

# Richard Fullerton - Copywriter

## Portfolio of Creative Work

# About



Richard Fullerton is an articulate and highly-experienced copywriter and marketer. He currently works as a marketing consultant and copywriter under his personal brand, New River Marketing. Richard has worked in marketing for over 20 years, chiefly in integrated marketing agencies in London in client service. He is a highly-creative individual who has built brands for a wide range of organisations in both the B2C and B2B sectors.


Richard has an MSc in eMarketing and three marketing diplomas, and can bring a unique mix of experience, skills and knowledge to any copywriting role. With a track record of originating highly impactful headlines and copy, he has extensive experience working successfully as a team with various art directors. This portfolio is a sample of his creative work over the years.



Jones Joinery is a sole proprietorship company based in Cambridge that designs and builds premium bespoke furniture, including kitchens, storage solutions, gates and doors. NRM was approached in March 2020 to create a new website and new logo. The existing website did not reflect the high quality product and did not generate enough visits via organic search.



The new HTTPS/SSL-enabled website and logo not only reflects the premium nature of the brand and product but is generating a pipeline of enquiries from customers. SEO work is ongoing to maintain the website high up in Search Engine Results Pages (SERPs).

Designed the new website and wrote compelling copy to reflect the high quality product.



JONES JOINERY

- Home
- About
- Projects
- Contact



Email Scott  
07701 016 466

Welcome to Jones Joinery

Designer and builder of high-quality bespoke furniture for homes and businesses, including kitchens, bookcases, fitted wardrobes, gates and doors, reception desks, and other storage solutions.

Wine display and storage


Created for a customer's large, unique space where he wanted to showcase his wine collection whilst hosting parties. This solution was in his favourite wood, walnut.

About Jones Joinery

Jones Joinery designs and builds premium bespoke furniture, including kitchens, bookcases, fitted wardrobes and storage solutions, reception desks, gates and doors.

Scott Jones works with domestic and business clients to create designs to match their homes and budget and offers expert advice on wood, materials and finish. Based in Cambridge, Scott travels widely to undertake projects, including London. But he's Number 1 for Cambridge Joinery!

Let's discuss your project →



About Scott Jones

passionate about designing and producing bespoke, made-to-measure furniture that you cannot buy from the shops.

project is different and I love new challenges which I turn into finished works

eight my customers and meet their storage and interior design needs.

love of woodworking from a young age, playing with bits of wood in my...

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



**FORM THE FUTURE**

Form the Future CIC is a Cambridge-based social enterprise which aims to empower young people in their career choices and prepare them for the future, and to enable businesses to safeguard and build their talent pipeline.

FtF was appointed by the Greater Cambridge Partnership to run a new apprenticeships service in 2019 in the Cambridge region, where there is a severe skills shortage. The service helps employers to recruit and train young people with the necessary skills to succeed in their business and industry.





## GREATER CAMBRIDGE APPRENTICESHIPS

Delivered on behalf of the  
Greater Cambridge Partnership

### HIRING NOW

Choose an apprenticeship  
and build a great career

- A job that pays you to gain qualifications
- Great career prospects
- Highly rewarding
- No debt
- Build confidence in your abilities



Get free advice on what apprenticeships  
are available and how to apply for one.

For more information visit [www.gcapps.co.uk](http://www.gcapps.co.uk)  
or speak to your careers advisor.



## GREATER CAMBRIDGE APPRENTICESHIPS

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Greater Cambridge Partnership

### APPRENTICESHIPS MAKE GREAT BUSINESS SENSE

The benefits of apprenticeships  
according to employers:

- 86% - Help fill their skills gap
- 78% - Improve productivity
- 77% - Boost competitiveness
- 74% - Improve product and service quality
- 73% - Increase staff morale
- 69% - Help improve staff retention
- 65% - Bring new ideas to your organisation



Get free help on how to go about offering  
apprenticeships. Find the right training provider.  
Navigate the complexities of charges and grants.

For more information visit [www.gcapps.co.uk](http://www.gcapps.co.uk)  
or email [apprenticeships@formthefuture.org.uk](mailto:apprenticeships@formthefuture.org.uk)



Originated headlines  
and copy for pull-up  
banners, with input  
in overall design.

### WHAT IS AN APPRENTICESHIP?

An apprenticeship is a job with training that leads to a formal qualification. It is a way for individuals to earn while they learn gaining valuable skills and knowledge in a specific job role. If you like learning through doing, an apprenticeship could be right for you.

The apprentice gains this through a wide mix of learning in the workplace, formal off-the-job training and the opportunity to practise new skills in a real work environment. Apprentices are full employees with a contract of service.

Apprenticeships must last a minimum of one year but can last for four years. Most are 18mths to 2yrs. There are over 1,000 different apprenticeships and new ones are being developed and released all the time.

### LEVELS OF APPRENTICESHIP


There are four main standards of apprenticeship available:

Name	Level	Equiv. educational level
Intermediate	2	5 GCSE passes*
Advanced	3	2 A level passes*
Higher	4, 5, 6 and 7	Foundation degree & above
Degree	6 and 7	Bachelor's or Master's degree

\* at grade A\* to C or 9 to 4  
\* or Level 3 Diploma/International Baccalaureate

If you're starting an apprenticeship after GCSEs, most people start on level 2, but you can also start at level 3.

Degree apprenticeships give you the opportunity to attain a degree while working. You don't pay tuition fees and you will be learning and earning a salary from day one.



### WHO OFFERS APPRENTICESHIPS?

Many different companies offer apprenticeships. With opportunities from big and small companies across a wide range of industries, the sources below can help you find the apprenticeship that's right for you.

Visit [gcapps.co.uk/business-profiles](http://gcapps.co.uk/business-profiles) to see some of the key apprenticeship employers in our region. There are also live opportunities on the Current Vacancies page ([/apprenticeship-search](http://apprenticeship-search)).

But it's worth looking beyond your postcode. Vacancy Snapshot on [amazingapprenticeships.com](http://amazingapprenticeships.com) showcases some of the best-known employers in the UK and their apprenticeship programmes. You can also visit the Gov.uk site [Find an apprenticeship](http://Find an apprenticeship).

### WHAT IS THE PROCESS FOR GETTING AN APPRENTICESHIP?

- 1. DO YOUR RESEARCH**  
Explore what employers in your chosen field expect from their apprentices. The 'Support' page on Vacancy Snapshot offers some useful hints and tips.
- 2. FIND YOUR APPRENTICESHIP**  
As well as the websites already mentioned, you can visit [apprenticeships.gov.uk](http://apprenticeships.gov.uk) and search there.
- 3. COMPLETE YOUR APPLICATION AND SEND IT TO THE EMPLOYER**  
It's a good idea to apply for more than one apprenticeship vacancy at a time. Be sure to tailor your application to each one. You can get help with your application from your school Careers Advisor or Form the Future.
- 4. PASS THE INTERVIEW**  
Your school Careers Advisor or Form the Future can help with preparing for your interview. Rehearse likely questions, and study the role you are applying for.

