

# conscious

brand, design & marketing for law firms



Christmas Marketing Products

**2015**

Conscious Solutions Limited  
Royal London Buildings  
42-46 Baldwin Street, Bristol, BS1 1PN  
Tel: 0117 325 0200  
Email: [sales@conscious.co.uk](mailto:sales@conscious.co.uk)  
Web: <http://www.conscious.co.uk>

## 1. Ho Ho Ho!

Can you hear them yet? Those sleigh bells are ringing far off in the distance; Christmas is definitely on the way! At the risk of unearthing the Scrooge in you, this brings us to the topic of Christmas marketing. It could be a greetings card (printed or emailed), festive changes to your website (e.g. adding falling snow, a Christmas tree, a bit of mistletoe, or Christmas hats on your staff photos), or a Christmas game.

This document will no doubt provide you with some fitting festive ideas for your firm and will shed some (twinkling Christmas) light on the services and products that we offer.

## 2. Email Greeting Cards

There are a number of options, if you'd like to send your clients and contacts a greetings card by email.

### 2.1. Traditional Style eCard

This option is a self-contained email, including an image (typically a picture of a Christmas card or a Christmas/seasonal scene), together with your greeting message. There are various levels of customisation available:

- **Traditional Style e-Card 1 – (standard image)**  
A standard card customised with your firm name and logo, plus a one-time despatch to a list of email addresses you supply.
- **Traditional Style e-Card 2 - (customised image)**  
The same as above, with extra time spent on manipulating the image to match your brand (adjusting colours etc, as appropriate).
- **Traditional Style e-Card 3 - (bespoke design)**  
This is a completely bespoke design based on your requirements. We will suggest a range of iStockPhoto images to you, one would be selected and then heavily personalised with your firm's branding.

The following is an example of a Traditional Style e-Card 1;



Type of Card	Cost
<b>Traditional Style e-Card 1 – (standard image)</b> A standard card customised with your firm name and logo.	<b>£150</b>
<b>Traditional Style e-Card 2 - (customised image)</b> The same as above, with extra time spent on manipulating the image to match your brand (adjusting colours etc as appropriate)	<b>£250</b>
<b>Traditional Style e-Card 3 - (bespoke design)</b> This is a completely bespoke design based on your requirements.	<b>£350</b>
<i>Cost for all 3 options includes a one-time dispatch to a list of email addresses you supply. Additional mailings at £45/ dispatch.</i>	

### 3. Website Enhancement

Another option is to modify your site to include a seasonal theme. You could put a Christmas tree on your site and have the presents pile up as the day grows nearer, or perhaps a live countdown for those eagerly counting the days? These are a few ideas, but if you're thinking of something a little different, contact your Account Manager who will be happy to help. We welcome new ideas and will find a way to bring them to life.

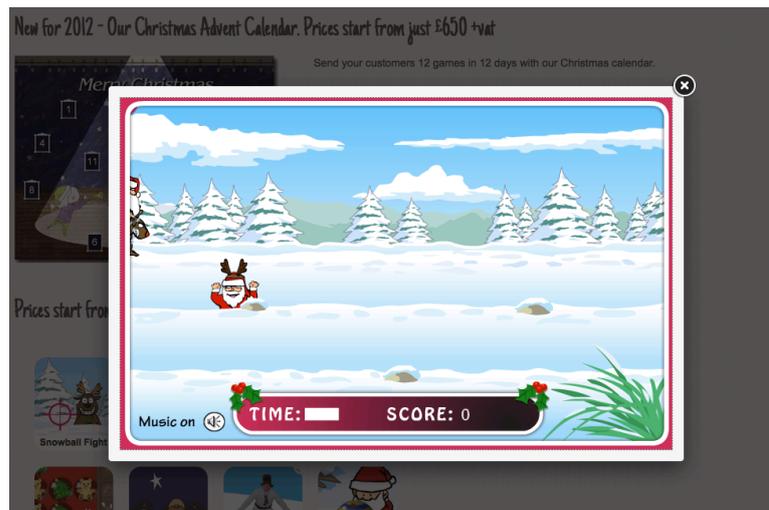
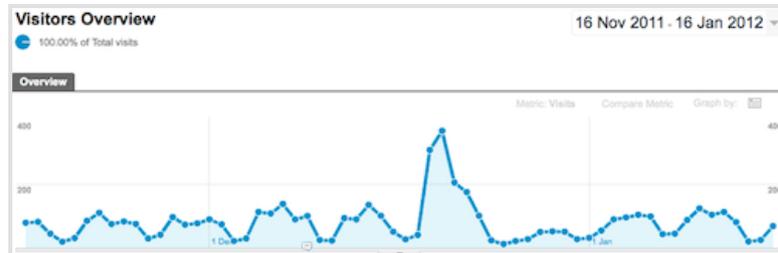
#### 3.1. Falling Snow

