



Welcome to our **March 2012** newsletter - aimed at giving you a glimpse into what just one of our clients is doing with Yellow Pencil to sharpen their brand right now. We've chosen to feature one client or project per month that we think is exciting, creative, inspirational or just simply interesting and we hope you do too.

March Feature Project

Stand Behind the Steel

The ANZ Championship burst onto the sports scene in 2008 as the first semi-professional netball competition in Australasia, pitting ten elite netball teams against each other in a head-to-head series to determine the best of the best.

Netball has the highest participation rate of any women's sport in both countries with Australia and New Zealand having dominated the international history of netball, between them winning every World Championship title since 1963 *

Each of the ten teams - five from Australia and five from New Zealand - have a strong netball heritage, evolving from the teams which contested regional competitions in their respective countries. Here in New Zealand, the amalgamation of two South Island teams, the Rebels and the hugely successful Sting, resulted in the formation of the Southern Steel to contest the new competition.

To create a dynamic brand identity, website and promotional collateral worthy of such a formidable sporting powerhouse, the Southern Steel turned to Yellow Pencil. We were honoured to take up the challenge - as we have done each season since.

Working in close partnership with the Steel's own Marketing and Communication team, Yellow Pencil has extended our support to include a part sponsorship of the team.

Today, the Ascot Park Hotel Southern Steel is a competitive force contesting the 2012 ANZ Championship. Their campaign starts this Monday when they meet the Waikato/Bay of Plenty Magic in Invercargill.

Throughout the season and beyond, the team will be supported all the way by a distinctive brand identity and an integrated communication strategy built around the incredible support from the team's loyal fan-base who - like Yellow Pencil - **STAND BEHIND THE STEEL**.

www.southernsteel.co.nz

* The World Championship in 1979 resulted in a three-way shared title between New Zealand, Australia and Trinidad and Tobago





sharpthinking

Ten things on your website which will HELP your brand more than a group photo of all your staff grinning in the carpark!

1. Making sure all your content is up-to-date, accurate, legal, relevant, helpful and interesting
2. Making sure all the links in your site **ACTUALLY WORK**
3. Making sure automated forms go to someone who still works for you and will respond **PROMPTLY!**
4. Highlighting charities and worthwhile causes you or your business is involved with
5. Removing all promotions and offers which have **EXPIRED**
6. Removing all Latest News items which are out dated or older than you are
7. Adding company policies on recycling, workplace safety, environmental responsibility, quality control etc
8. Making sure your contact details, hours, location maps etc are **REALLY, REALLY EASY** to find
9. Not making loud music **AUTOMATICALLY** play when your site loads, scaring the @#%&**!! out of the user
10. Understanding that your website is often not only the 'first contact' customers have with your business but potentially the **LAST** contact they have with you.

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