



MEDIA PACK 2007

About Us

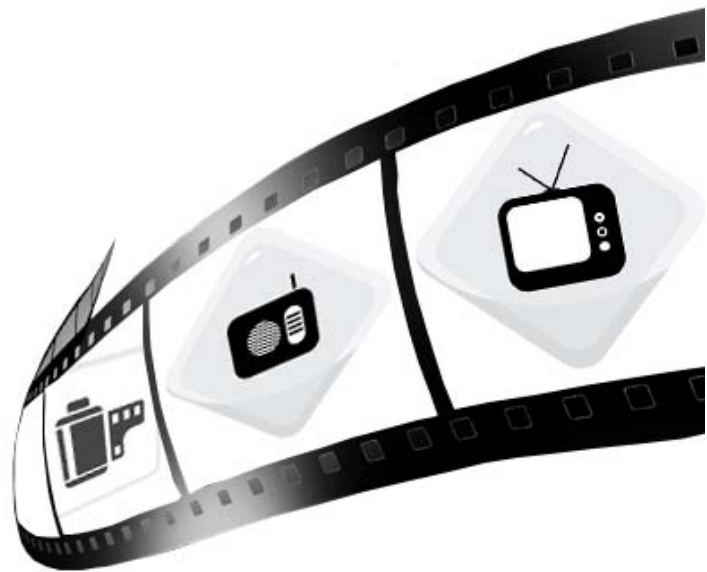
Jade Media Group is a vibrant media company, covering all aspects of media promotion and entertainment.

Our purpose is to create high quality design and production within media, new media, television and film from a refreshing perspective, with cultural diversity.

Jade Media Group's mission is to provide outstanding service to our clients, putting the client first with flexibility and honesty; the same high standards are reflected in our products.

Jade Media Group understands the client's need to stay ahead of the competition and uses groundbreaking, innovative creative concepts in marketing, advertising, PR, media graphics, new media, television and film.

A highly professional company, Jade Media is competitive, reliable, forward thinking and offers the optimum media solution for your business needs.



Services

Graphic Design

We deal with all aspects of graphic design, from creation of brand identity, stationery, flyers, posters, press and magazine advertising, website design and more.

Television

We produce television programs for the mainstream and youth markets in the UK.

Events

We deal with all aspects of live events, including televised event. This includes all aspects of planning, marketing & advertising.

New Media

We advise and deliver start-up services for internet business within all sectors of the marketplace. Including development and creation of interactive CDs and viral email marketing games.

Media Sales

We provide planning and buying for media campaigns, buying advertising space across newspapers, magazines, radio, internet, television and outdoor media.

Promotions

We deliver promotional services for many clients from independent record labels to retailers and cosmetics companies.

We manage the campaign from commencement through to release which includes TV and radio plug-in, PR, press, online, radio and PAs.

Marketing

Jade Media are an established multi-disciplined media business in the commercial markets. Our unique business model, detailed market knowledge and experienced personnel teams allows JMG to service the client's interests with care.

Consultancy

Our consultancy service include but is not limited to the drafting and negotiation of media contracts, business and strategic planning, product planning and release, publicity, bespoke management and more.



Portfolio

Graphic Design

We deal with all aspects of graphic design, from creation of brand identity, stationery, flyers, posters, press and magazine advertising, website design and more.

Jade Media's team of Graphic Designers will deliver finely crafted pieces of work to fit your business, whether for corporate logos, stationery, flyers, posters, press advertising or website designs, you will sure to be happy with the final product.

Our team have excellent experience and have produced stunning work for the likes of Fiat, Alfa Romeo, Warranty Holdings (Motor Cover), Silk Cut Challenge Cup, John Huxley (Game layouts), Subway, Channel U (Best of British logo) and corporate logo's and Album and Single Covers for Independent Record Labels.



Examples of work



Television

We produce television programs for the mainstream and youth markets in the UK.

Programs

'Turn It Up' the weekly dancehall chart show on Channel U hosted by the one and only Robbo Ranx from BBC 1Xtra. It counts down the top 10 dancehall music videos breaking in to the UK urban music scene. Broadcast three times weekly on Channel U 360 on the Sky Network.

'Road Review' the weekly review show reviewing all the latest products and services aimed at the youth market in the UK. Broadcast three times weekly on Channel U 360 on the Sky Network.

Adverts and Promotion

We take great pride in our adverts created and broadcast on various Sky TV Networks, please refer to examples page of the media pack to view television adverts and promotions (showreels).



Events

We deal with all aspects of live events, including televised event. This includes all aspects of planning, marketing & advertising.

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Channel U Best of British Awards 2005 Sponsored by Vauxhall Motors, Virgin Mega Store & Choice FM

A music award show founded, created and delivered by the owner of Jade Media Group in 2005 for Channel U. The 1st event of it's kind which hosted performances and awarded 15 of the best British urban music artists at the height of the urban music scene's popularity. Jade Media controlled all creative direction for the highly successful award show.

New Media

We advise and deliver start-up services for internet business within all sectors of the marketplace. Including development and creation of interactive CDs and viral email marketing games.

