

Delineo's pledge to The Co-operative



In this together

Your brand

# **Delineo. An agency of diverse talents and quite probably a few surprises.**

Offering strategy, marketing, planning and brand insight; commercially aware account teams; digital marketing expertise; as well as a safe pair of hands for all things production and technical – all of course underpinned by creative excellence.

**Some of you reading this might already know us. Whilst for others we may be an unfamiliar name. What's certain though is that we offer something for everyone and there's more to us than meets the eye.**

inspires us

Over the next few pages we want to give you an overview of how we operate and provide a background to our partnership with you. As an account close to our hearts, Delineo is truly inspired by The Co-operative.



# deline

## Our **pledge** to you

**You won't find an agency more committed to The Co-operative than Deline. Through the dedication of our people, our client services structure and our investment in technology, we have aligned our business to yours at every point.**

We've been by your side for over 20 years now but we've certainly not stood still. Like you, we've continued to adapt to the changing environment, taking advantage of new opportunities, whilst remaining true to our passion and our ideals.

**It's an attitude that has served us well, enabling us to cement our position as a Top 10 agency in the North West, which in turn, means we have the scope, experience and expertise that The Co-operative demands in a roster agency.**

We promise to continue to go above and beyond what's asked of us, as part of our investment in a continuing long-term partnership.



*“Over the past 10 years, there is no single client that Delineo has invested more time, more resource and more effort into than The Co-operative, and we pledge to continue to do so.”*

**Nick Melvin**, Delineo Managing Director.




# We're committed to you

**The Co-operative brand is an inspiration to us, which is why we go out of our way to make things happen for you.**

We work hard to get under the skin of your overall objectives and individual projects because it's critical to us that we understand what you are about and what you want to achieve.

**Face to face meetings, research, clientstorming sessions and workshops enable us to appreciate the challenges and complexities you face as a large retailer with a wide portfolio of businesses. They're also key to building up market and project insights that ensure we maximise the effectiveness of every campaign.**

There are many examples of Delineo investing time and resource upfront on such activities without commitment or any form of obligation on the part of The Co-operative.

A black and white portrait of Ella Worthington, a woman with long dark hair, smiling warmly. She is wearing a dark top and a long necklace. The background is slightly blurred, showing an indoor setting with a doorway and a small figurine on a shelf.

In the past 12 months alone we've shown our commitment to you with:

