

PLEXUS

Design Team
H1 Review

Q1

- 1. Complete the rollout of all Email Templates within Marketo**
- 2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW**
- 3. Increase level of service across the Creative Team**

1. Complete the rollout of all Email Templates within Marketo, these include:

Acquisition templates (Corp x4, Individual x4)

Reg Series templates (quarterly x4)

Renewal templates – Velocity script

Events templates x4

OKR SUMMARY

PRE TEMPLATE BUILD

PHASE 1

- Marketo training for Digital Designers
- Booking system for Marketo templates created
- Schedule of template BUILD, AMEND, TEST, SEND created and shared with marketing

PHASE 2

- Freelance cover for BAU emails interviewed and booked
- Support for marketing to update shared schedule

PHASE 3

- Freelance Design cover for BAU emails onboard
- Dedicated Marketo booking system populated from shared schedule

TEMPLATE BUILD

PHASE 1

- Access for Designers to Prod Area in Marketo
- AJ (Subs) & WAF (Events) chosen as the first brands to test new templates
- Worked with Jade Glover & Lisa Duranti to create and test the first set of working templates

PHASE 2

- Templates approved by all of Marketing
- All Marketers have 1to1's to explain process of template build
- Briefs taken from individuals for their specific requirements

PHASE 3

- Templates BUILT, AMENDED, TESTED over a period of 12 weeks

1. Complete the rollout of all Email Templates within Marketo, these include:

Acquisition templates (Corp x4, Individual x4)

Reg Series templates (quarterly x4)

Renewal templates – Velocity script

Events templates x4

KR1: Create brand specific design & launch within Prod area

– Complete

- We currently have 175 events and 140 subs templates in Marketo.
- All templates completed on time
- All templates built, tested and live

KR2: Improved end user experience through responsive design

– Complete

- All Marketo templates have been coded and tested to be responsive on mobile devices.

KR3: Marketing Managers onboard and using

– Complete

- All Maketers have a full set of bespoke working templates each
- Naming conventions for all assets including folders, emails and images has followed the agreed structure
- On-going support for individuals with email builds
- Best Practice Email Design project in progress

Next Steps

KR1 – Further discovery into what Marketo is capable of offering in terms of different design styles.

KR1 - AB testing

KR1 - Working with editorial on Digital Editions

KR2 - Contact customers to create a pool of testers

KR3 - Workshop planned for Email Best Practice & Design issues – In collaboration with the Data Team

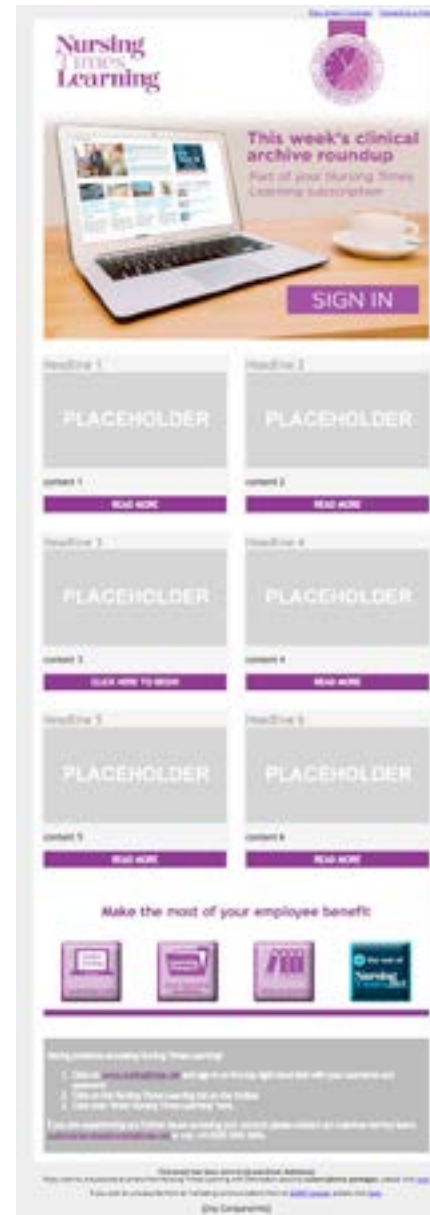
Template Examples

Acquisition - Individuals



Template Examples

Acquisition - Corporate



Examples Template Examples

Reg Series



Template Examples

Renewal



Template Examples

Events



2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

OKR SUMMARY

PHASE 1

- Identify which microsites require amends or builds and what takes priority
- Organise workflow in conjunction with Marketo Templates

PHASE 2

- Contact all internal marketers to obtain briefs
- Set timetable for build/updates in booking system

PHASE 3

- Break from Marketo builds to implement microsite design time

2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR1: Complete builds by March 14



HSJ Multi-user Licence* (Update) - Complete
hsj.co.uk/multi-user



*In process of Rebranding to HSJ Membership.
 The new microsite will be a one page design.

2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR1: Complete builds by March 14



HSJ Why Subscribe Page (Update) - Complete

hsj.co.uk/why-subscribe?from=nav

Subscription Packages

HSJ has created exclusive subscription packages with you, your team or organisation to provide comprehensive coverage of the operating, organisational, financial and performance of all aspects of the health care sector at a national and local level.

We have also developed 'HSJ Intelligence' which helps you improve your understanding of your NHS partners and prospects. HSJ offers an online, unique and exclusive content on all NHS commissioners and providers giving you the ability to build strong relationships with your most valued decision makers.

