culture*

S A Partners: Management Consultancy

**LEAN, MEAN
MANUFACTURING
MACHINES**


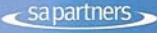
Is your equipment as effective as it could be? Are you getting the most from your plant and people?

If the answer is no - then visit S A Partners and FullFact at The Manufacturer Live, and we'll tell you about the benefits of the OEE Toolkit, a revolutionary software tool that makes equipment effectiveness easy to understand by identifying hidden capacity and revealing hidden losses. It's a smarter way of working, for you and your people.

S A Partners is the longest standing Lean Enterprise consultancy in the UK, and the sole UK agent for FullFact, who have developed this invaluable product.

Come and talk to us to find out more about how the OEE Toolkit can improve your productivity at no extra cost. You'll find us at stand 7 in the Manufacturing Operations section at The Manufacturer Live on 28th and 29th September. You can't miss us - just look for the racing cars!

If you can't make it but would like more information, please contact Carmen Crocker on 01443 844048 or visit the websites below.
www.sapartners.co.uk
www.oee toolkit.com

www.sapartners.co.uk  

- Trade press advertisement
- *Awareness raising and traffic driver to trade show stand*

Cardiff and Vale NHS Trust

Cardiff and Vale NHS Trust
Therapies Directorate

I've never seen one as big as that before

Don't believe the hype when people say size doesn't matter. At least when it comes to your career. We're one of the largest healthcare providers in the UK, which gives us a bit of an edge. It means we can offer you enormous professional choice and opportunity.

As a new graduate within our Therapies Directorate, you'll have the chance to work in Physiotherapy, Occupational Therapy or Speech & Language Therapy and with each directorate offering a rotational scheme, you'll get to see them in all their glory. You can also choose which environment to learn and develop in - the buzz of the hospital, the more intimate community setting the slower pace of rehabilitation or again, all three.

Don't worry about being new to it all. By the time we've finished with you, you'll have everything with which to build a varied, challenging and rewarding career. For starters there is our comprehensive induction programme. After that, you'll be supported 24-7 via ongoing training, supervision and mentorship. We'll also quench your thirst for knowledge with our excellent academic and research links and facilities, including our partnership with the University of Wales College of Medicine.

Not forgetting Cardiff, which over the last few years has really come into its own. Diverse, sophisticated and always surprising. Just like us.

It's an opportunity to make your eyes water. For informal enquiries please contact:

Helen Hortop - Head of Occupational Services 029 2071 5113.
Helen Wynne - Head of Speech and Language Therapy 029 2074 3012.
Sue Rees - Head of Inpatient Physiotherapy Services 029 2074 2643.

NHS WALES GIG CYMRU

UNIVERSITY OF WALES COLLEGE OF MEDICINE

- Press Advertisement in annual publication
- *Aimed to recruit graduates by promoting size and quality of the Therapies Directorate, and Cardiff as a city.*

Cardiff Marketing Limited



Rub shoulders with
Hollywood stars.
Come to Cardiff in May.


Wallace and Gromit have hit the big time. The stars of Nick Park's Oscar-winning animated film 'The Wrong Trousers' will be revealing the secrets of their success at the International Animation Festival in Cardiff from 16th to 22nd May 1994. The Festival is packed with hands-on workshops, exhibitions and 500 film screenings, showing everything from the best in British animation to the much loved Hollywood classics. There's also a special exhibition about the brilliant new TV series 'Operavox - The Animated Operas' which includes Carmen and The Barber of Seville, to be screened this autumn by the BBC. But the best thing about the festival? It's in Cardiff. But then, Hollywood stars like Wallace and Gromit only visit the best places these days. For more information, call Cardiff Marketing on (0222) 667773.

The Wrong Trousers will be shown and available for hire at the Cardiff International Centre, 100, The Hayes, Cardiff, CF10 1AA. Check times for details. The festival is open to all. Surprised? You will be.



- Inserts, Posters, Leaflets, Press Advertisements
- *This is one of a number in this campaign, promoting Cardiff as a city of business, culture and leisure*

Cardiff Marketing Limited




You know Great Britain? We're the great bit.

