

Telegraphworks

There are many reasons why you should choose the Telegraph. The global strength of our brand. Our affluent, loyal, influential and elusive audience. Our trusted and award-winning content. Our innovative platforms...

However, there is one reason that is hard to ignore. It is the reason why hundreds of brands turn to us every day for their campaigns. It is because the Telegraph works.

Use the index on the next page to see feedback from our clients and agency customers, results from our recent campaigns and four video case studies.



Quotes



Campaign results



Video case studies



The Telegraph's campaign ticked all the boxes for us – a big audience, great idea, beautiful creative, impeccable delivery, great results and an enjoyable journey on the way.

Lisa O'Beirne, Director of Brand Communications, John Lewis Home



The Telegraph works for me because they get me what I want when I want it; they have ideas when we need ideas; they have solutions when we have problems; and they're really nice people.

Neil Ivey, Director, MediaCom



From the outset, the Telegraph demonstrated a commitment to the project and the capability to meet the demands of my team and the professional standards of our organisation.

**James Farrar, Head of Marketing,
UK Commercial Banking, HSBC**



The Telegraph showed true understanding of the brief and gave real energy to our campaign for BMW. That's why we absolutely loved it and that's why we bought it

**Tony Giordani, Associate Director,
Media Solutions, Vizeum UK**



The Telegraph leads the way in delivering upmarket, high-end fashion magazines in a sophisticated and intelligent way. They find a niche and launch into uncharted waters – ST Kids is an example of this.

**Paola Carlotta, Commercial Director,
Dolce and Gabbana**



The results of the Gordon's campaign were fantastic. It's a testament to everyone involved that we managed to distribute over a million copies of The Friday each week. And, crucially the sales in off-trade over the period rose as well.

Jessica Evans, Media Manager, Carat



Telegraph works for me because they put our clients at the heart of our conversations, they listen better than anyone and act in an intelligent, efficient manner.

Chris Amor, OMD



Telegraph works for me because they are efficient, proactive and they understand our business needs as well as those of our clients.

Dominic Williams, Carat



We couldn't have hoped for a better solution. The Friday was a highly innovative idea that allowed us to create a new gin association that truly connected with our target customers.

Alex Smith, Marketing Manager, Gordon's



We felt really proud of the Telegraph's John Lewis campaign. It was truly innovative. It had a truly multichannel approach and it was a great success, as demonstrated by the uplift in home categories.

**Emma Norris, Account Director, Manning
Gottlieb OMD**

Your weekend starts here...

The Friday

Friday, August 7, 2009 *Gordon's The Daily Telegraph*

It's official:
Fridays make us happy!

Turn to page 2 to find out why

start
this weekend
with Gordon's



drinkaware.co.uk For the Facts
© 2009 Diageo. All rights reserved. Gordon's is a registered trademark of Diageo Limited. G&G is a registered trademark of Diageo Limited.

48% of those who saw The Friday said that it made them more likely to drink Gordon's and, while the campaign was running, off-trade sales of Gordon's improved by 19%

Source: Millward Brown 2009 and Diageo / Nielson 2009


Telegraph.co.uk SEARCH ENHANCED BY Google

Home News Sport Finance Lifestyle Comment Travel Culture Technology Fashion Motoring Jobs Dating Offers

HOME > SPONSORED > LIFESTYLE > JOHN LEWIS ROOMS

The Room: Interactive rooms


Laura McCree - The living room John Lewis



Starburst clock
£75.00 [view](#)

Retro/Vintage [View all featured products +](#)

Detailing is crucial, says **Laura McCree**, Her original, quirky designs give a fresh and exciting perspective



copyright Telegraph.co.uk 2009

This campaign saw a 95% increase in opinion that John Lewis is the first or only shop for home interiors. Plus, there was a 55% increase in Telegraph readers who consider John Lewis to be the market leader for the home