## GREATER CAMBRIDGE APPRENTICESHIPS

Delivered on behalf of the Greater Cambridge Partnership



# BUILD A GREAT CAREER WITH AN APPRENTICESHIP

### THE BENEFITS OF DOING AN APPRENTICESHIP

- Platform for a great career
- A job that pays you to gain qualifications
- Highly fulfilling
- No student debt
- Build confidence in your abilities

In a government survey\*, apprentices cited additional benefits to their career including:

- Be better at their job (86%)
- Improved career prospects (85%)
- Greater job satisfaction (79%)
- Increased responsibility (77%)
- Better job security (77%)

Half (50%) of those who had completed their apprenticeship subsequently received a pay rise, and a third had been promoted (32%).

\* Apprenticeship evaluation 2017: business survey



### APPRENTICESHIP FAQs

**How do I know if an apprenticeship is right for me?**  
Take our 'Are apprenticeships for me?' quiz. See [gcapps.co.uk](http://gcapps.co.uk) and visit /Candidates. Or book a personalised guidance session with an apprenticeship advisor.


**How much would I earn as an apprentice?**  
The national minimum wage for apprentices under 19yrs and those aged 19+yrs in their first year is £3.90 per hour. All other apprentices should be paid the national minimum wage for their age, and many apprenticeships pay more. You will be paid while training and for holidays, as any other employee. But the biggest benefit is the skills you'll gain - without any student debt.

**Would an apprenticeship cost me anything?**  
No - the employer and government cover the cost of your training, largely via the Apprenticeship Levy introduced in April 2017.

**How easy is it to get onto an apprenticeship?**  
There is competition so treat opportunities like real job applications. Form the Future can help you prepare for interviews, and dress smartly.

**Where else can I find more information?**  
There are other great websites that give insight into different careers, including apprenticeships. Search for these online: *Not Going to Uni*; *Get My First Job*; *Find an Apprenticeship* (a Gov.uk page).

For more information visit [gcapps.co.uk](http://gcapps.co.uk), speak to your careers advisor, or email [apprenticeships@formthefuture.org.uk](mailto:apprenticeships@formthefuture.org.uk)

 GREATER CAMBRIDGE PARTNERSHIP  
 FORM THE FUTURE  
 Cambridge Regional College  
 first for training & skills  
 July 2019

Wrote all copy and did full design for this [6pp DL roll fold leaflet](#) aimed to give potential apprentices all the information they require.



## FIVE STEPS TO SETTING UP AN APPRENTICESHIP

- 1 Decide how many apprenticeships you can afford
- 2 Consider which apprenticeships to offer
- 3 Choose a training provider
- 4 Recruit your apprentices
- 5 Support them to succeed in the role

### 1. HOW MANY APPRENTICES DO YOU NEED AND CAN AFFORD?

The first question many employers ask is 'How much is it going to cost?'. Apprenticeship costs depend on a number of things including the type of apprenticeship programme, the age of the apprentice and the size of your company. Whether you pay the Apprenticeship Levy also has an impact.

#### If you are a levy-paying employer

Training and assessment fees are paid from your Levy funds through your National Apprenticeship Account. Monthly funds are added and the government tops up by 10%. The only additional cost is the salary and any associated employee costs.

#### If you are a non-levy employer

You pay 5% of the total cost of training and assessing your apprentice to your training provider, and the government pays the remaining 95%. If you have fewer than 49 employees and your apprentice is 16-18 years old, there is no fee as this is fully-funded by the government.

#### Extra support

For firms taking on apprentices aged 16-18yrs, there is the following additional help:

- If, when starting the apprentices are aged as above, ALL employers will receive an additional £1,000 per apprenticeship, paid in two £500 installments.

#### Salary costs

Your main costs are your apprentice salaries, and their NICs. Currently, the national minimum wage (NMW) for apprentices under 19yrs and those aged 19+yrs in their first year is £3.90 per hour. All other apprentices should be paid the NMW for their age, or more.

For more information and example costs, visit [apprenticeships.gov.uk](http://apprenticeships.gov.uk)

\* Each apprenticeship is allocated to one of 39 funding bands, which range from £1,000 to £27,000. The upper limit of each funding band sets the maximum amount an employer who pays the levy can use towards an individual apprenticeship. See [apprenticeships.gov.uk/apprenticeship-standards](http://apprenticeships.gov.uk/apprenticeship-standards) for more information.

## 2. WHICH APPRENTICESHIPS ARE RIGHT FOR MY ORGANISATION?

You need to find an apprenticeship (known as a 'Standard') that best matches your needs.



### APPRENTICESHIP LEVELS

Apprenticeships operate at different levels.

Name	Level	Equiv. educational level
Intermediate	2	5 GCSE passes*
Advanced	3	2 A level passes†
Higher	4, 5, 6 and 7	Foundation degree & above
Degree	6 and 7	Bachelor's or Master's degree

\* At grade 4/Pass C or C+

† Or Level 3 Diploma/International Baccalaureate

Employers, in discussion with the training provider, decide what level of apprenticeship best fits their apprentice and business needs.

## 4. RECRUIT YOUR APPRENTICES

Firstly you need to...

### APPRENTICESHIPS MAKE GREAT BUSINESS SENSE

An apprenticeship is a way for anyone to earn while they learn in a real job, whilst undertaking relevant training. Hiring apprentices - or putting existing staff onto an apprenticeship - helps businesses to grow talent by developing a motivated, skilled and certified workforce.

Funding is available to train apprentices via an approved training provider. Apprenticeships differ in duration but must last a minimum of one year.

### THE BENEFITS OF APPRENTICESHIPS

- Plug skills gaps
- Improve productivity
- Improve product or service quality
- Improve staff morale
- Improve staff retention
- Bring new ideas to the organisation
- More diverse workforce
- Create talent pipelines

### EMPLOYERS THAT TAKE ON APPRENTICES DON'T LOOK BACK



Greater Cambridge Apprenticeships is part of the Greater Cambridge Partnership's City Deal with the express objective of creating more than 400 new apprenticeships across Greater Cambridge. Two organisations, Form the Future CIC and Cambridge Regional College (CRC), are working together to deliver and manage the new service and can support businesses with all aspects of establishing an apprenticeship programme.

For more information visit [gcapps.co.uk](http://gcapps.co.uk), or email [mpearson@camre.ac.uk](mailto:mpearson@camre.ac.uk) or call 01223 226403



August 2019



## GREATER CAMBRIDGE APPRENTICESHIPS

Delivered on behalf of the Greater Cambridge Partnership



## EMPLOYERS GUIDE TO SETTING UP APPRENTICESHIPS

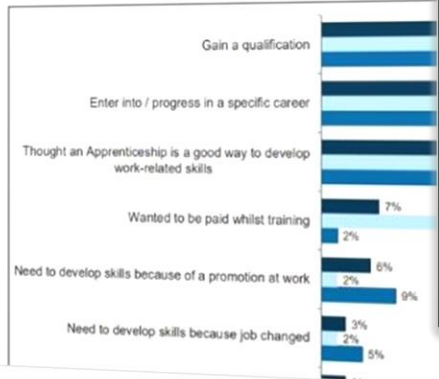


## Social Media

Sourced and posted key content for the Greater Cambridge Apprenticeships Facebook and Twitter channels post-launch.

