



Red Energy[®]
PROMOTIONS

The brand behind your brand

MORE THAN JUST AN OPPORTUNITY

It's better seeing **Red**

about us

Red Energy Promotions have created an impact in the promotional marketing industry. Combining leading industry skills, creative thinking and access to one of the widest product ranges possible – Australian/New Zealand and PNG businesses have found a home for their branding needs.

Launched in 2004 by husband and wife team, John and Kylie Leach, after spending over 20 years in mainstream media, they saw fragmentation in traditional advertising and launched the Red Energy Promotions brand. Quickly establishing



itself as “the only call a business would need to make for all branding needs”, Red Energy Promotions has compounded growth year on year and is fortunate to work with some of Australia’s most successful brands.



Sharing the success with like minded business people through franchising has been in planning since 2009, with the first Red Energy Promotions franchise launched

Red Energy Promotions' franchisees can expect a business solution that will allow them to be truly successful and bring a higher level of customer service (through the Red Energy Promotions experience) to the markets they serve.

Combining leading industry skills, creative thinking and access to one of the widest product ranges possible

in Noosa in November 2012. The success continued with Cairns opening in May 2014. Soon after Brisbane North in Newmarket opened July 2014. After careful review of identified sites throughout Australia,

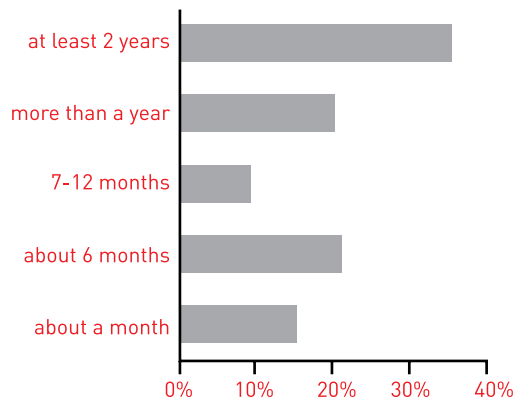
**The
Promotional
Product People**

the industry

The promotional product industry continues to defy world-wide trends

PROMOTIONAL PRODUCTS CARRY A LONGER SHELF LIFE

Whilst traditional media rely on repetition to drive home a message, promotional products not only reach their target market, but stick with them for a longer period of time. **It's for this reason that promotional products are a low cost, highly effective vehicle for advertising.**



*Source: APPA 2013

For more than 200 years, branded items have been a vehicle of promotion and integrated their way into daily life, serving not only as useful tools, but as powerful, long-lasting advertising. With benefits such as an inherent use, strong branding opportunities and recall as the items are used over and over during their life, the value of a promotional product extends many times beyond their traditionally low purchase cost. The promotional product spend in Australia is valued at over \$2 billion annually, with a further \$8 billion annually in business printing. As a category, promotional products continue to

defy other marketing trends, growing at a rate of 45% over the past 5 years. With consumers being inundated with advertising messages every day, the challenge for businesses is to find a way to cut through the clutter and to not only reach their target market, but to resonate with them, promotional products are designed to do just that.

In a recent APPA survey, 95% of all respondents expected their promotional product spend to either stay the same or increase, highlighting the strength of the promotional products industry.

During a survey* of business travellers reported receiving a promotional product within the past 12 months

33.7%

of the group had the item on their person

75.4%

said they kept their promotional product because it was useful

55%

of people kept the product for more than 1 year

84%

said they created more favourable impressions on the brand itself

*Source: PPA/APPA

Why do SMES use promotional products in their marketing mix?

87%

Increase brand awareness.

87%

Help connect with their consumers

81%

Encourage brand loyalty

79%

Stand out from competitors

*Source: APPA 2014



the business

A company that has a product offering to suit any business

Red Energy Promotions sets the standard in client service and unique product development. It has been the foundation of our business and the reason for its success, whilst our industry is plagued with complacent or production focused competition, we maintain our client focused approach to deliver truly outstanding results.

Our group benefits from unique resources in the form of:

- In-house creative design team for product development and artwork services
- Shared knowledge resources across sites for access to a wider range of product ideas
- First-tier supplier support and preferential pricing across most suppliers
- Technology selling aids, such as our customised online client product portals for client e-commerce solutions
- My Red Zone, our state of the art integrated custom software system which allows you

to manage orders from conception right through to payment

- Marketing resources in the form of e-newsletters, flyers, email blasts and our annual Red Book catalogue, the Promotional Product Industry's most comprehensive client sales booklet

Our business is adaptive, driven and results oriented – through the use of best practice management, we are able to identify trends, keep clients ahead of the curve and help them stay relevant in their respective markets.

All incoming TEAM RED members are comprehensively trained to continue this focus and ensure they are successful in their given territory.

Our custom software, My Red Zone, provides access at the tip of your fingers and from anywhere in the world allowing for that perfect work-life balance



An exceptional opportunity to create an unrivalled work-life balance



why franchise?