1-9 USERS

Subscription for up to 9 users

SUBSCRIBE NOW

Unlimited access to HSJ.co.uk

Access to all content on the website

Access to all content on the website

Access to all content on the website

MULTI-USER LICENCE

Customised digital membership for 10+ users

ENQUIRE NOW

Full access to all content

Access to all content on the website

Access to all content on the website

Access to all content on the website

HSJ INTELLIGENCE

Exclusive content on every NHS provider and commissioner

ENQUIRE NOW

Access to all content on the website

Access to all content on the website

Access to all content on the website

With an HSJ subscription...

...you'll get access to:

- Unlimited intelligence on NHS policy and practice
- When health system leadership teams are getting it right, what's getting it wrong and why
- How innovation is driving quality and efficiency at both local and national level

SUBSCRIBE TODAY

HSJ

Subscription Packages

HSJ has created exclusive subscription packages with you, your team or organisation to provide comprehensive coverage of the operating, organisational, financial and performance of all aspects of the health care sector at a national and local level.

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SUBSCRIBE NOW

Unlimited access to HSJ.co.uk

Access to all content on the website

Access to all content on the website

Access to all content on the website

MULTI-USER LICENCE

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Full access to all content

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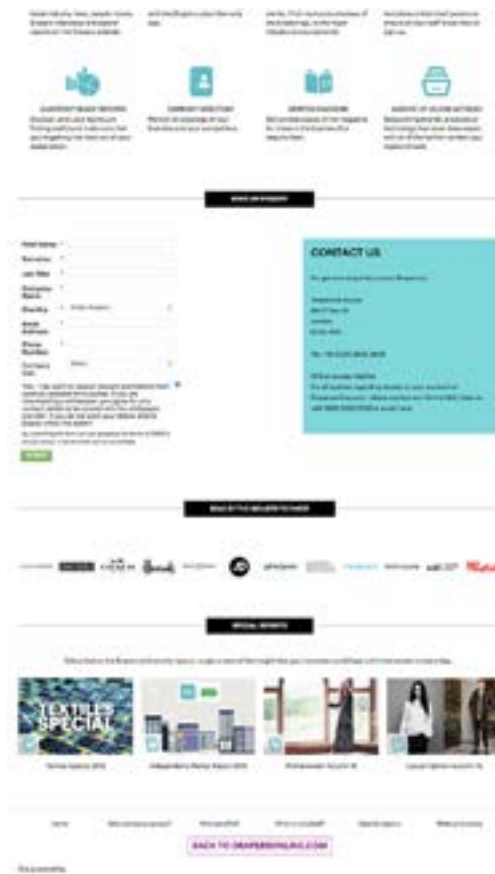
SUBSCRIBE TODAY

HSJ

2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR1: Complete builds by March 14

Drapers Company Access (Redesign & Rebuild) - Complete
drapersonline.com/drapers-company-access



2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR1: Complete builds by March 14

Drapers Why Subscribe Page (Update) - Complete
drapersonline.com/why-subscribe



2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR1: Complete builds by March 14

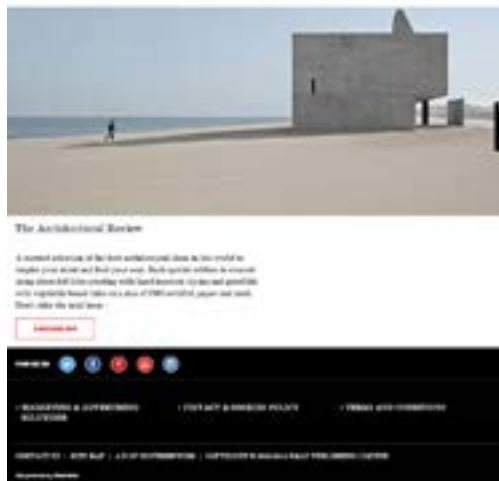
AJ Why Subscribe Page (Update) - Complete
theaj.co.uk/why-subscribe



2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR1: Complete builds by March 14

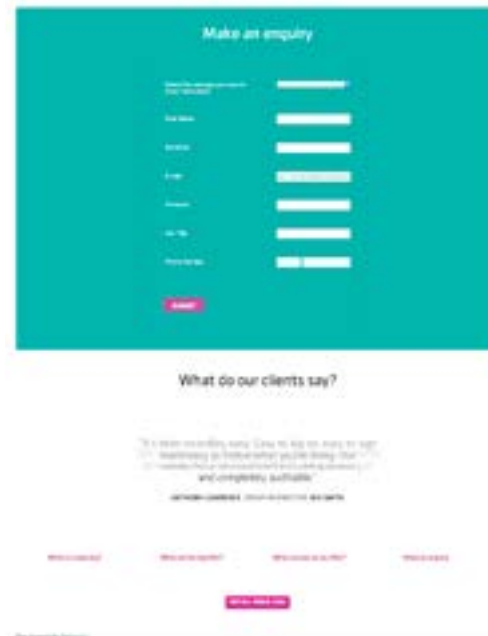
AR Why Subscribe Page (Update) - Complete
architectural-review.com/why-subscribe



2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR1: Complete builds by March 14

RW e-learning (Redesign & Rebuild) - Complete
retail-week.com/elearning



2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR1: Complete builds by March 14

RW Why Subscribe Page (Update) - Complete
retail-week.com/Choices2015



RetailWeek

OUR SUBSCRIPTION PACKAGES
 Choose Retail Week

INDIVIDUAL
 Standard membership for a single user
 Unlimited access to Retail Week, and
 1 day of live shopping event access
 100% digital membership

TEAM
 Standard membership for up to 5 users
 Shared individual access features
 1 day of live shopping event access
 100% digital membership

COMPANY-WIDE
 Highly customised membership for 50+ users
 Set of team access features
 1 day of live shopping event access
 100% digital membership

Join Now

Firstly at the heart of the industry, Retail Week is the most trusted source of business intelligence and networking available for today's retailers

They work over 10,000 retail professionals visit www.retail-week.com looking to connect to our multi-faceted news, insight and data. Why is it that so many professionals turn to Retail Week and how does our content help them in their job?

