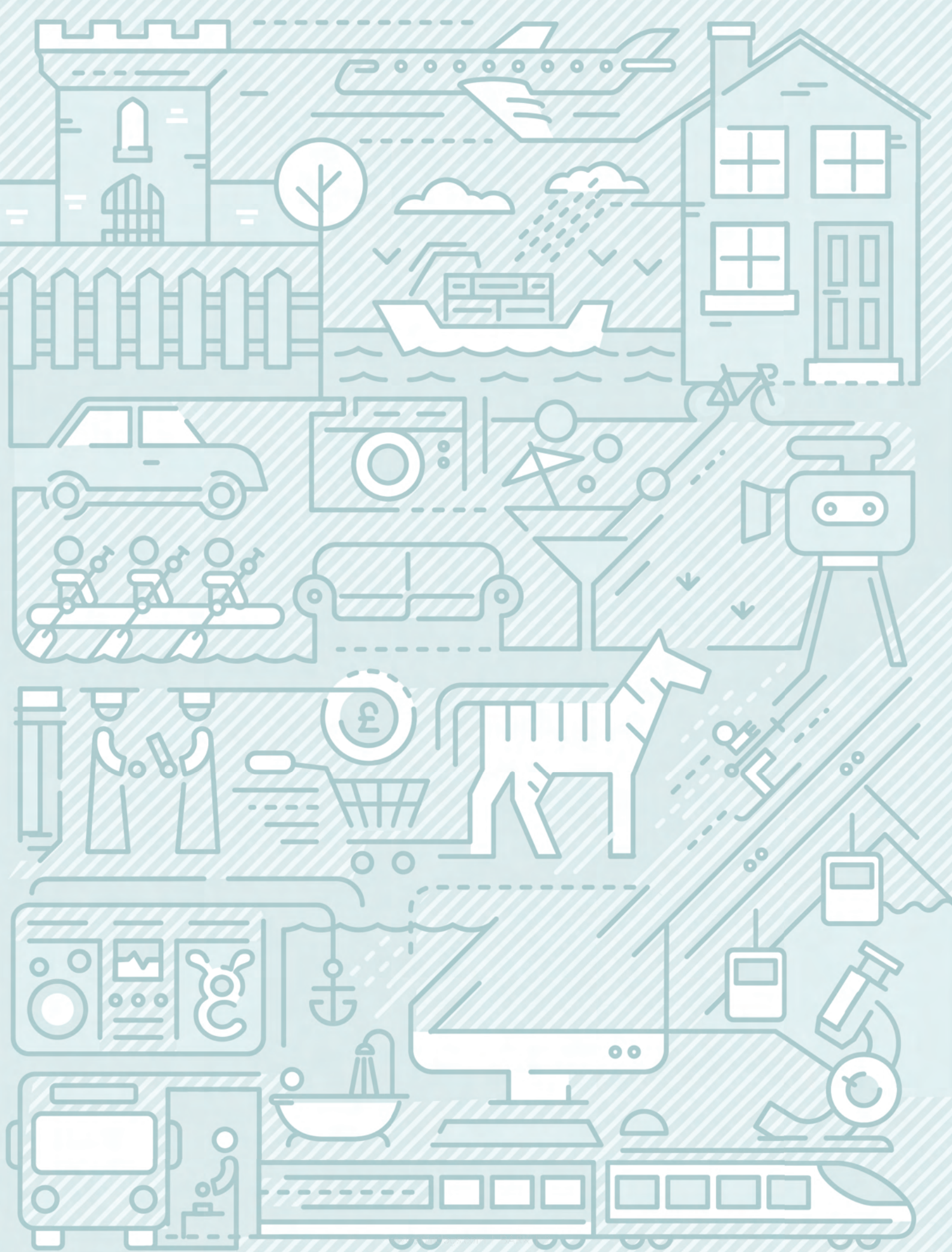


## MAGAZINE

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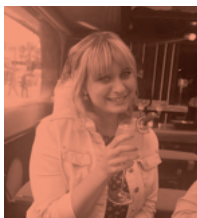
Meet the people behind the articles

# CONTRIBUTORS



## JON BAUER

Jon is a Designer at Spindogs and talks all things branding on page 52. Fun fact : these are not Jon's glasses.



## CHARLOTTE COOK

Charlotte is our Marketing Assistant and celebrates another successful client party on page 54. As well as organising fabulous parties, Charlotte also likes to sing and was once in an Atomic Kitten tribute band.



## GARETH GWYTHYR

Gareth is a Developer at Spindogs and argues why book-to-film adaptations are never in his good books on page 49. In his spare time, Gareth has been training to survive a zombie apocalypse.



## BEN HAYWARD

Ben is our Support Assistant and once interviewed actor John Hurt for a university project. Find out why he doesn't mind books being made into films on page 48.



## JON WALKER

Jon is our Online Marketing Manager and also runs a successful fitness blog called jonwalker.fit. Find out everything you need to know about Facebook Advertising on page 39.



## NATHAN FORTT

If you don't know the difference between back-end and front-end development, our Developer Nathan explains on page 50. Before he made great websites he used to live in Jeddah, Saudi Arabia.



## OLIVIA FARRELL

As a self-confessed Instagram addict, our Account Manager Olivia tells us why strategy is essential with social media on page 21.



## SEAN GILES

Our Developer Sean, who is also 37% fluent in Italian, showcases his baking skills on page 61 with a gooey chocolate cake.



## TOM DEACON

Tom is Front of House at Spindogs and he explores the impact of gaming in Wales on page 23. Alongside his passion for gaming, Tom also owns racing pigeons.

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# WELCOME TO THE COMMUNITY ISSUE

*Liam Giles, Managing Director*

**W**e started out in business with a bit of a blank slate when it came to our team and our clients. We didn't have a big network of contacts who would give us business right away so we had to put in a huge amount of hard work to go out and build one. In the early days this was a real challenge and it took time, as people had to get to know us as individuals over a sustained period before we had the opportunity to work together.

It's very easy when you are trying to grow a business to focus on winning new clients all the time, but something didn't feel right about that for us. Early on we started to realise that building relationships with our existing clients was equally as important.

Consequently, the environment we have built with our team and our clients is focused around trust, common

values, and a togetherness which we refer to as 'our community'. I think that building a sense of community and common interest with the people you work with is incredibly important.

As this is such an integral part of Spindogs, we decided to make community the theme of this issue. Our main feature on page 43, highlights the range of people and organisations that we have relationships with - hopefully we haven't missed anyone!

Being a part of this community is one of the things that I love most about my job, and something that we will be doing lots of work on this year.

I hope you have a fantastic 2016 and I look forward to seeing you soon at Spindogs HQ and at our events throughout the year!



# TECHNIQUES AND TACTICS TO TEST IN 2016

*The New Year is the perfect time to try something new, so we compiled a list of the techniques and tactics that should be on your radar in 2016*

## 1. Google Customer Match

In September 2015 Google launched a new product called “Google Customer Match” which allows you to upload your mailing lists into your AdWords account for the purpose of displaying your adverts to your existing contacts. If your mailing list isn’t working as well as it could be, this allows a different approach, or can be used to reinforce the messaging or push your promotion even further.



## 2. Gmail Native Ads

Another new Google AdWords innovation allows you to display your message in the Inbox of Gmail users with the appearance of a regular e-mail. Once your advert is clicked an expanded view is triggered which allows you to create and display a large landing page-style visual. You can target your ads based on the full Google Display Network options such as keywords, topics, demographics and affinity audiences.



