



# ODYSSEY UK

bringing business to business



#### TV Advertising

##### (Production through to transmission)

Odyssey UK is a one-stop-shop for all of your TV commercial production needs. That means we take care of all stages of making your commercial as well as Clearcast clearances, transmission copies, contracts, consignment notes and all the other tedious paperwork involved! a complete service from script to screen.

##### Promo video from concept to completion

With Odyssey UK's professional expertise in all aspects of studio preparation and location filming, we will produce video to an agreed brief, putting your product or services in front of your potential clients in a powerful and professional medium.

##### Interactive page turning e-brochures and pdf viewers

At Odyssey UK, we offer conversion of printed matter to interactive e-brochures and pdf viewers. The service will produce an electronic PC or web based version of your printed literature that will offer substantial savings in duplication and postage. Also embedded videos and a full search facility make these products a complete and cost effective marketing and presentation product.

##### Web Business+

##### (SEO /email marketing /pay per click marketing)

With reference to sales that can be generated from web and email, Odyssey UK has its 'Web Business +' service. This offers you the opportunity to increase sales and turnover substantially through cost effective lead generation either by optimising your site, placing pay per click marketing or an email campaign to your target audience.

*Isn't sales about getting the message out to your potential customers? Well isn't it?*

Odyssey UK currently work with a wide variety of companies with differing marketing needs from major players through to SME's (Small to medium sized enterprises).

Clients such as BP, Castrol, Microsoft, Cisco, and the Universities of Hertfordshire and Bedfordshire as well as HSBC, Vent-Axia, Skillstrain and T-Mobile are valued clients.

They trust us with their marketing strategies, television advertising campaigns, corporate programming and design of response ebrochures as well as the implementation of optimisation and design work on their web sites.

In today's difficult trading conditions, the only way for any business to grow is to ensure that all potential customers are aware of your products and services. At Odyssey UK we believe this is the catalyst to growth and therefore all of our products are aimed at increasing sales and turnover whilst ensuring that tight marketing budgets are adhered to.

If it's local or National Television advertising, a promotional video or an ebrochure with video, the aim is always the same, getting the message out in a cost effective, positive powerful and professional way.

Odyssey UK

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Odyssey UK currently work with a wide variety of companies with differing marketing needs from Blue Chips through to “one man bands” and many others in between. Clients such as BP, Castrol, Microsoft, Cisco, and The Universities of Hertfordshire and Bedfordshire as well as HSBC, Vent-Axia, Skillstrain and T-Mobile are valued clients and trust us with the design of their ebrochures as well as the implementation of optimisation and design work on their web sites and marketing strategies.

Our major strengths include –

- ✚ Interactive page turning e-brochures and pdf viewer;
- ✚ Increase of sales and turnover with optimisation via our clients’ web sites;
- ✚ Web design concentrating on benefits and sales;
- ✚ TV Advertising and Infomercial (Production and space buying);
- ✚ Promo video, from concept to completion;
- ✚ CD-ROM and CD business card production;
- ✚ CD and DVD duplication;

Key benefits of the electronic version include:

- ✓ Immediate access by potential customers to your brochure before your competitors can supply theirs.
- ✓ Quick decisions, sometimes instant, as the information is ready immediately.
- ✓ Substantial savings in duplicating and postal costs.
- ✓ Our ebrochures are the ‘GREEN’ alternative to traditional paper publications and we suggest you make every effort to announce this to your customers. Feedback tells us that they will respect your efforts to avoid paper based sales literature that is proven to harm the environment.
- ✓ Optional Search Facility ensuring getting to the right page straight away,
- ✓ A very modern approach that potential clients will want to investigate.
- ✓ The index/contents page is accessible **at all times** making cross-purchasing, up selling and referencing quick and effective.
- ✓ An embedded email option is always available should there be any questions regarding your products and services.
- ✓ Various buttons as required can be put on each page such as:
- ✓ Print Page, Print Brochure, Go to, Send email, Background on or off, Minimise, Contents, Link to a web page or Go to pre-defined page of choice, e.g. specs/contents etc.
- ✓ Your e-brochure can be downloaded from your site for later viewing or featured on a CD or CD business card.
- ✓ A link can be put onto all of your e-mails ensuring every customer that you send a communication to has the opportunity to view your current brochure.
- ✓ Presents your products and services in a positive, powerful and professional way.
- ✓ Stops dead money sitting in your warehouse.



