

**Dominic Parker  
Portfolio 2023**

[www.MrDomParker.co.uk](http://www.MrDomParker.co.uk)

Trinity Mirror plc





TheCultureCrossing.com

## Ownership

I launched TheCultureCrossing.com in 2020 when the world came to a halt. TheCultureCrossing.com covered stuff that we love. From TV to Games, Movies to Comics, Books to Music and a load of other bits that don't fit into those categories.

<https://bit.ly/3LFxh1u>

### STORIES BY DOMINIC PARKER



MOVIE NEWS / 1 year ago

#### Fantastic Beasts: The Secrets of Dumbledore – Trailer

Let's be honest. This franchise is at a tricky point as the Fantastic Beasts: The Secrets of Dumbledore trailer lands. The last movie Fantastic Beasts: The...



TV NEWS / 1 year ago

#### The Cobra Kai Season Four Trailer Is Here

### RECENT STUFF

9 Bands You Forgot Played Themselves In Movies

Top 10 Tom Hanks Movies

Cobra Kai Season 4 – Review

7 Asylum Movies Better Than Their Blockbuster Original

Hawkeye Episode 6 – Review



### FEATURED



## Writing

I've been writing a monthly marketing blog for 3-years. I use this forum to ensure I keep up to date with marketing trends. I also share ideas and training tips that I've found useful. Topics have ranged from copywriting tips to price elasticity, guerilla stunts to product innovation.

<https://bit.ly/2KISk3h>

Home Blog Experience Videos Portfolio Case Studies About Contact

## Blog Dominic Parker

All Posts Marketing PR Media Personal Music Work Radio Events Film More Q



Dominic Parker Nov 14 · 12 min  
UK Christmas TV Adverts 2019 Review



Dominic Parker Oct 26 · 7 min  
The debilitating disease of your carbon copy (Cc) email habit



Dominic Parker Sep 16 · 4 min  
Six brainstorm techniques



Dominic Parker Aug 11 · 2 min  
How to create a set of team core values

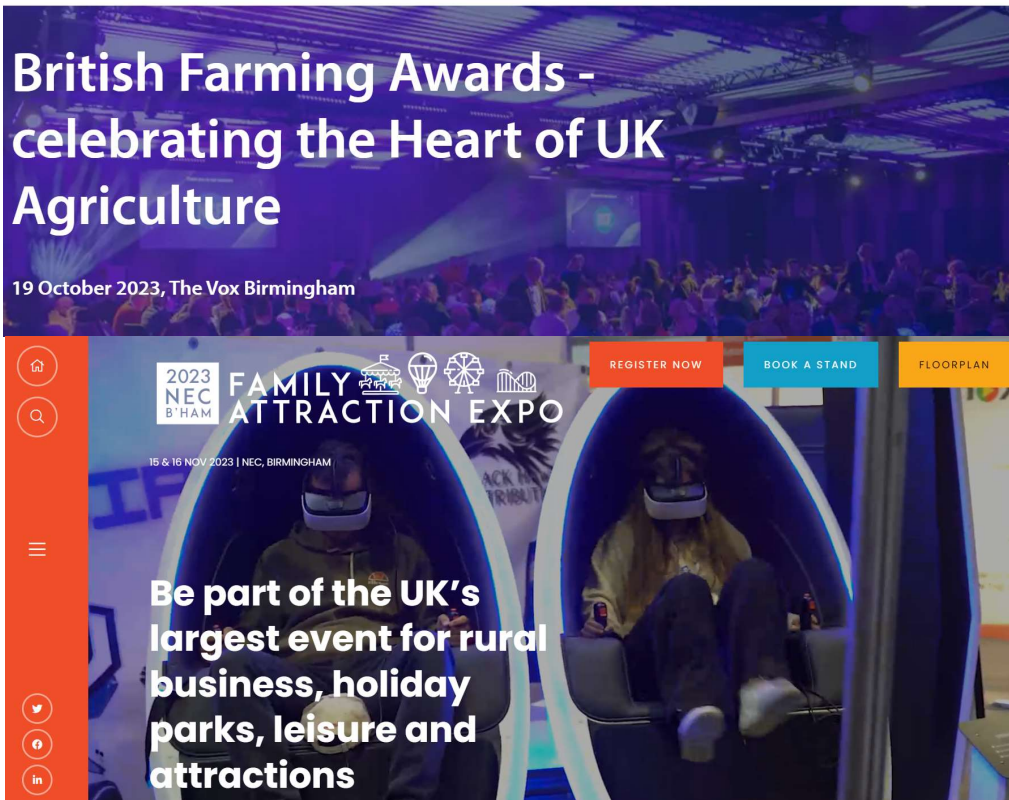


Dominic Parker Jul 23 · 2 min  
Useful keyboard shortcuts in Google Chrome



Dominic Parker Jun 20 · 4 min  
Price elasticity and price strategy





**Shows**  
I've delivered eight large-scale events per year to a variety of audiences. Oversaw the marketing recovery of the event portfolio post-pandemic back to prior footfall levels including +35,000 for LAMMA. Integration of four purchased NEC events into the portfolio in 2022 and the launch of a new addition into the Scottish marketplace



**Save the date 8th August 2019**  
Show your support for UK Farming

**#Farm24**

Encouraged consumers to engage with #Farm24 and @Morrisons. As well as ensuring the farming industry - and farmers specifically - were at the heart of the event. 2019 achieved record-breaking results for 24 Hours in Farming. Engagement was also up from 5,396 to 13,015 - just under double YoY. Politicians, British food and farming advocates, social media influencers, celebrities and award winning chefs got involved and helped raise awareness to millions of people. <https://bit.ly/2s6D6yl>



**Farm 24 in numbers**

- #160 million** Number of impressions the campaign reached
- 37 million** Audience reach, almost doubled from 2018
- 13,015** Number of unique contributors, 50% up from 2018
- 467,015** video views
- 467,015** Record contribution from social media influencers
- 467,015** Record contribution from social media influencers
- 7** National community and industry stakeholder involvement

**Morrisons**  
@Morrisons brand successfully delivered





**Agriconnect**  
part of the Arc network

## Changing 170 years of tradition

Farmers Guardian is a national B2B publication with a strong B2C audience. In 2016 I was hired to support the switch from traditional tabloid to a magazine format.

The relaunch involved the creation of a fully integrated marketing plan and activation within a 2 month deadline, due to print requirements.