**JON WALKER**  
ONLINE MARKETING  
MANAGER

## 3. Instagram Advertising

For over a year Instagram advertising was only an option for larger, selected companies, however, towards the end of 2015 the platform became available to all in the UK via their Facebook advertising accounts. Instagram is the natural place for visual advertising, with targeting options mimicking Facebook's such as age, demographic, interests and behaviour, meaning that your ads can be seen by those who are most likely to engage with your brand.

## 4. Conversion Rate Optimisation

While many businesses focus purely on driving more traffic to their website, they often forget to focus on converting existing traffic, meaning that they don't generate as much business as they could. Conversion Rate Optimisation is the process of refining elements of your website in order to help your visitors complete the action that you want, such as sending an enquiry, downloading your brochure or making a purchase. The higher the percentage of your visitors that convert, the more profitable your Online Marketing campaigns will be! You could also experiment with different call to action formulas on your website to see which produce the highest conversion!



**LUCINDA REID**  
CONTENT EDITOR

## 5. Content Audit

Take the time to review the content on your current website and conduct a content audit. Think of this like a spring clean, as it will refresh your website and ensure that all of your content is up to date. An audit can easily be created in an Excel document and then used to analyse each page on your website. Score the pages out of five, with five being top quality content and one being content that needs to be rewritten or refined. This will help you to prioritise which content needs to be amended first.

## 6. Persona Development

Do you know your audience inside out? Do you understand what motivates them and how they think and feel? If those questions have made you feel uncertain, then persona development will help to bring your knowledge of your audience up to date. Start by conducting user interviews, focus groups and stakeholder workshops to find out who your audience are and what they are currently interested in. This research will help to create a clearer picture of who you are targeting.

## 7.



**OLIVIA FARRELL**  
ACCOUNT MANAGER

## Live Stream Video

Last year saw a rise of live stream video as apps like Periscope and Meerkat enabled users to easily stream video. This year add live stream video into your marketing plan, as it enables your company to show activities in real time and create a connection with your audience. In a time where businesses need to appear 'human', live stream video is a great tool to show your personality.





**RHYS ASHMAN**  
DESIGNER

# 8.

## Custom Photography

The photography on your website should be an extension of your brand, so if you are looking for a website refresh we would recommend getting custom photography at the same time. Creating images with the website design in mind it will add a professional finishing touch to your website.



**OLI SALISBURY**  
SENIOR DEVELOPER

# 9.

## Use less WordPress plugins

Try and use less WordPress plugins as each one presents an additional security flaw to your website and is one extra thing that could break and effect your website's performance. We can build WordPress solutions that are tailored to your specific needs and will do exactly what you want them to do, removing the need for plugins.

# 10.

## Start the conversation

If you don't feel like you are utilising your social media channels, then make 2016 the year that your business makes an impact on these channels. Try starting conversations with your audience directly, instead of waiting for them to engage with you, and you'll soon see how social media can be a great tool to create a buzz around your business. For example, ask your audience questions, tag your audience in posts that you know will be relevant to them and comment on the content they share.

**If you would like advice on any of the tips that we have mentioned then do not hesitate to contact us. The Spindogs team is always on hand to help, as together we want to make 2016 your most successful year yet!**





# UWC ATLANTIC COLLEGE

---

*Gaynor Francis,  
Marketing Manager at  
UWC Atlantic College,  
reflects on the college's  
new website and how  
it manages to bring  
together their different  
audiences*

---





## GAYNOR FRANCIS

*Marketing Manager*

Nestled amongst woodland that leads onto an epic coastline, St Donat's Castle estate can easily be mistaken for a home fit for royalty. Instead, it is home to a unique education opportunity that encourages students to make a positive difference in the world.

Each year, approximately 350 young people from over 90 nations come together to learn and thrive at UWC Atlantic College. The first college was opened in 1962, and now there are 15 colleges all over the world which promote the importance of international understanding through education.

It is a very special environment, and one that Gaynor Francis, UWC Atlantic College's Marketing Manager, is keen to preserve. Consequently, Gaynor has been working with Spindogs to revamp the college's website, so we caught up with her to find out how the new site is evolving with the college.

"All the feedback from the new website has been very positive," enthused Gaynor, "There is so much that I like about it, especially how the homepage encapsulates what UWC Atlantic College is all about."

The concept of bringing together young people from around the world, to live, work and serve together in this dramatic setting is truly unique, and I know that the friendships that are forged here, and the opportunities to learn from each other, will resonate throughout the future lives of all our students.

- UWC Atlantic College



This was one of the main requirements of the new website, as Gaynor was keen for the college's strong mission, of being the international college of choice, to be immediately clear to the user. To do this, Gaynor wanted the new website to showcase the journey of the student so that the college could appeal to all of their audiences. For example, the website needed to cater to prospective students, the current student body, alumni and governors. All of these audiences had different needs but one thing in common, they were all connected to the student's journey at some point. This would be a tricky task, as the homepage would need to illustrate a lot of information, but Gaynor was ready for the challenge.

Gaynor joined UWC Atlantic College as Marketing Manager four years ago, and remembers the previous site fondly, admitting that it was good but needed to evolve with technology. This became even more evident when Spindogs created a special 50th Anniversary website for the college, and this showed Gaynor the possibilities for the main college website. As a relationship had already been formed with Spindogs, she knew they would have the knowledge and expertise to achieve her aspirations.

**“The college is a very fast moving place, so I needed a website that I could update and keep fresh easily.”**



“I had started to develop a close relationship with Claire Swindell, as we were doing regular updates to the 50th Anniversary site and I saw what Spindogs could offer with the Atlantic College website by making it more in line with the latest technology,” said Gaynor.

After she had conducted a website review of the old site, Gaynor and Spindogs worked together to create a new site that would offer the flexibility that was needed for a dynamic college.

“I was getting frustrated with the previous website as I didn't have the flexibility to engage the user with different parts of the site,” explained Gaynor. “The college is a very fast moving place, so I needed a website that I could update and keep fresh easily.”

With this in mind, Spindogs created a site which UWC Atlantic College could easily edit and add different text, images and video, along with a custom form builder that they can use throughout the site. Another addition to the new website were section pages, as testing on the previous site showed that visual signposting would improve usability.

Gaynor has worked in marketing for over 25 years and also has a background in website design and graphic communication, so she particularly embraced the design process.







“ Working with Claire and the design team was great as they very much listened to what I and the key stakeholders wanted. ”

“I did have quite strong ideas and views about the project,” smiled Gaynor, “But working with Claire and the design team was great as they very much listened to what I and the key stakeholders wanted.”

This was highlighted during the development of the homepage, as it illustrated the complexity of engaging a variety of audiences without diluting the college’s overall message. This was consequently achieved through powerful imagery, clear statements and concise call to actions, all of which would attract each audience and satisfy stakeholder objectives. Undoubtedly this was a challenge, but through strong communication it all fell into place.

Once the homepage had met the initial objectives the rest of the website took shape and Gaynor was able to add lots of new content that she hadn’t been able to previously. This included the ‘Impact’ section, which is one of Gaynor’s favourite sections of the website as it is a place that showcases the true spirit of the college. There the user will find stories from alumni, students and teachers which illustrate how they engage with the community. “The students do so much in the community and it clearly shows how everyone is living the mission of the college,” explained Gaynor. Indeed, the user could easily spend hours reading the inspiring stories that are scattered throughout the website.