At Odyssey UK, we offer conversion of printed matter to dynamic, interactive e-brochures. The service will produce an electronic PC version of your printed literature which can be uploaded to web space for emailing to existing and potential clients to keep them up to date with your products and services.



If its web site based you’re looking for, we also offer a pdf viewer which has the same benefits as our stand alone ebrochures but are based on your web site. They are very powerful marketing tools and as well as presenting your products in a positive and professional way, offer optional statistics such as: how many users have entered my pdf viewer and how many read it, when did they read it, what pages did they read, where did they zoom, what did the readers search for, and which links were activated.

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Obviously, the cost savings against paper format in production and postage terms are substantial and the presentation is not only much more powerful and professional but also more enjoyable to use. It makes a statement about your company and the modern approach it offers, the 'wow' factor. Potential customers can make a decision whilst waiting for your competitor's brochures to arrive in the post days later.

They are also very effective for cutting out wasted time, effort and most importantly, the cost of sending out brochures that ultimately don't convert into business.

Our price structure is very straightforward and easy to follow.



**Stand alone ebrochure** from existing brochure without search facility  
(To replicate an existing brochure from supplied high-resolution pdf's)

Up to 10 page sides	£ 750 (plus VAT).
Up to 20 page sides	£ 950 (plus VAT).
Up to 40 page sides	£1,250 (plus VAT).
Up to 100 page sides	£1,950 (plus VAT).
Up to 200 page sides	£2,450 (plus VAT).
200 pages+	Please call us for a price

**Stand alone ebrochure** from existing Brochure including search facility  
(To replicate an existing brochure from supplied high-resolution pdf's)

Up to 10 page sides	£ 825 (plus VAT).
Up to 20 page sides	£1,095 (plus VAT).
Up to 40 page sides	£1,540 (plus VAT).
Up to 100 page sides	£2,675 (plus VAT).
Up to 200 page sides	£3,900 (plus VAT).
200 pages+	Please call us for a price

Inclusion of up to three minutes supplied video: £150 (plus VAT)



**pdf viewer** from existing brochure without search facility  
(To replicate an existing brochure from supplied high-resolution pdf's)

Up to 10 page sides	£475 (plus VAT).
Up to 20 page sides	£650 (plus VAT).
Up to 40 page sides	£900 (plus VAT).
Up to 100 page sides	£1,250 (plus VAT).
Up to 200 page sides	£1,650 (plus VAT).
200 pages+	Please call us for a price

**pdf viewer** from existing Brochure including Search Facility  
(To replicate an existing brochure from supplied high-resolution pdf's)

Up to 10 page sides	£520 (plus VAT).
Up to 20 page sides	£700 (plus VAT).
Up to 40 page sides	£965 (plus VAT).
Up to 100 page sides	£1,310 (plus VAT).
Up to 200 page sides	£1,740 (plus VAT).
200 pages+	Please call us for a price

Statistics package: £155 per annum (plus VAT)  
Inclusion of up to three minutes supplied video: £150 (plus VAT)

**New Brochure Design** (To design and produce an e-brochure from supplied brief, text and images.)

These are for non existing brochures which are priced as above but with a surcharge for the design element which would be agreed once a brief is received. An average price for up to 20 page sides is appx. £450 +VAT

It should also be noted that the memory size for this type of ebrochure is fine for internet usage. However should an ebrochures memory be considered too large for downloading, many clients have successfully used CD-ROM as an alternative to great effect whilst still achieving substantial cost savings in duplicating and postage. Also sectionalised 'mini' ebrochures have been a great success some customers splitting larger brochures into sub sections allowing web based access. A CD-ROM posts for a standard letter postage charge with brochures costing many pounds to post. Also, please note that these ebrochures are PC only.

These prices are based on all content being supplied by you in a PC digital format. High resolution PDF's will give the best results but any PC format is acceptable.

Production time would be approximately four weeks from receipt of all content. Our payment terms are 50% in advance and prior to production commencing and the balance on supply and sign off of the finished e-brochure which will be supplied in a format of your choosing.

Please don't hesitate to get in touch with me should you require any further information.