

Deborah Deak

Marketing | Graphic Designer

Portfolio

Objective:

To gain qualified leads for Synaptec's Cable Condition Monitoring sensors for both underground cables as well as subsea cables, and increase traffic to these pages on our website.

My Role:

Linkedin ads

- *Single image lead generation & brand awareness ads*

Webinar

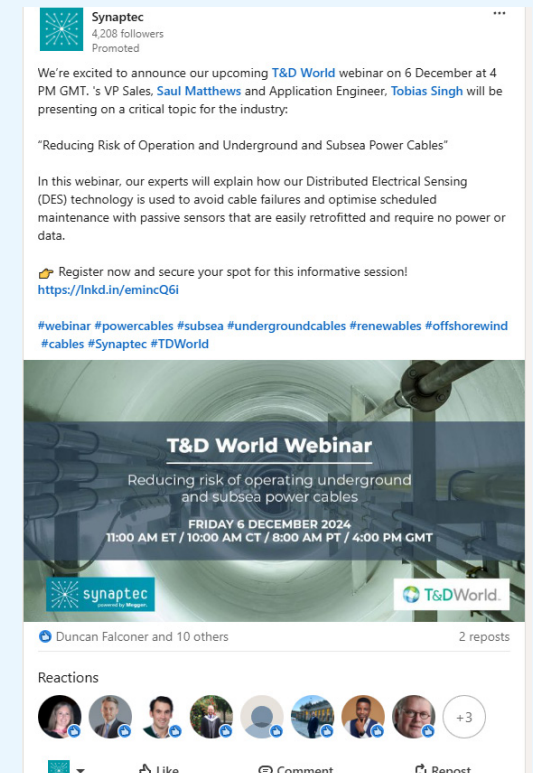
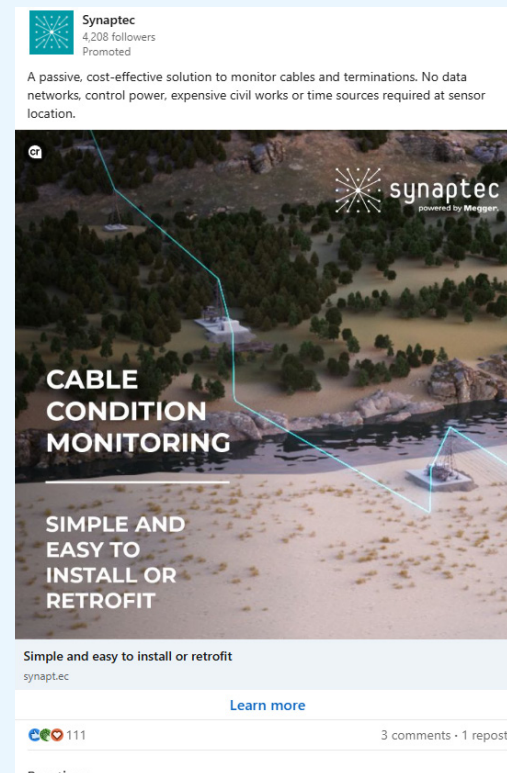
- *Organise and plan webinar with T&D World and speakers in the engineering and sales team*

Email marketing

- *Marketing and promote our campaign with targeted email shots.*

Website

- *Update website with information to promote cable condition monitoring*



Link to webinar

[CLICK HERE](#)

Synaptec

Cable Condition Monitoring Campaign

Objective:

This campaign objective is to gain advertising and sponsorship partners from local businesses in the Perth & Kinross area.

My Role:

My role in this campaign was to create:

- Live Active's Advertising Brochure: *infographics with company statistics*
- Live Active's Website: *Visual Banners, and Advertising & Sponsorship page on the website with a link to the Advertising Brochure.*
- Print: *Posters, PVC Banners, Pop Up Banners*
- Live Active App: *article & push notifications*