Working with both qualitative and quantitative research for informed decisions to not alienate a traditionally loyal and anti-change audience. The campaign saw subscription and news trade communication via PPC, AdWords, organic social, DM, email, SMS, events and face-to-face promotional activity. <http://bit.ly/2lSwjo4>




**Agriconnect**  
part of the Arc network



## The premium market

Reaching a premium agronomy market required a different style of campaign to be created. Drawing inspiration from Economist communication styles, the campaign initially teased before switching to an infographic style for more detailed explanation around the package available. <http://bit.ly/2kFrRnQ>



**ARABLE PRO**  
FGinsight.com/ArablePro

**ARABLE PRO is a unique NEW SUBSCRIPTION PACKAGE** designed exclusively for **professionals** in the arable sector

WE WORK WITH **BASIS AND NRoSO**  
You can earn up to 28 BASIS points and 14 NRoSO points per year

**28 14**  
SUBSCRIPTIONS are worth **4 BASIS POINTS & 2 NRoSO POINTS**

**Unlimited** access to **FGinsight.com** and the invaluable tools and services therein are included in your membership

**A VIP PLUS MEMBERSHIP TO FARMERS GUARDIAN IS INCLUDED IN YOUR ARABLE PRO PACKAGE**

Farmers Guardian features more arable content than ever before, a dedicated section showcasing the best technical content available

We'll **PRE-REGISTER** you for one of the biggest shows on the agricultural calendar: **CropTec**

Farmers Guardian delivered each week

Arable Farming delivered every month

Each issue of Arable Farming is full of farm-focused features on current technical and management issues, plus cutting edge science and technology developments impacting on arable agriculture

CropTec's seminar programme provides technical solutions to help increase yields and reduce unit costs

Attending **CropTec** and completing the Knowledge Trail can secure you up to 6 BASIS and 6 NRoSO points

By attending **LAMMA**, the UK's largest machinery show, you could earn 2 NRoSO points, plus 6 BASIS points for completing the Knowledge Trail with Arable Pro

You can subscribe over the phone by calling **01635 879 320** or online at [FGinsight.com/ArablePro](http://FGinsight.com/ArablePro)

**An Arable Pro subscription costs as little as £3.83 per week, just £199 per year. Visit [FGinsight.com/ArablePro](http://FGinsight.com/ArablePro)**



## Introducing BeerHeroes.com

Working freelance with craft beer suppliers to create a series of video guides to drive social engagement.

Creation of the Beer Heroes Festival Tour around venues and food festivals promoting the brand and products.

Website, social and PR support for their first bar opening in Cheshire with creation of a full annual marketing plan with the Directors to aid the growth of the brand in a crowded market.

<http://bit.ly/2m1NG1R>



## Changing attitudes to social media



Although targeting similar audiences, in different locations, Bauer City stations lacked a unified social strategy, meaning that it was trying a lot of different things, and seeing what stuck.

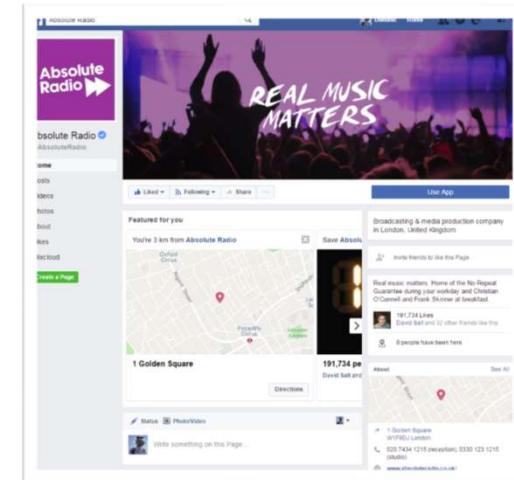
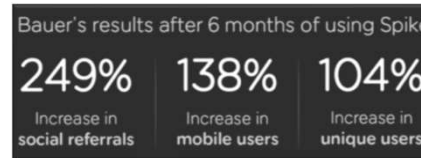
Frequently, we had moments of individual brilliance, when a post might get huge levels of engagement, but nothing consistent. This wasn't building a lasting relationship between the individual users and our brands.

The new strategy started with a week-long trial to identify and post relevant stories to stations' hundreds of thousands of fans on Facebook using web tool Spike. Using the tool to discover and track stories and other content that audiences would be interested in, we found stories of national relevance, created articles to drive to and posted them to channels with a new, appropriate tone.

Occasionally, one of the team at the local stations contributed a story of particular local relevance. The content team collaborate using Google Hangouts, Google Analytics provide detailed on-site data in real time, with much less guesswork and content discovery time required.

It's not about cramming everything you've got to offer onto social. We wanted to meet the audience on the platforms we knew they were using and offer them a relevant and entertaining experience.

<http://bit.ly/2lqylKR>











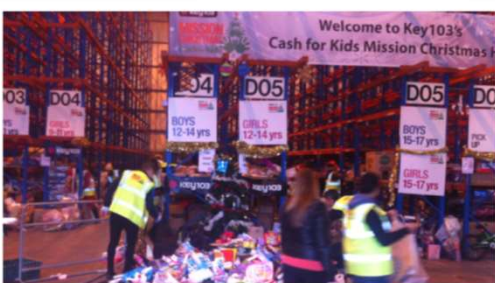
MEDIA GROUP



## Mission Christmas

Awareness of Key103's Mission Christmas has grown to reach a record result in 2014 with a stunning £1.6 MILLION of toys being donated for children in Manchester over the festive period. With one of the highest child poverty rates in the country, Key103 was able to put a smile on the face of thousands when it really mattered.

<http://bit.ly/1b2KY6l>



MEDIA GROUP

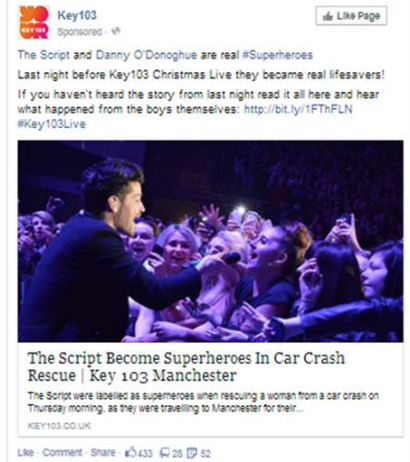
## Summer and Christmas Live

With a calendar of multi-artist concerts in the summer and at Christmas for the biggest stations in the Bauer City Network a uniform look and feel was needed to maximise efficiencies around show activation and promotion.

New ways of promotion around social media have been introduced and greater emphasis on customer experience, PR opportunities and look and feel have been pushed across all of the shows

<http://bit.ly/1H6ROE5>

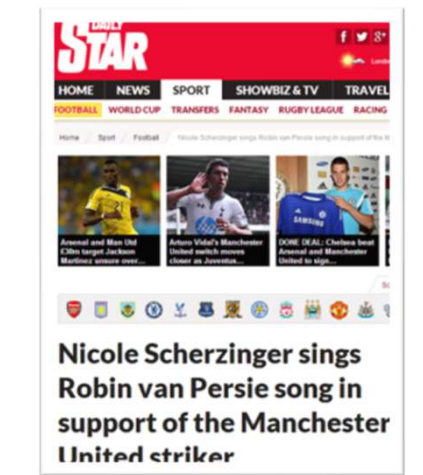
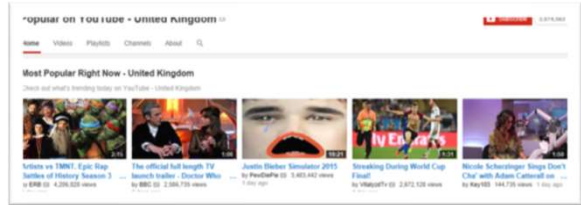
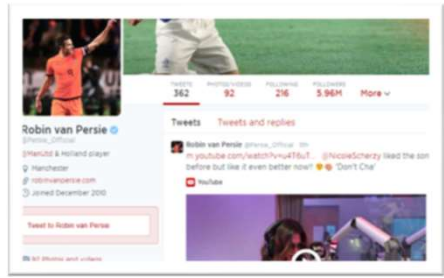
<http://bit.ly/1D0E1cg>





# Don't cha wish your striker was RVP?

When Nicole Scherzinger dropped in for an interview with Adam Catterall she took part in a reworking of the Pussycat Dolls hit Don't Cha around Manchester United striker Robin Van Persie. The hit went viral across Europe and the UK. <http://bit.ly/1FJFeg6>



## A new beginning

Supporting the marketing team at the NEC Group, and specifically the National Indoor Arena to help prepare communication materials for the transition to the newly refurbished Barclaycard Arena in Birmingham city centre following a £26million investment to rejuvenate the venue.