Greater Cambridge Apprenticeships Retweeted  
**New River Marketing** @newriverm · Jul 24, 2019  
What are the main reasons for taking up a Higher Apprenticeship?  
#Apprenticeships #gcapps  
@CRC\_College @form\_future @PaulBrackleyCI @GreaterCambApps @Jonathan\_Moules

Figure 3.9 Main reasons for taking up a higher apprenticeship



Greater Cambridge Apprenticeships  
Published by Richard Fullerton [?] · July 31, 2019 ·  
SAVE THE DATE! 📅 Hot off the press:  
National #Apprenticeship Week 2020 will take place from 4 to 8 May 2020.  
Get behind this week-long celebration of all things #apprenticeships the 13th annual #NAW the BIGGEST & BEST yet!!! #NAW  
<http://www.gov.uk/.../save-the-date-national-apprenticeship-week>  
Greater Cambridge Partnership @CambridgeRegionalColl



Greater Cambridge Apprenticeships  
Published by Richard Fullerton [?] · August 6, 2019 ·  
#ComeOnIn - Today marks the start of the first Hospitality Apprenticeship Week! The week will celebrate apprenticeships in the sector of opportunities available. Find out more here  
<https://www.worldskillsuk.org/come-on-in/#HospitalityCareers>



WorldSkills UK | Hospitality Apprenticeship Week

17 People Reached 0 Engagements

Like Comment Share

Greater Cambridge Apprenticeships  
Published by Richard Fullerton [?] · August 1, 2019 ·

What are the benefits of #apprenticeships to employers? Well, there are lots!  
Cambridge Independent #gcapps Greater Cambridge Partnership  
#apprenticeships Form the Future Cambridge Network Cambridgeshire  
Chambers of Commerce Confederation of British Industry Institute of Directors

**The benefits that apprentices can bring to your business**

- Match the skills of employees to the skills you need
- Raise staff morale
- Reduce staff turnover
- Increase your diversity
- Upskill existing staff
- Improve your productivity
- Attract the best candidates
- Create a talent pipeline across your organisation
- Improve your company image

Greater Cambridge Apprenticeships  
@GreaterCambridgeApprenticeships

Home Services Reviews Shop Offers Photos Videos Posts Events About Community Jobs

Promote Visit Ad Center

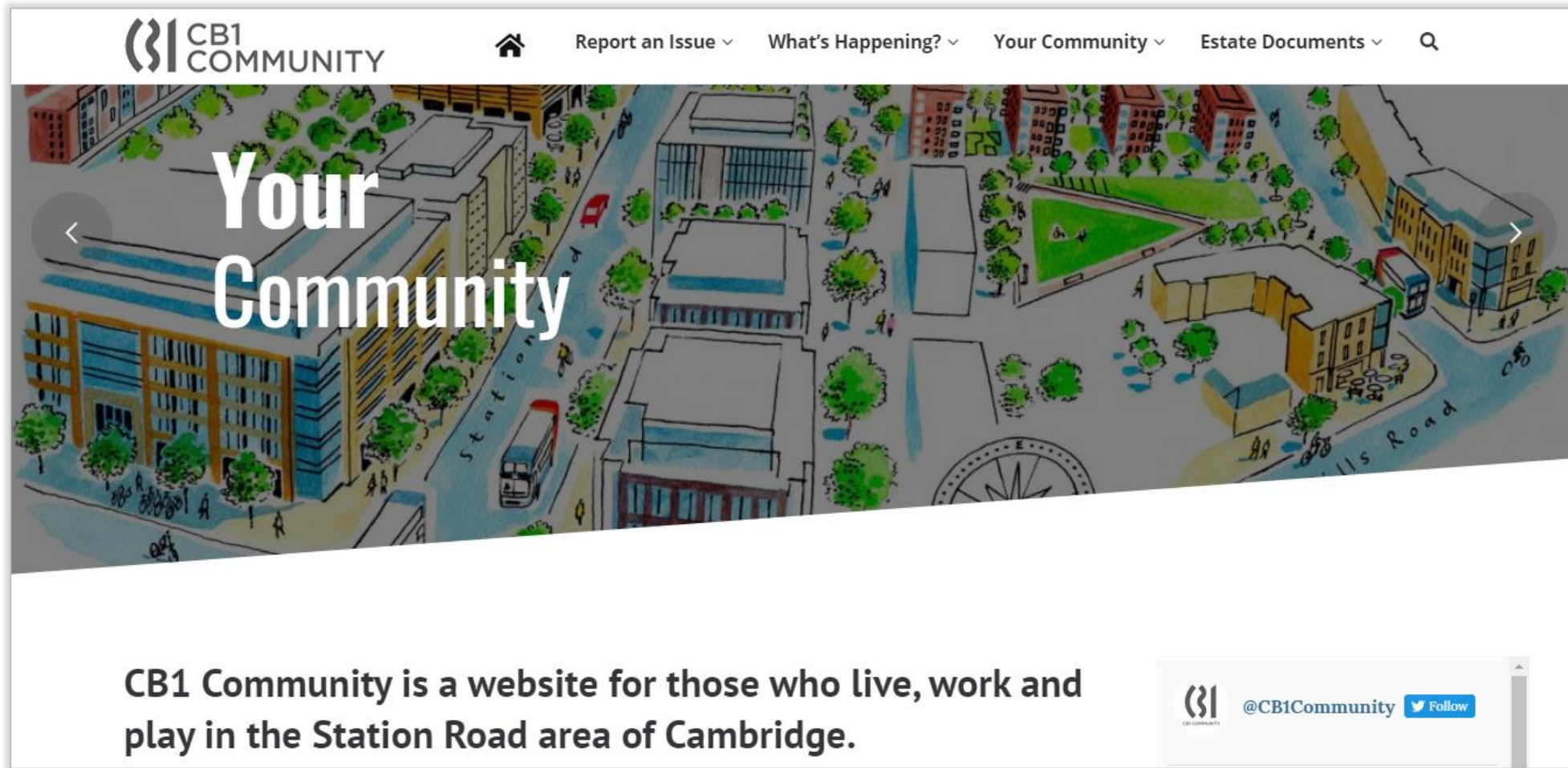
23 People Reached 4 Engagements

Boost Post



CB1 is a 25-acre mixed-use development by Brookgate that has created a new city quarter for Cambridge. At its core is a state-of-the-art transport interchange at the rail station which includes a new public square, radiating from which are prestigious 'grade A' offices, premium residential, retail and hotel space and purpose-built student residence accommodation.