It's true. If you want great history, great shopping, great attractions, great restaurants, great culture, great fun and great value, Cardiff's got it. In the centre of Cardiff, there is some of the finest architecture in Europe, a

sumptuous medieval castle and no less than seven delightful Edwardian and Victorian shopping arcades and 4 amazing indoor shopping centres. There's cosmopolitan Cardiff Bay, Europe's most exciting waterfront development, a world class collection of impressionist art in the National

Museum of Wales and a delicious array of international restaurants. Even better, Cardiff is officially the best value city in the world*. There's only one word to describe a visit to Cardiff. Great. For more information, contact Cardiff Marketing on (01222) 667773.

*Source: British Retail Authority Survey



CARDIFF
Surprised? You will be.

- Press, Inserts, Leaflets, Posters

- *This is one of a number in this campaign, promoting Cardiff as a city of business, culture and leisure*

Barratt South Wales

Anyone for Swapsies?
 amys house amy age 7

Part Exchange available on these properties, which means that if you buy one of these properties, we'll buy yours. All the homes featured have been pre-valued for your total peace of mind. You won't have to pay any estate agents fees. And there's no risk of being let down at the last minute. It couldn't be simpler!

 ST MELLONS 20 CARADOG CLOSE • 3 bedroom detached house • Good size driveway • Gas c.h. • Fitted wardrobes to master bedroom • Gardens front and rear. £51,995	 WHITCHURCH 8 SILVERBIRCH CLOSE • Barratt built 2 bed semi det bungalow with garage • Gas central heating • Corner plot • New bathroom • Part ex considered £64,995
 ST MELLONS 11 WILLOW GROVE, CARDIFF • 3 bed det house • Garage • Gas c.h. • Excellent decor • Must be viewed £57,995	 CULVERHOUSE CROSS 47 THE SANCTUARY • Exr 4 bed det house • Garage • New c.h. • D/Glazing • Luxury bathroom with shower • F/finchen, oven/hob. £78,995
 LLANISHEN 14 HEOL HIR • 3 bed end link house with carpet • Extras incl. feature fireplace, oven/hob, carpets • New bathroom suite. £59,995	 LLANISHEN 4 ELAN RD, CARDIFF • Exr 3 bed semi det house • Recently fitted kitchen/diner with large breakfast bar • 2 reception rooms • Downstairs w.c. • Must be viewed £89,995

ST MELLONS, 1 SANDPIPER CLOSE
 3 bedroom semi detached house. Double glazing. Immaculate. £56,995

RHIWBINA, 377 CAERPHILLY ROAD
 3 bed semi detached house. Garage. D/Glazed. Loft conversion, Gas c.h., 2 reception rooms. . . . £58,995

FOR OUR FULL LIST OF PROPERTIES, OR AN IMMEDIATE APPOINTMENT TO VIEW, CALL (01222) 707272.

BARRATT
Britain's Premier House Builder
Barratt best buys. It couldn't be simpler.

†Subject to status and normal Barratt Part Exchange Conditions. Some of the properties in this advertisement are being sold through our Agency Selling Scheme.

- Local and National press, Radio
- Campaign produced Barratt South Wales, Part Exchange properties.
- Later adopted by the entire group and the campaign ran nationally

Windsor Quay Waterfront Development

CARDIFF BAY

Save £190 pcm
(Renting is money overboard!)

FIRST TIME BUYERS
A typical two bedroom apartment in Cardiff costs £475 a month to rent. A similar one at Windsor Quay only costs £285 a month to buy* and we'll pay your 5% deposit!

This is an opportunity to cut your monthly outgoings by £190 and move to the waterfront at the very heart of Europe's most exciting maritime development.

One and two bedroom luxury apartments from £46,495. Two bedroom houses from £54,995. Showhomes and sales office open daily 11am to 6pm. Tel: (01222) 384560.

WINDSOR QUAY
CARDIFF

A secure anchorage with a spectacular future.

- Local and regional press advertisements, Inserts, Leaflets, Newsletters, Radio
- *Highly targeted to attract buyers for a range of property types*

Royal Mint

Change Management

**ASSISTANT DIRECTOR,
CIRCULATING COIN PRODUCTION**

c.£40K + relocation assistance where applicable
South Wales

The Royal Mint can trace its heritage back through three millennia. But you will also find today's changing organisation very much focussed on the future. And what a future it is turning out to be. Now a global business with a turnover of £100 million, we produce circulation coinage for countries around the world, not to mention award-winning collector pieces.

