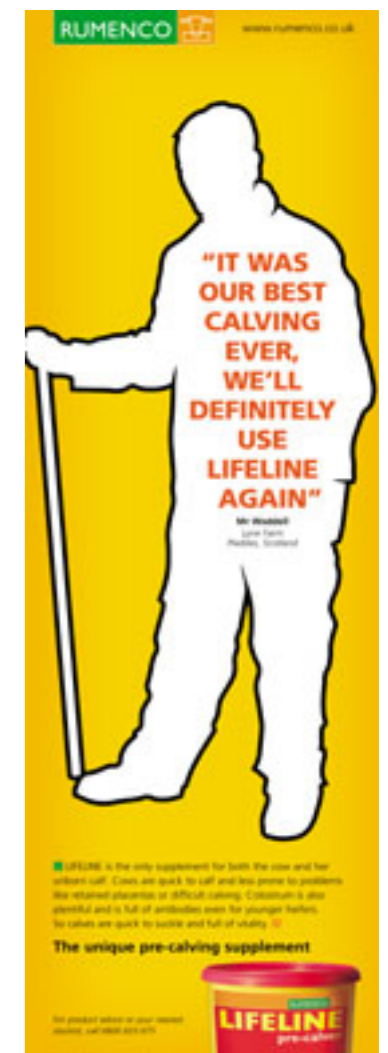
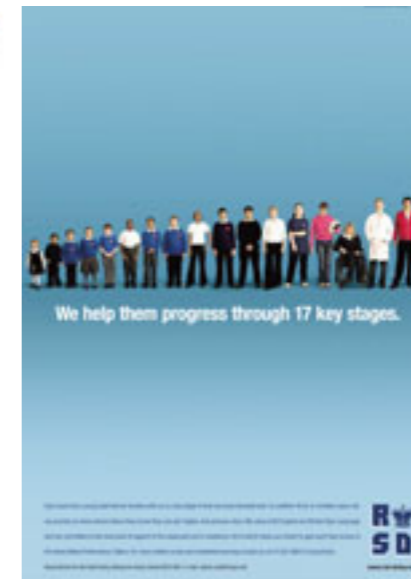


# Yes Agency

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Yes

THE ART OF PERSUASION



**Client:** GE Equipment Services  
**Project:** Manchester Regeneration

The agency positioned GE as a strategic partner in the redevelopment of Manchester. The connection to the super casino bid was used to promote three of its subsidiaries.

**Client:** Syngenta  
**Project:** Turf so good everyone will want to play on it.

This DM campaign was part of the launch of a new turf care product. It created a level of awareness and delivered sales that exceeded Syngenta's forecasts by 25%.

**Client:** Helphire  
**Project:** Personalised Numberplate

FTSE- listed, credit-hire specialist Helphire was helped by life-sized personalised numberplates aimed at the top 100 players among the UK's biggest car dealerships. The activity generated a 34% response rate.

**Client:** blackandwhite.co.uk  
**Project:** Simplify your finances

As part of a series of ongoing direct marketing initiatives for leading finance company blackandwhite.co.uk, this door drop leaflet achieved a 140% uplift on their existing control pack.

**Client:** Royal School for the Deaf  
**Project:** Student Recruitment

A campaign of single page and small space ads in the specialist press successfully challenged parents' perceptions, reaffirming RSD as one of the country's top educational establishments.

**Client:** Rumenco  
**Project:** Lifeline Campaign

This relaunch of 'Lifeline', one of animal feed specialist Rumenco's main products, was given high stand-out in the farming press with a series of outline images of farmers and animals.