£10 OFF YOUR SHOPPING AT Waitrose
 WHEN YOU SPEND £60. VOUCHER VALID UNTIL NOVEMBER 21. TERMS & CONDITIONS APPLY.
 ** SEE PAGE 37



The Daily Telegraph

Saturday, November 14, 2009 BRITAIN'S BEST-SELLING QUALITY DAILY No 48,040 £1.80

£45,000 bill to redecorate Speaker's flat
 You pay for makeover of grace-and-favour apartment

THE EXPENSES FILES

By Robert Whinnitt
 Deputy Public Editor

THE Speaker of the House of Commons, John Bercow, has had his grace-and-favour Westminster apartment redecorated at a cost of £45,000 in the taxpayer's name.

Mr Bercow ordered the makeover, covering work from child-friendly redecoration to new televisions and furniture, within days of his election as Speaker in June.

His wife, Sally, oversees most of the work and the couple pushed ahead with the overhaul despite being warned by parliamentary officials that the costs may be seen as excessive.

Family disclosure that Mrs Bercow compiled a lengthy "shopping list" of items that she wanted to have changed in the Speaker's official residence.

The documents, released under Freedom of Information laws, also disclose that Mr Bercow has spent almost £13,000 on entertaining and hospitality in just three months.

Mr Bercow had faced criticism over his use of expenses when he was a back bench Conservative MP, claiming the maximum amount permissible to fund another Westminster flat. The

new disclosures about his spending are likely to prove embarrassing for him, as he was elected as Speaker on a promise to restore trust in Parliament on the wake of the MP's expenses scandal.

During his campaign to become Speaker, he said: "It is high time the House (of Commons) was by government on a transparent basis, ensuring that we are accountable to the people who put us here."

Lord Martin, his predecessor, had been criticised for his use of taxpayers' money including extensive renovations of the Speaker's official residence that cost more than £200,000.

After succeeding him, Mr Bercow pledged to succumb the MP's second house allowance worth more than £24,000 a year. However, the documents disclose that he has already ordered renovations on his new Westminster apartment worth more than that. In August, the Speaker admitted that he spent just over £20,000 on refurbishing his official



John Bercow and his wife Sally, who compiled a lengthy shopping list of things to be changed at the property

SHARON STONE AT 51
 LUXURY MAGAZINE FREE INSIDE



JENSON BUTTON
 MY RACE TO THE TITLE



WEEKEND
 INTRODUCING OUR BRILLIANT NATIONAL PUB QUIZ

100 BOOKS
 THAT DEFINED THE DECADE



JAMES MAY
 END OF THE ROAD FOR THE CAR



Suicide 'risk' to elderly

By Christopher Hope
 Weekend Editor

ELDERLY and infirm people will be pressured into committing suicide under new legal guidelines, a group of senior legal figures has claimed.

They gave warning that the plans pose "serious dangers for public safety" and said the laws could be put at risk.

In September Lord Stamer, the Director of Public Prosecutions, published a list of options factors to help lawyers to decide whether to prosecute people for assisting suicide.

But senior lawyers, including Baroness Butler-Sloss, the former head of the family division of the High Court, and Lord Munk of Chelsea, the former Tory lord chamberlain, have intervened to back the campaign group Care Not Killing, which claimed the rules were "not fit for purpose".

Keep fit, have a lie in

By Richard Abeyne
 Science Correspondent

TEENAGERS who lie in at the weekend may seem lazy, but the extra hours in bed will help them to stay slim and healthy, according to scientists.

Research suggests that lying in bed at the end of a busy week is just what children need to ward off obesity.

A study of 5,000 five to 10-year-olds found that those who enjoyed a lie-in were less likely to have weight problems.

Researchers believe that the extra rest is crucial for children to catch up on the sleep they miss out on during a busy week.

Success in search for water on Moon

By Richard Abeyne
 Science Correspondent

SPACESHIP exploration entered a new era last night after Nasa announced it had found "significant amounts" of water on the Moon.