<http://www.barclaycardarena.co.uk/>  
<http://www.necgroup.co.uk/>





**Freeradio WALK for Kids**

**WAY MORE FUN THAN THE GYM.**

**BIRMINGHAM** 19 MAY 2013  
**BLACK COUNTRY** 2 JUNE 2013  
**WARWICKSHIRE** 23 JUNE 2013  
**WORCESTERSHIRE** 7 JULY 2013

**SIGN UP AT FREERADIO.CO.UK**



### Walk for Kids

Under one brand, separate station charity events were unified under one cause, four events, four dates, four charities, but one powerful marketing tool spreading the word of Free Radio around the patch.

Birmingham: <http://youtu.be/qDTFZ58x3HU>

Black Country: <http://youtu.be/shTpy1HmJJM>

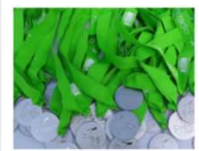
Warwickshire: <http://youtu.be/NsTzo4mjYDI>

Worcester: <http://youtu.be/D3l2f9yqBHs>

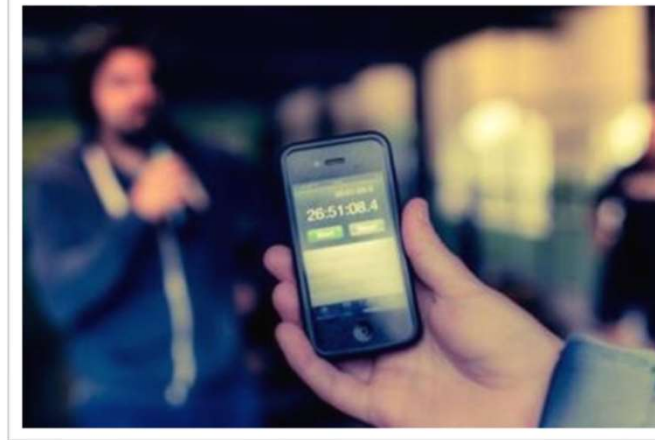


### Raising the bar

Christmas Lights and bonfire events are traditional radio fodder, but can look dated and out of touch. We refreshed the events and created shows to be proud of in keeping with the style and personality of the station to maximise return on time and investment in 2013.







## Smashing records

National press coverage breaking the World Record for endurance on the Drayton Manor dodgems 26hrs 52mins.

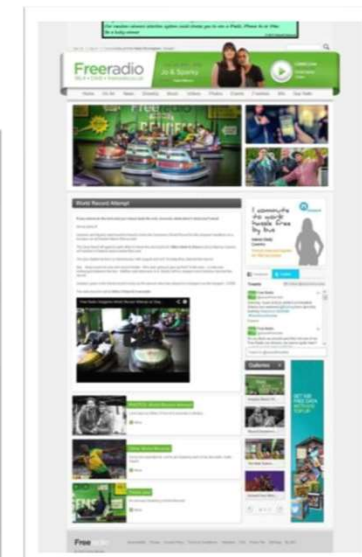
The story: <http://youtu.be/NjRxm52tCxk>



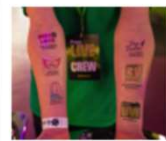
## #GiantBabyCard

Taking the lead against the competition to announce and celebrate the birth of Prince George, touring for messages of congratulations around the West Midlands. Plus announcing the story on the side of the M6, all rewarded with a thank you letter from the royal couple.

An online journey: <http://bit.ly/11ainE3>







### Above the Line

In the most competitive radio market in the country a continuing need to stay ahead of rivals through a combination of traditional and creative ATL planning.

TV ad: <http://youtu.be/LcFLGhIkMz0>

### Free Radio LIVE 2012 to 2013

With the new brand in place, the concert was revamped with a single identity and increased production levels, the best line up so far and a sell out crowd.

Activity: <http://www.freeradio.co.uk/live2013/>

Backstage: <http://youtu.be/U7PWzqtixz0>

Introduction animation: <http://youtu.be/E2yDkOyVo64>





**THIS AIN'T A LOVE SONG**

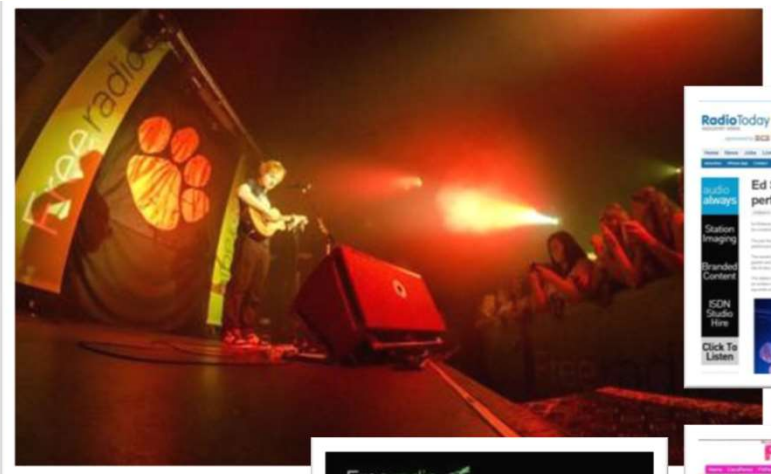
pitcher & piano  
**BRINDLEY PLACE**  
 12.45PM MONDAY 17 JUNE  
**Freeradio**  
 96.4 • DAB • freeradio.co.uk



**Working with artists**

From One Direction to Noel Gallagher various performers have been supported with private gigs, promotional support and media coverage.

Rizzle Kicks at the new Birmingham library:  
<http://youtu.be/dpCzjOXQVmo>



**ED & Example exclusive**

Working with one of the biggest artists in the world, one week after the performance on the London Olympic opening ceremony. This worldwide publicity and popularity saw some significant column inches for the newly created Free Radio. A bonus saw a secret appearance from Example at the exclusive show.

A unique performance:  
<http://youtu.be/BbEGhCypDkU>

Freeradio  
**CONGRATULATIONS**

Free Radio  
**ED SHEERAN**  
 SECRET SIG

"You'll be getting Ed Sheeran up close and personal at our Free Radio Secret Sig! Your name has been added to our guest list for the evening and you'll be able to bring one guest with you!"

**Here's the important bit.**

...what can we say you to keep this to yourself! As unexpected crowds may result in the cancellation of the gig! (We don't want this to happen do we!) The venue is The Hare & Hounds, 306 High St, Kings Heath, Birmingham, B14 7JZ. Doors open at 3.30pm for a 6.30pm performance. Over 18s only. Proof of ID will be required. See you there!