CB1 Community is a website managed by Bidwells, and owned by CB1 Estate Management, the company responsible for running the CB1 area. The website is the flagship of an initiative to improve communication and cohesion between members of the CB1 community, whether they be residents, workers or stakeholders.



## Website

Designed the structure and functionality of the new [website](#), wrote all the copy and sourced all imagery.





Cambridge Ahead is a business and academic membership organisation dedicated to the successful growth of Cambridge and its region in the long-term. Its vision is to make Cambridge the greatest small city in the world, and act as a catalyst for the success of Cambridge and quality of life across the city region.

It works closely with local and national government and other key stakeholders to generate action in support of the primary role of statutory bodies.

## Website

Designed the structure of the first iteration of the website and originated most of its content, and maintained it for three years.





## Newsletter

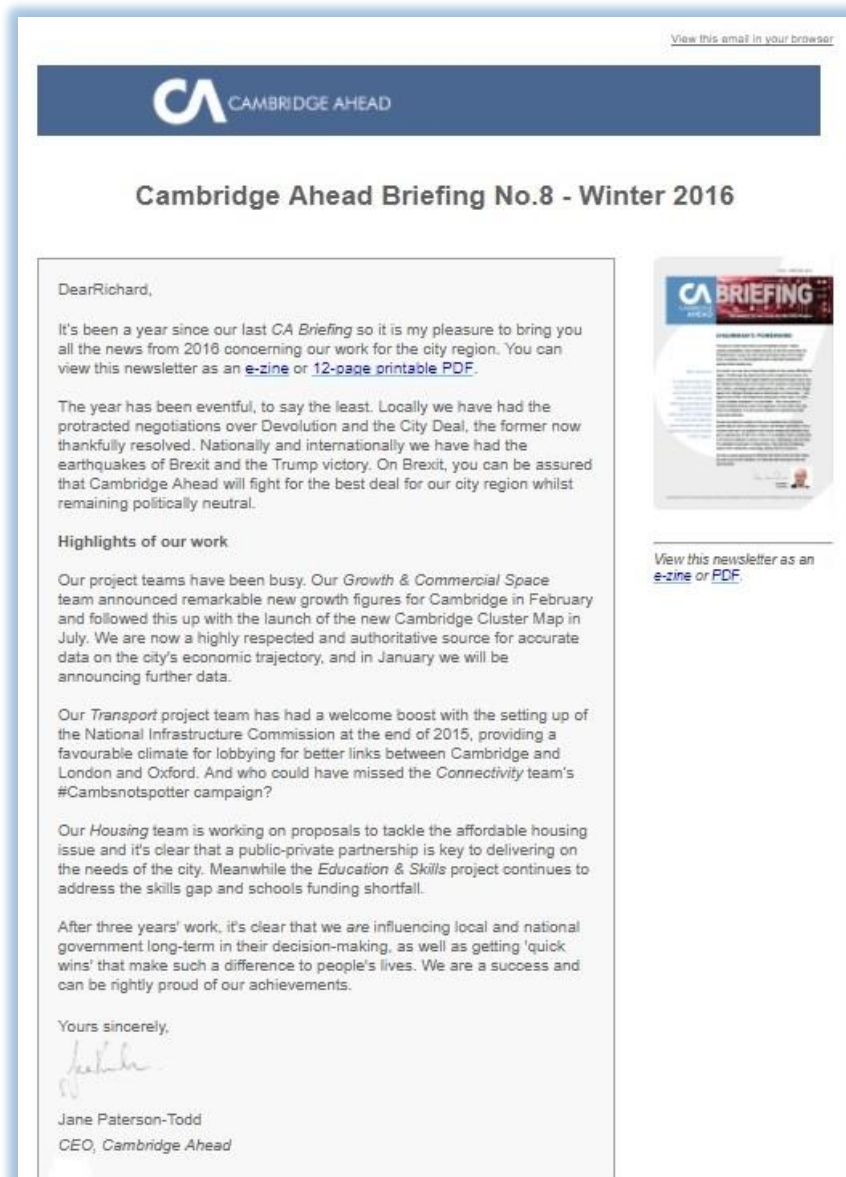
Regular work with art director to create the quarterly newsletter, and collate and edit content.



## Social Media

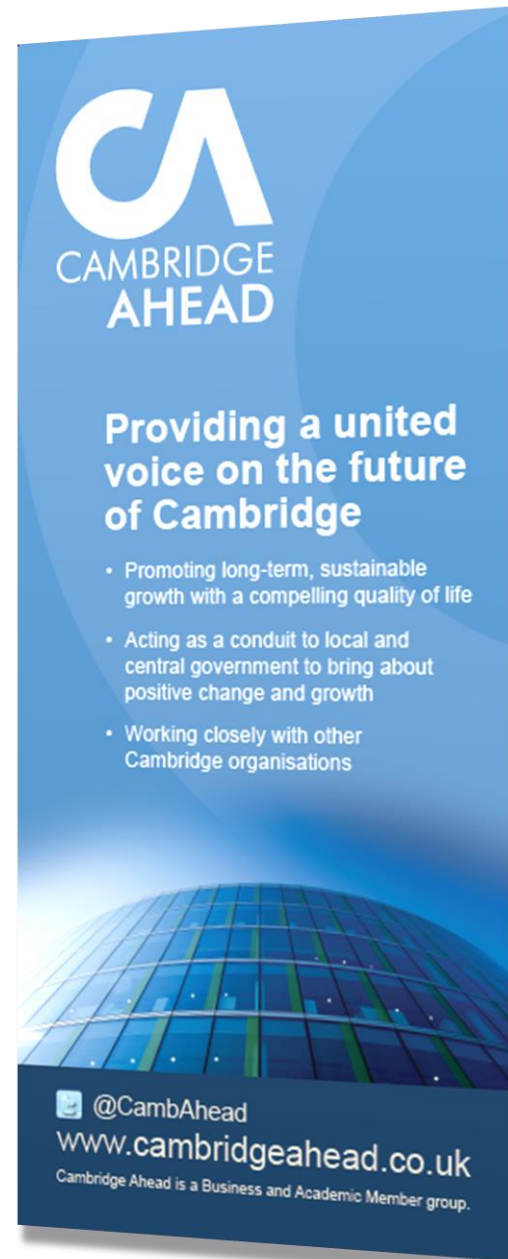
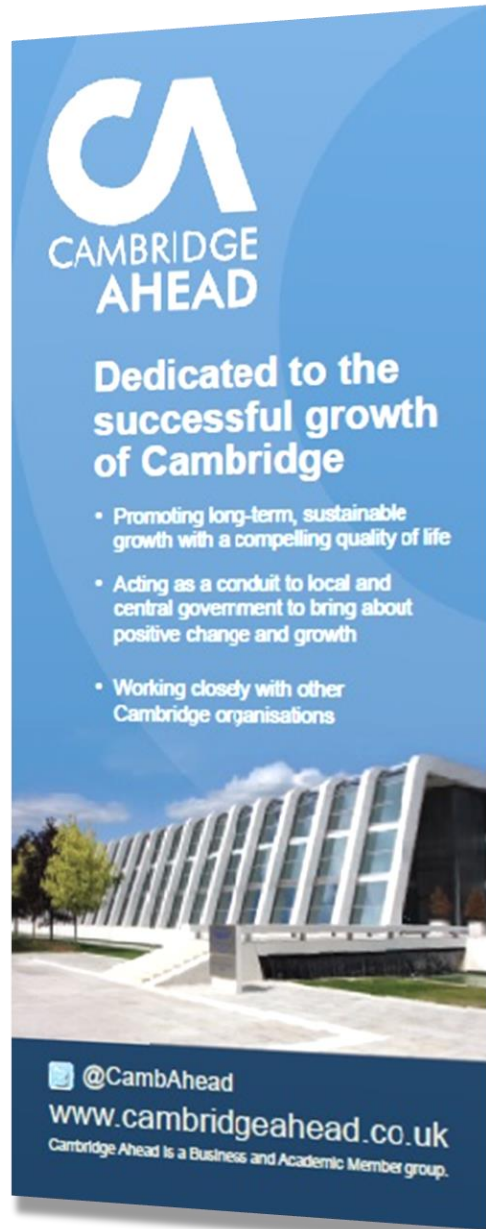
Set up Cambridge Ahead's social media channels. Grew @CambAhead Twitter following from zero to 2,500+ in three years by originating and sourcing content and targeting key target audiences.