Live Active Leisure Corporate Advertising Campaign



**LOOKING TO
ADVERTISE
YOUR BUSINESS?**

**We have
advertising
packages
from **£99***
for a full year!**

*Sponsorship opportunities
also available*

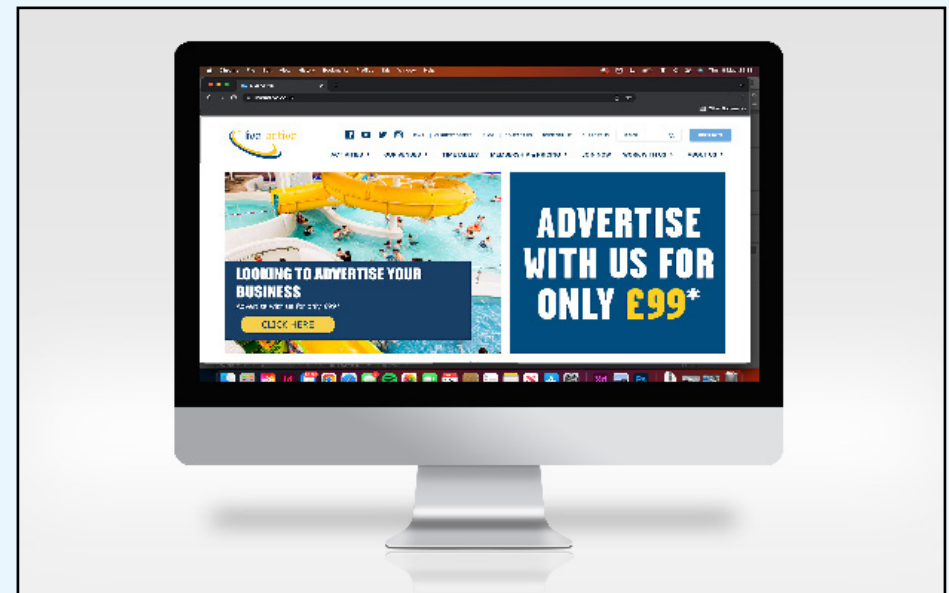
* Introductory offer

live active

**Find out more
& download our brochure**

**Scan the
QR code**

**or email:
leisure@liveactive.co.uk**



[Click Here to Visit the Webpage](#)

Live Active Leisure
**CORPORATE
PARTNERSHIP
OPPORTUNITIES**



Live Active Leisure
Corporate Advertising Brochure

FACTS & FIGURES

Live Active Leisure is Perthshire's largest and longest serving leisure and fitness provider.

In 2022-23 over 1 million customers were working out, introducing their children to sport, taking part in events, learning a new skill, meeting friends and family and embracing physical activity.



ANNUAL FOOTFALL *

Bell's Sport Centre
259,948

Dewars Centre
42,594

Perth Leisure Pool
361,434

Large cross section of the local population covering multiple demographics at each venue. (More information on demographics can be provided upon request.)

National and international events held at Dewars Centre and Bell's Sports Centre.

Visitors from throughout Scotland and beyond at Perth Leisure Pool.

**Average usage over a calendar year.*

2 Corporate Partnership Opportunities

MARKETING STATISTICS

DIGITAL ADVERTISING
showing on our screens
on average more than
200 TIMES PER DAY



TOTAL FACEBOOK FOLLOWING

31484 FOLLOWERS

295,067 REACH



INSTAGRAM & TWITTER



4404 FOLLOWERS

All stats are within a 30 day period

NEWSLETTER MAILING LIST



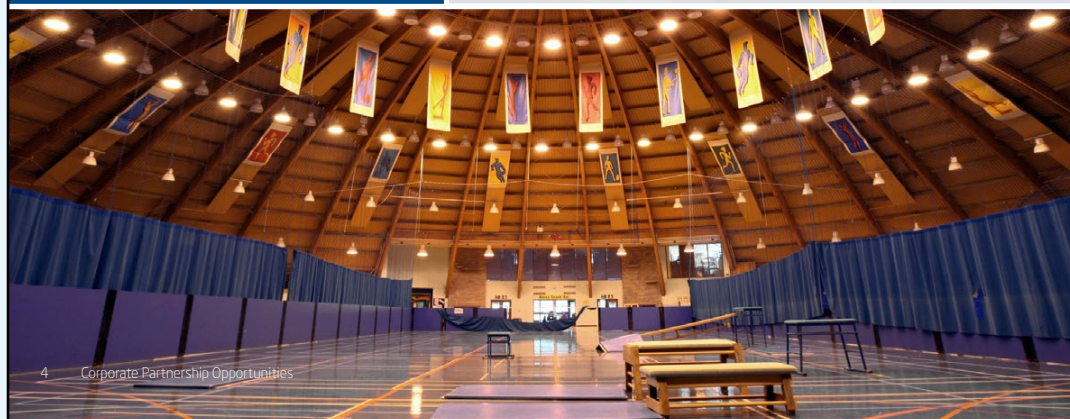
EMAIL REACH 9,000

within Perth & Kinross

68,464 WEBSITE VISITS



WHAT CAN WE OFFER YOU?