**20TH AUGUST 2012**  
 HARE & HOUNDS, BIRMINGHAM  
 FM • DAB • freeradio.co.uk



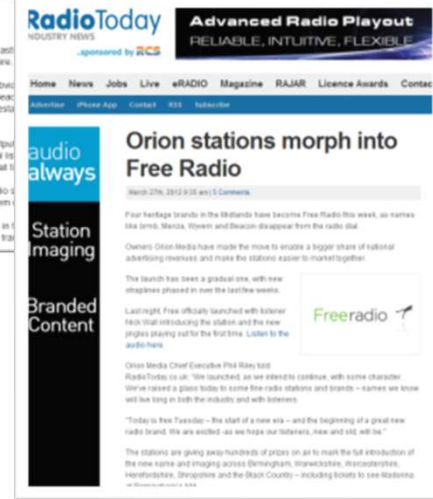
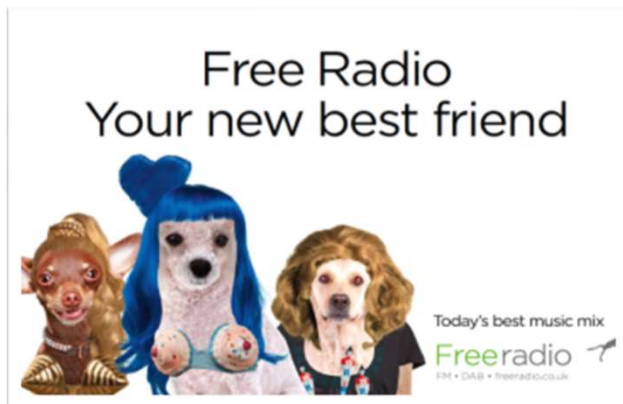
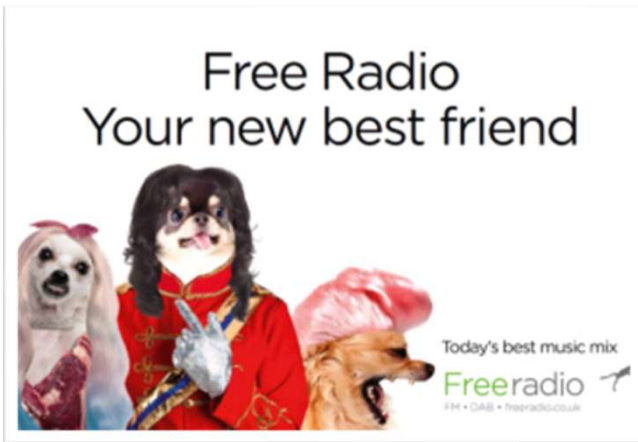




## Advertising

Following the rebrand to Free Radio an advertising campaign was established to position us as a radio station with character. This was principally driven via outdoor media and on TV, supported by a long running BTL campaign with a high level of social media support to continue to push the brand within the market.

[www.freeradio.co.uk/hamster](http://www.freeradio.co.uk/hamster)  
[www.twitter.com/humfreehamster](https://www.twitter.com/humfreehamster)



★ beacon ★ brmb ★ mercia ★ wyvern



## Rebrand

I played a key role in the rebranding of four West Midlands heritage stations into a single platform. The strategy behind the move included planning, research, focus groups, ATL, TTL and BTL planning and activation. Addressing any negative publicity was key to ensuring the success of the change and development of the new brand. [www.freeradio.co.uk](http://www.freeradio.co.uk)



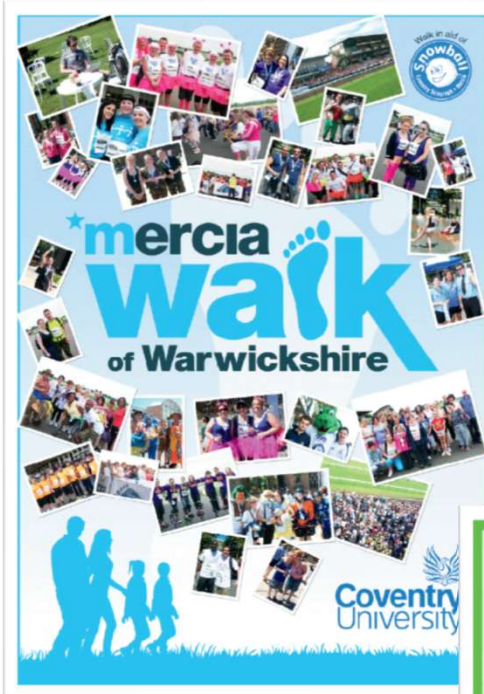


# ★ mercia live 2011

## LIVE 2010 & 2011

In its second year a cross station activity at the LG Arena with over 13,000 screaming fans and some of the biggest artists in the charts today all performing on the same line-up.

<http://youtu.be/N-s14SaWz8>

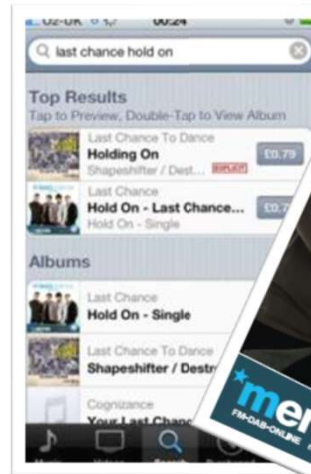
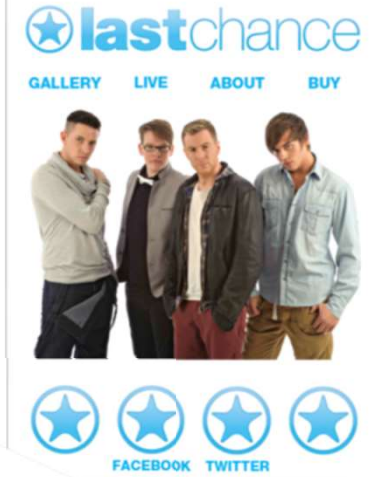


## Walk of Warwickshire

Raising over £50,000 in it's first year and securing more participants than long standing competitors like Race of Life. The 12 mile Walk of Warwickshire is now a firmly established date in the calendar raising money for local children's charities. It's second year saw participants more than double as well as the amount raised for Warwickshire's Baby Care Appeal £114,000. <http://walk.freeradio.co.uk/> and [http://youtu.be/kpCScp\\_tM-c](http://youtu.be/kpCScp_tM-c)







Rank	Artist	Album	Price
118	Beagles Jagger	Cher Lloyd	3.99
119	Mark Dreyer	Lucy	4.29
120	Wendy Davis (Remastered)	Chris Rank	4.49
121	U2(Red)	A Girl Like Me	3.99
122	Rouven Ruckh	Road 11	3.47
123	Hold On - Last Chance (Radio Edit)	Last Chance	3.99
124	Teenage Dream	Katy Perry	3.47
125	Mt. Dewhead	Nine Years What I Can't Forget Vol. 19	2.99
126	Turning Tables	ADELE	4.19
127	On the Floor (Radio Edit)	Jennifer Lopez	3.99
128	Domino	What You Are (Bonus Video Deluxe Edition)	3.99
129	Waka Waka (This Time for Africa) (The Official 2010 FIFA World Cup Song)	Shakira	3.99
130	I Want Last You Go	James Morrison	3.99
131	We Found Love	in A Headless Place	3.99



## Revenge of the Cat

With over 2 million views this worldwide smash secured an award for 'Best online marketing campaign' as well as nominations for 'Marketing campaign of the year', 'Street marketing campaign of the year' and inclusion in a nomination for 'Station of the year'. With coverage from New York To Sydney.