As Gaynor previously mentioned, the college is fast moving, and she is already looking forward to the second phase of the website. She is currently working with Spindogs on a new section for governors and is planning to launch an enterprise section soon. As the website was built with flexibility in mind, Gaynor can continue to expand the site with ease, and she is delighted that it can now keep up with the college’s advances.

“For anyone that lands on the website, I hope that they feel like they are stepping into the college,” said Gaynor. “I want prospective students and current students to feel like they can engage with the campus, parents to see where their child will be staying and alumni to reminisce about their time here.”

Whatever the user’s connection with UWC Atlantic College, they will definitely find it hard not to be enchanted by this magnificent castle.

To find out more visit [www.atlanticcollege.org](http://www.atlanticcollege.org)



**LUCINDA REID**



# ONE TO WATCH: Warblr

*If you haven't heard about Warblr yet, it will probably fly into your app downloads folder soon. We spoke to the app's founder, Florence Wilkinson, who explained her passion for birds and why we should all try to look up and listen more*



**FLORENCE WILKINSON**  
Founder

## How would you describe Warblr?

It is a very simple app for the user to use as you just tap record when you hear a bird singing. It identifies what the bird is by using a unique technology and then gives the user some ranked results. From a user experience perspective it is quite similar to apps like Shazam or SoundHound, but we use a very new machine learning technology.

## What motivated you to start Warblr?

I was particularly interested and amazed at how much young people knew about the digital world, but equally how little they knew about the natural world. At the same time we are losing species faster than ever before, and it is frightening that the next generation don't know anything about the wildlife on their doorstep. That was basically the context behind me coming up with the idea.





## Do you receive the recordings?

Yes, as our mission, and the reason why we are doing this, is to gather data and build a library of birdsong. Within our first month of launch we had over 11,000 recordings that were submitted to our database. Every time someone submits a recording we can take their geo location (you currently need a Wi-Fi connection to use the app) and their result and then we can map the recordings. We then make that data freely available to everyone for research and conservation purposes.

## Why did you choose birds?

I have always loved birds because they are so ubiquitous. I also think it is something everyone can relate to, as sometimes we can forget to listen and look up.

## Who is your target audience?

I would say people that are interested in nature, as it's more to help people get started with their interest in birds.

## When did the app launch?

It launched in August 2015, but spring 2016 is going to be a really big time for us as that is when birds really start to sing.

## Did you create the app on your own?

No, Dan Stowell is the co-founder, who is a scientist at Queen Mary University of London and he built the technology behind the app. He is one of the UK's biggest experts in audio recognition of birdsong and has a five year fellowship looking specifically at birdsong recognition.

## How did you meet?

Well, this whole project has been about making connections with different people. I won a competition to go on a course with Decoded, and on that course I met a BBC researcher who heard about my app idea and recommended Dan, so I decided to reach out to him. I don't get embarrassed easily so I'm never afraid to go out and ask people for help!

## How did Warblr evolve from your initial idea?

I think that I had quite a lot of clarity because it was a simple idea from the outset, so the core idea hasn't really changed, however my approach to the project definitely changed. I was forced to think about it in a leaner way as I soon realised that my plan to launch an iPhone and Android app with all the features straightaway wasn't realistic. I had to think smarter, so that definitely evolved.

## What is your biggest accomplishment so far?

I think it was either the first or second day of launch and we made it to number 4 on the App Store for paid apps, so that was super exciting as normally at that height you just get football games! I would also say that hearing people say, "I never used to notice the birds, but now I hear them sing all the time" is definitely the best part of it all.



You can learn more about Florence @Flo\_Wilk and follow Warblr's @WarblrUK progression on Twitter. Warblr can also be downloaded via the App Store <http://t.co/fgoRI4nEaP>.

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CCook@spindogs.com for more information.

# OBJECTION!



## *The disruptive nature of Carbon Law Partners*

**A**fter just ten minutes of speaking to Michael Burne, MD and founder of Carbon Law Partners, you will be inspired to do something different and challenge the status quo. This is, in very simple terms, what Michael has done with his law firm as a self-proclaimed “disruptive bugger.”

Michael started his career as a lawyer in London, before becoming an in-house lawyer within a large financial services company, a board director at a variety of listed businesses and then running a management consultancy that helped professional services firms. Whilst this is a brief potted career history, it highlights how Michael has experienced law from two very different angles – from that of a lawyer and that of a client.



"I was generally dissatisfied with the way that outside law firms approached us as the client and with the proposals that they offered," explained Michael. "This dissatisfaction coupled with the changes in law firm legislation around 2007 meant that I saw an opportunity to 'disrupt'."

Disruption is important to Michael, although he is quick to explain that he uses this word without the negative connotations. Think instead of disruption as a way to challenge the way things have always been by constantly asking questions. This is Michael's definition of disruption and something that is engrained in Carbon, as he saw an opportunity to make a real change in the world of law. Indeed, carbon is a metaphor for change, as is his company, which constantly tries to break the boundaries of traditional law firms.

"We can't get away from the fact that we are a law firm, but our mission is to be the law firm of choice for entrepreneurial and disruptive businesses," said Michael. "We are a business who has a mission to represent a community of entrepreneurs who want change."

Consequently, attracting the right people has always been important to Carbon, as they describe themselves as the platform for lawyers to practice law in the way that they want to.

"Our relationships are very important to us. We enable lawyers and clients to come together so that they can do great work. We are creating a tribe of likeminded lawyers and clients. We encourage people that are astute, candid and enterprising to join Carbon. If they have these characteristics then we know that we'll get on," said Michael.

"We are humans, we have hopes, aspirations and ideas that we want to share with you."



Carbon has a very strong brand identity, and this is something that continued to evolve during 2015. Although the company's mission and vision has always had clarity since its formation, Michael was keen to practice what he preaches by continually questioning and exploring how Carbon should evolve and develop. This led to a new website, which would refine their message and reach out to their prospective clients. Although Carbon already had a website, Michael was keen to progress it so that they could engage with more of their audience. This then led Michael to Spindogs.

"There was a combination of reasons that made us choose Spindogs," explained Michael. "We felt that they had real insight about law, they understood our definition of disruption and there was a great willingness to work with other businesses to create something great."

Carbon place a high importance on the spirit of partnership, so they were keen to find a variety of companies who would all work together towards a shared goal in an honest and collaborative way. Therefore, Spindogs designed and built the website, whilst working with Carbon's chosen external parties for the branding and copywriting.

Sally Calverley, Director of Development at Carbon, led the project and worked with Spindogs to ensure that Michael's objectives were achieved through the website designs. Michael particularly enjoyed the design process as he saw his ideas become a reality.