Red Energy Promotions is a turn key business

Our Franchise Support Hub (FSH) assists all new franchisees with site selection, lease negotiation, showroom construction, setup and any staff hiring, if required.

Established businesses who join the Red Energy Promotions group will be supported throughout the refurbishment and rebranding process to ensure a smooth transition.

Our franchise support team will in partnership with you create a showroom that positions you as a leader in your market. **This business model has unlimited market potential** with every business, sporting club, government agency or charity; a potential Red Energy Promotions customer.

Investment range is between \$195,000-\$295,00 as a complete turnkey business.



Proven systems in place

The Red Energy Promotions system is a leading model of doing business within the promotional products industry. With an established system for you to follow, the system is designed to allow you productivity and financial success within your given territory.

As a Red Energy Promotions Franchisee we help you eliminate the guesswork and errors that a common business owner would normally face. The systems in place ensure your product knowledge and purchasing power are the best available, this in turn creates a financially successful business to secure your future.



why franchise?

Corporate image and strong brand awareness

The Red Energy Promotions brand is well known, our brand DNA stands for a business' brand partner that delivers on what it promises and has the widest range of promotional and brand marketing ideas in Australia. Our corporate image also extends to our suppliers, whom we have

cultivated great working relationships with, giving you (the franchisee) access to better than industry buying rates and **a competitive advantage within the territory that you will service.** Our track record of positive business growth is a key component of your future success.



Access to a wide range of resources without equal

Each Red Energy Promotions team member gets access to 'My Red Zone', which is a comprehensive platform for access to any resource that may be required in the day to day operation, as well as comprehensive order tracking for knowing where your jobs are in the production system. It is without

equal in its class and available only to Red Energy Promotions franchises. With additional features such as a team forum for sharing ideas, franchisees get access to the best ideas from Australia and around the world.



why franchise?

Comprehensive Training

The Red Energy Promotions team employs a hands-on approach to franchisee training, including a 1 week program at our Franchise Support Hub (FSH), time spent in a mentor franchise site and complemented by in-business training support. Our team works with you on product knowledge, customer

needs and sales strategy, combined with systems and production training to ensure franchisees are given each tool required for a successful launch. Training is an ongoing commitment with supplier product updates, trade shows and in house training conducted throughout the year.



Sales and Marketing

Franchise Support Hub (FSH) assists all franchisees with various elements of the Red Energy Promotions marketing mix. With marketing templates created for digital and print communication to clients and the production of our annual Red Book catalogue your clients will receive regular communication in the form of e-newsletters, flyers, email blasts along with regular social media posts. A vast selection of self

promotional merchandise in addition with supplier custom catalogues are available as well as marketing and advertising through the franchise marketing levy. Our 24 hour salesperson, redenergypromotions.com.au, is our comprehensive website that allows clients to view products 24 hours a day, 7 days a week. **There is plenty of support on hand for the continued growth of your business.**



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why franchise?

Ongoing support

When you buy a Red Energy Promotions franchise, you are never alone. You have the support of the Franchise Support Hub (FSH), through your dedicated support manager, as well as the growing Red Energy Promotions family.

The shared knowledge pool throughout the team will continue to be an asset to create some of the most unique and creative ideas for your clients.



WINNING
AUSTRALIA'S
BRIGHTEST
HANDS
SHINE

Exclusive Territory

With your Red Energy Promotions franchise, you are given access to the full range of product ideas available and granted an exclusive territory in which to do business. The geographical territories are spread sparsely throughout Australia, New Zealand & PNG, allowing no shortage of opportunities

for the savvy franchisee. It is the Red Energy Promotions mindset to have fewer, more successful franchisees, a vision that reflects our desire to create successful customer oriented businesses.



about you

Success is through relationship building

To be successful in this opportunity, you will need to be experienced in dealing in a business to business (B2B) environment. Red Energy Promotions assists business owners and managers with all manner of branded clothing, promotional items and merchandise, so a drive to succeed and fulfill customer needs will ensure you run a very successful operation.

Within each territory is a plethora of business customers just waiting to experience Red Energy Promotions renowned service. A

snapshot of your territory is researched by head office with our market analysis conducted prior to franchise opening, giving you an understanding of where opportunities lie.

The most fundamental role of a franchise is to expose your business to potential customers and maintain the level of service that have made Red Energy Promotions, The Promotional Product People.

All industry, product and decoration training is completed within our comprehensive training program (combination of initial head office training, on-the-job training within a mentor franchise and continued support within your own showroom).

Traits of a successful franchisee:

Works well in a business to business (B2B) service and selling role

- Understands the value of marketing for a business
- Ability to build a business around superior customer service
- Ability to manage a small team and create a dynamic, fun working environment
- A sound knowledge of technology and a fundamental appreciation of its function in creating a successful business.