Scientists who analysed information from last month's "touching" of a crater said they had found ice - thought to be its greatest extent with grains of Moon dust. The find has raised hopes of a permanent lunar base being established.

"The discovery opens a new chapter in our understanding of the Moon," Nasa said.



This Christmas, there's only one place to be.

Waitrose
 waitrose.com/christmas

155,000 of our readers took up the offer over the four-week period. Plus, thanks to our campaign, Telegraph readers were 78% more likely to consider Waitrose for their Christmas shop

Source: Market Evolution 2010

Telegraph.co.uk SEARCH

ENHANCED BY Google


Telegraph FANTASY FOOTBALL £100,000 to be won PLAY NOW

Home News Sport Finance Lifestyle Comment Travel Culture Technology Fashion Motoring Jobs Dating Offers

Europa League - SEAT Exeo

Business insights into some of the great European cities which have hosted Europa League ties this season. SEAT Exeo - Thinks like an Executive, Behaves Like an Explorer

in association with SEAT *Autoemotion*



SEAT EXEO REVIEW

SEAT Exeo video review


Angus Frazer takes the SEAT Exeo for a test drive in the British countryside and gets a feel for the car's smooth drive and crisp handling.

SEAT Exeo: instant, striking appeal

SEAT's new Exeo saloon is a handsome machine and under that elegant skin sits exceptional technology and some very clever thinking.

BUSINESS INSIGHTS IN EUROPE

Full speed ahead in Hamburg




British firms keen to do business in Germany will find everything to like in this thriving port.

- Business opportunities in Madrid

MORE BUSINESS INSIGHTS

Business opportunities in Lisbon




A former port of empire, Lisbon's historical British trading links have fuelled a strong exports market.

- Romania: A country that's fast off the Bloc
- Opportunities for UK companies in Lille


TAKE A TEST DRIVE

Test Drive




Request a test drive in the new SEAT Exeo.