From speaking to our customers we understand that it can be a challenge coming ahead in this fast-paced industry. That is why, at Retail Week, we deliver insight to help understand today's retail professional needs to move ahead in

- Strategic decision making** - The success of the major strategic developments in retail, which major regional businesses are they making their most crucial decisions.
- Innovation** - How much are they investing in shopping centres or are they, how much are they investing in their digital strategy and what are they doing to ensure they are not left behind?
- Customer loyalty** - How much are they investing in customer loyalty, how much are they investing in their digital strategy and what are they doing to ensure they are not left behind?
- Competitive analysis** - The success of the major strategic developments in retail, which major regional businesses are they making their most crucial decisions.

Discover how our clients benefit from Retail Week

RetailWeek
 HOW DIGITAL MEMBERSHIP HELPS
halfords

WHAT OUR CLIENTS SAY:
 Retail Week gives me the latest industry information, knowledge, insight and connects everything I need to know about what is happening in the very heart of the retail industry.
 Your insights, better than anything else I know

Join Now

RetailWeek

OUR SUBSCRIPTION PACKAGES
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WHAT OUR CLIENTS SAY:
 Retail Week gives me the latest industry information, knowledge, insight and connects everything I need to know about what is happening in the very heart of the retail industry.
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Join Now

2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR2: Launch all sites by March 21

- Complete

KR3: Introduce testing programme

- On-going development

- First stage of testing & reporting project was agreed with Chris' team
- Project pulled by Chris at beginning of Q2 through lack of resource
- At the moment it's a marketer by marketer option, asking for results or tracking

Next Steps

KR1 – Review and revise all subs touch points

KR1 - In the process of updating all subs packshots

KR1 - Complete the rebrand HSJ Multi-user Licence to HSJ Membership

KR3 - Planned meetings with marketers to agree a more structured option

KR3 - Working with Ben Cannon on incorporating myself in the design and sign-off of AB tests with Optimizely

2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR3: Introduce testing programme

Some results from the launch of the new microsites

HSJ Multi-user Licence

- 42 leads since designed
- 6 opportunities worth £49,584.00
- 1 closed won opportunity worth £3,000.00

Drapers Team Access

- 621 page views from 510 visitors and 7 leads since Marketo went live

Drapers Why Subscribe Page

- 4,684 page views by 4,065 unique visitors
- Increase in conversion rate on the payment funnel from 1.76% to 4.36% in the month that the page went live

RW e-learning

- 12 leads so far since March 2016. No conversions yet

RW Why Subscribe Page

Since redesign 90 leads received for team access of which we have converted the below

- Deloitte NL (5) £1,640 (marketing lead)
- Ikea Russia (10) £3,315 (marketing lead)
- Regatta (10) 2,759 (marketing lead)

2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR3: Introduce testing programme

Results cont.

AJ Why Subscribe Page

Every month up YOY excluding April – this is when we cut off reg users from getting the newsletters. So instead of getting approximately 2,000 click through to the website it went down to 30 click throughs, so we'd expect the numbers to go down.

Since the drop in April we made amends to the website to try and get those visiting converting more. April conversion rate was at 1.5%, after the following changes we managed to get this up to 4% in May. Jan-March 2016 conversion rate was at 1.7%.

Changes made after April dip:

- Update the footer image and copy
- Updated the barrier – neaten it up. Put subs text before the call to action, updated the bullet point text and linked through to the why sub page instead of going straight to a payment page.
- Shorten the why subscribe page (live on 27th May) – Clearly shows the different packages and prices.

| Channel breakdown 2016 | Jan | Feb | Mar | Apr | May | Jun |
|---|-----|-----|-----|-----|-----|-----|
| Website - other inc SB01 (barrier) | 44 | 11 | 15 | 3 | | |
| Website - (Matrix - why subscribe page) | 20 | 28 | 12 | 31 | 15 | |
| Website - (Mega-menu, source: AJBUTTON) | | 9 | 7 | 6 | 4 | 3 |
| Website - (Footer, source: AJSUBUT) | | 7 | 7 | 2 | 4 | 2 |
| Website - (AJBL, source: AJ-ALHW) | | 4 | 4 | 2 | 4 | |
| Website - (Widget pop-up: AJWHYSUB) | | | | | 6 | |
| | 44 | 51 | 61 | 25 | 49 | 20 |

| Channel breakdown 2015 | Jan | Feb | Mar | Apr | May | Jun |
|---|-----|-----|-----|-----|-----|-----|
| Website - other inc SB01 (barrier) | 24 | 20 | 28 | | 36 | |
| Website - (Matrix - why subscribe page) | 3 | 8 | 12 | 63 | | 49 |
| | 27 | 28 | 40 | 63 | 36 | 49 |
| | 17 | 23 | 21 | -38 | 13 | -29 |

2. Build/update subs microsites for HSJ, Drapers, AJ, AR & RW

KR3: Introduce testing programme

Results cont.