## Email marketing

Originated all of CA's email marketing copy as well as loading and broadcasting emails to database using MailChimp.

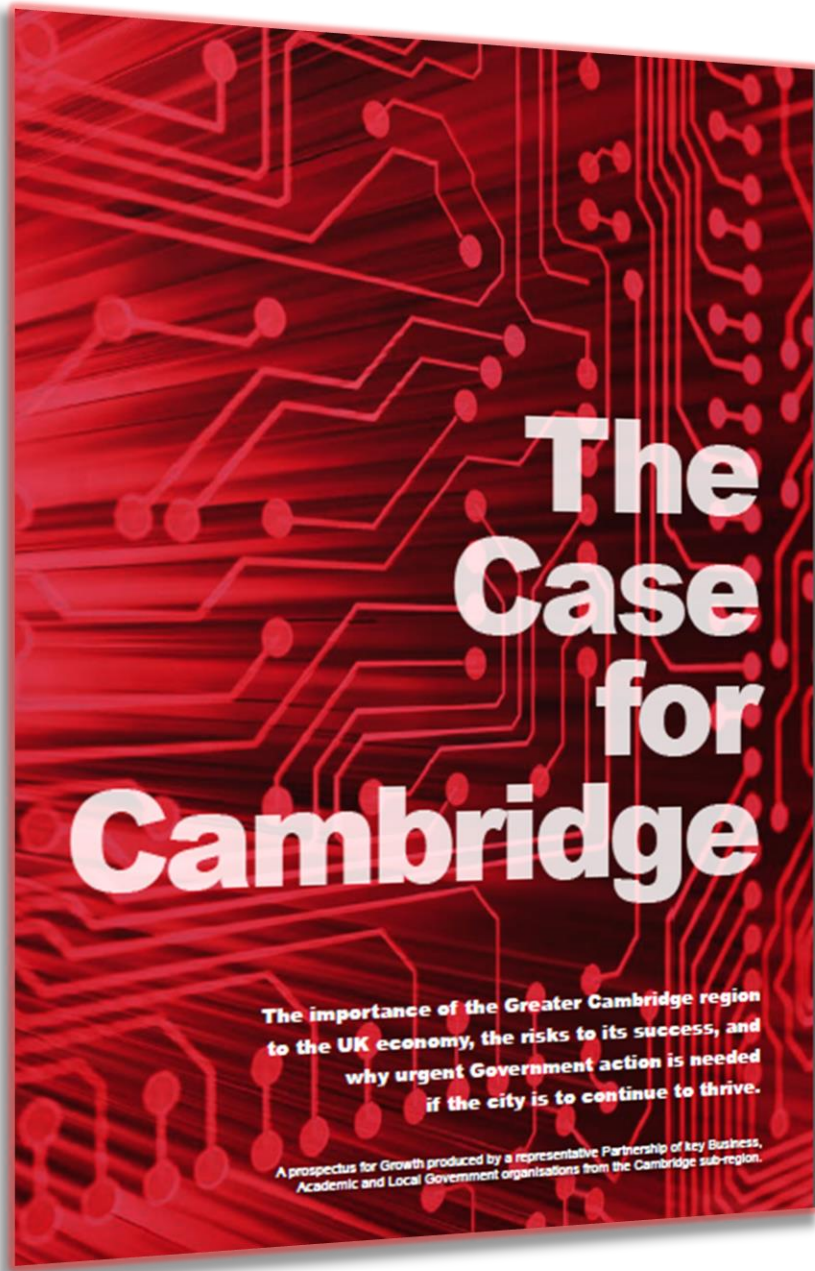


Originated copy for pull-up banners, with input in overall design.



Conceived the name of ***The Case for Cambridge***, an initiative designed to convince central Government of the urgent need for investment in infrastructure, housing and skills to ensure the city's continued growth.

Also designed the structure of the 14pp prospectus, chose images and designed and wrote the content for the final roll-fold 'Ideas that change the world' pages.

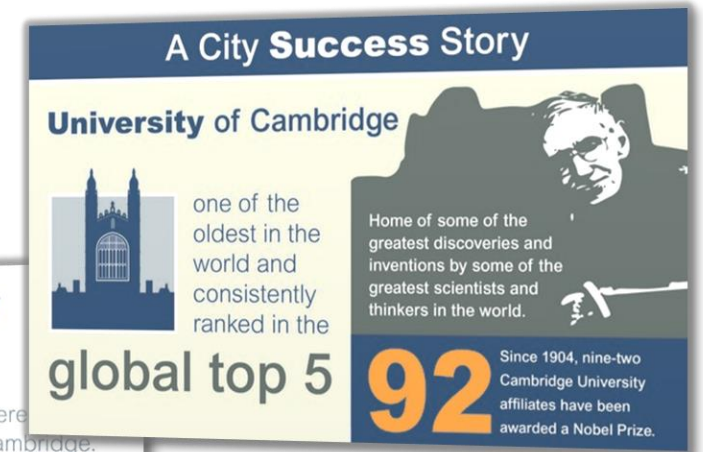
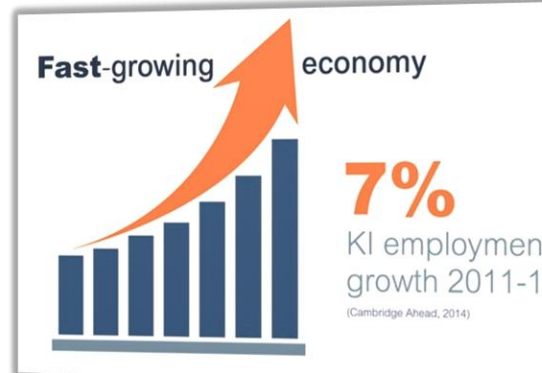
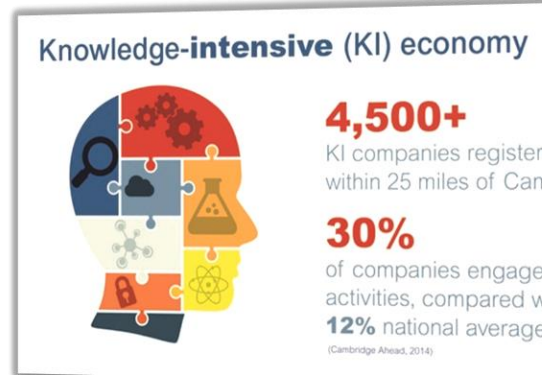






Originated copy for pull-up banners, with input in design.