THE SEAT EXEO



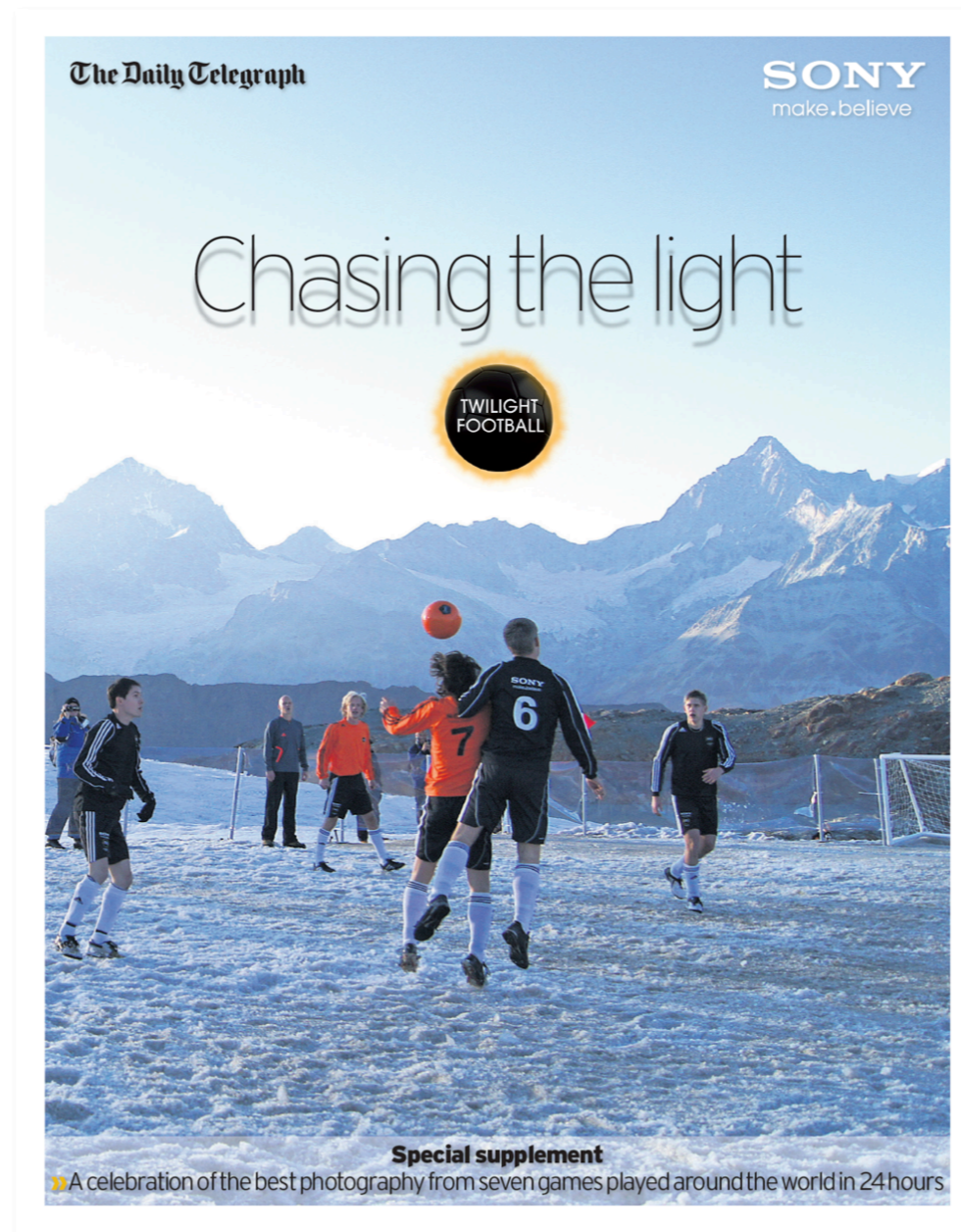
SEAT FLEET AND BUSINESS SALES



THE SEAT EXEO ST



This campaign produced a 48% improvement in the future purchase consideration of the SEAT Exeo. Plus, there was a 68% improvement in perception towards the SEAT brand



There was a 24% increase in readers saying that when it comes to buying a camera, it'll be a Sony. Plus, awareness of the importance of twilight photography technology increased from 2% to 22%

IN ASSOCIATION WITH THE BMW 5 SERIES GRAN TURISMO 



THE ART OF ORIGINALITY

Comedian and writer **Tony Hawks** embarks on a Grand Tour to discover a few of the continent's more innovative experiences, and chooses an equally groundbreaking car in which to travel

Photography: Andy Paradise

My Grand Tour begins with Berlin. It's my first time in the city and I'm excited. For me, the wonder of travel is in how it makes me curious to learn about the culture and history of a new place. On this trip, The Wall dominates my thoughts, not least because I am visiting an extraordinary hotel that used to form part of The Wall itself until that sordid monument to injustice and intolerance was torn down 20 years ago.

I am the guest of Mike Buller, who is showing me his brainchild – a first of its kind – a hotel that has had each room decorated by an individual artist. As we climb the stairs to

the first floor of the Arte Luise Kunsthote, he tells me of the concept that lies behind it.

'Each artist designed the room according to their own vision, right down to the furniture – and in return for doing this, they or their family and friends can stay at the hotel for nothing for 14 nights a year. Also, they receive a royalty of the room charge. It is good for us and good for them. A win-win situation.'