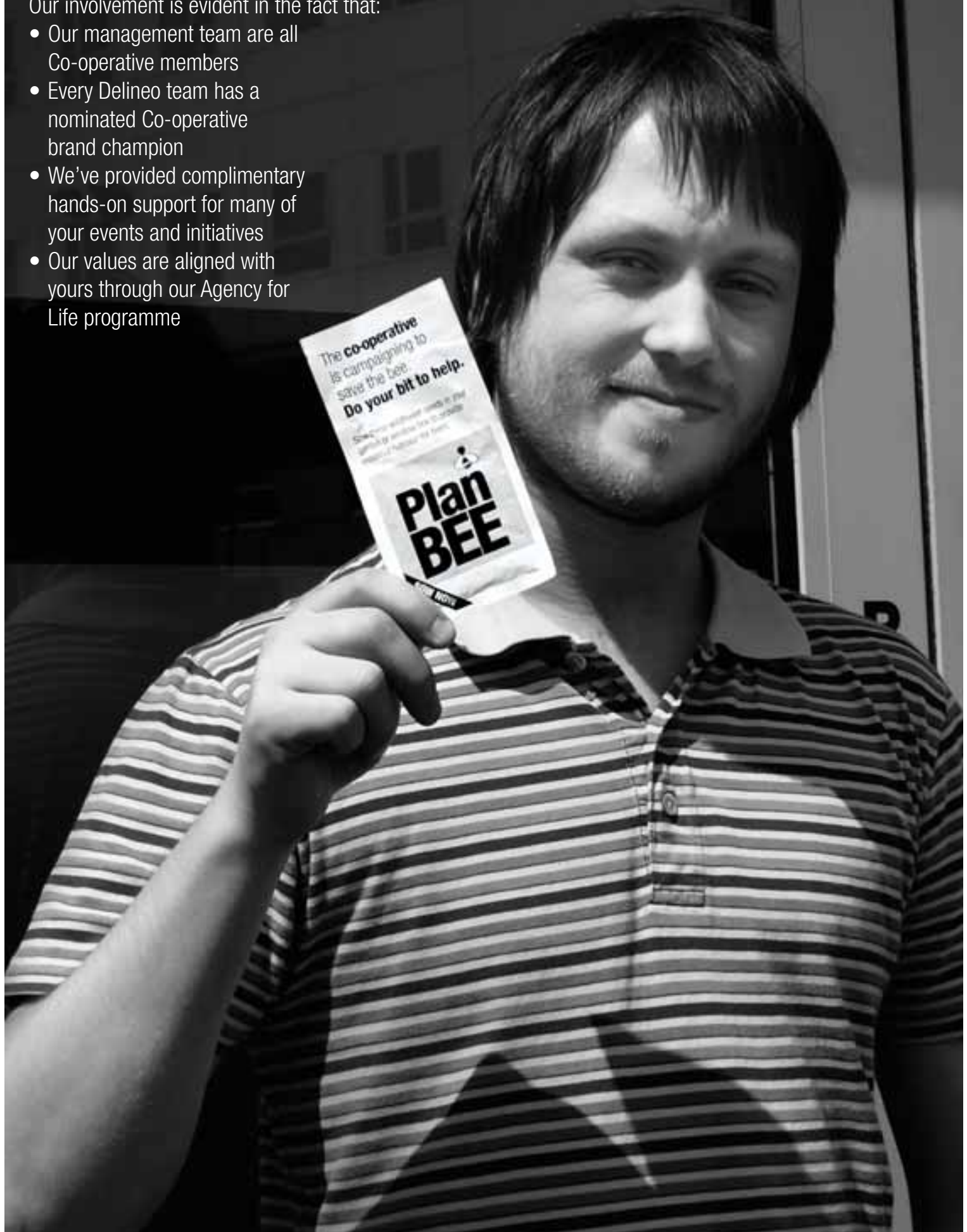
- Over 400 hours of complimentary senior management time
- Dedicating a team to you with over 95 years' Co-operative experience
- Rate card reductions of up to 20%

**Ella Worthington**, Marketing & Planning Manager – one of the experienced team of Delineo planners and strategists.

**Getting involved.** As well as working for you we like to take part, which is why we planted seeds to support Plan BEE, ran the Santa Dash and genuinely enjoy doing our bit.

Our involvement is evident in the fact that:

- Our management team are all Co-operative members
- Every Delineo team has a nominated Co-operative brand champion
- We've provided complimentary hands-on support for many of your events and initiatives
- Our values are aligned with yours through our Agency for Life programme





# We believe in you

**At Delineo we believe in what The Co-operative stands for and are passionate about your success. It's been our privilege to help you promote your unique brand values ever since we worked with you on your first partnership reports over 15 years ago.**

Appreciating your heritage, your culture and your philosophy, we are mindful of our responsibilities with regard to your brand. In truth, we're fiercely protective of it and take our role as brand custodians extremely seriously.

**Working with your teams at Group, Brand and individual businesses level, we fully immerse ourselves in the bigger picture. But we're also conscious of how individual projects – large and small – contribute to the overall proposition; which is why we take great care and attention in partnership with other agencies and suppliers to ensure that they are delivered consistently and do not undermine your greatest asset.**



**Here's what you say about us:**

*"I just wanted to say a big thank you for all the work on this project for us. Throughout this event we've come to you at short notice and sometimes with very little information and the result has been great for us."*

Darren Illingworth, Support Services Manager – The Co-operative Financial Services.

