



## **THREE-SIXTY CUSTOMER MEDIA**

We specialise in developing and creating relevant and engaging content to help businesses communicate and promote themselves more effectively. This could be written, podcast or video.

We pride ourselves in our ability to match the need to the media. From web-based magazine to social media or from print to DVD, by putting customers at the heart of what we do, we help companies to deliver value to their target audiences, and so add value to their offering, generating kudos and loyalty in the marketplace.

Meanwhile, our virtual approach and excellent media contacts make us highly cost effective.

We can work for companies directly or for agencies in either white label form or alongside them as content experts.

## **SKILLS CRAFTED CONTENT FROM CONCEPT TO DELIVERY**

Cross-media content planning, strategy, consultation and delivery

Writing (tailoring style to brand and medium, from emails to articles to SEO)

Video and podcast presentation, direction and production

Editing (written, podcast, video)

Music (writing, recording, production)

**...matching the message to the media**

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## WHO WE ARE **IAN WHITELING & PETE ROYTHORNE**

**Background** With two of the most unusual surnames in media, you need only Google us to find out what we've been up to.

Together we run media cooperative THREE-SIXTY.

With backgrounds in magazine sub-editing, layout and design, we diversified into writing in the late 1990s, and have since written for a number of titles, including Marketing Week, Business Week, Growing Business and The Times Educational Supplement.

We have also worked extensively for customer media agencies, writing, editing and consulting on customer-focused communications – both online and in print – for companies including Ikea, Lexus Cars, IBM, KPMG, Osborne Clark, Baker Tilly and Nat West.

This combined with a wide experience of PR copywriting, means we have an in-depth knowledge of how content can be used to raise a business' profile among its target audiences.

**Innovation** Keen to stay at the forefront of media, we launched innovative web channel EVENTS:review in 2006 (now MEETINGS:review – meetingsreview.com), presenting an exciting and engaging mix of news, features and opinion on the growing discipline of live marketing, both in writing and on video, creating the first fully formed online-only business medium.

Combining video journalism and production with the written word was a challenge we embraced wholeheartedly, and have since presented and produced numerous videos for the channel.

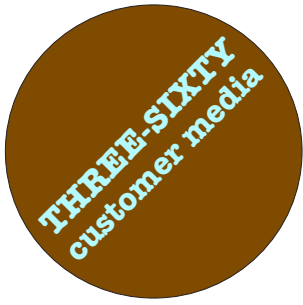
Just a year after launch, we were nominated for Best Online Editorial Team at the Association of Online Publishers Awards.

**The future of marketing** Such experience makes us perfectly poised to help companies take their marketing strategies into the 21st century. Helping them trade in their overtly sales-led traditional media approach for one based on effective communication and interaction with customers and prospects through the most appropriate medium, whether online or in print.

Our virtual cooperative approach means we can work as a partner, or invisibly within an organisation in white label form as an integral part of a team.

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## WHAT WE'VE DONE **SNAPSHOTS OF OUR WORK**



Online version of IBM Vision magazine, which shows small and medium-sized businesses how they can transform their companies with the latest IT. **Click to view**



A series of podcasts of articles for National College of School Leadership's Future magazine. **Click to view**



**MEETINGS:review** - the innovative, award-nominated web channel



Video for marketing agency Imagination to showcase their live marketing work for client, car manufacturer Mazda. **Click to view**



Covering the Eventia International Awards. **Click to view**



Coverage of Canadian Tourism Commission's showcase event of Canada House. **Click to view**



Hotel Booking Agents Association careers portal featuring key information to help attract people into the hotel, hospitality and meetings sector. **Click to view**



Osborne Clarke's What's Topical magazine aimed at the in-house lawyer sector. **Click to view**

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## PRICING POLICY **WHAT WILL IT COST?**

The essence of our pricing policy is transparency and flexibility.

We can charge for the smallest individual piece of writing work or on a multiple project basis.

Writing charges start from £450 per 1,000 words, with rates coming down with respect to volume of articles commissioned.

Podcast production starts from £300 for a simple one-to-one interview, rising to £600 for more sophisticated productions, such as a roundtable debate.

Video production starts from £400 per video for a session in which a minimum of four video interviews are shot in one day in one location. This rises to £1,200 for a more sophisticated video shot within a day, featuring a number of interviewees.

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