It makes total sense. If only there were more 'win-win' situations in modern life. The trouble is that far too often one party ends up with a better deal than the other. It's a point that

Please turn over



This campaign produced 12,892 direct sales leads for BMW and a 45% increase in the propensity of our readers to purchase a BMW 5 Series Gran Turismo

The energy trilemma

IN ASSOCIATION WITH **e.on**

Have your say. Visit telegraph.co.uk/talkingenergy

Power for generations to come

Three important – and conflicting – challenges create a trilemma for the future of energy. Report by **Andrew Charlesworth**

Electricity is the most widely used energy supply in the UK. It powers industry and communications networks. It powers our homes, powers our food and entertainment as well as our cars. It is used for heating and cooking, its ignition is usually electrical. Britain's electricity is generated by power stations, with a total capacity of 70GW (70 billion watts). Average demand is about 40GW and in winter peak demand can rise to 60GW. Industry is using less power than a couple of years ago because of the current recession, but domestic demand grew by 2.4pc from 2007 to 2008. In the past we have been able to generate electricity using relatively cheap and plentiful coal and natural gas. But that era is over and many of our power stations must close. The Government estimates that by 2020 we will lose 20% of our capacity. E.ON estimates we will lose 26% by 2015 and other power suppliers put the figure at 20%. Meanwhile, tentative economic recovery will likely see demand creeping up. The reasons for closing this many power stations are varied. Some old coal-fired power stations pollute too much, while others nuclear generators have reached the end of their operational lives. The European Large Combustion Plant



Directives (LCPDs) first drawn up in 1986, impose tough limits on emissions of sulphur and nitrogen oxides. As a result of those restrictions, some companies have chosen to close their outdated power stations. Under the Directive, an unauthorised plant is allowed to operate for only 20,000 hours from 2009 until closing altogether at the end of 2015. The Climate Change Act also dictates that by 2020 Britain's carbon emissions must be 50pc lower than they were in 1990 and 80pc lower by 2050. The first report of the Climate Change Committee (also known as the Turner report) published in October 2006, calls for "deep decarbonisation" to cut emissions from power generation by almost 50pc by 2020. Furthermore, we have promised that 50pc of all our energy needs (heat, transport and power) will come from renewable sources by 2020. Given the limited scope to adjust this in transport and heat, relatively 50pc-80pc of our electricity will need to come from renewable sources. And to cut emissions from transport and heating, we are likely to replace petrol and gas with electrical power. Consequently, "our demand for electricity in 2050 could be 50pc higher than it is today", says Malcolm Woods, co-ordinating minister and chief for England North in the largest energy strategy a national challenge in a changing world published in the summer. It could be too dirty and our nuclear plants too old, what about using gas to generate

“It is not the right answer to rely on one source of fuel too heavily”



Sara Vaughan, E.ON director of regulation and energy policy

electricity? Natural gas burns more efficiently and produces less than half the carbon emissions of coal. Unfortunately, gas from the North Sea is running out, we are now having to import gas from further afield. The reality of the problems facing us is undeniable – an unparalleled transformation of our energy generation infrastructure will result in prices rising, says Paul Golly, chief executive of E.ON UK. A report by the energy regulator Ofgem published on October 9, estimates that transformation could carry a price tag of £200bn over the next 10-25 years, more than double the recent rate of investment. The CIB has pegged the required investment at between £120bn and £170bn over 20 years. So the question is not whether or even when we need to replace our existing generating capacity, it is with what, how fast and how do we afford it? Our electricity supply has to meet three broad criteria. It has to be reliable, available at the touch of a switch. It also has to be affordable. And it has to be low-carbon. E.ON refers to this as the energy trilemma (like a dilemma only with three competing demands). The challenge is in balancing the three competing objectives of affordability, the

“Increased social justice must be a central part of any energy policy”



Jerry Saunders, chief executive, National Energy Action

security of supply and low carbon, and the best way to ensure that is to have a mixed portfolio of energy sources. "says Sara Vaughan, E.ON director of regulation and energy policy. "It is not the right answer to rely on one source of fuel too heavily." This is not just E.ON's view. It is reflected by the Government and others. "When you look at the energy requirements of the UK you tend towards an energy mix," says Gary Stanton, technical director at the Carbon Trust. "It's like a pension fund, you don't invest all your money in one place, you spread the risk." Clearly we cannot live without electricity. But how to provide it is currently the subject of fierce debate between politicians, power companies and special interest groups. However, we think this issue is so important that everyone in the country should have the opportunity to participate at telegraph.co.uk/talkingenergy. We hope to open a full and frank debate about the future of energy in Britain. Over the next few weeks, we will be publishing a series of articles discussing the issues of generating, distributing and using electrical power in the UK. We will look at different sources of energy, such as renewables, nuclear gas and wind, and discuss the pros and cons of each. We will also be discussing the issues of energy efficiency and the need to reduce our energy consumption. Each article will be accompanied by a poll, so you can let us know what you think of the articles, and what you think the future of energy should be.