- **Over the past 20 years, Delineo has completed over 5,000 projects, large and small, on behalf of The Co-operative.**

Here are some of the ways we have created for you:

- Planning and strategy
- Brand identity and development
- Creative design
- Interactive digital media
- Integrated campaigns
- Artwork and production
- Direct and instore marketing

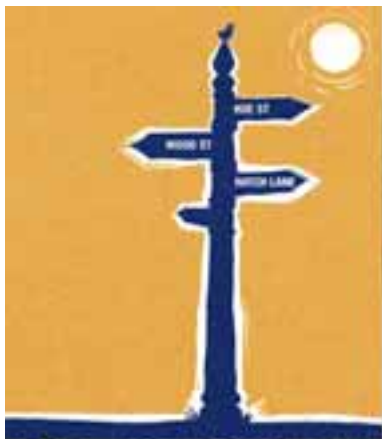


# We create for you

**From the smallest logos to the largest billboards. Standalone or integrated. Whether internal communications or external promotions. Online and off. Above, below or through the line.**

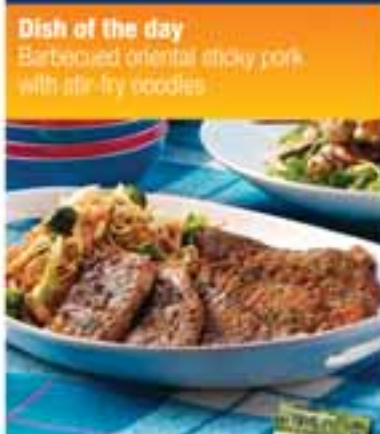
You name it. It's the diversity and challenge of The Co-operative's marketing requirements that most appeals. And we believe it's our expertise, scope, capacity and track record of tackling everything you need to throw at us that sets us apart. There's even things in our armoury that we offer – like TV advertising and social media – that we'd love to show you.

**We go out of our way to capture and promote The Co-operative's brand essence in all that we do. And whilst we tackle every project – large or small – with gusto, it's creativity that lies at the heart of our offering; all the while delivering inspirational and, crucially, on-brand results.**



Over the last 20 years, we've done loads of good stuff for you.