It is no small role either, calling for substantial experience in production engineering and the management of people and change. Specialising in metals or chemical processing, you are likely to possess a first degree or equivalent and be a Chartered Engineer (or soon to qualify).

Energetic and results driven, you are able to focus on quality issues and customer service as well as taking a broader view. Experience of TPM or some other form of Total Quality culture is therefore important. Other responsibilities will include blank production, blank processing plus coin and tool production. Equally important is that rare ability to inspire through team work and still lead a substantial number of highly skilled people.

For security reasons, this post is only open to British, Commonwealth and EU subjects.

As you might expect for such a prestigious role the salary and benefits package are excellent. Additionally, we will support your career and development.

This is probably one of the best career moves currently in circulation.

To apply, please write with full career details to Esther Williams, HR Manager,
The Royal Mint, Llantrisant, Pontyclun, South Wales CF72 8YT.
Tel: 01443 623142 or alternatively, apply on-line via www.monster.co.uk



- International, National and regional press advertisements
- *A range of roles advertised, playing on the coin theme*

South Wales Police

disCRIMINAtion
it's only one letter
away from being
CRIMINAL

SENIOR POLICY ADVISOR
£31,224 - £34,063

Let's spell it out. Whichever way you look at it, discrimination is wrong, there's no two ways about it. And we at the South Wales Police Force have been confronting it for a number of years. Indeed, it's something that we've developed quite a reputation and national recognition for.

"You're just saying that" you might say. But this isn't about political posturing, it's about making it happen. We want to ensure we deliver an impartial and focused service to all areas of the community. Which is where you come in.

Driving through a radical programme of change you'll answer to the chief constable and his chief officer colleagues. Forging close working relationships with minority groups, members of the community, as well as associated governmental and policing bodies, you'll set about listening to opinions and experiences.


This will enable you to formulate recommendations for changes to policy, strategy and procedures.

With your analytical, tactful and dynamic approach, you'll make an immediate impact. Your prior experience has developed genuine strategic insight and an understanding of the needs of minorities. A proven leader, you're articulate enough to make sure your voice is heard and understood.

So, help us to help our community and leave a lasting mark. It would be criminal not to.

For an application form (which may be submitted with a covering letter and CV), please write to the Personnel Department, South Wales Police, Cowbridge Road, Bridgend CF31 3SU, or telephone 01656 655555 ext 20224.

Closing date for receipt of applications is 21st May 1999.



make it happen

- International, National and local press.
- Multi-language
- Online and off line
- *Recruiting a Senior Policy Officer shortly after the release of the Stephenson report.*

S A Partners – Management Consultancy



Lean thinking
excellence...

...time and
time again

S A Partners is proud to
sponsor The Food Manufacture
Excellence Award for Confectionery

sapartners

Offices in Bristol, Cardiff, Reading, Warwick
Clients across the world
Call 00 44 (0)11442 844 049 or visit
www.sapartners.co.uk
Email: info@sapartners.co.uk



- Trade press advertisement to support awards sponsorship.
- Required a jelly baby photo shoot!

Practice Management Academy



Don't get left out in the cold

CPD ACCREDITED PREFERRED SUPPLIER WORKSHOP
Can you afford not to attend?

You may be aware that from April 2005, changes within Legal Services Commission will require that you become a Preferred Supplier and be efficient and Lean in your operation.

This workshop will assist you in your understanding of what is required to become a Preferred Supplier.

Current dates and venues are detailed in the covering letter. For information on future workshops, please contact us.

"Every managing partner should spend 90 minutes with SA Partners playing with strokebooks. I have never seen a better demonstration of how to create efficient systems and process improvement within the legal sector" - Roy Morgan of Morgan Solicitors and Chair of LAPC

To confirm your attendance please call Carmen Crocker on 01443 844048, fax 01443 844084 or email lean@sapartners.co.uk

www.sapartners.co.uk 

OUR LEGAL SERVICES TEAM
MELYN WALLACE • ERIC WALLACE • PAUL JONES • PAUL MORRIS

- Inserts, trade press advertisements for the launch of a Legal Practice Management Academy