The energy trilemma: affordability vs reliability vs low-carbon

The problem is that we need electricity at the flick of a switch, we must be able to afford it and it must be environmentally friendly

10pc of income on energy – has risen from 1.6 million in 2004 to 4.5 million today. When the Low Carbon Transition Plan was published in July, the Government promised that it would "not increase average energy bills by 2015, compared to now", and that "by 2020, the impact will be to add, on average, an additional 6pc – or 12c – to today's household bills". However, Ofgem's report predicts price rises of at best 14c and at worst 50pc of up to 45pc. The CIB report forecasts price rises of 50pc. "Rising energy prices could potentially double the number of households domestic electricity bill increased by £20 this year compared to 2008. According to Consumer Focus, the number of households in fuel poverty – defined as spending more than

Action. "Increased social justice must be a central part of any energy policy." High fuel prices would also mean consumers paying more for manufacturing goods, many companies would move abroad. Deep economic depression, from which there is little chance of recovery, would follow. "If UK energy prices looked set to rise permanently at competitively disadvantageous levels, it would be hard to see how energy-intensive industries could stay here," says Jeremy Nicholls, director of the Energy Intensive Users' Group. Average industrial electricity prices were 15.4pc higher in real terms in the second quarter of 2009 compared to the same quarter of 2008, according to DECC.

enormously disruptive to industry. Some industrial processes can be switched off at a few hours' notice, but a plant for example, requires a steady shutdown and, once offline, is often impossible for months. Closures forced by energy shortages might become permanent. Factories and offices would lose business and lay off workers. So the affordability and reliability of our energy are paramount. Should we then ignore the need for it to be low-carbon? We cannot afford to. On current trends, global carbon emissions are set to double pre-industrial levels before 2050, with severe climate impacts. A key conclusion from Lord Stern's review was that the longer-term cost of inaction would be higher than the cost of lacking climate change now. "We need to begin the shift to a low-carbon energy

system," says Robin Webber, energy and climate campaigner at Friends of the Earth. This Britain is committed to reducing its emissions, a move supported in Europe and if negotiators at the upcoming Copenhagen conference are successful, broadly adopted by all industrialised and developing nations. While the senior of our old coal-fired power stations may well have to pay to replace them, it offers an opportunity to reshape our energy system in a way that favours low-carbon energy sources, hence the push to develop renewables such as wind, wave, solar, hydro and nuclear. But are renewable sources reliable? After all, the wind does not blow constantly and the sun shines for only part of the day. In the UK, we have enormous potential renewable resources, but we need to overhaul our distribution grid to cope with the variability of wind. Renewable energy will need backup supplies for still, cold days. Among the low-carbon sources, nuclear energy looks most reliable. But even ignoring the issue of waste – and that's a big thing to ignore – a new 10c plant is estimated to cost £2.5bn. And new capacity is likely to be available until 2018 – years after our old coal-fired stations close. The fact is, we cannot develop an energy strategy for the future which focuses on one element of the trilemma at the expense of the others.