Proposed graphics and researched and wrote content for *The Case for Cambridge* infographic.



**Cambridge Cluster Map**

About | Supporters | Contact | Media/AGOs

CA AHEAD BARCLAYS UNIVERSITY OF CAMBRIDGE

## Welcome to the Cambridge Cluster Map [view demo](#)

**What is the purpose of the Cluster Map?**

The map is an accurate and accessible source of growth data that:

- Shows the growth of the sub-region over time much better than before and reveals the true extent of the success of the 'Cambridge Phenomenon'.
- Supports representations made to Government for increased investment.
- Enables the city to highlight the attractiveness of Cambridge to potential international inward investors.
- Allows businesses and individuals to examine individual company data as well as identify where growth is taking place around them.

**What companies feature on the Cluster Map?**

The Cluster Map identifies and locates companies that are active within a 20-mile radius of the centre of Cambridge. It shows three groups of organisations: Cambridge-based and Cambridge-active companies, and Non-corporate Knowledge-intensive (KI) organisations.

**Cambridge-based companies** are those with their primary trading address within this area, or those that do not give a primary trading address but have a registered office in this area. We capture all companies that have filed accounts (newly registered companies will generally not appear until a year after being set up), which gives over 24,000 companies.

**Cambridge-active companies** are those who have neither their registered office, nor primary trading address in the Cambridge area but do have a trading address in the area that we have identified. In general, these companies have provided an address within the area as one of their trading addresses, but others have been added once they are identified. Membership of this group is generally restricted to those with ten, or more, employees.

**Non-corporate knowledge-intensive (KI) organisations** are those research institutions that are located in the defined region which are neither companies, nor partnerships.

**What company data is provided?**

Data is drawn from filings at Companies House. For Cambridge-based companies the map shows employment and turnover over the period from fiscal years 2010/11 to 2015/16. These figures give the total employment and turnover of these companies, not just what is taking place in the Cambridge area. Actual data is represented in black or white on the map. Estimated data is shown in red.

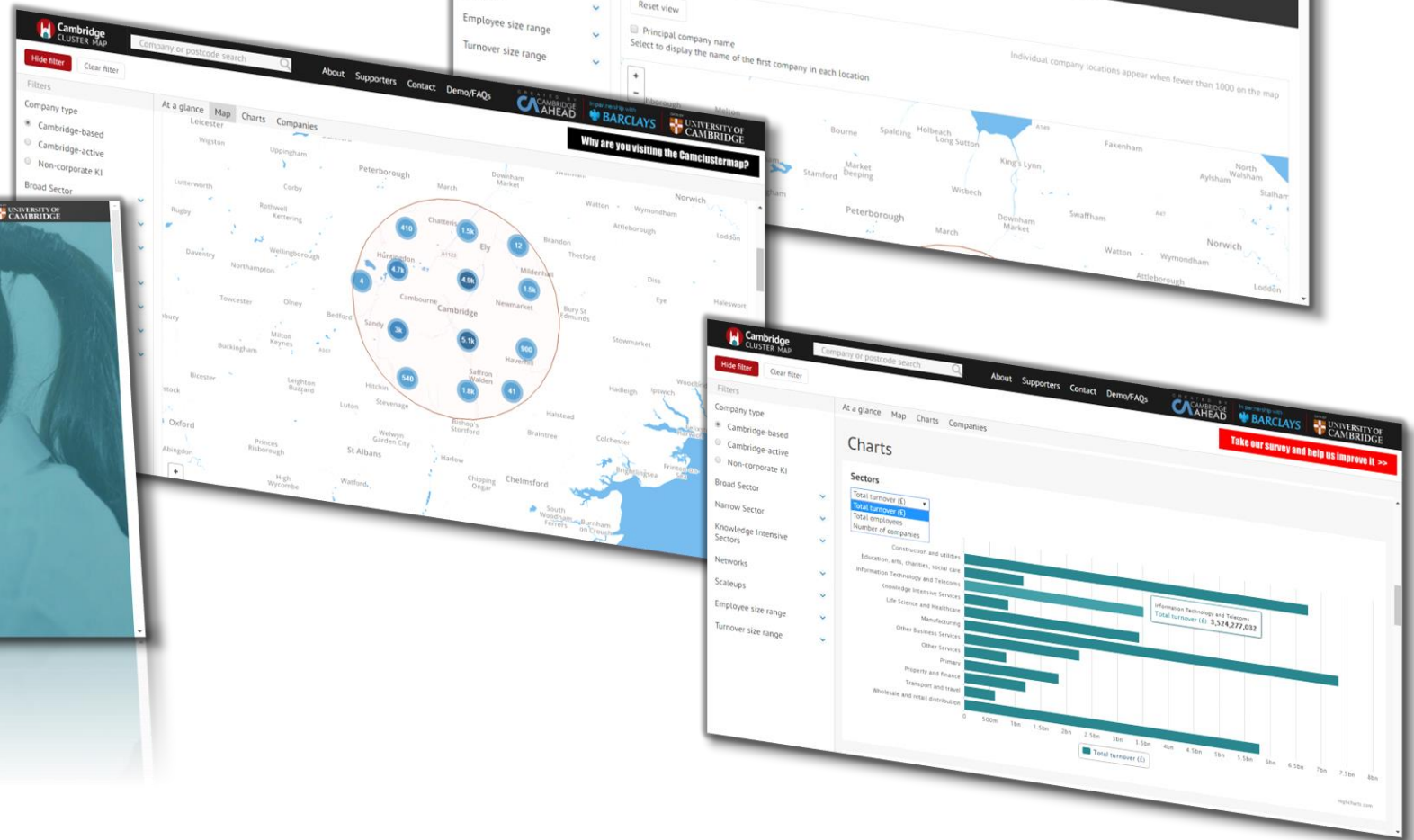
Most companies with fewer than 50 employees submit abbreviated accounts without employment, or turnover figures. The employment and turnover figures for these companies have been estimated using a variety of methods, staying on the side of caution over any exaggeration. As new information is received these estimates will be revised. Despite this, the Cluster Map provides a vibrant Cambridge economy with exceptional corporate growth.

