

QUADRANT DIMENSIONS

Seasonal message from Endell St

It is surprising how many of our clients, friends and contacts use this time of the year for life changes.

It is important to build up your energy and resource levels before tackling new and different situations. This can be difficult in the midst of festive partying. On the other hand, there can be something satisfying about celebrating the Christmas period knowing that the New Year will present a set of new challenges! To everyone we know who is planning changes in lifestyle, work or both in the New Year, we offer our best wishes and support.



To all the rest, too, may we offer our hopes for a happy festive season. We look forward to seeing and talking to many of you in the New Year. Cheers!

New Year / New Partners

Each issue, we like to feature one of our core competencies. If we can bring it to life, by showing practical examples, it may be of value to others in similar circumstances. This issue, our feature competency is **generate** and the proven capability is...generating partner deals with best practice in **partner specifications** and the overall process.

The Open University has this month announced a new partner, FCBi, sourced by Quadrant, as lead creative agency. See 'Joyeux OJEU!' below.

Also this month, a new service went live on the **Eurotunnel** passenger website. In weeks from partner selection and recommendation, the first booking and revenue was made this December (unsurprisingly at the Holiday Inn Calais). See 'Room at the Inn' below.

Articles on both will be available in the New Year.

Room at the Inn – if you travel by Eurotunnel

In helping Eurotunnel generate new revenues, hotel accommodation was identified as a priority. Once scoped and tested, partnership was the key.

Using Quadrant to search the complex world of online travel meant potential partners were quickly identified and qualified. It was important that revenues would not compromise reliability or customer experience. Quadrant's expertise in ITT design and evaluation, meant Eurotunnel could be confident the best partner was selected. And outsourcing complex bid administration allowed Eurotunnel managers to get on with the 'day job'.

The launch of Active Hotels' service on Eurotunnel's web site went without a hitch earlier this month and further developments are already being planned.



Joyeux OJEU!

Joyeux is not the first word that springs to mind when describing OJEU* procurement protocol but it was a necessary requirement for The Open University when seeking a lead creative agency.

Our brief was to find a partner to help maintain the momentum of a rejuvenated marketing approach and reinvigorated brand. As it is increasingly the case with our clients, a traditional creative beauty parade was not appropriate. Interactive workshops between the client and short listed agencies achieved the breakthrough required.



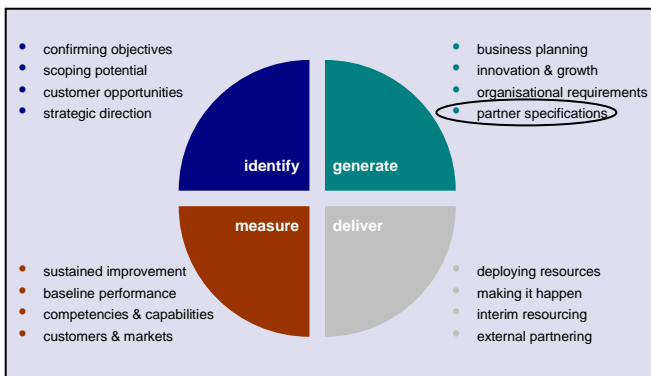
A combination of process rigour and relationship evaluation delighted our client and won plaudits from the agencies, and a new long term partnership is the successful outcome.

* (if you don't know what it means keep it that way!)

New year / new look / new ventures – and this issue’s ‘free offer’

Looking across a wealth of industries, as Quadrant is able to do, you get a sense that much in the way of ambition has been bottled up this year. There is uncertainty about consumer confidence, which works its way into the business market. The season of goodwill it may be, but competition is fierce and fast. Waiting to see what the others do, or don't do, can seem like a safer bet.

Looking at it another way, having faith in your people and products means you can make bold steps while others are uncertain. Our view is that success will come to those who make bold steps and trust their people. Practising what we print, the New Year sees a new look Quadrant, through our website and a new service to co-fund new ventures. We hope this helps clients and our people unbottle their best products.



FREE Offer Red Letter Experience Day

Our festive flutter is your chance to win a Red Letter Day of your choice. The prize* can be anything from a timely health spa day to a new thrill or skill. The runner up prize will be a free offer for you and your team to have your next Awayday or Workshop catered for at Endell Street.

All entries received at Quadrant by close on Friday 14th January will qualify for first out of the hat. Simply email the phrase 'A Free Day with Quadrant is Well Spent' to quadstaff@qcl.co.uk. (* to the value of £150)

New assignments and clients at Quadrant this month

As the calendar year closes, we enjoy an upturn in clients and profits, which is a satisfactory result in a continuing uncertain climate. 'Balanced optimism' is our view for 2005, building new income on a sound base.

We are pleased to have added new client names to our table.

- ✦ **Wanadoo** (France Telecom's former Freeserve ISP)
- ✦ **The Motley Fool** (leading UK personal finance website) plus, Quadrant is pleased to mention a recently renewed relationship with **HP** in support of UK sales initiatives.

All combine a strong element of innovation, customer focus, and engaging the ideas and efforts of staff in the outcomes.



If you've got a commercial or customer facing issue that needs tackling, we're ready to talk!

We are more than happy to have a no obligation, exploratory meeting as a start point. Contact William Annandale at william.annandale@qcl.co.uk or 020 7240 7200.

If you would like to find out more about Quadrant and our team, please visit www.qcl.co.uk