4 Corporate Partnership Opportunities

Bronze Package **£140**

Included in the Bronze Package:

- One A4 Poster located in the venue of your choice
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Inclusion in the Live Active Rewards scheme



Corporate Partnership Opportunities 5

Silver Package £500



Included in the Silver Package

- Large advertising poster located in Bell's Sports Centre, Perth Leisure Pool or Live Active Loch Leven*
- One A4 Poster located in the venue of your choice
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme

** This package has limited availability. Upon enquiry we can provide a list of available locations.*

Gold Package £600



Included in the Gold Package

- One advertising board at Bell's Sports Centre OR Dewars OR double-sided hanging banner in Perth Leisure Pool
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Free welcome session for all your staff members in your business and a free day pass
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme

Platinum Package £895



Included in the Platinum Package

- One advertising board at Bell's Sports Centre or Dewars
- Double sided banner in Perth Leisure Pool
- One A4 Poster in a venue of your choice
- Digital Advert on screens located in Bell's Sports Centre
- Free Welcome session for all staff members in your business and a free day pass
- One Social Media partner post on Facebook and Twitter to introduce your business as a partner
- Listing on the Live Active Leisure Partner webpage with link to your website
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme
- 10% discount on Health & Safety training courses delivered by Live Active Leisure



Live Active have arranged some great advertising spaces for Springfield at their venues in Perth, Blairgowrie and Kinross. Their team are very easy to work with. Through these adverts we're reaching a wide audience and we're happy to be working with a strong organisation within the communities we are helping to build. //

Dale Ashelford
Springfield Properties



ADDITIONAL BENEFITS

- Optional access to special partnership membership promotions for Business employees.
- Option to promote discounts and offers for your business direct to Live Active staff using internal communications.
- Free optional entry to the Live Active Rewards package - **a hugely popular discount package open to over 5000 Live Active members see page 12 for more details.**

10 Corporate Partnership Opportunities

BE A SPONSOR: MAKE AN ACTIVE DIFFERENCE

Local businesses have a unique opportunity to support and be associated with programmes and events that make a real difference to the quality of life of the people of Perth & Kinross.

From our junior term time programme to swimming lessons to events, the sponsorship opportunities are endless. Talk to us today to see how we can help you promote your business within the local community, generate revenue and build both customer and business relationships.

“ We are proud to work with Live Active to help promote our business effectively to a wide range of customers in Perth and Kinross! ”

Praveen Kumar,
Tabla Indian Restaurant & The Indian Cook School







Corporate Partnership Opportunities 11

LIVE ACTIVE REWARDS

To give our members the best value for money, the Live Active Fitness Membership entitles them to a range of offers and discounts from business partners known as Live Active Rewards.

It's **FREE** to become a Rewards Business Partner and along with your offer on our website, you'll enjoy all of these amazing benefits:

-  Welcome post on social media
-  Welcome notification on our app
-  Chance to have up to £200 of vouchers bought in our monthly prize draw
-  Access to all Rewards offers with your very own Corporate Card

PLUS, inclusion in additional Live Active communications and competitions.

12 Corporate Partnership Opportunities



**CALL OUR EVENTS TEAM
TO BOOK YOUR NEXT EVENT
01738 454700**

DEWARS CENTRE

We may be better known as a sports and fitness provider, but did you know we also offer Conference and Events facilities in the heart of Perth City?

Here at Dewars Centre we know that the key to a successful business meeting or conference is great planning and stress free delegates.

For over 25 years we have been an integral part of Perthshire Conference and event marketplace and we pride ourselves on having built a reputation for quality, service and excellence.

We welcome meetings and conferences of all sizes and our modern, welcoming venue offers unrivalled flexibility with a choice of room set up and style. Whatever your needs may be, we are here to help. Catering is also available upon request.



LIVE ACTIVE PERKS

Would you like to reward your staff for all their hard work and effort? This is why we launched Live Active Perks, rewarding team members is just as important as managing, motivating and monitoring performance. This could be a Christmas or Birthday gift or a general thank you gift.

Live Active Perks offers local businesses a range of different products at a special rate which can be used as an incentive for your employees.

Rewards can range from family swims to personal training to monthly memberships. Why not drop us an email to find out more and to see how we could help you.