AR Why Subscribe Page (Updated)

Bit hard to compare YOY with AR as we used a lot of jellyfish referral links last year, which weren't just on our website, they were on emails and social media. Numbers have managed to stay strong even after cutting reg users off, this is probably due to a large amount of traffic we get from social media advertising (performs better than AJ).

| Channel breakdown 2016 | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|
| Channel | Jan | Feb | Mar | Apr | May | Jun |
| Website - other inc SB01 (barrier) | 54 | | | | | |
| Website - (Matrix - why subscribe page) | | 14 | 12 | 19 | 14 | 5 |
| Website - (Mega-menu) | | 10 | 3 | 10 | 6 | 3 |
| Website - (Content landing page) | | | | | | |
| Website - (Footer) | | 40 | 24 | 19 | 14 | 3 |
| Website - (Widget) | | | 2 | 1 | | |
| Website - AR Shop | | | | | 3 | |
| Total New Orders | 54 | 64 | 41 | 49 | 37 | 11 |

| Channel breakdown 2015 | | | | | | |
|------------------------------------|----|----|----|----|----|----|
| Website - other inc SB01 (barrier) | 16 | 6 | 10 | 5 | 3 | 2 |
| Jellyfish - PPC referrals | 93 | 74 | 46 | 36 | 40 | 40 |

3. Increase level of service across the Creative Team

KR1: Update booking system so all designers are not getting flooded with work and producing substandard design through lack of time. This will also give marketing a clear view of our workflow, resource and availability. Review asana as a viable alternative.

- Complete

- New **Design Team Brief** document created and introduced. This covers all design, digital and creative jobs. It's a pdf that has links to book direct to our calendar, download and print.
- Revised/simplified the **Design Team Booking Guide** document
- Asana reviewed and not thought to be a better option for Events Design. The decision was made stick with outlook for events bookings as it is right for purpose on quick turnaround jobs.
- Trello has been introduced into the Digital Design team as an alternative to outlook. This is early stages but it seems to be easier to manage as the projects are longer and have different stages that can be tracked.



Download



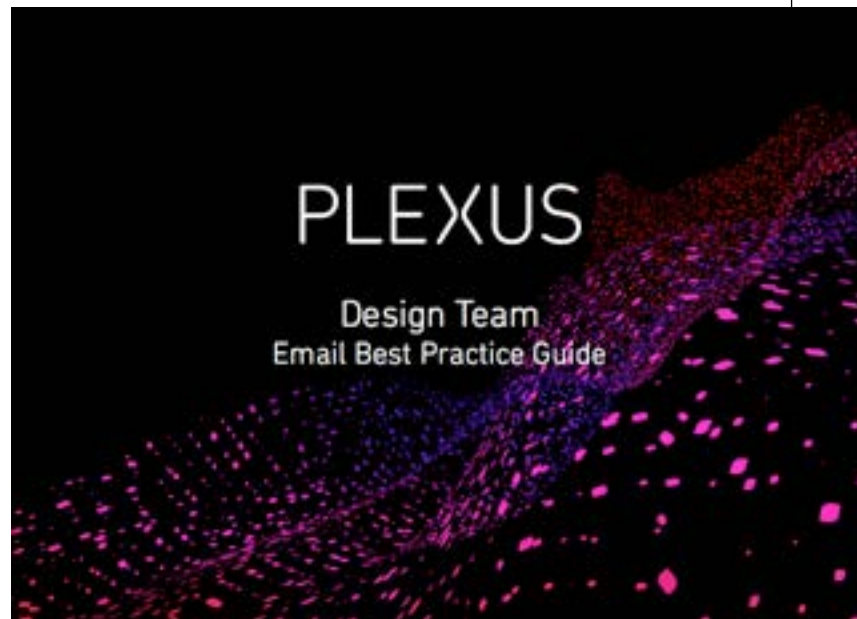
Download

3. Increase level of service across the Creative Team

KR2: Educate marketing on the new process by holding workshops with key groups and individuals.

- Complete

- Marketing have had individual support on how to use the new **Design Team Brief** and **Design Team Booking Guide** document
- New **Email Best Practice** document created in collaboration with Data team and key marketing individuals. This covers all the information required to create emails correctly in Marketo. A walk through/Q&A meeting planned with Marketing Dept.



Contents

- 1 Creating new emails and amending HTML
- 2 Using From name and Reply-to address
- 3 Setting the preheader text
- 4 Guideline for image sizes
- 5 Optimising images for email
- 6 Finding a previously uploaded image
- 7 Adding links and image URL's
- 8 Optimising content for HTML email
- 9 Optimising content for Plain Text email
- 10 Checking unsubscribe message and links
- 11 Testing your email



Download

3. Increase level of service across the Creative Team

KR3: Introduce a creative survey via Qualtrics.

Gain insight into how we are performing leading into Q2.

70% satisfaction as a goal.