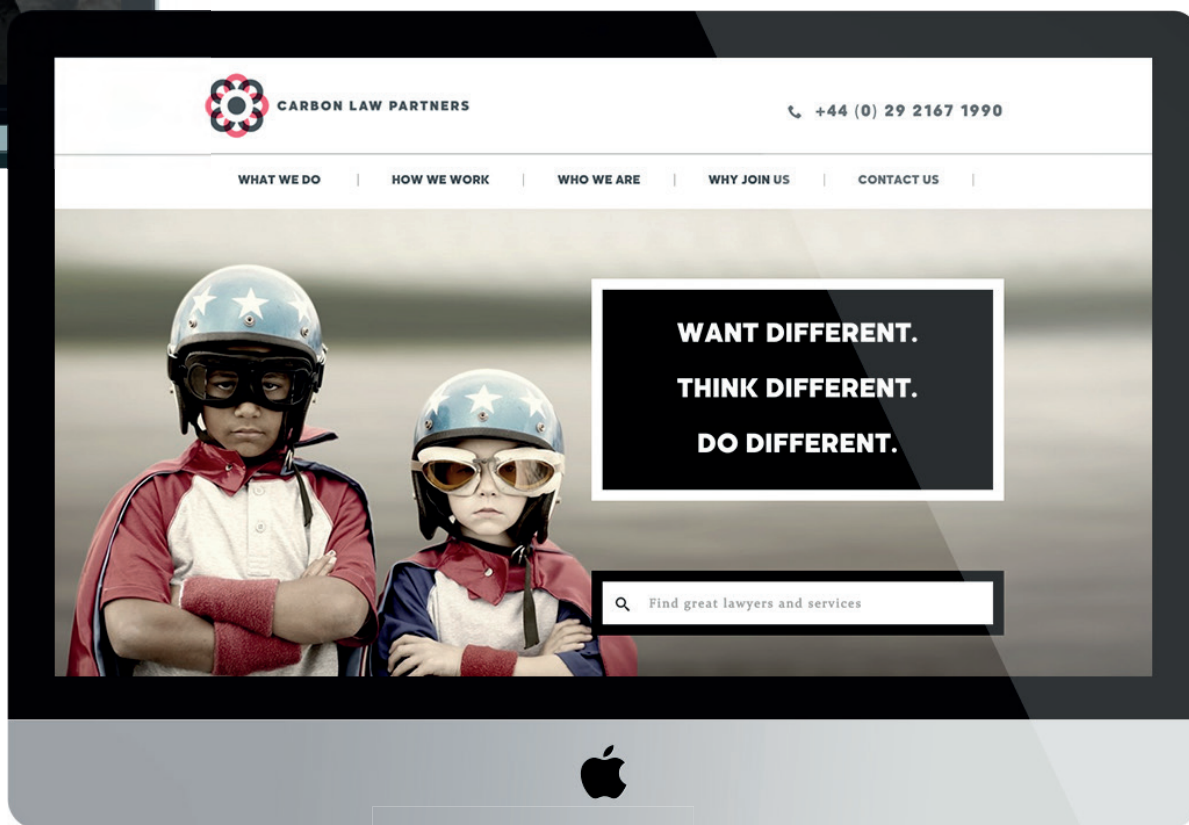
"It was really a delight, as I never found myself in a

situation where I would have to ask Spindogs why they had done something. I could see that they truly understood who we are and what we were trying to achieve. I actually thought, blimey, how do I critique this?" said Michael.

As the website started to take shape, Michael saw how the different elements of the new site would engage their audience. One of the new additions to the website is 'Carbon Curated', a place that builds relationships with likeminded individuals.

"'Carbon Curated' elevates a blog into something a lot more interesting," said Michael. "If you think about a traditional law firm, they normally publish things about changes in the law, but clients don't want to read about that - they expect you to know that anyway. They want to read about things that grab their attention and make them think."

Instead, 'Carbon Curated' is a dynamic platform that displays opinion pieces and comments on the latest news, and is written by those directly connected with Carbon or outside contributors. Michael is incredibly enthusiastic about this area of the website, as he believes it provides an opportunity for potential partners and clients to get to know Carbon before they meet.



"We are humans, we have hopes, aspirations and ideas that we want to share with you," said Michael.

In the 'Partner profiles', this message is also clear, as this section allows each partner at Carbon to highlight their personalities, not just their qualifications. Michael is keen to show that Carbon's success is defined through the success of their Partners and clients so he wanted the new website to have a place where each of Carbon's Partners could shine.

"The Partners absolutely love the website and everything that is in it. They love their profile pages and 'Carbon Curated', and it has been a very positive experience for everyone that has been involved in the website process," said Michael. "There is not a single person at Carbon who hasn't said something positive about the website."

Although Michael and his team are delighted with the new website, their hybrid team did meet some challenges, as there were a lot of different ideas and opinions during the project.

"The creative process isn't about being comfortable though," said Michael. "Yes, working relationships are supposed to feel comfortable but there should also be some positive tension as this shows that all the parties involved are pushing each other to create something brilliant. Spindogs' ability to collaborate with other creative businesses to achieve our goals was exceptional."

So, what is next for Carbon Law Partners and their relationship with Spindogs?

"More disruption..." smiled Michael.

# C A R B O N L A W P A R T N E R S

If you would like to find out more about Carbon Law Partners visit:

**[www.carbonlawpartners.com](http://www.carbonlawpartners.com)**

or follow them on Twitter

**[@carbonlawptnrs](https://twitter.com/carbonlawptnrs)**.



**LUCINDA REID**



# THE IMPORTANCE OF A SOCIAL MEDIA STRATEGY

*Our account manager, Olivia Farrell, talks strategy and how it leads to success*

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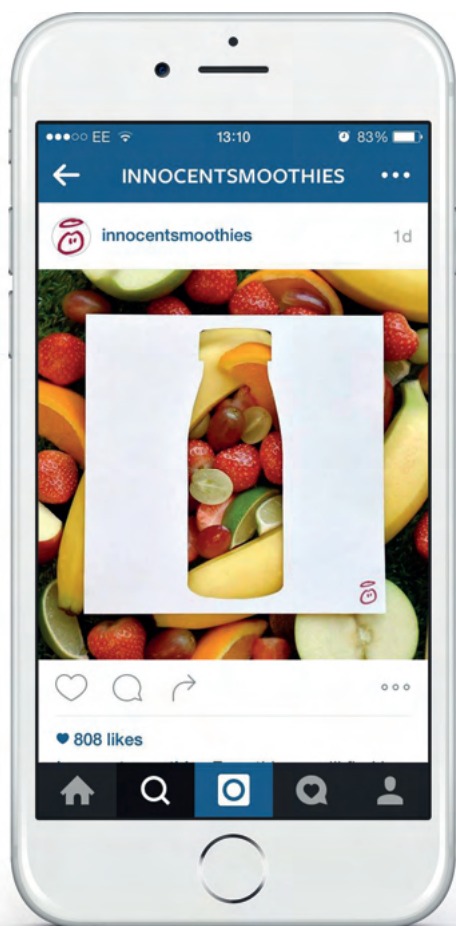
**F**or me, it seems like a very long time ago that I signed up to my first social media account, but in reality social network sites are still a relatively new concept. Social networks went mainstream with MySpace in 2003, which was a popular site to set up a profile, make friends and start conversations. Most importantly, MySpace was the home of an online space for musicians; however, it wasn't long until sites like LinkedIn and Facebook came onto the scene. Soon after that the internet exploded with dozens of other websites offering similar social media platforms.

Once users started signing up to social media sites, it wasn't long before these platforms started being used by brands and businesses. Companies now list their social media channels as a main point of contact and

telemarketing is now decreasing for many businesses as it's easier for them to reach their customers through social media.

The benefits of social media for business are now being appreciated by organisations small and large, but with so much competition on these channels it's getting harder for companies to make an impact.

