



## Plan your marketing activities for the year ahead the easy way

Year planners are an excellent way to schedule all your marketing activities and jot down important dates on the calendar. With the ongoing need to raise the profile of the school catering service to schools, the year planners can either be used for your catering staff, one each school, or as a 'gift' to Head teachers, with key messages on as you see fit.

We offer a design service to personalise your year planner (you can include dates for promotions, pay information, plus useful numbers etc) or we can provide a standard planner. Year planners are A2 in size and can be designed to incorporate company logos and colours.

Simply Ring Elygra on  
01244 399900

Up to 100 £3.97 each  
100 to 200 £3.70 each  
250+ £3.50 each

## Focusing on the future...training and motivation

There has never been a more important time to boost morale within the workforce. The recent changes have correctly resulted in training being targeted at cooking skills. We believe there is also a need for all staff to become part-time marketers as

**'providing food to meet the new standards is one thing.... Getting customers to eat it .... is another.**

### TRAINING

Having carried out training for many authorities and associated organisations such as APSE, we are confident you will find the training we offer to make a real difference to your service. Carrying out relevant training provides a real focus for those delegates who attend; the confidence to take on additional responsibilities (such as marketing) and ensuring that all staff are contributing to the bottom line, as the need to meet financial targets is a real issue following the fall in numbers attributed to the 'Jamie Oliver effect'.

Training Courses and / or workshops available include:

- Motivational Training
- Sales and Marketing (at all levels)
- The importance of Customer Care
- Managing Change
- Selling is Telling
- Increasing sales through effective marketing and many more....

As all Elygra staff are qualified in sales, marketing and catering, so we can work with you to develop a bespoke training course, or courses, to meet your needs.

Please ring for further details and prices.

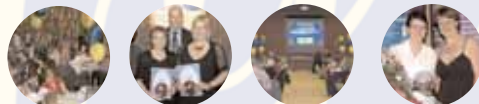


## Reward and Recognition AWARDS EVENING

Awards evening are an effective way of increasing motivation, helping to reward and recognise both frontline staff and management teams that go that extra mile. We can work with you to generate funds with the help of your suppliers as well as organising the complete event from start to finish, including

- Invitations & Guest List
- Sponsorship
- Trophies
- Catering & Menus
- Schedule of Events
- Presentations and Compere
- Event Management

**We have experience in organising many such events with great success. To receive further information or to arrange a meeting call Karen Massey on 01244 399900.**



# Think Marketing

# Think Elygra

## Providing food to meet the new standards... is one thing

## Getting customers to eat it... is another

**Have your secondary school meal numbers taken a fall during the recent changes?**

Or are you looking for a way to increase the profile of the service to encourage customers to try the new healthier school lunches?

**Effective, targeted communication is the key to success.**

Elygra Marketing Services have created a 'communication system' (now operating in 9 Local Authorities) that is positively affecting meal numbers.

The concept enables you to provide continuous planned promotional activity in tune with the needs of your secondary schools market to:

- Promote the 'values' of the service as well as 'various food items'
- Offer real value for money meal deals (sponsored by suppliers if appropriate)
- Premium price new offers to maximised profit
- Encourage non-users to 'trial' the service as well as bring back pupils who have recently left the service

The involvement from your staff is minimal and one of the main reasons the concept has been so successful is because the front line staff and managers see that it is easy to run, planned in advance and more importantly – it works!!

If you have been struggling with how to market your Secondary schools meals service, then look no further.

This simple to operate, easy to understand system is available to you today – and as we do all the work, it means you can concentrate on other aspects of your service!

**How to be part of the success**

For a lot less than you would imagine, you can be the next authority to join in the success.

**Simply Ring Elygra on 01244 399900**



Marketing Services, Imagery & Creativity

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www.elygra.co.uk

01244 399900

6 The Quad, Sovereign Way, off Sealand Road, Chester, CH1 4QP

Think Marketing, Think Elygra

# COMMUNICATION - THE KEY TO SUCCESS

Using large format print is a cost effective way of communicating to customers and various other stakeholders. Educational and informative messages can be displayed in a variety of frames. We offer print and frames at regular 'A' sizes as well as bespoke sizes to suit your needs and, at better value than our competitors, your marketing spend will go that much further.

## Posters and large format prints

Our in-house design team can create all kinds of printed material and point of sale to include your authority logos and school meals logo as required, or we can supply 'off the shelf' ideas to communicate the key messages behind the 'NEW NUTRITIONAL GUIDELINES'.

### Posters can include

- Menus and POS
- Healthy eating & wellbeing messages
- Pictures and images
- Promotions and offers
- Plus much more....

Great designs,  
great prices,  
easy to order  
and available  
today!!



## Marketing for the younger customers.....

When marketing in the Primary Sector, it is important to communicate with parents, pupils and school representatives in equal measures, as each has such an impact on the final decision as to whether a pupil will ultimately choose to stay for a school lunch.

We recognise the importance of communicating the right messages, to the right people, at the right time...



### Tasting Stations

Have proved a very popular way of encouraging all stakeholders to re look at the foods you serve. Displayed in a professional manner, the tasting stations provide a forum to encourage people to try new foods or for you to present some of the very best of what you do at Parents Evenings, Governors meetings or even when tendering for business.

The counters are lightweight and easy to set up, taking only a couple of minutes. They fit in a car and come with their own protective carry case. Standard or bespoke designs available.



### Parents' leaflets

Sending out a termly newsletter/leaflet will keep parents informed of new products and the many changes you are making within your service. Included in recent leaflets have been menus and nutritional updates, information regarding training, promotions and latest news. This all contributes to parents being more able to make an informed decision when choosing their child's lunch option, as opposed to believing all they read in the papers or see on TV.

Prices depend on quantities and style. Copywriting can be included at no extra cost. We also provide a posting /packaging service to individual schools should this be of use to you.



### Stickers

A great favourite and a cost effective way of rewarding children for healthy eating and good behaviour. They also act as a tangible reminder to parents that school lunches are educational too and are about a lot more than just the meal on the plate. In addition to stickers, you can also take advantage of the many other items of merchandise we have available to suit your budget and your promotion.

All designs created at no extra cost to include brand or characters.



### Activity Sheets & Comics

Theme Days and promotions remain popular amongst younger customers and can help increase meal numbers and income simultaneously. Prices vary for sizes and colours. We have a large number of standard activity sheets available for your use or can create more targeted literature to suit your needs.

Comics can also be provided.



### Branding - Investing in the dining environment.

No matter how good the food, customers of all ages are becoming more discerning and 'expect' the environment in which they eat to be similar to that they experience in the high street. Elygra have many years of experience in designing, installing and maintaining a suitable dining environment, with the appropriate use of signage to create the right image, as well as for practical use in terms of communicating the menu, directional signs, welcome messages and the like.

From the most modest of budgets to a fully fitted branding scheme, you will find our service, from quote through to installation, second to none.