Recognise Effort

Reward

Redeem

“ I had been looking for a rewards scheme for my team for some time and I'm pleased to say I've found the perfect all-rounder with LAL Perks. ”

Nicola Martin
Red String Agency

IMPORTANT INFORMATION

- Advertising packages are 1 year contracts (*unless stated otherwise*).
- Adverts/Boards/Banners/Posters will be created and manufactured to the correct dimensions at the advertisers own cost. Details of recommended producers can be supplied upon request.
- Live Active are responsible for the cost of fittings of the advertising board, banner or poster during the contracts 1 year period.

For further information on any of the corporate advertising opportunities listed within this brochure contact:

Leah Murray
Marketing Co-ordinator
T: 01738 454653
E: LeahMurray@liveactive.co.uk



www.liveactive.co.uk

Caledonia House, Hay Street, Perth, PH1 5HS
T: 01738 454600 • E: leisure@liveactive.co.uk



Objective:

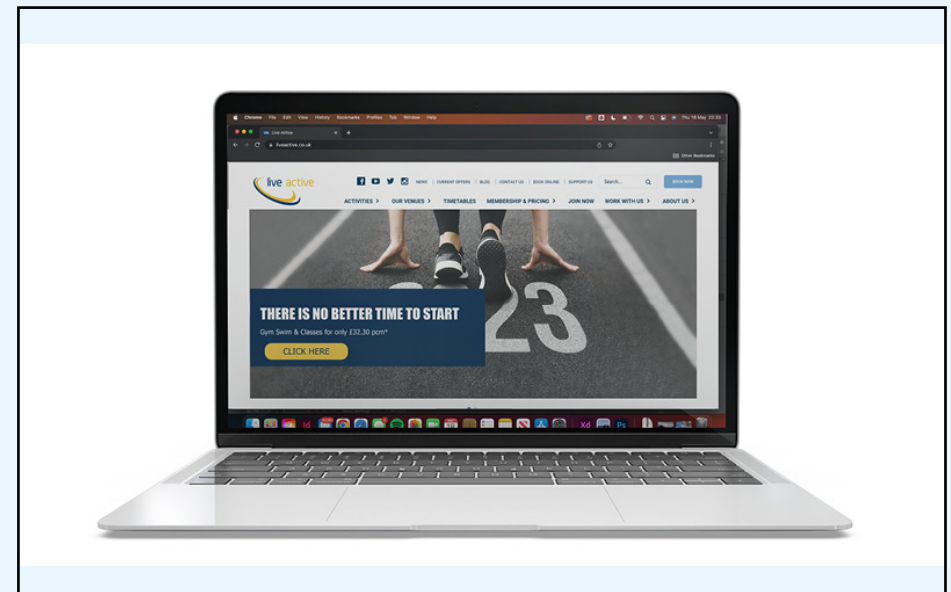
The Goal of this campaign was to increase brand awareness and sales in the month of January

My Role:

My role in this campaign was to create:

- Billboards, & Bus Rears
- Live Active's Website Visuals
- Print: *Posters, PVC Banners,*
- Digital Display Ads
- Live Active App: *article & push notifications*

Live Active Leisure January Campaign



Objective:

The Goal of this campaign was to get current members to refer a friend with the incentive of a free £25 gift voucher when that friend joined, plus a free Health Suite voucher for Perth Leisure Pool and a free fitness plan.

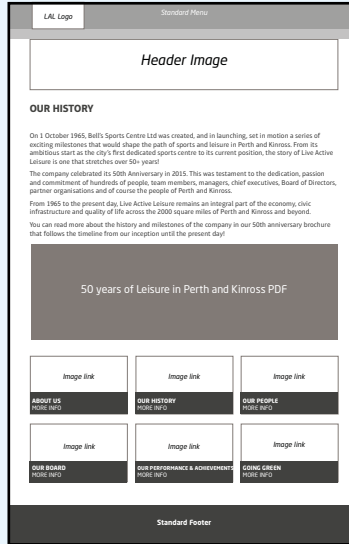
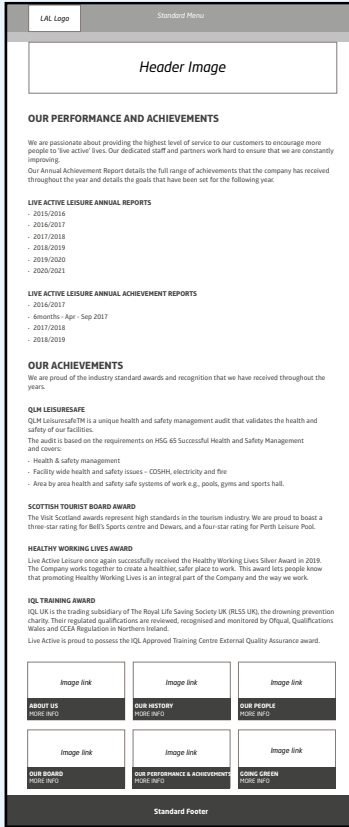
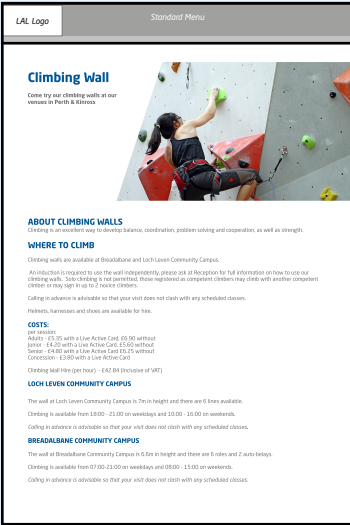
My Role:

My role in this campaign was to create:

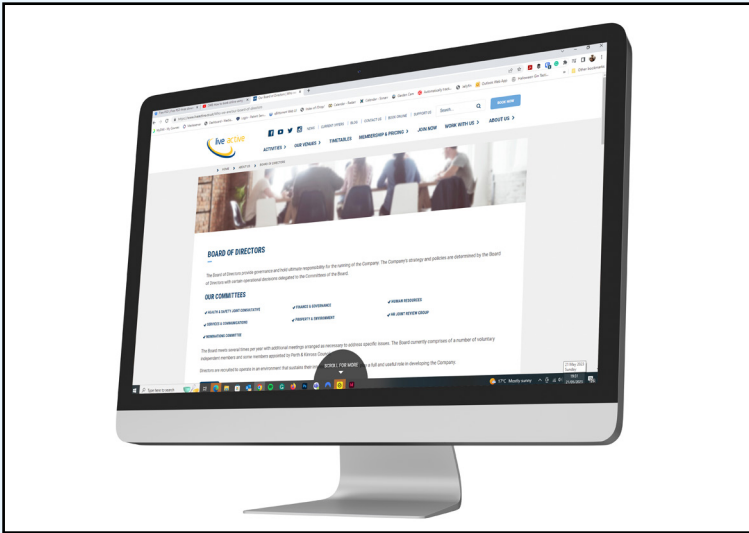
- Billboards, & Bus Rears
- Live Active's Website Visuals *banners, digital ads & Refer a Friend offer page on the website with a link.*
- Print: *Posters, PVC Banners,*
- Digital Display Ads
- Live Active App: *article & push notifications*

Live Active Leisure Refer a Friend Campaign



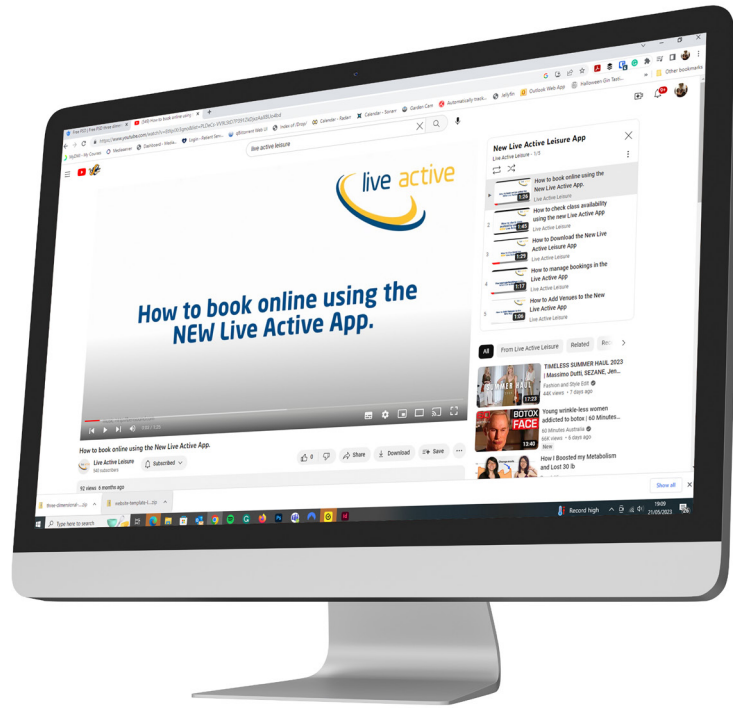


Live Active Leisure
Website Wireframes





Live Active Leisure Company App Design



Linked is a series of 'how to' videos I created which were part of a campaign to promote the newly released app for Live Active Leisure.