One company that doesn't have this problem is Innocent, a drinks company that has become one of my favourite brands to follow on social media. If you compare Innocent to their competitors, for example Naked Juice and Copella, they are miles ahead on social media. To give you a snapshot, Innocent drinks have 217k followers on Twitter whilst Naked are on 3,104 and Copella lag behind with 2662 followers at the time of writing.



Innocent's funny conversational tweets are extremely popular for sharing, and they produce content that is not always related to their product but their audience react really positively to it. This means that they have successfully created an emotional connection with the brand and customer. Not bad for a couple of tweets!

### So what is Innocent's secret?

From monitoring their channels I can see that they have a fantastic social media strategy in place and have defined a strong tone of voice. These guys definitely run off a content calendar as they rarely miss out on the opportunity to talk about trending topics that are of interest to their audience. Having a strategy in place clearly allows you to maximise your exposure online.

The benefits of running an effective social channel are clear but in order to run the channel effectively you need to have a strategy in place. The key benefit to having a social media strategy in place is that it sets clear objectives for what you want to achieve through social. Whether this is pushing more traffic to your website or to communicate with your existing clients, having clear targets in place allows you to tailor your content in order to reach these goals.

### For example:

- ▶ **Audience** – who is your audience and what channels are they active on?
- ▶ **Measurement** – how will you measure the effectiveness of your posts?
- ▶ **Ideal posting times** – when are your audience online? There's no point in posting content at a time your customers are not online.
- ▶ **Resource** – which team members are responsible for each channel? Defining this makes sure that team members are all accountable for the success of each channel.

Once these details are defined, it allows your team to have more time to think creatively about the content you produce for your social channels.

When you are devising a social media strategy it can also be helpful to analyse your competitors from a local, national

and international perspective. I often set up lists of social profiles in Hootsuite and analyse trends and campaigns just for this purpose, as it allows me to identify gaps in the market and learn from others. I also take note of competitors' social media channels in regards to posting time, language used, post formation (images, video links etc.) and watch how their social media campaign grows over a specific period of time, identifying when key triggers in the campaign occur.

Do you want more engagement through your social channels? If so, you need to start writing your social strategy. If you already have one in place, then be sure to keep reviewing this quarterly or biannually as tools and goals can change over time. If you need help with getting started, I'm always happy to talk about social!



**Olivia Farrell**





# IT'S ALL FUN AND GAMES IN WALES

*Tom Deacon is Front of House at Spindogs, and after hearing the team discussing gaming regularly in the office he decided to explore the growing success of the Welsh gaming industry*

---

A lot of the Spindogs team are regular gamers, and we even have an Xbox in the office, so I thought I'd have a look at the Welsh video game industry and speak to the team about their passion for gaming.

Many could be forgiven for thinking that Wales doesn't have an active video game industry, but it's been quietly booming since 2012. There are currently 38 active games companies in Cardiff alone, and although out of the 1,900 video game companies in the

UK it might not seem a lot, it's an important part of the creative sector in Wales. According to gaming researchers Newzoo, the UK is set to maintain its 6th place global rank until 2018, despite growing emerging markets, in terms of how much we spend on games.

## **Gaming on the go**

Mobile gaming is a key focus for many Welsh developers, and with over 20 million active mobile gamers in the UK it's not hard to see why.

A report by comScore says that mobile gaming is almost as popular as photo-messaging, and it's only just behind the 22 million people who use their mobiles for social media.

As a country we're willing to pay for our games too. Out of the 36 million British gamers, 61% pay to play, the highest proportion in Europe!

## More funding

The Welsh Government is now starting to 'take note' having created the Digital Development fund to help aspiring developers. The fund has helped various companies enter new international markets, develop new games and encourage collaboration with other British companies.

This support led to the London based games developers Oyster World setting up a research and development centre in Pontypridd in 2012. It was supported by a £1 million business loan from the Welsh Government, and created 60 jobs. Canada was the main competition for the site, but Oyster World were impressed by the skilled pool of developers in Wales.

June 2015 saw the Wales Games Development show come to Cardiff, a trade show sponsored by the Welsh Government. 50 games related companies were there, as well as plenty of gaming fans wanting a glimpse of all the latest developments. There were plenty of workshops on offer and discussions with industry leading guest speakers, such as Ralph Ferneyhough, who worked on the massively popular Lego video games.

## Global Success

The appeal of the Welsh gaming industry is now going global with 14 Welsh game developers going to the Game Developers Conference in San Francisco last year. The success of the conference has meant that the Welsh Government has promised another two years of funding for the Wales Games Development show.

Closer to home, Wales Interactive is one of the most successful gaming companies in Wales, having won 20 awards for their creative efforts,



” THE NINTENDO 64 FROM THE 90S IS STILL THE BEST CONSOLE, AND MARIO KART RACING IS THE BEST GAME EVER. I STILL PLAY IT WITH FRIENDS, EVEN THOUGH IT CAME OUT 20 YEARS AGO...

including a BAFTA Cymru Games Award. They're an independent developer based in Pencoed, South Wales and are keen to promote Wales as a great place to develop games. They even produced the first ever game in the Welsh language for Sony's PlayStation 3 called 'Master Reboot'.

## Why we love gaming

There are plenty of gamers in the Spindogs team, and I asked a couple of them what makes them tick. For Matt Gadd, our senior designer, his interest in gaming was sparked early. "The Nintendo 64 from the 90s is still the best console, and Mario Kart Racing is the best game ever. I still play it with friends, even though it came out 20 years ago," said Matt.

Developer Nathan Fortt prefers platform games as they are more his thing. He likes how the player works through various levels until the game is completed.

"I really like the social and community aspect online too, either playing with friends or just other online gamers" said Nathan.

If the sector continues to receive the same level of attention and funding, expect to see some quality games come out of Wales over the next few years. Although the Welsh industry hasn't had its blockbuster hit just yet, it doesn't look too far off.

The Wales Games Development show is set to be back in Cardiff this summer. If you're interested in seeing what's on offer you should definitely follow their Twitter account, [@walesgds](#) for the latest info.



**TOM DEACON**



spindogs

SUMMER

PARTY

2016

#spindogsolympics

ADVERTISE







# SONY UK TECHNOLOGY CENTRE:

We believe in doing things  
better today than yesterday

*Gerald Kelly,  
Director of  
Professional  
Services, explains  
how Sony UK  
Technology  
Centre has always  
wanted to make a  
difference in Wales*



**GERALD KELLY**  
*Director of Professional Services*



### **When was the Corporate Social Responsibility Policy (CSR) launched and why?**

We can track our CSR history to when operations first started in Wales in the 1970s. Our founder Akio Morita used a philosophy for all overseas operations which he called "Global Localisation". It was about producing as close to your market as possible, adopting local customs from the outset and becoming a part of the society at each location. That included understanding how much we take from our society and aiming to give as much back as possible.

### **Describe Sony UK TEC's community in 3 words.**

Innovative, collaborative and quality.

### **How does Sony UK TEC minimise their impact on the environment? Discuss some initiatives.**

Sony Corporation lays down a green management plan that all facilities worldwide are expected to adopt. This includes a wide range of initiatives plus those that we develop ourselves. For example, we are currently recycling 95% of our waste and we have also reduced our CO<sub>2</sub> emissions by over 60% in the last 10 years.

### **How do Sony UK TEC employees get involved in the community?**

We have a CSR team that focusses on raising funds for local charities through employee engagement. Our current sponsored charity is the Princess of Wales Hospital Children's Ward. We have been supporting them for the last two years but have recently agreed to continue for another three years. In the last two years, our employees have raised over £12,000 and the money has been used to purchase breathing equipment and a revamp of the children's family play area. The team aims to raise a further £16,000 for more equipment for the ward and the children.