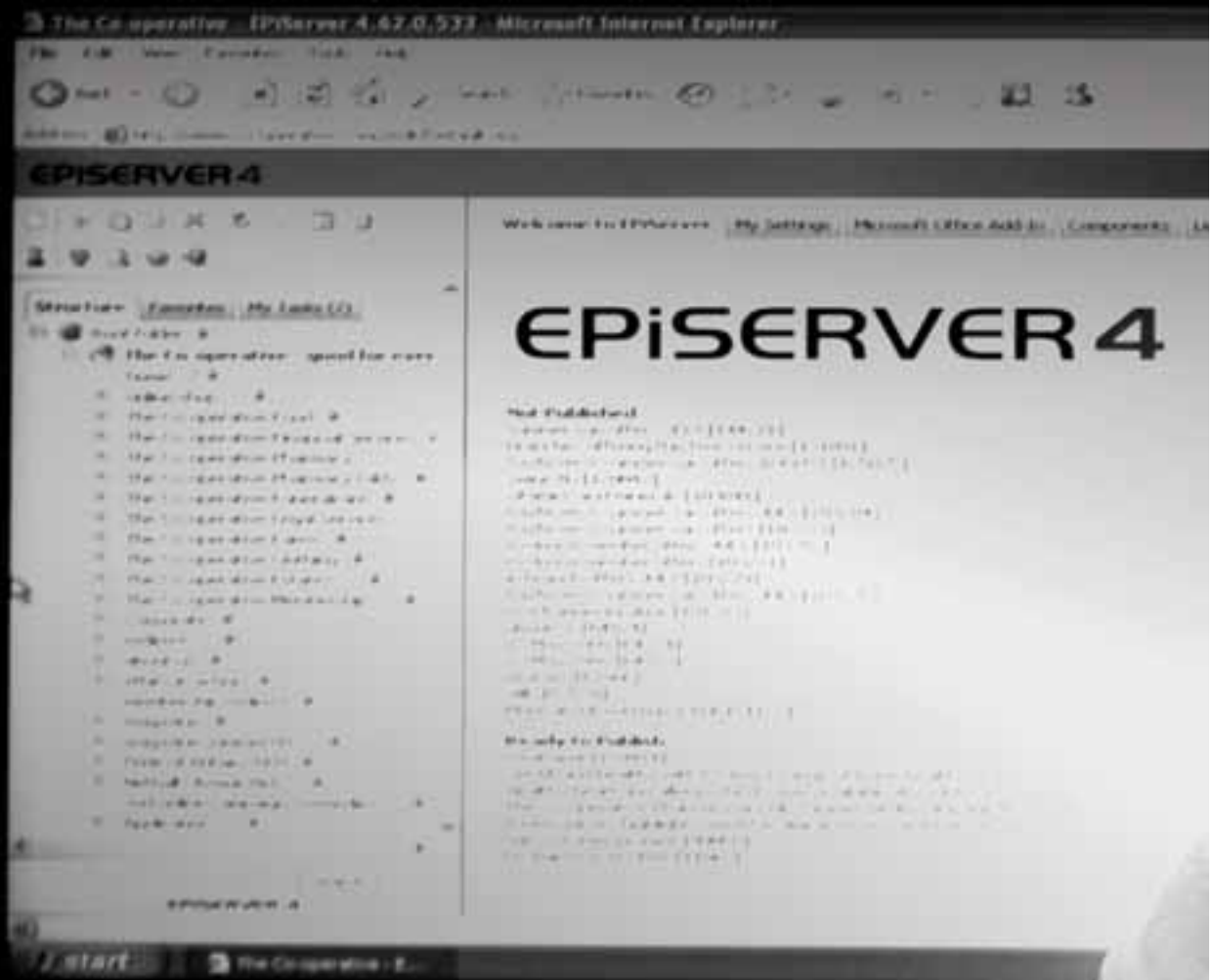




## Here's what you say about us:

*"As a content management system, EPiServer offers a large number of benefits. I've been impressed by how Delineo has applied creative and development expertise to get the best out of the system."*

Angela Davies, Co-operative Development Manager – The Co-operative Social Goals.



Just some of the ways we have moved with you:

- Trained 12 members of staff in the EPiServer CMS – an investment of 103 days to date
- Developed administrative systems for Enterprise hub and Waste Works that streamline processes and create cost savings
- Held regular brand workshop updates for all relevant members of our team

**Martin Malone** leads the Delineo interactive team that work their magic inside and outside the EPiServer platform.

# We move with you

**In a sign of the times, digital solutions are an increasingly important component of The Co-operative's marketing mix and an essential channel to market, on both a standalone and integrated basis. The digital environment also represents Delineo's fastest growing resource and greatest investment.**

We have aligned our skills to your technology and development and, over the past 18 months, we've created a series of online offerings within the EPiServer platform for The Co-operative, which have resulted in significant cost savings for your businesses.

**Through experience with projects such as the Legal Services, Pharmacy and Waste Works websites, and the online resource facility Enterprise hub, we recognise that EPiServer is a great tool but we've continually sought to make it even better.**



# We make it happen for you

**Many of the people we work with within The Co-operative have long 'to do' lists that don't always match the available hours. So they'll call Delineo, knowing that we're always here to help and pleased to relieve the pressure wherever we can.**

Our strength lies in translating your business objectives into cost-effective and meaningful campaigns, backed by rigorous account management. We'll bring into play any Delineo resources that are necessary, whether it's clientstorming sessions, creative input, photography, print or production; all the while, taking care to ensure that multi-stage projects are delivered on time and on budget.

**Whatever's required we're on the doorstep, available at the drop of a hat to talk things through. And when it comes to budgets, we're always really flexible.**

Some ways we've made it happen for you:

- Helped establish Pay Per Click as the most effective client acquisition channel for Legal Services
- Looked after 445 Co-operative projects over the last 18 months
- Invested over £50,000 in our CRM system to improve workflow and MIS for you
- Sent monthly and quarterly Digest updates to over 100 people to help spread the marcoms word

**Here's what you say about us:**

*"Just wanted to drop you a line to let you know what a fab job I think Lauren and the team have done on the website – I think it's great and shows the added value we get from the additional projects which Delineo have managed for the Pharmacy business."*

Petrina Flynn, Marketing Communications Manager – The Co-operative Pharmacy.