- Complete

Survey was sent to all of marketing. 13 Marketers completed the survey

Extremely/Moderately happy – 77%

Good Service Delivery – 84%

Approachable – 92%

Easy Booking System – 84%

New & Exciting Design Solutions – 77%

Next Steps

KR1 – Continue with Trello as a new booking system for web work

KR2 - Educate Marketing on how to use Trello

KR3 - New Survey regarding Marketo builds and web design

Q2

- 1. Improve the level of UX design across subs microsites**
- 2. Broaden animation offering**
- 3. Increase client efficiency of briefing & booking**

1. Improve the level of UX design across subs microsites

KR1: Clear process of wireframe to design implemented

- Complete

It was obvious that we needed to look at how we approach microsite builds in a new light. With the introduction of a new Digital Designer into the team we had the opportunity to get this process right. Collaborating with Theba was really helpful and a new process has been implemented.

STEP 1 - Meet with stakeholder(s) to review brief and ask questions

STEP 2 - Build site map

STEP 3 - Create wireframe options

STEP 4 - Review wireframes

STEP 5 - Design mock-up

STEP 6 - Present mock-up designs to stakeholders

STEP 7 - Create Code

STEP 8 - Staging

STEP 9 - Sign off from all stakeholders

STEP 10 - Go Live

We now have an internal agreement of signoff stages.

Kelvin STEP1 – STEP10

Theba STEP4, STEP6

1. Improve the level of UX design across subs microsites

KR2: Create 1 optimised template to be used across all brands

- Complete

We have in place a template that is used for Why Subscribe/Choices pages



- On-going development

For the full one page microsites, we are using the following as a guide

- New Drapers Company Access
- New landing page for NT Learning
- New HSJ Expert Briefings

These could potentially be used as templates going forward.

1. Improve the level of UX design across subs microsites

KR3: Testing programme in place

- Blocked

- First stage of testing & reporting project was agreed with Chris' team.
- Project pulled by Chris through lack of resource
- At the moment it's a marketer by marketer option, asking for results or tracking is difficult.

- In Progress

In communication with Ben Cannon and Subs Marketers on how we can be more efficient when doing AB testing on the microsites we've created. I need to be made aware and involved in all design changes that Marketing are making on there own.

Next Steps

KR1 - Create a Best Practice UX Design Document

KR1 - Revise imagery used on price points and packshots

KR2 - Finalise UX Template

KR2 - Review all subs touchpoints

KR3 - Look at GA tracking and Optimizely ourselves

2. Broaden animation offering

KR1: Team members up to speed on latest animation styles

- Complete

- Adobe Animate Software purchase for one team member. We are now producing better creative as a result of having the correct software.
- All team members aware of new standard of animation required across digital advertising