### **What is the Youth Development Programme? Why are you keen to get more women interested in subjects like engineering?**

We have several youth development programmes that focus on engaging young people in engineering and manufacturing. We hold regular factory tours emphasising the career opportunities and reaffirming the fact that manufacturing is clean and exciting. This scheme and others mean that over 950 children have visited our factory in the last 12 months. This is our way of supporting the next generation.



### **What is the Business Incubation Centre and what role does it play in the community?**

Our Incubation Centre is an example of giving something back to the community as well as stimulating the local economy. We have given up over 40 incubation offices to start-ups and mature businesses, with a focus on entrepreneurs by giving them every opportunity to grow a thriving business. The offices are modern and well equipped, the tenants have access to our third party manufacturing facilities and the whole place has a technology village feel with tenants using other tenants for support and services to grow their own business.

### **How does Sony UK TEC help future generations?**

Job creation for the "Next Generation" is really important to us. We restarted our apprentice and Graduate programmes four years ago and since then we have recruited eight apprentices and 16 graduates. In the past five years we have also developed our own Sony Wales Academy, a centre of excellence for training and development. Last year we delivered over 8500 hours of training for all of our people across the full spectrum of our employees, from NVQ to MSc.

### **Where do you see Sony UK TEC in five years?**

Better, stronger and even more successful. Our mid-range business plan operates in five year cycles and the next mid-range plan is about to begin. We already know where we want to be in five years' time and we have the people, the facility and the strong leadership in place. We believe in doing things better today than yesterday.

**Find out more about Sony UK Tech Centre via**  
[www.sonypencoed.co.uk](http://www.sonypencoed.co.uk)

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**H**ave you ever signed an online petition? If you have, the chances are that you did it on Change.org, the online petition platform which was launched in 2007, followed by its UK platform in 2012.

"One of the exciting things about Change.org is that we allow anyone and everyone to make a petition. It is about openness," explained Tom Bage, UK Communications Director at Change.org.

This idea of openness, which echoes Facebook and Twitter's models, has created huge success for Change.org as globally, it has built an online community of over 130 million users, with the UK platform accounting for 10 million users. This is an overwhelming level of engagement for one website, so why are people still empowered by the petition?

"I think often people are moved to start a petition because something happens to them, so they are approaching it with passion," said Pascale Frazer-Carroll, Associate Campaigns Adviser. "Passion really moves people forward."

With one glance at Change.org's website there is a plethora of passions, from changing the bin collection at the end of the road to removing the tampon tax. It is clear that people are having their say and, what's more, getting results.



*Tom Bage and Pascale Frazer-Carroll from Change.org UK reveal how they have helped to build an online community of over 10 million users and how petitions are still changing the world*



**TOM BAGE**  
*UK Communications Director*



**PASCALE FRAZER-CARROLL**  
*Associate Campaigns Advisor*



Change.org sees more than 50 successful petitions a month in the UK and globally one petition wins every single hour. To continue this success, Change.org ensures that the process of creating a petition is as easy as possible. For example, the website is continually adapted to suit their users' needs, with Pascale describing it as an evolution process as they continue to reinvent the petition method. Currently users can log onto Change.org and create their petition quickly and easily, with the help of some simple questions to guide them through the set-up process.

“ WE TRY AND MAKE IT AS EASY AS POSSIBLE, ANYONE THAT HAS A LAPTOP AND A STORY TO TELL CAN START A CAMPAIGN.



“There are a series of questions that lead you on your journey,” explained Pascale, “For example, what do you want to change? Who is the decision maker that will make the change you want? And why do you want to make this change? We try and make it as easy as possible, anyone that has a laptop and a story to tell can start a campaign.”

Telling a story, particularly one that is personal, is one of the key factors that Pascale and Tom advise their petition makers to use if they want to succeed. After years of research the Change.org team have come up with a “winning combination” that will help petitions be seen, heard and signed.

Together with a personal story, the team recommend that there is a “tangible ask” and a “little big thing.” “There is a difference between asking for sexism to be removed from the media and campaigning for no more Page 3 in The Sun,” said Pascale.

The campaign Pascale referenced is the ‘No More Page 3’ petition which Lucy-Anne Holmes started in 2012 and finally received a positive response in 2015 after she received over 200,000 signatures. Pascale explained how Lucy simply googled, ‘What is the best petition site to use?’ and then her journey began. This campaign attracted huge attention in the media and its Twitter account galvanised over 40,000 people to follow its progress. The “winning combination” certainly worked in this instance. Similarly Caroline Criado-Perez wanted more female representation in the UK so she decided to set up a petition to try and get a woman on a bank note. This is the perfect example of a ‘little big thing’ that the public could support to highlight a larger issue. Caroline was also successful, as the Bank of England announced that an image of Jane Austen would appear on a £10 note by 2017, and these recent campaigns have inspired others to make a change.

“A lot of the people that I have spoken to about their journey with Change.org say that they have supported a campaign and then seen its success and decided to start their own,” said Pascale, “For example, Laura, who is currently running the campaign to end tampon tax was actually inspired by Lucy, who did ‘No More Page 3.’”





IT IS ACTUALLY WHAT PEOPLE  
DO WITH THE SIGNATURES  
THAT IS MORE IMPORTANT.  
200 IS THE AVERAGE  
NUMBER OF SIGNATURES  
NEEDED TO ACTUALLY BE  
SUCCESSFUL.

”

This snowball effect of petitions has unsurprisingly attracted the attention of the media, as they can see how Change.org is handing the power back to the people. The web has meant that now the public can make a difference faster than ever before and the media is always trying to keep up.

Tom's role is to liaise with the media as he has seen firsthand how the media can propel petitions to success. After all, Lucy and Caroline's petitions both gained a significant amount of press.

“My job is to tell the media what is going on the site,” said Tom, “Journalists are very keen to know as we have between 70-120 campaigns starting on the platform every single day.

Sometimes we go to the journalists with stories and sometimes they come to us, but our job is to support our users and help them to run their campaign in the way they see fit. We are there to empower the petition starter but they can decide what path they take. Undoubtedly the media can be a big part of people's journey.”

The media isn't the only significant impact on people's campaigns as social media has also helped petitions attract attention. Pascale and Tom see Facebook and Twitter as the main channels that the petition user uses regularly but they have also seen people start to use Whatsapp to share their information.



"One of the great things about Facebook is that it allows you to build quite strong communities, and one of the secrets is Facebook groups," said Pascale, "People that are interested in certain issues can share content with interested parties in a group. Whereas Twitter, on the other hand, is for breaking news. It is always interesting to see how people are drawn to one or the other."

"Something that isn't particularly used at the moment is Instagram," explained Tom, "But as it has more monthly active users than Twitter I think it is something that we will see more of. I think it's partly because of

”

IT IS THOSE THAT BLUR THE LINES BETWEEN ONLINE AND OFFLINE ACTIVISM THAT ARE A SUCCESS

Instagram's API not allowing users to click through to external websites, so these technical barriers could be affecting its promotion of petitions."

It isn't just the online world that makes Change.org a success. People might be mistaken in thinking that the world of online petitions could signal the end for traditional activism. Interestingly, Pascale and Tom think very differently.