Delineo Senior Account Managers, **Jade Rodwell** and **Lauren Jackson**.

## Here's what you say about us:

*"I just wanted to put on record my thanks to you for some very quick turnaround of high-quality materials. These have been well received by the sponsorship team and we appreciate all your efforts."*

Han-Son Lee, Brand Identity Manager – The Co-operative Group Marketing.

...together, we can change the world for **9 million** people who are deaf or hard of hearing.

# We feel part of the family

**We feel so close to The Co-operative that we'd go as far to say that we feel part of your family.**

We go back a long way – despite their youthful looks, some of our team have worked with The Co-operative for two decades. But it's in the present that we feel a particular affinity.

**We're in and out of The Co-operative so often that we've jokingly been offered door passes and desks in your buildings. Likewise, The Co-operative staff find a warm welcome and supply of biscuits at our offices.**

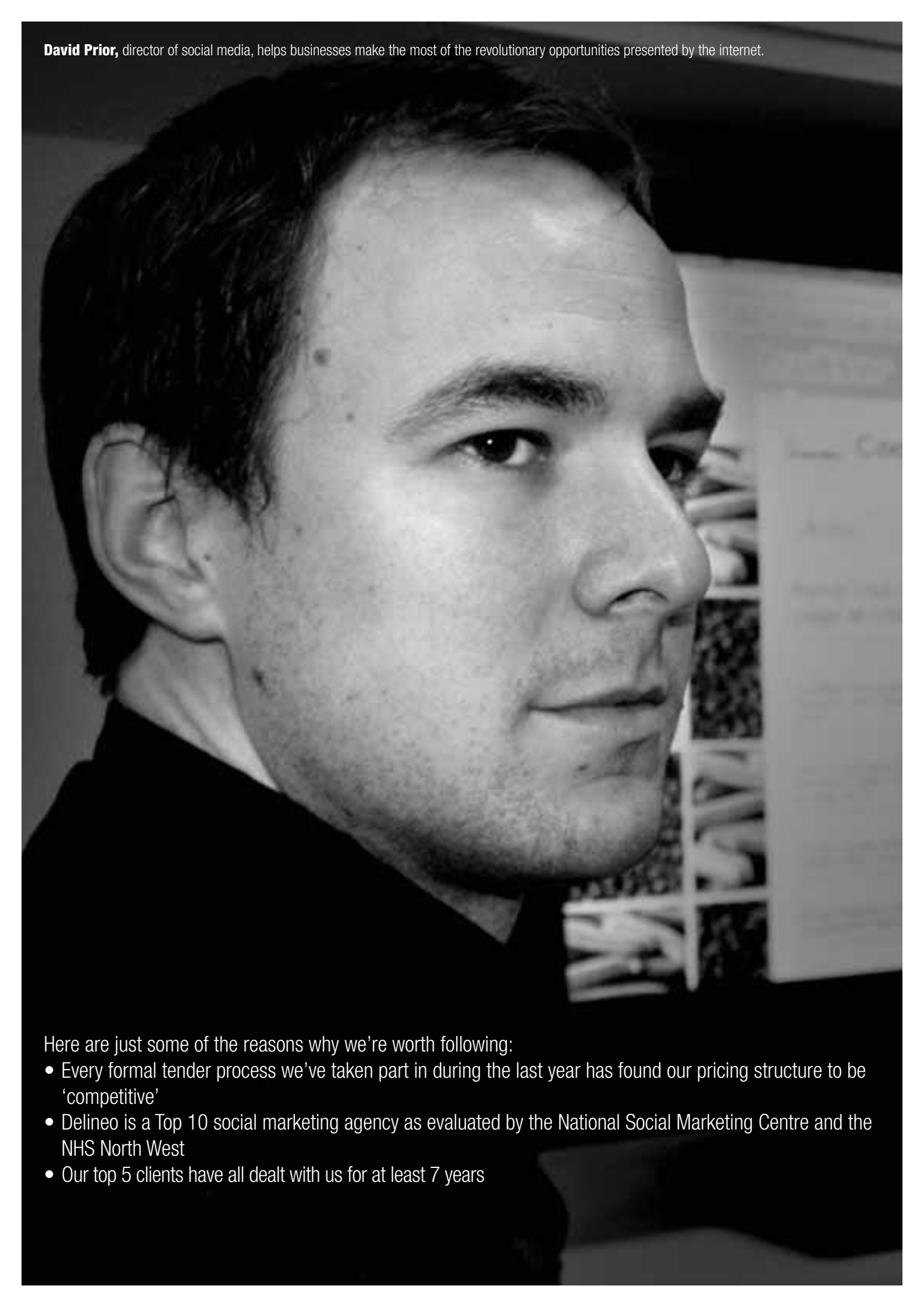
We're proud to consider ourselves an extension of your marketing teams so it's no exaggeration that we would do anything for you (and frequently do). Whether it's burning the midnight oil copywriting a suite of literature or being up with the lark to deliver and assemble exhibition stands. Whatever it is, we'll always pull out the stops to achieve it for you.