Digital ads - Events

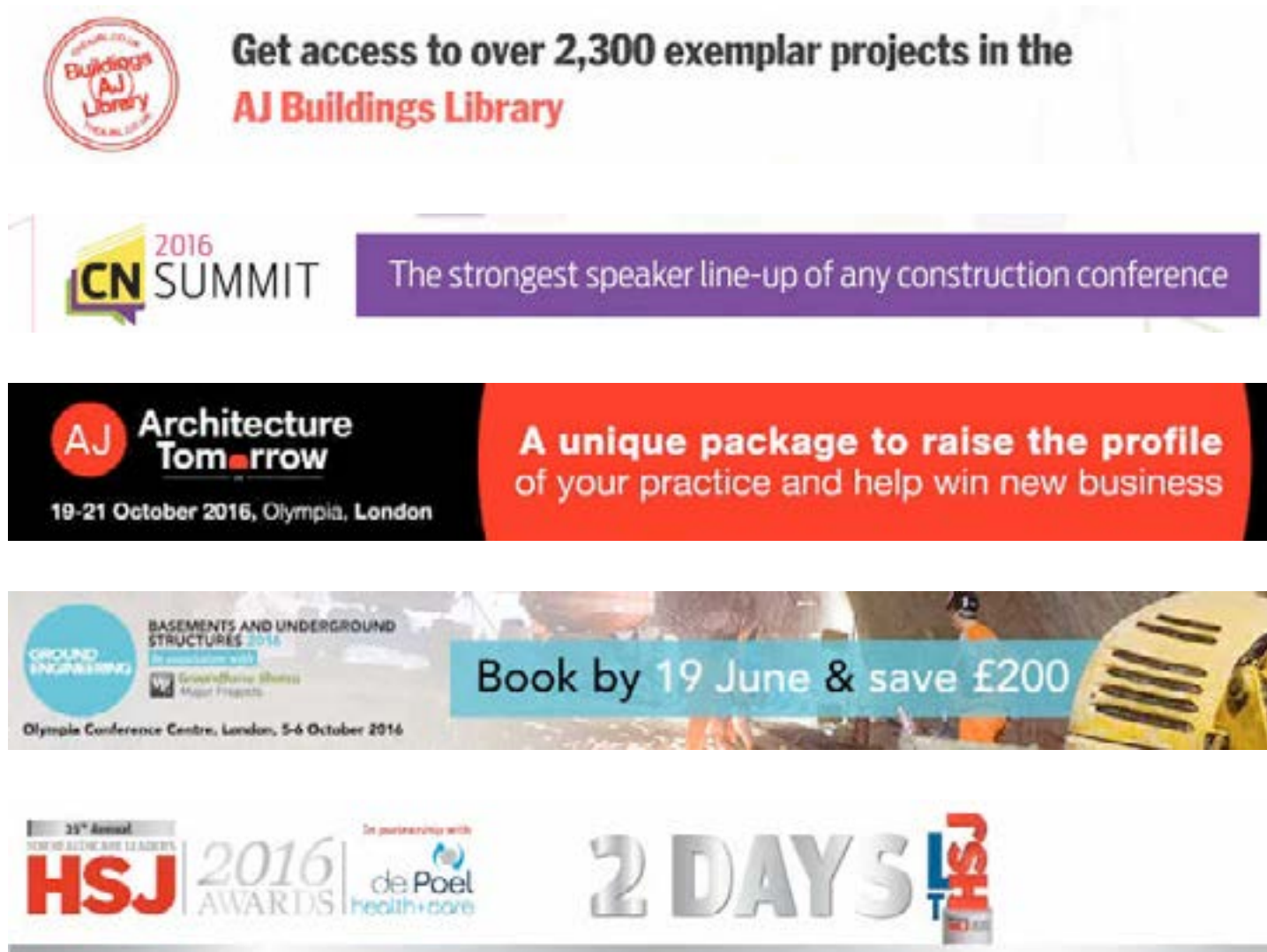
 Click on ads to play



2. Broaden animation offering

Digital ads - Events

 Click on ads to play



The collage consists of five distinct digital advertisements arranged vertically. The first ad is for the 'AJ Buildings Library', featuring a red circular logo and text about access to over 2,300 exemplar projects. The second ad is for the 'CN 2016 SUMMIT', showing a purple banner with the text 'The strongest speaker line-up of any construction conference'. The third ad is for 'AJ Architecture Tomorrow', with a black and red design and text about a unique package to raise the profile of architectural practices. The fourth ad is for 'BASEMENTS AND UNDERGROUND STRUCTURES 2016', featuring a construction site background and a blue banner offering a £200 discount for bookings by 19 June. The fifth ad is for the 'HSJ 2016 AWARDS', with a white background and text indicating it is the 35th Annual event, in partnership with de Poel health+care, and featuring a large '2 DAYS' graphic.

Get access to over 2,300 exemplar projects in the AJ Buildings Library

2016 CN SUMMIT The strongest speaker line-up of any construction conference

AJ Architecture Tomorrow
19-21 October 2016, Olympia, London
A unique package to raise the profile of your practice and help win new business

BASEMENTS AND UNDERGROUND STRUCTURES 2016
Book by 19 June & save £200
Olympia Conference Centre, London, 5-6 October 2016

35th Annual HSJ 2016 AWARDS In partnership with de Poel health+care
2 DAYS

2. Broaden animation offering

Digital ads - Events

 Click on ads to play



2. Broaden animation offering

Digital ads - Events

 Click on ads to play



2. Broaden animation offering

Digital ads - Events

 Click on ads to play



2. Broaden animation offering

Digital ads - Subs

 Click on ads to play



2. Broaden animation offering

KR2: Process defined

- Complete

- Animation projects now require a story board that clearly shows the frame action
- This is then approved by me and stakeholders before going into build
- One size is created and signed off before any other sizes are created

CN EVENT STORY



1 TIME HOP - Video 1 overlaid with countdown



2 TIME HOP - Video 1 cont. (Time warp FX)



3 PRESENT DAY - Video 1 cont. (Floating FX)



4 AWARD IN SPACE - Video 1 cont. (Floating FX)



5 SPONSORS - Video 1 cont. (Spinning award)



6 SPONSORS - Video 1 cont. (Spinning award)



7 SPONSORS - Video 1 cont. (Spinning award)



8 ZOOM TO EARTH - Video 5



9 ZOOM TO EARTH - Video 5 cont.



10 ZOOM TO EARTH - Video 5 cont.



11 PROJECTS - Video 3 (Unify through)



12 PROJECTS - Video 3 cont. (Shards overlaid)



13 PROJECTS - Video 3 cont. (Shards overlaid)



14 Twitter winners



15 SHARD HOLE - Video 4 overlaid with logos



16 MIX TO L.O.O.D

2. Broaden animation offering

KR3: Implement more video, dynamic imagery, interactive downloads

Video gallery - Complete

- Video gallery software tested on Retail Week. Purchased and built into Retail Week Why Subscribe page
- Software for embedding video into Adobe Animate being tested for use on digital banners
- Project to use full-width video headers on microsites and event sites underway. We have the correct software, looking into hosting options.



retail-week.com/Choices2015



Customised video gallery

2. Broaden animation offering

KR3: Implement more video, dynamic imagery, interactive downloads

Full width video - On-going development

- Project to use full-width video headers on microsites and event sites underway. We have the correct software, looking into server hosting and template build options with Abacus.



Mock-up of a full-width video header

2. Broaden animation offering

KR3: Implement more video, dynamic imagery, interactive downloads

Embedded video - On-going development

- Software for embedding video into Adobe Animate being tested for use on digital banners