компаниям, чьи адреса зарегистрированы в этом регионе, мы предоставляем данные о занятости и обороте за последние пять лет. Для компаний с менее чем 50 сотрудниками мы используем оценочные данные. Эти оценки основаны на различных методах, но всегда с тенденцией к занижению. По мере поступления новой информации эти оценки будут пересмотрены. Несмотря на это, Карта Кластера предоставляет яркую картину экономики Кембриджа с исключительным ростом корпораций.

Мы предоставляем информацию о занятости и обороте для компаний, работающих в этом районе, за период с 2010/11 по 2015/16 гг. Эти цифры показывают общую занятость и оборот этих компаний, а не только то, что происходит в районе Кембриджа. Фактические данные отображаются черными или белыми на карте. Оценочные данные показаны красным цветом.

Большинство компаний с менее чем 50 сотрудниками представляют сокращенную отчетность без данных о занятости или обороте. Цифры занятости и оборота для этих компаний были оценены с использованием различных методов, но всегда с тенденцией к занижению. По мере поступления новой информации эти оценки будут пересмотрены. Несмотря на это, Карта Кластера предоставляет яркую картину экономики Кембриджа с исключительным ростом корпораций.

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Originated hard-hitting headline and full copy for the  
**Cambridge Cluster Map** promotion.

**GET INSIDE THE MOST POWERFUL TECH & LIFE SCIENCE CLUSTER IN EUROPE**

The Cambridge Cluster Map is a big data resource providing critical information on the cluster of businesses within the Cambridge sub-region.

- Accurately maps the growth of the companies in the sub-region over time
- Highlights the attractiveness of Cambridge to potential international inward investors
- Supports representations made to Government for increased investment

 **Cambridge CLUSTER MAP**

CREATED BY CAMBRIDGE AHEAD In partnership with BARCLAYS UNIVERSITY OF CAMBRIDGE

Visit [www.camclustermmap.com](http://www.camclustermmap.com)

Pull-up banner

AT THE HEART OF INNOVATION IN CAMBRIDGE & THE EAST OF ENGLAND

**BUSINESSWEEKLY** no.830

THE INSIDE TRACK ON EUROPE'S MOST POWERFUL TECH & LIFE SCIENCE CLUSTER

 Visit [www.camclustermmap.com](http://www.camclustermmap.com)

Print masthead ad for Cambridge's Business Weekly newspaper


**GET INSIDE THE MOST POWERFUL TECH & LIFE SCIENCE CLUSTER IN EUROPE**

UPDATED WITH 2015-16 DATA

The Cambridge Cluster Map is a big data resource providing critical information on the cluster of businesses located within 20 miles of Cambridge.

It accurately maps the growth of the Cambridge sub-region over time and is a free-to-access online resource which shows the vibrancy of the Cambridge technology and life science cluster, revealing the true extent of the success of the 'Cambridge Phenomenon'.

- Highlights the attractiveness of Cambridge to potential international inward investors
- Supports representations made to Government for increased investment
- Allows examination of individual company data

 **Cambridge CLUSTER MAP**

In partnership with BARCLAYS

Visit [www.camclustermmap.com](http://www.camclustermmap.com)




• Over 24,000 companies generating > £35bn revenue • 4,700+ Knowledge-intensive firms employing 60,000 people • Cambridge-based companies growing at over 7% p.a. • More patents per 100,000 people than any other UK city

Created by Cambridge Ahead in partnership with Barclays working with the Centre for Business Studies (CBR) at the University of Cambridge

Image: AstraZeneca

Press ad

**GET INSIDE THE MOST POWERFUL TECH AND LIFE SCIENCES CLUSTER IN EUROPE**

 **Cambridge CLUSTER MAP**  CREATED BY CAMBRIDGE AHEAD In partnership with  **BARCLAYS**

Visit [www.camclustermmap.com](http://www.camclustermmap.com)

Web banner and MPU ads

**FORCES**  
**Cars** ***Direct***



**IF YOU SERVE YOU SAVE**

**Forces Cars Direct** is an SME selling discounted vehicles to the UK Armed Forces and Police. Print titles were still key in reaching the audience and the ads needed refreshing. As well as improving the visual branding, I designed a new 'grid' created for the art director to follow and originated effective headlines which provided 'cut-through' in a highly-competitive market.

## KIT INSPECTION

Our great deals and prices won't fail your inspection

<b>New KIA Picanto 7</b> 1.3 petrol, 5 door, manual <ul style="list-style-type: none"> <li>14" Alloy Wheels</li> <li>Electric Running Lights</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £7,395</b> <b>Save up to £2,200</b> <b>Tax Paid £8,794</b></p>	<b>Seat Ibiza SC SE COPIA</b> 1.6 (95) petrol, 5 door <ul style="list-style-type: none"> <li>17" ABS 16" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £8,595</b> <b>Save up to £3,500</b> <b>Tax Paid £10,248</b></p>	<b>Citroen DS3 DStyle Airbrush</b> manual, 4100 10 <ul style="list-style-type: none"> <li>16" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £11,095</b> <b>Save up to £3,945</b> <b>Tax Paid £13,242</b></p>
<b>Ford S-Max Titanium</b> 2.0 (105) manual <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £16,295</b> <b>Save up to £3,325</b> <b>Tax Paid £19,798</b></p>	<b>Honda CRV ES</b> 2.2 iDTEC manual <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £18,295</b> <b>Save up to £7,905</b> <b>Tax Paid £21,894</b></p>	<b>Honda CB1000R</b> <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £5,445</b> <b>Save up to £1,610</b> <b>Tax Paid £6,495</b></p>

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<b>Vauxhall Corsa Limited Edition</b> 1.2 petrol, 3 door <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £8,995</b> <b>Save up to £5,635</b> <b>Tax Paid £11,995</b></p>	<b>NEW Vauxhall Astra GTC Sport</b> 1.6 manual, 1200 S <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £11,695</b> <b>Save up to £6,800</b> <b>Tax Paid £16,995</b></p>	<b>Vauxhall Insignia Exclusive</b> 1.8 petrol, 5 door hatch <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £11,995</b> <b>Save up to £7,820</b> <b>Tax Paid £15,995</b></p>
<b>Hyundai i30 1.7 CRDi Premium</b> <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £15,112</b> <b>Save up to £5,228</b> <b>Tax Paid £18,238</b></p>	<b>KIA Sportage 2.0 CRDi SX3</b> Sat Nav, AWD, Automatic <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £18,195</b> <b>Save up to £7,900</b> <b>Tax Paid £21,899</b></p>	<b>Honda CB1000R</b> Fireblade <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £8,195</b> <b>Save up to £2,780</b> <b>Tax Paid £9,975</b></p>

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## PRICE TAKE-OFF

We've taken loads off our prices so you can land a great deal.