<http://youtu.be/pYyI51a463E>



## Last Chance – the Mercia boyband

To prove that talent can be found anywhere our breakfast presenter was the face of a new boyband. Following auditions, styling, photoshoot, recording and a schools tour the boys performed in front of thousands at Christmas Lights events, the Ricoh Arena and Skydome plus stopped traffic with a 150 strong city centre flashmob. Their single was released on iTunes to raise money for children's charity The Snowball Appeal.

[www.facebook.com/lastchanceofficial](http://www.facebook.com/lastchanceofficial)

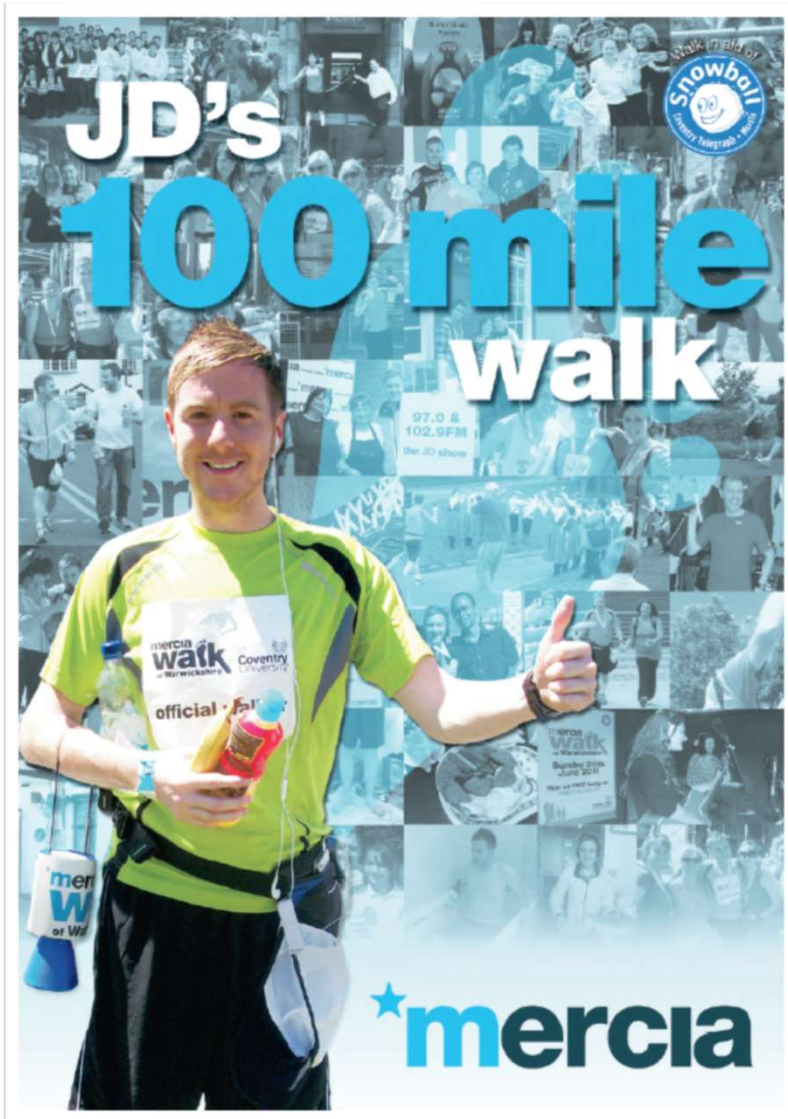




## JD's 100 mile walk

As an awareness builder for the first Mercia Walk of Warwickshire, a 100 mile walk around the broadcast area was created for the breakfast presenter, a personal challenge for him allowed the word to be spread about the main event but also to be seen within the patch and to touch as many listeners as possible.

<http://youtu.be/tTgjTlz5MuY>



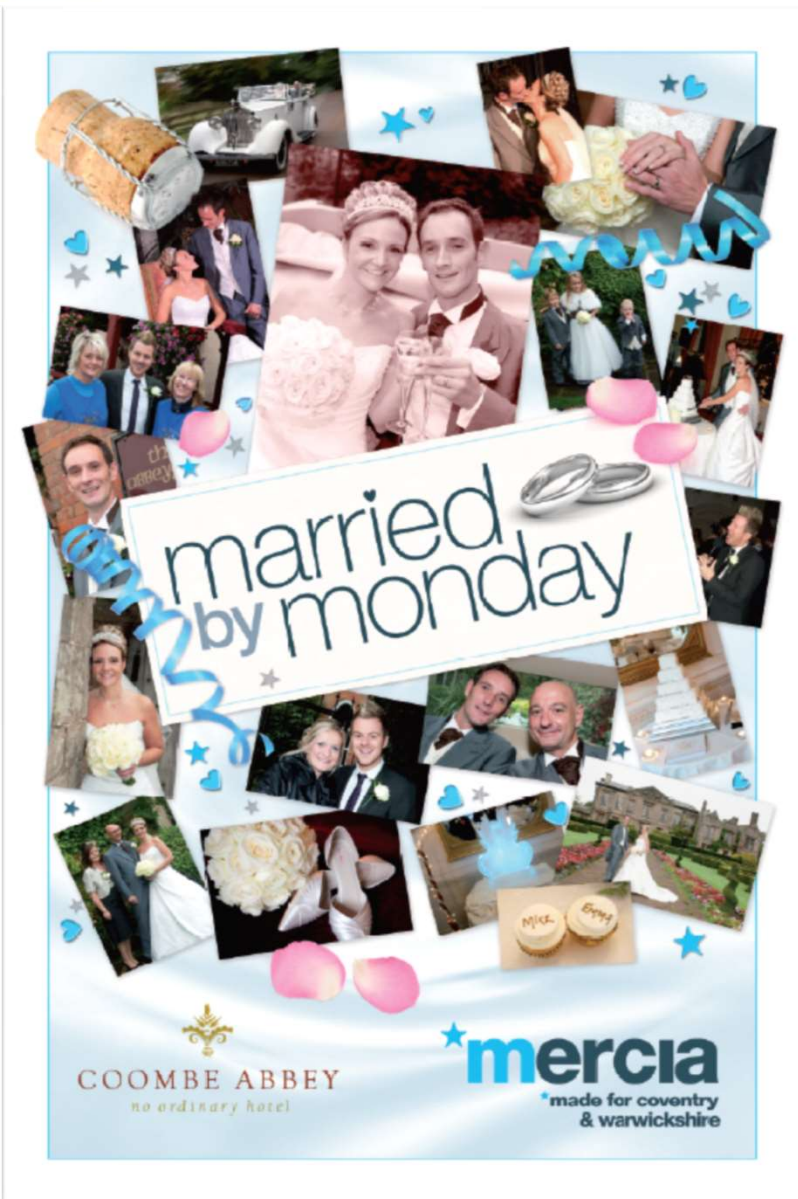
## The Big Fat Bet

Three overweight women committed to a strict weight loss programme. If they didn't hit their target weight then pictures in their bikinis would be displayed on the big screen of the Ricoh Arena. Worked with fitness, dietary and lifestyle coaches to help them feel good about themselves again. Along the way obstacles were set up to test their resolve. They ALL passed the Big Fat Bet.