We did this for a number of clients last year, to great effect. You can have this just on your homepage, or across your website. We can even colour the snowflakes so they match your brand colour!

Type of Enhancement	Cost
<b>Christmas-ify your Website</b> We study the site and recommend a series of changes	<b>POA</b>
<b>Falling Snow</b> Includes the time to add it to your site, and then remove it early January	<b>£68</b>

## 4. Christmas Games

Show your clients you have a sense of humour! Games can be effective and help present the firm as friendly, approachable and (dare we say) human! We have used simple games for the past four years. The game we had in a recent year especially turned out to be a surprisingly big hit - 1,185 visits from 200 users, which was more than 100% increase on our normal traffic.



There are 2 options; Flash and HTML5 games. Although not supported by all devices (including iPhones and iPads), if you wanted to go down the Flash route a range of individual games can be seen online here;

<http://www.brandableflashgames.co.uk>



Alternatively, you could also consider branding a HTML5 game – some examples below;

[http://codecanyon.net/item/game-christmas-furious/6009305?WT.ac=search\\_item&WT.z\\_author=wall-e](http://codecanyon.net/item/game-christmas-furious/6009305?WT.ac=search_item&WT.z_author=wall-e)

[http://codecanyon.net/item/christmas-games-pack-1/6323366?WT.ac=search\\_item&WT.z\\_author=01SmileGroup](http://codecanyon.net/item/christmas-games-pack-1/6323366?WT.ac=search_item&WT.z_author=01SmileGroup)

Pricing for games really depends on your requirements, so contact your Account Manager to discuss this further.

	<b>Cost</b>
<p><b>Christmas Games</b> Off the shelf game (no customisation)</p>	<b>£150</b>
<p>Including customisation (company logo, colours etc) and a one-time dispatch</p>	<b>From £450</b>
<p><i>Additional mailings at £45/despatch</i></p>	

## 5. Physical Gifts



Boomf – why not ensure your clients keep you in mind by sending them a box of personalized marshmallows, complete with your logo printed on each one!

<https://boomf.com>

For the fashion loving client, or just as a unique Christmas gift, how about chocolate shoes? <http://www.chocshop.org.uk/lmchoc/>

When you buy a Deki gift voucher not only does 100% of the money go directly to someone in the developing world to help them start a business, but the client you give the voucher to gets to choose who that is. <http://www.deki.org.uk>



When times get dark, you'll light the way. Show your client the true meaning of this by sending a candle with your law firms logo printed on the side!

<http://www.notonthehighstreet.com/hearhandheritage/product/personalised-scented-company-candle>



Send clients a Christmas tree to grow themselves. Not only is this a cute gift, but chances are they'll think of you each time they look at their growing tree!

<https://www.firebox.com/product/6299/Grow-Your-Own-Christmas-Tree>

**Notes**

*In all cases, costs do not include VAT and any iStockPhoto images that need to be purchased. Images are re-charged at cost.*