

WHAT CAN GO WRONG!

“An European production company recorded a British voice-over for a international ad but neglected to get the scripts approved first. They breached BCAP and HFSS guidelines and had to be re-written and re-recorded at great cost. They also forgot to agree the licensing on the voice-over and ended up with expensive repeat fees.”

“One regional tourist board decided to save money and design their own poster. They made a spelling mistake in the headline, forgot to put on a call to action (so got no response) but worse – forgot to tell the consumer where the region was. Replacing all the posters was a costly exercise and highly embarrassing.”

“A well-known food brand made a series of international TV ads without consulting a UK expert, the problem was they were 15 seconds long and UK TV is sold in 10/20/30 second segments – the client had to spend tens of thousands of Euros re-editing the campaign.”

“A food company wanted to launch a range of products in the UK supermarkets but failed to check their packaging first. The supermarkets didn't like it. When asked how they were going to market it they didn't have an answer. Having spent 9 months trying to get a meeting with the buyer they lost a potential deal in just 10 minutes.”