<http://youtu.be/Cf10Bj-ecbM>







### Married by Monday

Starting with an engaged couple and nothing else the aim to secure everything for free in seven days to create the dream wedding. Utilising contacts and the power of radio alone, the final wedding would have cost in excess of £30,000. [http://youtu.be/y242IUu\\_HSA](http://youtu.be/y242IUu_HSA)



### JD becomes Fabio

To coincide with the 2010 World Cup in South Africa our presenter changed his name by deed poll to Fabio Capello following a listener vote. This received national press coverage and a complete rebrand of his show to reflect his new name until England were knocked out of the tournament.



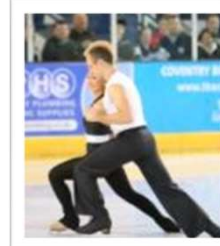
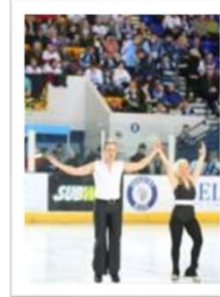




### Andy stands up

Challenged to undertake a stand up comedy routine. Mercia presenter Andy Goulding faced his fears and took to the stage and an unforgiving crowd to test his material.

<http://youtu.be/fiBerR85yIM> and <http://youtu.be/JrbCilx6B60>



### Dances on Ice

A challenge to the breakfast team to learn to ice skate and perform a routine during an Elite League fixture. All learning from scratch with weeks of training successful performances included a celebrity judging panel and some surprises for the crowd.

<http://youtu.be/FuDXEq0BQt0>

# the JD show dances on ice

See **Roisin** and Producer **Tom** perform on the ice at the **Skydome Arena** during the **Coventry Blaze** Vs **Belfast Giants** Sunday 20<sup>th</sup> March Face off 6pm



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made for coventry & warwickshire  
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02476 630693  
or visit [mercias.co.uk](http://mercias.co.uk)





mercia **LIVE LEVEL**  
comedy music entertainment @ RICOH ARENA

Coventry's newest live entertainment venue here at the **RICOH ARENA**

# LIVE SHOWS

<b>PSYCHIC SALLY: ON THE ROAD</b> 9 October	<b>PEPPA PIG'S PARTY</b> 17 & 18 November
<b>ABBAMANIA</b> 16 October	<b>DAVE SPIKEY</b> 20 November
<b>JIM DAVIDSON</b> 23 October	<b>ROY CHUBBY BROWN</b> 26 November
<b>ELKIE BROOKS</b> 30 October	<b>POP GOES THE 80s</b> 16, 17, & 18 December
<b>JAKE AND ELWOOD</b> 13 November	

Call now livelevel ticketline: 0871 620 4028 or visit: [www.ricoharena.com](http://www.ricoharena.com)

**RICOH ARENA**



**RICOH ARENA**  
Coventry's newest live entertainment venue

mercia **LIVE LEVEL**  
comedy music entertainment @ RICOH ARENA

### GROUP BOOKING SPECIALS

<b>JAKE &amp; ELWOOD</b> 13 NOVEMBER Early Bird Offer: £15 before the end of September. Full tickets for £40.	<b>ROY CHUBBY BROWN</b> 26 NOVEMBER Eight tickets for £150.
<b>ALL COMEDY ACTS</b> VARIOUS DATES £15 each or 10 a table of 10.	<b>ABBA MANIA</b> 10 DECEMBER Four tickets for £60.

For more details please phone **0844 873 6323**

**Naming rights**

Working with long term partners at the Ricoh Arena I arranged the first naming rights for our radio station group of a venue. The Mercia Live Level was a 1500 capacity venue within the arena attracting touring artists with the deal running for 2 years up to the Olympics at the stadium

**Coventry Telegraph**  
FRIDAY, APRIL 8, 2011  
www.coventrytelegraph.net

**WIN** VIP launch tickets to Merlin Tower at Warwick Castle

**I've found Jesus... on a tea towel**

**DESPIGABLE**  
Fake teacher lied about his qualifications to get access to schoolkids

**TEASUS!**  
Coventry woman finds the Lord ...on her tea towel

**MAN OF THE CLOTH**  
Rozina McCarty with the tea towel showing the face of Jesus

**By Emma Stone**  
CARNAL REPORTER

**A FAKE teacher** who lied about his qualifications to gain access to children at a Coventry school has been jailed.

Coventry Crown Court heard Steven Barrett lied about his professional credentials in order to gain access to a school. Barrett was jailed for 18 months for the offence.

Barrett pleaded guilty to eight counts of engaging in sexual activity with a child, including sexual activity in school.

**TEASUS!**  
The face of Jesus has appeared on a Coventry tea towel when it was spotted on a shopping bag.

Coventry woman Rozina McCarty found the face of Jesus on a tea towel when she spotted it on a shopping bag in Warwick Avenue, Warwick.

The tea towel was found on the face of a shopping bag in Warwick Avenue, Warwick.

McCarty said she was shopping for a friend when she spotted the tea towel. She said she was shocked to see the face of Jesus on the towel.

McCarty said she was shocked to see the face of Jesus on the towel.

**PLUS 16-PAGE WHAT'S ON GUIDE**

**LORD MOVES IN MYSTERIOUS WAYS...**

**THE LAST CUPPA!**  
Close up of the face of Jesus on the tea towel.

**FUR**  
A couple of my friends have said it looks like the Lord's face on the tea towel.

**CITY CLASS**

**Teasus**

Following an incident with a washing machine a stain appeared on tea towel of a member of the breakfast show team. The challenge was set to see how many publications could be persuaded that it was a sign from above, the story went national and Teasus was born.





Deidre's photo casebook



Deidre's photo casebook



Deidre's photo casebook

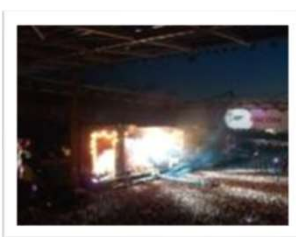


Deidre's photo casebook



Dear Deidre

As part of a breakfast show project I was able to secure our presenter a role within the famous national newspaper column for a week.



Public events

Events ranging from mass public events like concerts and Christmas lights activities to smaller intimate activities for schools and families. Having an understanding of requirements, health and safety programming has been essential at all activities I've managed or been associated with.





**Marketing Birmingham**

Increasing website numbers and attracting new visitors to the city to challenge perceptions was the brief. By showcasing the amazing selection of hidden gems both nationally and internationally I was able to help my client gain a 400% unique user increase YOY.