<b>New KIA Picanto 7</b> 1.3 petrol, 5 door, manual <ul style="list-style-type: none"> <li>14" Alloy Wheels</li> <li>Electric Running Lights</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £7,395</b> <b>Save up to £2,200</b> <b>Tax Paid £8,794</b></p>	<b>Seat Ibiza SC SE COPIA</b> 1.6 (95) petrol, 3 door <ul style="list-style-type: none"> <li>17" ABS 16" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £8,595</b> <b>Save up to £3,500</b> <b>Tax Paid £10,248</b></p>	<b>Citroen CA VTR-VT (95) manual</b> <ul style="list-style-type: none"> <li>16" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £10,698</b> <b>Save up to £6,802</b> <b>Tax Paid £12,945</b></p>
<b>Citroen DS3 DStyle Airbrush</b> manual, 4100 10 <ul style="list-style-type: none"> <li>16" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £11,095</b> <b>Save up to £3,945</b> <b>Tax Paid £13,242</b></p>	<b>Ford S-Max Titanium</b> 2.0 (105) manual <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £16,295</b> <b>Save up to £3,325</b> <b>Tax Paid £19,798</b></p>	<b>Honda CRV ES</b> 2.2 iDTEC manual <ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>CD with MP3/USB/FM + Bluetooth</li> <li>much more!</li> </ul> <p><b>Tax Free £18,295</b> <b>Save up to £7,905</b> <b>Tax Paid £21,894</b></p>

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- ✓ Unbeatable service from order to delivery
- ✓ Excellent, affordable finance rates

**Call NOW on 01522 814010** [OR COMPLETE AN ENQUIRY FORM HERE](#)

In 2011, Digital marketing was becoming increasingly important but like the print ads, the online ads were amateurish and ineffective. So I developed new headlines and supporting copy reflecting the Forces' service arm and location, and designed new ads to match.



Transport  
for London

The ***Real London*** series of guides for Londoners were designed to get them to use public transport to visit attractions off-peak around London. Each guide had over 40 venues or events. In four separate placements spanning two years, *Real London* 'Markets', 'Outdoors', 'Entertainment' and 'Arts' guides were created. As well as project managing their production, including briefing the photographers, I was heavily involved in sourcing the content, copywriting and editing.





# **Jacksons**

**Quality that lasts**

Fine Fencing, Gates & More

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**Jacksons Fencing** is a family-run business that was started back in 1947 and has a unique Jakcure wood treatment process that enables the company to offer a 25yr guarantee on its wood products. In 2017, it is a well-known national and international provider of wood and security fencing & gates, as well as garden and outdoors product lines. Back in 2000, the web was in its infancy and the firm relied on niche consumer and trade magazines to promote its lines. But its ads were tired and uncompetitive. Working with the art director, I was tasked with producing a series of template ads which the Jacksons' in-house artworkers could adapt for insertions in various titles. Key was getting the anti-rot and quality propositions across to the audiences and this necessitated original headlines that out-performed those of the competition.

# Don't talk rot

Talk run-of-the-mill wooden fencing and you're talking rot after a mere ten years.  
Talk Jacksons' Fine Fencing and, thanks to our unique Jakcure treatment process, you won't be talking rot for a **GUARANTEED 25 years.**



The sheer quality of our metal fences and gates, too, mean they'll far outlast the competition.  
To find out more about what's behind the complete range of Jacksons' fences and garden products, call for a colour brochure or visit us in person.  
**Jacksons Fine Fencing, Central Sales & Advisory Service,**  
Stowling Common Ashford, Kent, TN25 6BN  
Tel: 0800 41 43 43 Fax: 01233 750 403  
[www.jacksons-fencing.co.uk](http://www.jacksons-fencing.co.uk)  
Open Mon - Sat, 8am - 5.30pm

**Jacksons FINE FENCING** we have a name to protect

 SECRET GARDEN
  SECURITY
  EQUESTRIAN
  AGRICULTURAL
  GARDEN FENCES
  AUTO-GATES

# Security with style

 Barbican Defender Fencing
 Viper Spikes on Security Bar
 Barbican gates with Automated Traffic Barriers
 Viper Spikes on Security Bar

Complete range of security fencing, gates & barriers • Maintenance free Cantilever sliding gates, manual or automatic • Unique locking systems • Advanced automation systems • Security toppings / Intruder Guards / Barbed tape • Hot dip galvanised & additional colour coatings • Nationwide coverage and installation service  
Call for colour brochure with complete specifications.

Tel: 01233 750 393

Jacksons Fine Fencing,  
XX Stowling Common, Ashford,  
Kent TN25 6BN Fax: 01233 750 403  
Fencing centres: ASHFORD+BATH+CHESTER  
[www.jacksons-fencing.co.uk](http://www.jacksons-fencing.co.uk)

**Jacksons FINE FENCING** Always on guard

# Fit a fencing thoroughbred

When you fit a Jacksons Post & Rail fence, not only will it look good at first, but it will stay looking good for years to come, too. This is because our unique Jakcure® treatment process guarantees against rot for 25 years. The same is true for our manual and automatic gates which offer unrivalled strength and reliability.  
To find out more about Jacksons' range of thoroughbred products, call for a colour brochure or visit us in person.

Tel: 01233 750 393  
[www.jacksons-fencing.co.uk](http://www.jacksons-fencing.co.uk)

Established 1947  
**Jacksons FINE FENCING**  
Guaranteed the best

 SECRET GARDEN
  SECURITY
  EQUESTRIAN
  AGRICULTURAL
  GARDEN FENCES
  AUTO-GATES

# Rot proof

 Parade 2000 - available natural or painted
 Jakcure® penetration

Buy ordinary fencing and it will rot after a mere 10 years. But with Jacksons' Fencing and garden products our unique Jakcure® treatment process means we can **GUARANTEE** it for 25 years - 15 years more than most of our competitors. We also produce metal fences and gates to the same high standard so that they far outlast the competition.  
So don't buy from a rotter, buy from Jacksons.  
To find out more about Jacksons' full range of fencing and garden products, call us **FREE** now for a colour brochure or visit us in person.

Tel: 0800 41 43 43

Jacksons Fine Fencing,  
XX Stowling Common,  
Ashford, Kent TN25 6BN  
[www.jacksons-fencing.co.uk](http://www.jacksons-fencing.co.uk)

Established 1947  
**Jacksons FINE FENCING**  
Guaranteed the best

# No name covers more



Jacksons now offers a wider range of fencing, gates, garden and security products than ever before.  
One thing that hasn't changed, though, is the unique 25-year guarantee that comes with every Jacksons timber product, thanks to our unique Jakcure, treatment process.  
To find out more about what's behind the complete Jacksons' range, call for a colour brochure or visit us in person.  
Jacksons Fine Fencing,  
Central Sales & Advisory Service,  
XX Stowling Common,  
Ashford, Kent TN25 6BN.  
Tel: 0800 41 43 43  
Fax: 01233 750 403  
[www.jacksons-fencing.co.uk](http://www.jacksons-fencing.co.uk)  
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