Is red your favourite colour?



“ The franchise you select needs to have an established vibrant brand, a proven business model with an exciting range of products and unlimited potential to grow the business. ”

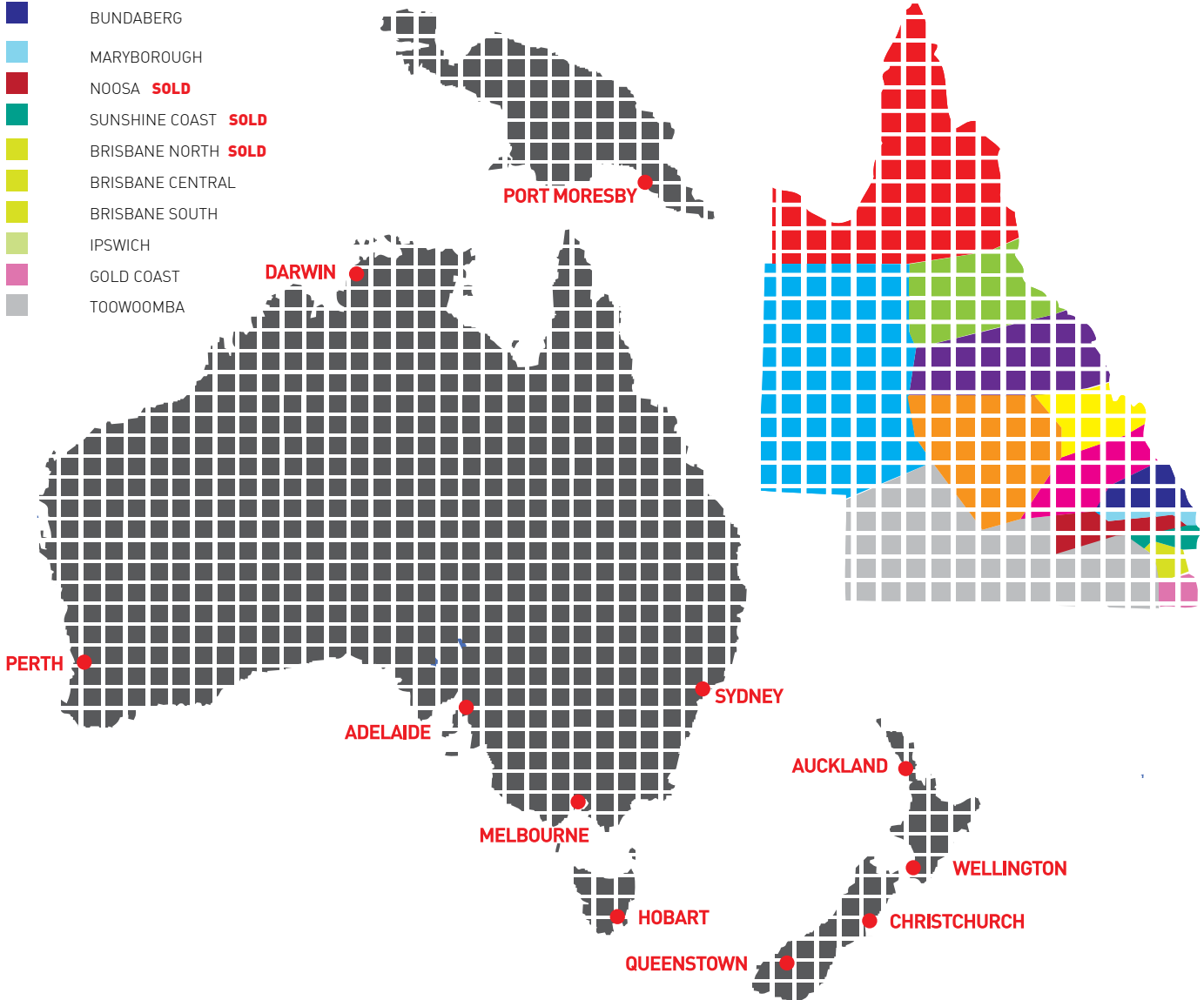
John Leach

Red Energy Promotions Visionary

Red Energy Promotions are developing a network throughout Australia, New Zealand & PNG, offering customers the most comprehensive range of ways to improve their business, all under one roof.

CURRENT OPPORTUNITIES

- CAIRNS **SOLD**
- TOWNSVILLE
- MOUNT ISA
- MACKAY
- EMERALD
- ROCKHAMPTON
- GLADSTONE
- BUNDABERG
- MARYBOROUGH
- NOOSA **SOLD**
- SUNSHINE COAST **SOLD**
- BRISBANE NORTH **SOLD**
- BRISBANE CENTRAL
- BRISBANE SOUTH
- IPSWICH
- GOLD COAST
- TOOWOOMBA



For more information on being a part of the
Team Red success story, contact:

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