[www.visitbirmingham.com](http://www.visitbirmingham.com)

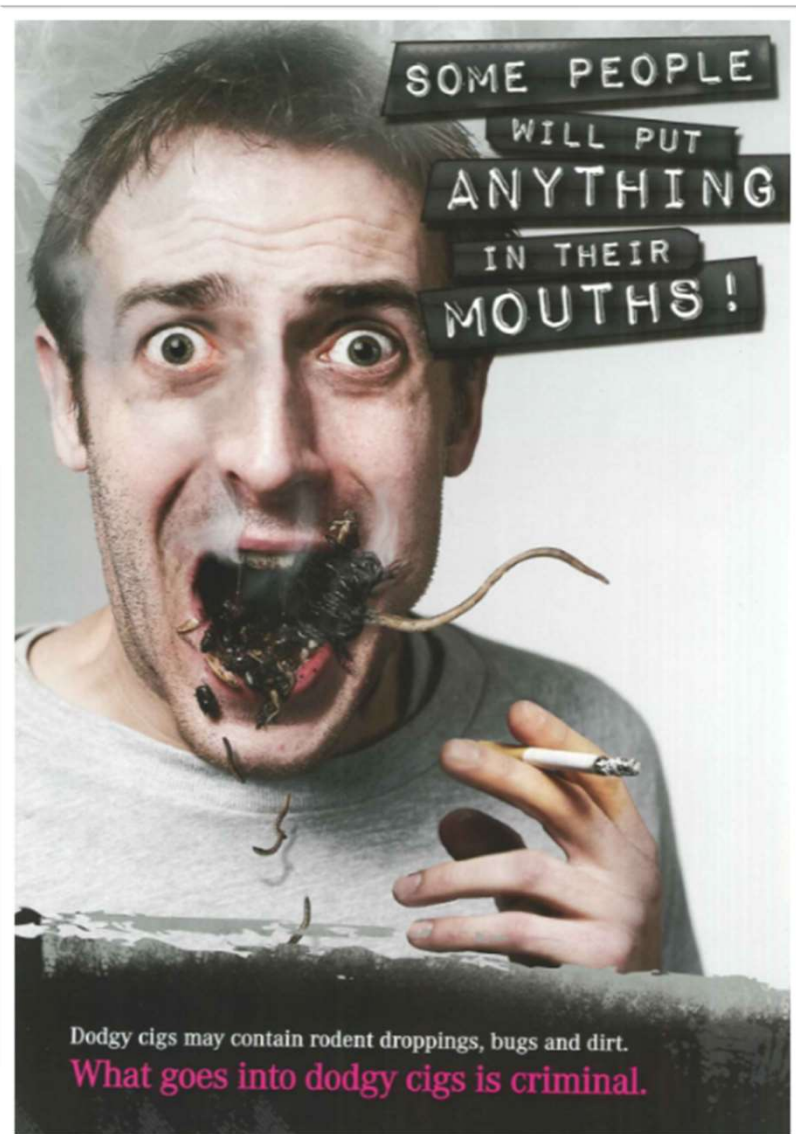


**Rotary International**

The Rotary 100<sup>th</sup> annual convention was to be held in Birmingham. Appealing to 16,000 delegates from 1555 countries I was able to help introduce them to the city through the portfolio of material produced to support the event.







## COI

The Department of Health, Revenue & Customs and the Central Office of Information challenged us to create an advertising campaign which would stimulate real response to the dangers of counterfeit and illegally imported cigarettes. Our high impact 'dodgy cigs' creative featured across radio advertising, poster sites, pub washrooms and in leaflet drops.



## NHS

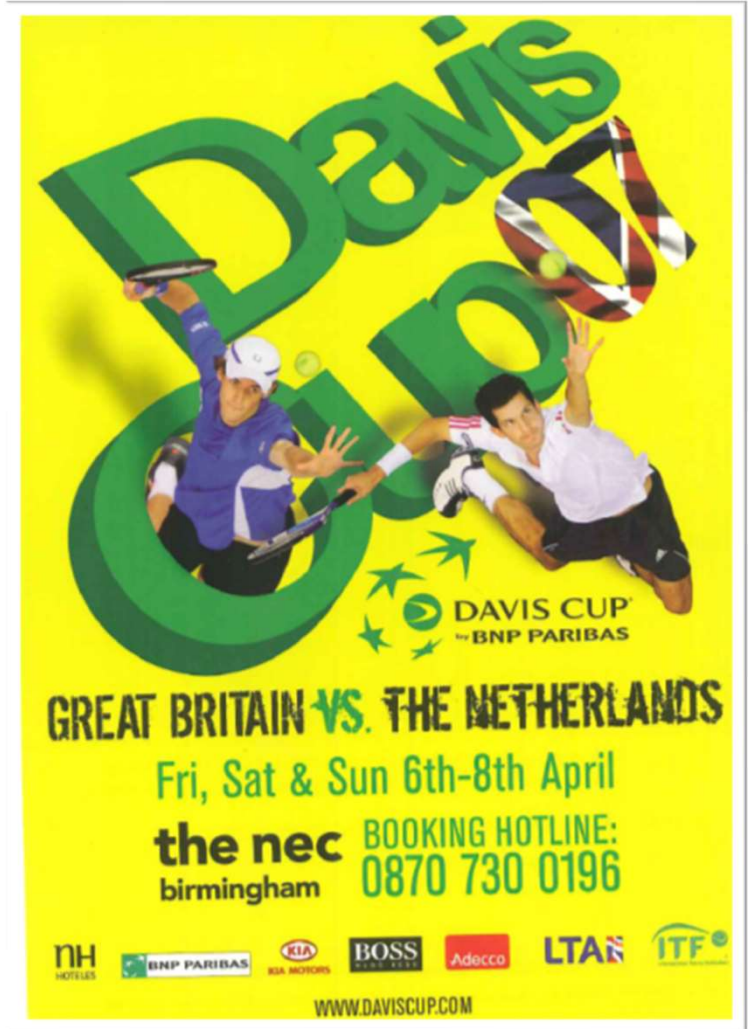
Acknowledging that the public's confidence in the hospital was low, Walsall NHS Trust engaged Seal to deliver an integrated internal and external communications campaign highlighting infection control initiatives. A series of high impact materials were placed around the site.





### Aston Villa Football Club

To increase match day ticket sales, Seal developed a coherent brand positioning which included designs for press outdoor and digital formats. The club saw major internal changes and still noted increased attendances for two seasons in succession.



### Lawn Tennis Association

Promoting the rock n roll of the tennis world when it came to Birmingham included a street and ALT outdoor campaign to ensure that the fixture was a sell out.