The family closeness has been formed by:

- Working for The Co-operative every single working day for the last 4 years
- Dave working 880 hours for you in the last 18 months alone, representing one in every three of his working days
- All of us being regular customers of The Co-operative

**David Sutton** is not only a Delineo Senior Mac Designer, he's also our Mr Fixit for The Co-operative.



**David Prior**, director of social media, helps businesses make the most of the revolutionary opportunities presented by the internet.

Here are just some of the reasons why we're worth following:

- Every formal tender process we've taken part in during the last year has found our pricing structure to be 'competitive'
- Delineo is a Top 10 social marketing agency as evaluated by the National Social Marketing Centre and the NHS North West
- Our top 5 clients have all dealt with us for at least 7 years

## Here's what one of our clients has said:

*"Delineo devised a social media and online marketing strategy for us that is actively delivering more leads, greater awareness and much-improved keyword rankings. I was something of a social media sceptic but not anymore."*

Chris Roxburgh, LinkDirect.

# We follow you

**The Co-operative is not just our day job. It's so much more, touching all of our lives inside and outside of work.**

With a vested interest in all things Co-operative, it won't come as a surprise that we follow your every move and that we're always thinking of new ways to help you raise your profile and keep you in touch.

**Take, for example, the opportunities presented by social media and social marketing. Facebook, Twitter and LinkedIn are experiencing rapid growth but businesses are only slowly cottoning on to the opportunities they present.**

Because of the mass appeal and cradle-to-grave philosophy of The Co-operative, we think social marketing presents great potential.

**We know how social networks transform the way consumers react to brand. We've been advising businesses on how to adapt and we'd love to tell you more.**

**David Prior, MD of Social Magnet, the social media arm of the Delineo group, helps businesses make the most of the revolutionary opportunities presented by the internet.**



2, 11, 15, 19 – Strategy and Planning

1, 6, 7, 13, 16, 19, 25, 26, 29, 32 – Creative

3, 4, 5, 8, 9, 12, 14, 20, 25 – Account Management

18, 21, 22, 23, 30 – Interactive

24, 27, 31 – Commercial

10 – Social Media



# We go the extra mile for you

**Through a sponsored 10K orienteering challenge, 34 Delineo team members have made their own contribution in support of The Co-operative's aim of raising over £2million for The Charity of the year, RNID.**

## **Here's what you say about us:**

*"As the Santa Dash is the last fundraising opportunity of the year for The Co-operative Charity of the year RNID, we wanted a campaign to engage all areas of the business and create a very strong sense of the event. The creative you provided responded fantastically to this proposition and really brought this important event to life."*

Anne Edwards, Campaigns Advisor – The Co-operative Social Goals.

Main cover shot art directed by Delineo Creative Director **Leigh Sheridan** as part of the shoot for The Co-operative Enterprise hub.



**delineo**  
considered thinking. inspirational results.

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