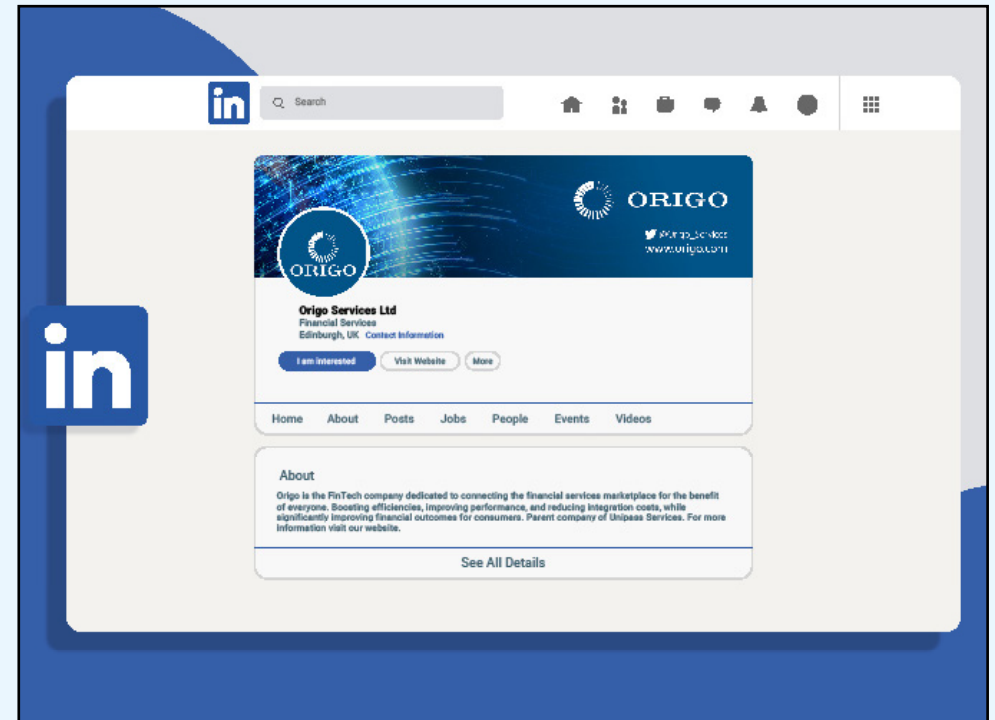
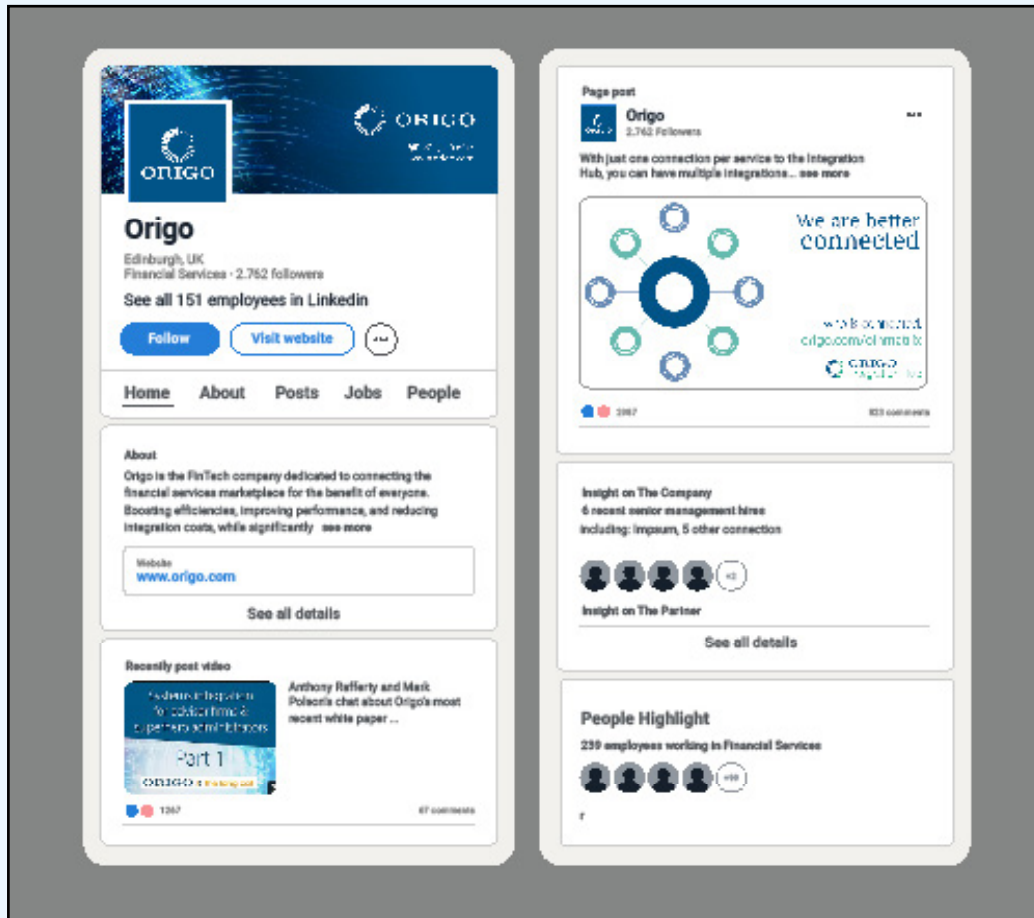
CLICK HERE