Reliability
Our energy supply has to be available 24/7. In a report published in 2008, the Renewable Energy Foundation forecast an impending "energy gap" created by over-reliance on gas-fired power stations and wind farms to replace coal and nuclear plants, and predicted "disruptions of supply" from around 2016. The recession has started slowing energy demand, which may push shortages further into the future, giving us time to build new capacity. But we cannot afford for our energy supply to become unreliable. Blackouts cause hardship for consumers, and are

Affordability
High electricity prices mean the elderly and poor won't be able to heat or light their homes. Figures from the Department of Energy and Climate Change (DECC) show an average domestic electricity bill increased by £20 this year compared to 2008. According to Consumer Focus, the number of households in fuel poverty – defined as spending more than

10pc of income on energy – has risen from 1.6 million in 2004 to 4.5 million today. When the Low Carbon Transition Plan was published in July, the Government promised that it would "not increase average energy bills by 2015, compared to now", and that "by 2020, the impact will be to add, on average, an additional 6pc – or 12c – to today's household bills". However, Ofgem's report predicts price rises of at best 14c and at worst 50pc of up to 45pc. The CIB report forecasts price rises of 50pc. "Rising energy prices could potentially double the number of households domestic electricity bill increased by £20 this year compared to 2008. According to Consumer Focus, the number of households in fuel poverty – defined as spending more than

Join the debate. Add your voice to the energy trilemma at telegraph.co.uk/talkingenergy

This campaign produced a 107% increase in perception towards e.on – plus 45% of those who read the articles in paper went online to find out more

Doctor Who SEE PAGE 16
Pick up your free audiobook today

Damian Reece BUSINESS PAGE B1
Why we're offering £90m to grow your business



The Daily Telegraph

Tuesday, April 27, 2010 FINAL NEWSPAPER OF THE YEAR No. 48,179 £1.00

Top heads back Tory pledge to free state schools

Conservative Education Editor

CONSERVATIVE Education Editor

Turnover



Portrait of the Queen by a young man

Pressure on Britain to ban all smacking

By Andrew Hough

Turnover

Osborne's warnings over hung parliament

Forget the gym, a grin is what the body really needs

Volcano crisis will cost £31 on a flight to US

Turnover

But stop at the business section to see how our Business Thinking 2010 programme can help you tap into local and international business opportunities.

Goldsmith says I am sceptical about political promises



HSBC Business

To find out about Business Thinking 2010 visit www.hsbc.co.uk/businessthinking



HSBC
The world's local bank

78% of those who saw our translucent wrap, could recall HSBC as the brand. Plus, HSBC received double the applications they expected after only three months of their campaign

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Telegraph FANTASY FOOTBALL £100,000 to be won PLAY NOW


Home News Sport Finance Lifestyle Comment Travel Culture Technology Fashion Motoring Jobs Dating Offers

British Airways - Business UK Opportunity Grant

British Airways offered 100 SMEs the chance to win travel for a year with the UK Opportunity Grant. The winners, each of which has won 12 business class flights, have now been announced


in partnership with **BRITISH AIRWAYS**

BUSINESS FLIGHTS COMPETITION WINNERS >
UK Opportunity Grant winners list




Congratulations to the 100 companies, each of which has won 12 business class flights from British Airways with the UK Opportunity Grant.

UK OPPORTUNITY GRANT WINNER >
Right time to go Stateside




As Newgate Clocks aims to expand, the firm's owners are delighted to have been awarded an Opportunity Grant from British Airways.

UK OPPORTUNITY GRANT >
Getting away to get business




Thanks to the UK Opportunity Grant from British Airways, 100 small and medium-sized enterprises will be flying high this year. Andrew Palliser reports.

UK OPPORTUNITY GRANT WINNER >
Car maker expects global sales to fly




The UK Opportunity Grant will help Parajet International to develop distributor networks, and improve global awareness and positioning.

BRITISH AIRWAYS - THE OPPORTUNITY GRANT >
Business is better face-to-face




A recent study points to the importance of travelling to meet customers and business contacts in person.

Why it pays to keep it personal




Doing face-to-face business is crucial, says head of franchise collaboration software company, Concrete.

Now we're really flying




British beauty products company's face-to-face communications strategy is reaping handsome rewards.

Eye-to-eye pays off



Program Music manages concert tours and events all over the world, so it's not surprising that they see travel as vital.