Mock-up of an embedded video ad

Next Steps

KR1 – Implement a weekly cool animations section in the team catchup

KR3 – Design options and go live with embedded video ads

KR3 – Use the gallery option on other brands - HSJ Membership in progress

KR3 – Research interactive video

3. Increase client efficiency of briefing & booking

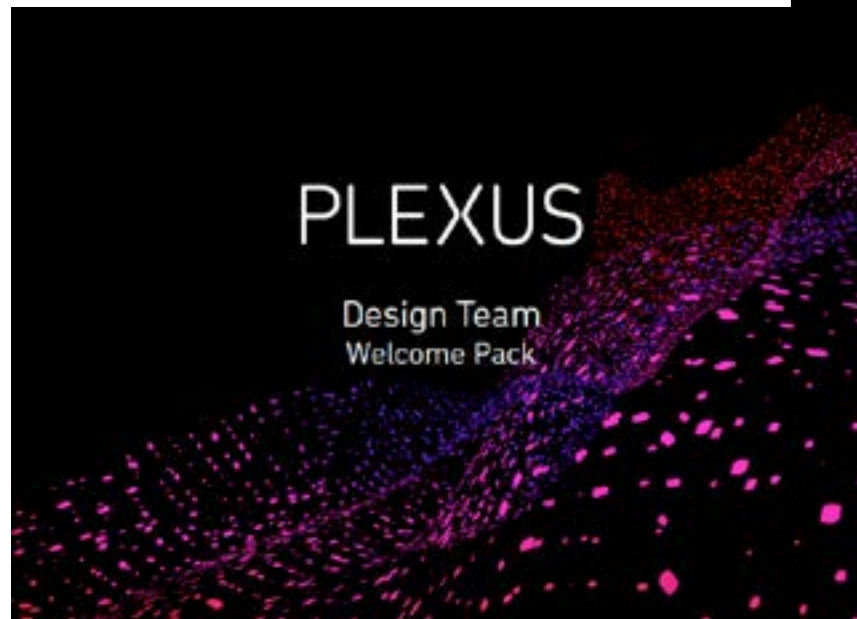
KR1: On-boarding/welcome process for new starters created

- Complete

Welcome Pack thought the best option, this will be sent to all new starters prior to the introduction meeting.

Contents

- Highlighting our clients, our skills and design ethos
- Team photo with bios
- Samples of work
- Links to other documents



Download

3. Increase client efficiency of briefing & booking

KR2: EMAP Central online booking system designed

- On-going development

• In communication with Graham Holmes from IT



Site Name: Plexus Digital Design

mytoprightgroup.sharepoint.com/sites/plexusdigitaldesign

Requirements

External Facing

Site Storage: 10GB (we can increase this)

Site Manager: Kelvin Dews

Site Members: Marketing

Site Visitors: Plexus Users for requests / logging requests

Section for document downloads

Section for Team Collaboration

Team Calendar for bookings

Next Steps

• **KR1** – Finalise Welcome Pack – Copy & revise team photo to include Tyrone

• **KR2** – On going build of booking system

H1 Extras

1. Responsibilities

2. Rebrands of Events

3. Campaigns

4. NPD

1. Responsibilities

Sucessfully integrated Digital Design with existing Design Team

- Doubled the size of my direct reports
- Managing freelance Digital Designers
- Organised the Digital Designers workload by introducing a new booking system
- Educated marketing on the new team structure
- Executed the backlog of work
- Successfully hired a new Digital Designer

2. Rebrand of 30 events

Inside
HSJ Value in Healthcare – Awards & Congress
HSJ Awards
RW CEX Award
RW Tech & Ecom Awards
RW General Counsel Summit
RW interior
NT Leaders Congress
NT Deputy Congress
NT Directors Congress
NT Careers Live
WAF
Inside
CN Developer
CN Summit
CN Specialists

Drapers Digi Forum
Drapers Fashion Forum
NCE Tunneling Awards
NCE Airport
NCE Road
NCE Rail
NCE Future Tech
Water Management in healthcare Estates
BCIA
Energy Awards
National Recycling Awards
NCE 100
Retail Jeweler
Cooling Awards

2. Rebrands of Events

World Architecture Festival

Client
AWARDS

Project
Event Branding

Direction
Universal Recognition

Services
Creative Direction
Digital Design

Elements
Website
Digital ads
Print ads
Emails

Regions
Singapore
Dubai



Web campaign assets



Digital ad



Print campaign



Brochure



worldarchitecturefestival.com

3. Campaigns

Discover the detail
on retail

Client

Retail Week

Project

Digital Intelligence Product

Product Description

The key to understanding
the people and tech strategies
of the UK's top 150 retailers

Services

Creative Direction

Visual Identity

Copy

Digital Design



Email marketing campaign



Print campaign

Sales material



Digital ad

4. NPD

Branding

Plexus - naming, intranet, comms
Planet Retail & NRG - Logo

Events

NT Team Leaders
HSJ+NT Transforming Mental Health Care
RW Buzz
RW CFO Summit
NCE Careers Live!
Construction Investing in Talent Awards (CITA, lead by CN & NCE)

Microsites

HSJ Solutions
HSJ Briefings
HSJ Membership
HSJ Catch-up

Editorial Digital Editions

Nursing Times - Template
CN - Campaign

4. NPD

Expert Briefings

Client

Health Service Journal

Project

Analysis Product

Product Description

Thorough analysis on key topics written by HSJ experts and delivered straight to the inbox