Or Scan the QR Code



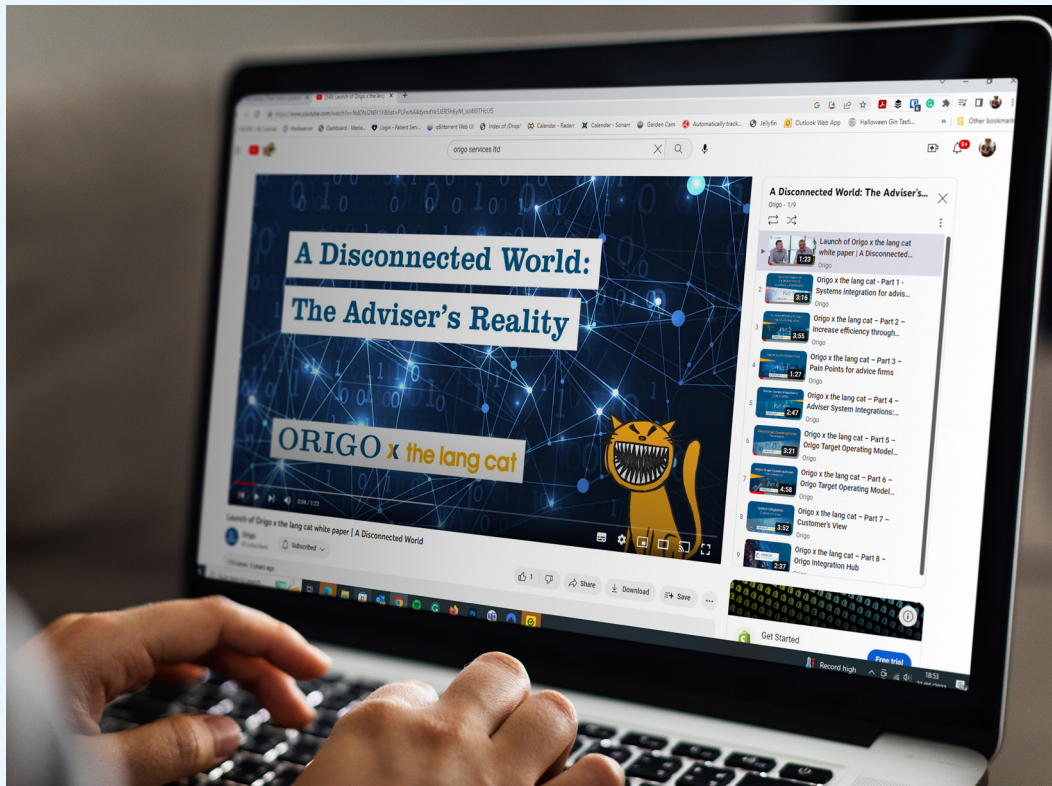
Live Active Leisure
Video Editing

To watch these videos



Origo

LinkedIn Social Media Branding



Linked is a series of videos I created which were part of a campaign to promote Origo & The Lang Cat's White Paper:

A Disconnected World: The Adviser's Reality

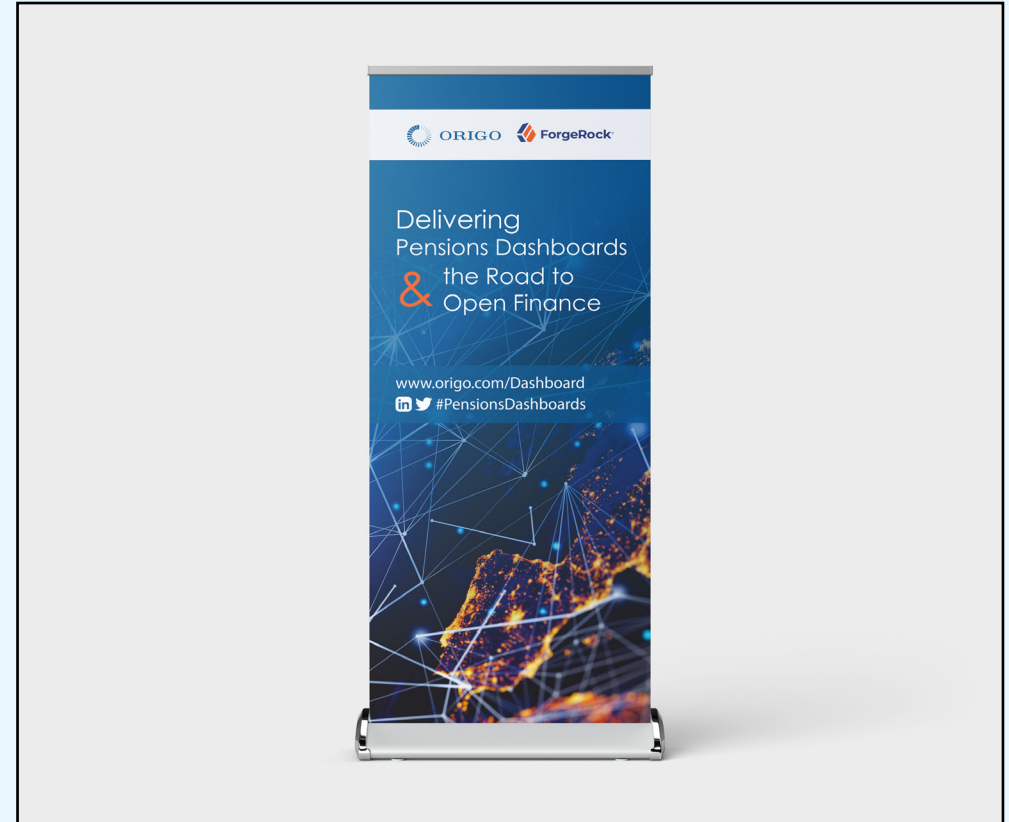
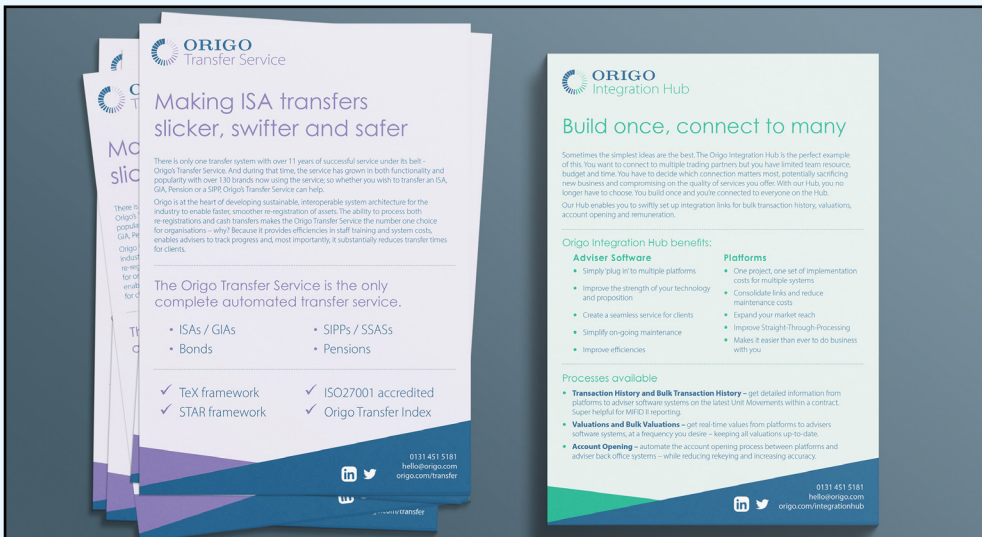
CLICK HERE

Or Scan the QR Code



To watch these videos

Origo
Video Editing



Origo

Other Campaigns & Designs