"People live in the offline and online world," said Pascale, "Although online has allowed people to create communities a lot faster, and it is definitely an incredible tool, it is those that blur the lines between online and offline activism that are a success."

Change.org see petitions everyday where the user has started an online petition but then taken to the streets to talk to people and build some momentum about their campaign offline. There is the misconception that campaigners need thousands of signatures to be a success, when actually the number of signatures completely relies on the campaign.

"To be honest we see campaigns of all sizes," said Pascale, "It is actually what people do with the signatures that is more important. 200 is the average number of signatures needed to actually be successful."

As they monitor and advise hundreds of campaigns every week, have Pascale and Tom ever set up their own campaign?

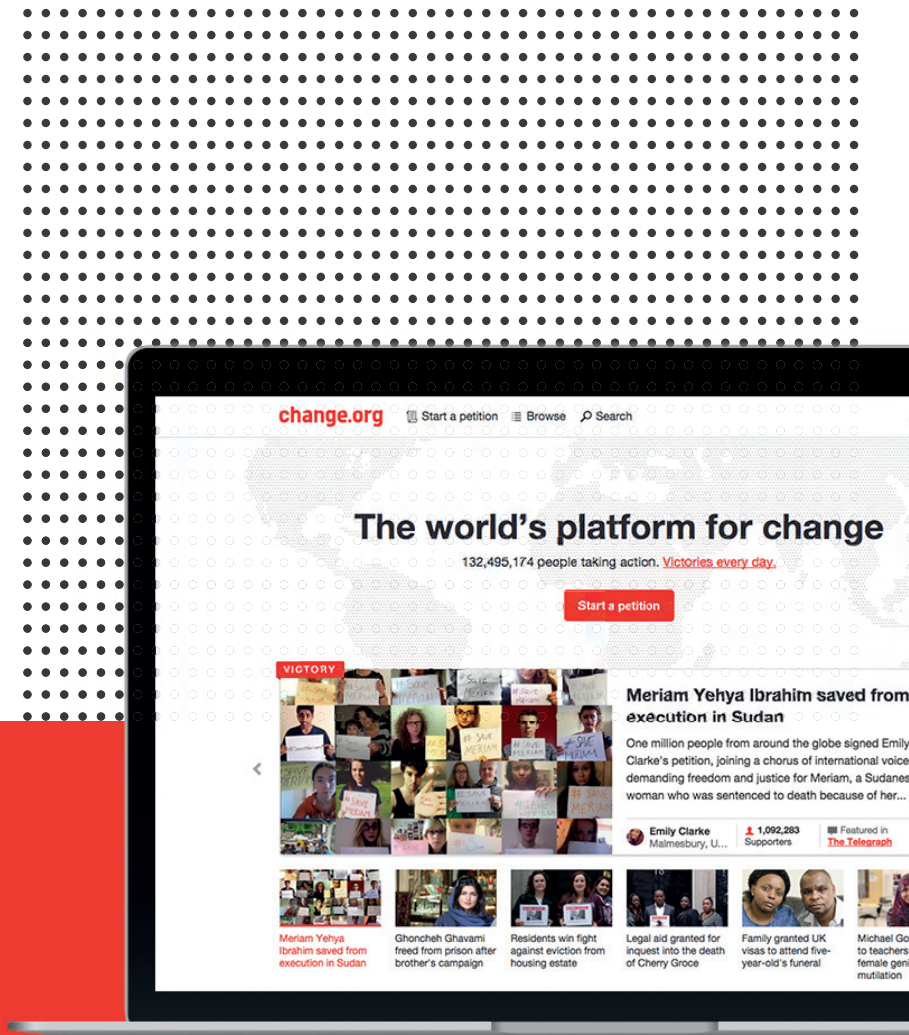
"At work we spend an unhealthy amount of time thinking about petitions, and definitely sign a lot of them as we have seen the user's journey first hand," said Tom. "But we are there to empower the petition starter and be there to advise them on their journey."

"There isn't a day that goes by that I don't see a petition and think, wow that's interesting!" agreed Pascale.

To keep up to date with the latest petitions on Change.org UK, head to [change.org/en-GB](https://change.org/en-GB)



LUCINDA REID





# WILL YOU BE LUCKY THIS ST PATRICK'S DAY?

*Thursday 17th March 2016*



Follow: [@Spindogs](https://twitter.com/Spindogs) on Twitter for  
more information











# Neil Rayment

IT HAS A RING TO IT

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*We caught up with Neil Rayment to discuss the new chapter of his bespoke jewellery business, as it undergoes a rebrand*

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Asking for someone's hand in marriage is arguably the biggest moment of a person's life, and there is one man in South Wales who understands this more than most.

Neil Rayment has been designing and manufacturing bespoke jewellery and silverware, including engagement rings, for over two decades and loves the emotion behind each of his creations.

"With each of my projects there is always a new sentiment and value," explained Neil. "As soon as I start making the product, I channel my client's emotion."

This personal approach is something that Neil has always portrayed through his designs, but somewhere along the way, his brand did not exude the same personable nature.

"The name of my business, Advanced Jewel Craft, originated because I was keen to go into rapid prototyping technology, and I wanted to get the balance of the high tech with the craft," said Neil.



In the year 2000, Neil realised that the emergence of CAD in the industry would be the future, and he wanted to "jump on the bandwagon". At this time Neil was working in London, and he was keen to explore this sudden rush of software in the jewellery industry.

"I did a survey in Hatton Gardens and asked the jewellers their thoughts on the new CAD software. Some of them wanted to burn me at the stake, as they thought I was ending the art of hand making!" laughed Neil. "There was a real snobbery and ignorance about the whole thing and it took a long time to educate people. "



Fortunately, others said that they wanted to pursue it and in reality it just became another tool of manufacturing. You still need the expertise and design, and you have to understand the materials and craftsmanship."

Luckily, Neil stuck to his gut instinct and pursued this new technology, which in turn created his brand, Advanced Jewel Craft. Over the years, this brand served him well, and after leaving London and relocating to Cardiff his business flourished. For Neil, Cardiff was a wonderful opportunity as it was a place without a jewellery quarter and did not have someone with his particular set of skills.

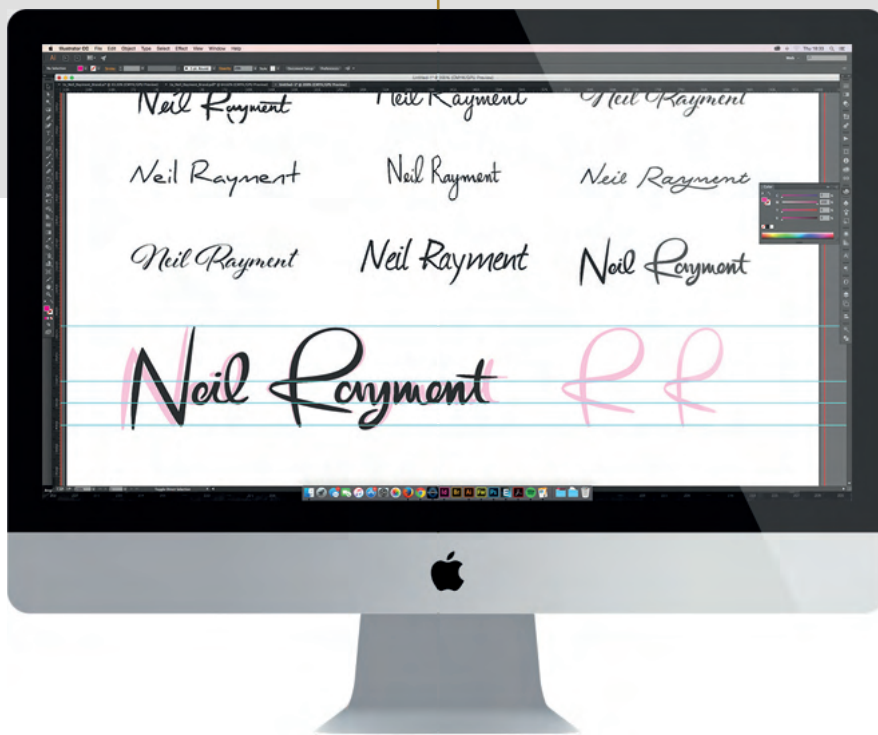
"I brought the business to Cardiff so that I could introduce my skills of master-making to the marketplace, which I have now successfully done," said Neil. "I am very much integrated into businesses now and independent shops use me as a master-maker manufacturer."