**Weather**

TODAY	TUESDAY	WEDNESDAY
13-17°C Partly cloudy W 10-15 mph	12-17°C Mostly cloudy W 10-15 mph	10-16°C Partly cloudy W 10-15 mph
THURSDAY	FRIDAY	SATURDAY
12-16°C Partly cloudy W 10-15 mph	12-17°C Partly cloudy W 10-15 mph	12-17°C Partly cloudy W 10-15 mph

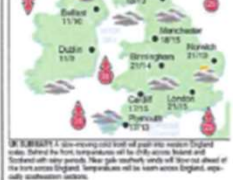


**ALBANY**  
 Albany for yesterday  
 High yesterday: 14°C  
 Low yesterday: 8°C  
 Today: 12-17°C  
 Tomorrow: 10-16°C

**SEA AREA**  
 Sea temperature: 12.8°C  
 Wind speed: 10-15 mph  
 Wave height: 1-2m  
 Visibility: 10-15 km

**NATIONAL CITIES**

City	High	Low
Birmingham	13	8
London	15	10
Manchester	12	7
Edinburgh	10	5
Belfast	11	6



Cool. London with air conditioning. £15 day return.  
 Book now at [www.nationalexpress.co.uk](http://www.nationalexpress.co.uk) or call 08705 818782.  
 National Express

Streets of fun as your new Mail goes on parade



All that jazz... a jazz trio musicians in Century Square before the start of the Birmingham Mail parade

**Talk of the town**

The first week of the new-look Birmingham Mail finished on a high note with a six-piece jazz band playing through the streets to herald our paper's bright new era.

A parade which started from New Street to Broadchurch stopped shoppers in their tracks as 25,000 low copies of the paper were handed out by Mail staff.

Giant banners carrying our new Birmingham Mail logo provided a dash of red and white among the crowds as the parade waded its way through Victoria and Churchyard Squares, Newhall Forum and Street Street.

Street performers including magicians, with balloons and jugglers kept families entertained in the city centre at the Pullarades, Marlborough Place and the Bullring.

The fresh Birmingham Mail is certainly the talk of the town as everyone who received a free copy had something to say about the paper's new look.

Mail editor Steve Dyson said: "The new look and content will take modern life to get used to, and we need to respond to reflect our new era."



BETTER VIEW... shoppers with a Mail balloon

**Star birthdays**

Murray Walker, Birmingham-born former motor racing commentator, 82;  
 Chris Tarrant, broadcaster, 59;  
 Martin Kemp, actor/musician, 44;  
 Judith Chalfont, TV presenter, 68;  
 Midge Ure, rock singer, 52;  
 Matthew Priner, Olympic medalist, 35.

**Quiz of the day**

1. What has become young men's biggest vice, according to a survey?
2. Which type of vehicle should be sold with a warning of its danger to pedestrians, according to researchers?
3. Sir Eton John is to appear on a tribute single to which much-loved DJ?
4. Where in Britain is the least amount spent on pets, according to a new survey?



BILTON... Question 3

**Lottery numbers**

Ballot 1: 14, 22, 26, 36, bonus 9  
 One winner, £2 million  
 Set 6: 12, 13, 16, 25, 35  
 Thunderball: 7, 13, 14, 22  
 Thunderball  
 Baby's First: 1, 8, 8, 10, 10, 10, 10, 10  
 Week Lottery: 6, 11, 23, 27, 30, 42, bonus 20

**Bingo numbers**

The Ball: 41, 2, 49, 87, 98, 48, 21, 28, 31, 46  
 Daily Mirror: Game 14, Set 1, 28, 22, 1, 46, 74, 78, 79, 3, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50



SEND IN YOUR BEST WISHES TO BIRMINGHAM'S BEST



For full details see next week's...

**Evening Mail**  
 BIRMINGHAM'S BEST



**PRIDE OF BRITAIN**  
 ONLY Mirror TSB PROUD PARTNERS

**Evening Mail to Birmingham Mail rebrand**

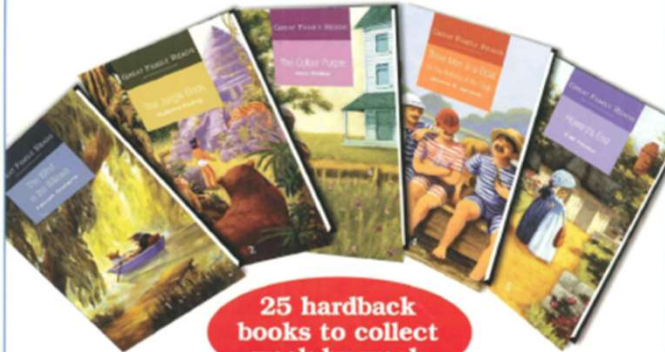
Holding a key role in the implementation of the launch day, the transition from the well established name to a fresher look for the title was smooth and well received.

**Evening Mail Local Heroes**

Rewarding the unsung heroes of the city, now feeding into the Daily Mirror Pride of Britain. This annual event ensured that whilst there wasn't a dry eye in the house the focus was fully on the real heroes of the area rather than the celebrity filled audience.



# GREAT FAMILY READS




25 hardback books to collect week by week

Every **WEDNESDAY** with the

BIRMINGHAM'S BEST  
**Evening Mail**  
BIRMINGHAM'S BEST

Great family reads. From a great family read.

First book free with each purchase of the paper. Subsequent books only £3. Terms and conditions apply.



## Great Family Reads

As a part of the first newspaper group in the UK to trial this book giveaway it was soon copied by a number of other publishing groups following its success as circulation figures saw an impressive upturn.



**Special offer!**

Columns [Back to Listing]

**Mr Toad helps sales drive**

by Alison Hastings

**MEDIALAND**

Just as things were the new idea helping national newspapers online readers 20-year olds ago, free CDs are today's marketing manager's magic.

This summer saw these giveaways boost papers like The Mail on Sunday, and one even cracked into pushing the sales of the Sunday Express back above that magical million mark for just the second time in a year.

The Express Group has also had recent success with free and discounted hardback books, and Murdoch's New York Post has jumped on the book bandwagon by giving away US classics such as Mark Twain's Huckleberry Finn.

Regional papers may look on enviously at the sales lifts, but will ask two questions: how much is it all costing, and can you sustain any of the sales? So far none has been tempted to join this expensive giveaway club in any meaningful way — until the Midlands decided to grasp the nettle.

The editor of the Birmingham Evening Mail, Roger Barrett, has changed the paper significantly for the better, but is still finding the area a difficult one to crack in terms of circulation, down 8.8 per cent in the latest ABCs. And although its smaller sister title, the Coventry Evening Telegraph, is more stable, it still saw its ABC figure drop by -7.5%.

Part of the Trinity Mirror regional group, both papers have a sophisticated marketing and promotions department to back them up, and you can imagine THE MAIL seen in top of and tried most editorial decisions to get the papers' ABC figures up.

But their autumn push has seen them take the plunge into the free/discounted book arena — with positive successes to date.

The promotion leads a whopping 25 weeks — enough time, the papers hope, to make a difference and either bag new readers or get existing ones to buy more regularly.

Week one saw *The Wind in the Willows* being given away free with a voucher from other titles.

In subsequent weeks the books will be available at the heavily discounted price of £3, still using the voucher system.

The group seriously decided to go for quality hardbacks with glossy covers, and titled the collection Great Family Reads. These include *The Jungle Book*, *The Colour Purple*, and *The Lion and the Jewel*.

The promotion has been a trial on several counts. No regional paper has entered this arena on the scale before, and it is being watched closely by the industry.

## Birmingham Post Business Awards

The annual Birmingham Post Business Awards aim to celebrate success, recognise achievement and highlight the innovative people and companies in Birmingham who are putting our region on the map by boosting the economy while making a positive contribution to the local community.