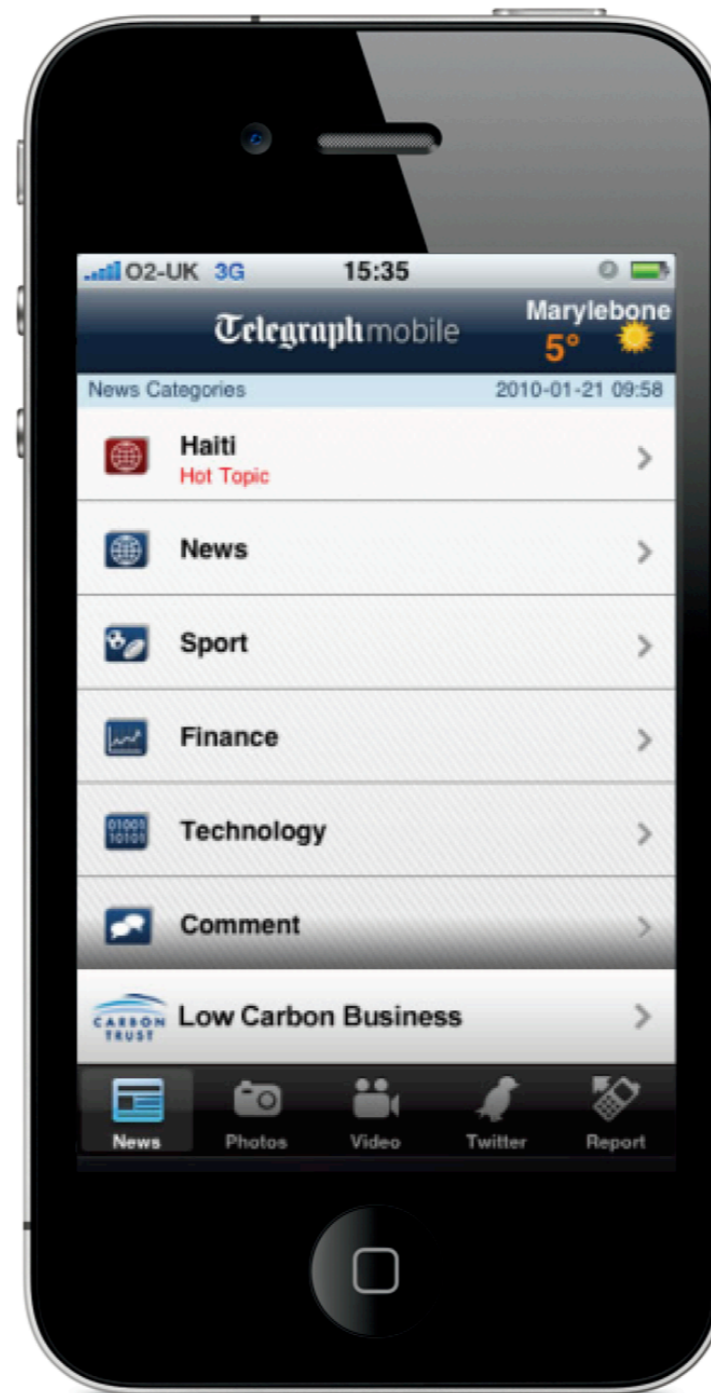
We just have to be there



John Diver says his toy company, The Character Group, can only keep overseas clients happy through personal contact.

Business travel is a must

The campaign achieved two and a half times BA's target for grant applications. Plus, there was a 66% increase in people saying that BA is worth paying a premium for and a 25% increase in people saying that they are likely to fly British Airways next time they travel on business



The campaign produced a 47% increase in awareness of the work that the Carbon Trust undertakes. Plus, Telegraph customers who saw the campaign, were more likely to say that they would implement a carbon reduction programme

Telegraphworks

BMW
Case Study

HSBC
Case Study

John Lewis
Case Study

Gordon's
Case Study