Our enthusiasm to stay up-to-date with the latest trends and techniques within the new media has allowed Jade Media to advise and deliver start-up services to internet businesses within all sectors of the marketplace. In addition to developing websites, Jade Media takes pride in the development and creation of interactive CDs and viral marketing including games.

Media Sales

We provide planning and buying for media campaigns, buying advertising space across newspapers, magazines, radio, internet, television and outdoor media.

On behalf of our clients we negotiate and co-ordinate media planning and buying of advertising space, at very competitive rates in newspapers, magazines, radio, internet, television and outdoor media. We can arrange both national and regional campaigns.



Promotions

We deliver promotional services for many clients from independent record labels to retailers and cosmetics companies.

We manage the campaign from commencement through to release which includes TV and radio plug-in, PR, press, online, radio and PAs.

Working through a number of media partnerships, we manage the full life-cycle of promotional campaigns. This includes all marketing, advertising, PR and brand collaborations.

Marketing

Jade Media are an established multi-disciplined media business in the commercial markets. Our unique business model, detailed market knowledge and experienced personnel teams allows JMG to service the client's interests with care.

Due to JMG's industry knowledge we will only engage a client and promote their service or products if we firmly believe there is integrity between the target audience and the product. JMG delivers a service carefully around the needs of the client. This is a trusted position to be in and one that we maintain through our selectivity of products promoted.

The mission statement for JMG is simple; to deliver a dedicated service that will produce transparent and measurable results for the client. Our unique business model and detailed market knowledge allow JMG to service the client's interests with care, attention and unrivalled expertise..



Consultancy

Our consultancy service include but is not limited to the drafting and negotiation of media contracts, business and strategic planning, product planning and release, publicity, bespoke management and more.

We are a unique consulting firm, drawing much of our talent from top working media professionals.

We can put together a team of specialists to help you with a range of design, content, workflow, management, advertising or technical needs. The result is top quality training, management and design services.

In addition, Jade Media offer a diverse and extensive knowledge giving the client the headstart they require in the business world.

We improve your product and staff

Redesigns
Solutions
Quality Control

We grow your company's bottom line

Revenue Growth
Branding
Outsourcing Support



Examples

Television

[Turn It Up Show](#)

[Road Review Show](#)

[Rock This Party \(teens show\)](#)

TV Adverts

[Music Promotions Adverts](#)

[So Fragrance Advert](#)

Promos

[TwiceasNice Promo](#)

[Chico Promo](#)

Websites

www.wdspropertygroup.co.uk

www.cavendishcars.net

www.clubdtv.com

www.1-mic.co.uk

www.u-yoga.co.uk

www.mixtapecity.co.uk

www.lilmissurban.com



Client Testimonials

“Jade Media have been instrumental in the re-branding of Clubdvtv.com, they have redeveloped our website, introduced new and innovative ideas and features on our website and for our club events and most importantly the emergence of the all new Clubdvtv (internet TV) section which has proved to be a great hit with our target audience. We have now struck a deal for a permanent relationship with Jade Media to help with our marketing & advertising strategies as well as the continuation and development of our internet TV station.”

Justin Richards, Managing Director & Events Organiser (Clubdvtv.com)

“I was extremely pleased with the commitment shown by Jade Media in the creation of my video promo for my new single ‘Curvey Cola Bottle’. I was so impressed with their commitment, attitude and professionalism I called them back to film and produce a documentary for the ‘Making of Curvy Cola Bottle Video’. Jade Media are hard working and I can see myself working with them for years to come.”

Chico (singer & performer)

“We teamed up with Jade Media to provide So..? With TV advertising which was something at the time we had never ventured into. The aim was to take the So...? Brand and hit new consumers in new territories, which Jade Media did very well. Such was the relationship between the two parties Jade Media provided the filming of our ‘So...? Superstar Search 2006’ and the ‘So...? Superstar band Search 2007’. Working together offers an easy solution not only for connecting our target audience through marketing & advertising but doing it successfully and within budget constraints. We will happily continue to work together on other activities in the future.”

Andrea Warne, Marketing Manager (So..? Fragrances)



Client Testimonials (continued)

“Jade Media have consistently come up with the goods every time TwiceasNice have required advertising for TV or the creation of the DVD promos for our club nights, coupled with their professionalism and flexibility proved invaluable to us. I would recommend Jade Media to anyone who needs quality work but most importantly reliability.”

Jo, Marketing Manager (TwiceasNice)

“I was extremely pleased with the commitment shown by Jade Media in the vital role in producing the smash hit TV show ‘Turn It Up’ on Channel U Sky network #360. Jade Media’s attention to detail and ability to make the deadlines in order for the show to be broadcasted on time each and every week showed the professionalism and quality needed, which made the show a huge hit on Channel U. The association with such a credible teenage brand was also very important to the success of the show which Jade Media had a pivotal role in brokering.”

Robbo Ranx, Presenter of the dancehall chart TV show (Turn It Up) & Radio DJ (BBC 1Xtra)

“I can always rely on Jade Media for all my creative or production needs. I have used them for brand identity, advert production and website creation and each time have been more than impressed with the quality of the product, good value for money as well as the excellent customer service. I will definitely use them again and also recommend them to other businesses I come into contact with.”

Labo Fayemi, Manager Director (ilmissurban.com)



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