



For over 15 years ColourCare was the UK's main rival to Kodak in the film developing and processing market. With ten mainstream laboratories, strategically placed throughout the British Isles, ColourCare specialised in providing an 'Own Brand' D&P service to the giants of the High Street from WHSmith to Superdrug and Lloyds Chemists to Safeway Supermarkets.

### COMMUNICATIONS AGENCY

TMA was appointed as ColourCare's first marketing communications agency in 1989, a position it maintained into the 21st century, during which time ColourCare became the market leader in the High Street photographic developing & processing industry – even pushing Kodak into second place.

Our brief was to develop a dialogue with ColourCare's dealer network of 5,000 independent Pharmacies and Specialist Camera Shops. TMA created, designed and wrote ColourCare's dealer newsletter, 'Phototalk' which became a quarterly cornerstone of the marketing mix. A judicious mix of dealer features and competitions was underpinned by promotional and product information to help pave the way for the sales teams to follow-up.



### Promotions & Point of Sale

The agency was an integral part of the Sales and Marketing committee that produced hard hitting, bi-monthly promotions for the 10,000 independent and national chemist and photographic shops reliant on ColourCare to attract High Street sales. The mix included:

- Promotional calendar
- Point of Sale design (including print management and distribution to 3 tiers of dealerships)
- Dealer press & radio campaigns
- New product development and launch
- Market research management
- Direct Mail campaigns – from planning through to development and execution

The TMA team provided a design to print service that resulted in complete POS packs being delivered on a 'just-in-time' basis to dealers across the UK.



### Press & Public Relations

Fighting against the multi-national muscle of Kodak (plus an army of UK based competitors) ColourCare used TMA's PR division to maintain a high profile in the trade press. The objective was clear – present ColourCare as the only viable independent alternative to the big yellow box – and for over a decade we maintained that position with a mix of press releases, dealer spotlights, newsletters, personal interviews, laboratory tours and press days.



### Advertising

In support of the top line objective, TMA created a long running corporate advertising campaign in the pharmaceutical and photographic trade press to establish and confirm the ColourCare brand as the viable alternative to Kodak. The success of this may be judged by the fact that, ultimately, Kodak 'did a Victor Kiam' and "... bought the company that had 20% of the market share".

Design, like fashion, doesn't stand still and, between 1988 and 2002 TMA up-dated ColourCare's logo and corporate image to ensure that the company's public face was fresh, modern and relevant to consumer and trade alike.

### Packaging Design – for the Nations High Street

An important aspect of TMA's brief was to provide the creative solutions and presentation material for ColourCare's sales presentations to the High Street giants.

We represented ColourCare as its creative agency in meetings with its national clients. Due to this unique relationship, TMA created, designed and produced the D&P Own Brand packaging, POS and marketing support for many High Street names including:

- WHSmith • Superdrug • SupaSnaps • Johnson's Cleaners • Moss Chemists • Unichem Pharmacies
- Vantage Chemists • London Camera Exchange
- Numark Chemists • Jessops Camera Shops
- Safeway • Lloyds Pharmacy • Jacobs Camera Centres



### Proven success

For the greater part of the '90s, ColourCare had the largest market share in the film developing & processing industry – including Kodak. This was, in no small measure, testament to the way TMA worked alongside the sales and marketing department.



After ColourCare's acquisition by Kodak in 2001, TMA was retained by the new owners to continue its work on the ColourCare dealership and national brands.



MARKETING IS EVERYTHING

Branding

Media Planning & Buying

Advertising

Web Development

Direct Marketing

e-Marketing

Creative Design

Public Relations

Exhibition Support

TMAKES THE DIFFERENCE