Services

Creative Direction

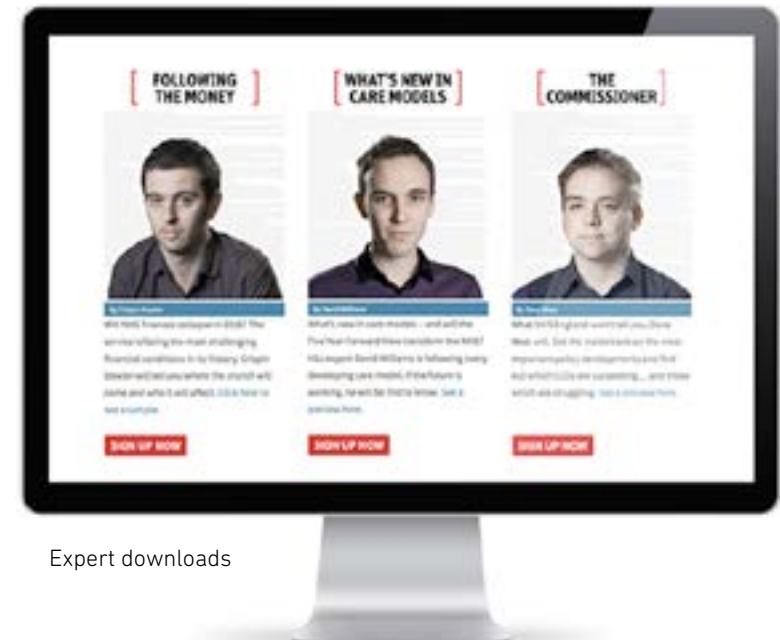
Visual Identity

Copy

Digital Design



Website branding



Expert downloads



Responsive design



Digital advertising



hsj.co.uk/hsj-expert-briefing

4. NPD

Catch up

Client

Health Service Journal

Project

Weekly catch up

Product Description

Keeps busy leaders informed on Friday morning of the previous week's developments.

Services

Creative Direction

Visual

Copy

To come

Digital Design

Web page

FOR HEALTHCARE LEADERS

HSJ

CATCH UP



Get your week back

Sign up for HSJ's essential summary of the week's most important stories.
Straight to your inbox. Every Friday

HSJ Catch Up gives HSJ subscribers a vital update on the biggest stories from the last week in health. If you have been out of the office or otherwise too busy to keep up, our new email newsletter will ensure you are still in the know.

How do I sign up?

1. Visit www.hsj.co.uk/newsletters and sign in with your username and password
2. Select "HSJ Catch Up"
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Don't know your login? Ask our team today:
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HSJ
CATCH-UP

Unwind & Rewind

Take time to look back at the week




HSJ Catch Up is our new weekly condensing of the most significant stories and essential analysis from the last seven days of healthcare policy and practice.
Delivered to your inbox every Friday. Only for HSJ subscribers.

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Potential follow up options
-Images for webdesign

4. NPD

RW Buzz

Client

Retail Week

Project

Event Design

Services

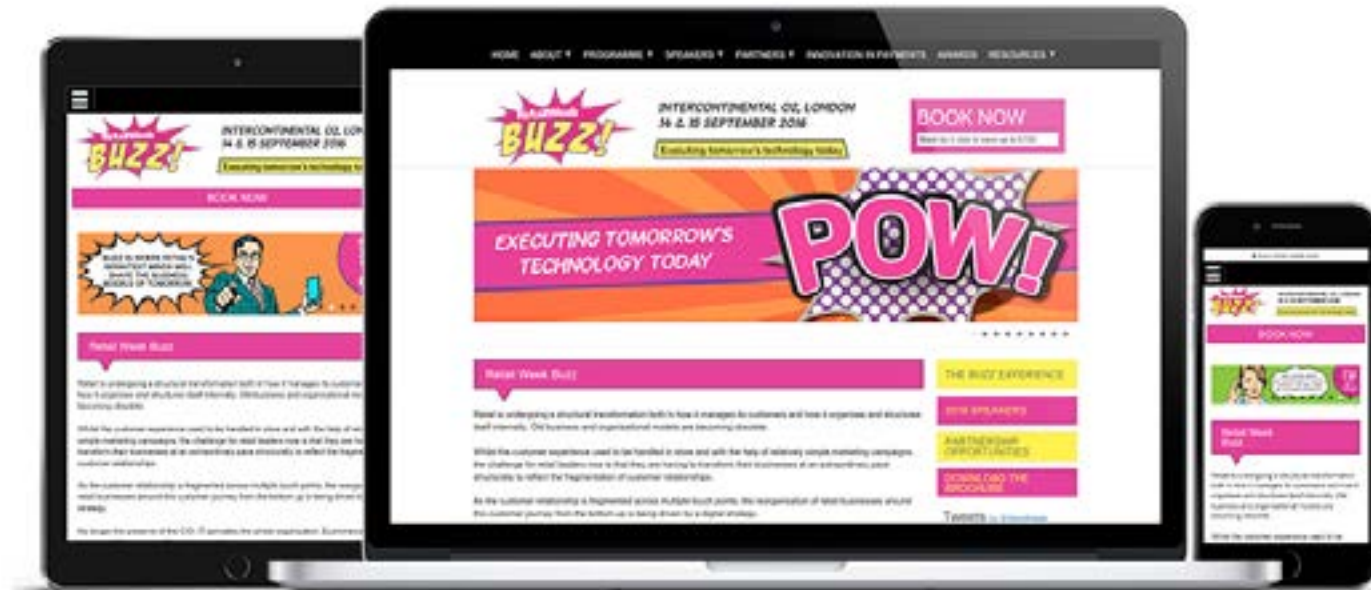
Creative Direction

Visual Design

Copy

Digital Design

Web Assets



buzz.retail-week.com

H2 OKRs?

1. Explore full-width background video capabilities on longform² & events¹
2. Plexus intranet design and build support
3. Revise subs imagery on main sites, inc. optimising all images
4. AB Testing & GA Tracking programme agreed
5. CN Digital Summer campaign
6. HSJ Solutions campaign