However, with this growth came a dilemma as the name 'Advanced Jewel Craft' wasn't aligning with his trade work. Neil soon found that he was setting aside his old brand and created a new one in 2004, called 'Adamas', which was geared towards manufacturers and independent retailers.

#### NEIL'S SIGNATURE

*We created the branding using key elements of Neil's signature to create a personalised logo.*





# Neil Rayment

This did not mean that the bespoke side of Neil's business was dissolving, quite the contrary, as word of mouth meant that his designs were in demand. Consequently, Neil realised that it was time to rebrand his bespoke business, but this decision left him unsettled.

"I was really confused when I decided that my name should be the brand," said Neil. "I started to think, what really is my profile? Who do people see me as? Why do they recommend me? Is it important that my name is attached to it? So I thought, right okay, I am an award winning designer, why aren't I using my name?"

These questions led Neil to Spindogs, as he had previously worked with the team on the original Advanced Jewel Craft website.

What Spindogs have done is be very flexible and contrasted my ideas. They have been absolutely brilliant and done exactly what I asked.

- Neil Rayment

"I had been contemplating this change for the last three years, but until you get someone else's professional opinion and then have them in your corner, fighting for you, it is hard to know when to begin." said Neil. "But I met up with Spindogs and I said, 'right that's it, where are we going to go?'"

After extensive research to establish what his brand meant to him, Spindogs started to create ideas for Neil's new brand. At first, the concept of a signature was agreed, but once Neil saw it on paper, he became unsure. Doubting his initial decision to make his brand his name, he asked Spindogs to create another branding concept so that he could see a contrasting idea. Spindogs obliged and Neil took both options to his friends and family for their opinion. They all agreed that the signature was the right direction as they felt it portrayed a personal, bespoke and caring brand. This was exactly what Neil wanted to convey so he knew that it was time to take the plunge.

"That was the hard part but now I am committed to it and I am very excited about the branding. It feels like a phoenix out of the flame moment for the business, which is brilliant," said Neil. "It feels like there is no stopping me now!"

Spindogs is currently working on Neil Rayment's new website which incorporates the new brand, keep your eyes peeled for more updates!



LUCINDA REID



BEAUTIFUL BESPOKE JEWELLERY

About Neil Rayment >>

## THE HOME OF BESPOKE JEWELLERY

A multiple award-winning silversmith and goldsmith with over 20 years' experience, Neil has established himself as an eminent figure in British jewellery design.

[Find out more](#)

Neil Rayment

NEW WEBSITE COMING SOON

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# FACEBOOK ADVERTISING

Five effective, but often neglected techniques



*From remarketing to creating custom audiences, this is why Facebook advertising should be an important part of your strategy in 2016*

Whilst advertising on Facebook has been part of many marketers' arsenal for a number of years, there are occasions where tactics can grow stale and campaigns may not be as profitable as they once were.

If your Facebook marketing campaigns could do with a refresh in 2016, have a look at these five effective, but normally neglected, techniques.

# 1.

## Dark Posts

Dark Posts are one of the most effective methods of advertising on Facebook, and while it may sound somewhat underhanded, it shouldn't put you off! By using Facebook's Power Editor it is possible to create posts specifically for advertising campaigns, meaning that they won't actually be published to your page.

This feature allows you to create posts specifically for different sections of your target audience. For example, you may want to tailor content to different age groups, existing customers or clients or based on interests.

# 2.

## Custom & Lookalike Audiences

Facebook allows you to upload a list of your own customers and newsletter subscribers and will cross reference the provided e-mail addresses to create a Custom Audience. These will be specifically those on your list that used the same e-mail to register their Facebook Account ready for advertising.

You can also generate a "Lookalike Audience" from your Custom Audience based on Facebook users of a similar demographic and interests.

# 3.

## Behaviours & Facebook Partner Categories

There can be times where you want to reach new Facebook users and your previous targeting methods aren't working. Fortunately Facebook offers two powerful advanced audience targeting options for marketers.

The first is known as Behaviours which allows you to reach people based on their purchase behaviour, device usage etc.

While some of the data is only available to those in the USA, there are plenty of Behaviour targeting features available for UK advertisers. Some of the options include residential profiles, digital activities and travel behaviours.





# “ NEVER STOP BUILDING YOUR AUDIENCE

Facebook Partner Categories offer additional targeting options available for those in the UK, United States, France and Germany which are created by Facebook's third party data providers. They are packaged targeting options to reach people on Facebook based on their off-Facebook activity such as Frequent Travellers and those who are Newly Engaged (within 6 months).

Depending on the business you are promoting, Behaviour could be worth trying. For example, a Mortgage Advisor could target those that Facebook sees as 'likely to be a first time buyer' in their catchment area and display advertising to them offering their services.

Likewise, a photographer could target Facebook users that are newly engaged in an attempt to get their booking ready for the big day!

## 4.

### Remarketing

Have you ever looked at a product, decided not to purchase it and wondered why it is suddenly following you around the internet? This isn't down to coincidence, this is an advertising method known as remarketing and it's incredibly popular and profitable for many marketers.

Facebook allows you to display advertising to users who have previously visited your website via a Customer Audience. You can tailor your Audience further by specifying that you want to target people who have visited specific web pages, or viewed certain web pages but not others. For example you could target users who viewed the checkout page of your ecommerce store, but did not complete their purchase so didn't see the order confirmation page.

# 5.

## The Carousel Ad Format

The Carousel Ad Format allows advertisers to showcase multiple (three to five) images and links in one ad for both desktop and mobile users.

This format allows advertisers to be quite creative and showcase different products or services. For example a ticketing website could showcase a number of upcoming events, while an online store could showcase different products from a particular range.

Many marketers have reported a significant increase in engagement and click through rate with this type of ad format when compared to the standard image ads.

The reporting functionality available for Carousel Ads is also pretty useful as it highlights which links in the ad are performing best and gives the option to let Facebook optimise the order of the images based on engagement and expected performance.

If you think your Facebook advertising strategy and campaigns could benefit from a fresh approach and a new set of eyes, get in touch because we'd love to help!



**JON WALKER**

“

**THE  
BIGGEST  
RISK  
IS NOT  
TAKING  
ANY**

”





The background of the entire page is a vibrant red color. Overlaid on this background is a complex network diagram. It consists of numerous circles of varying sizes, some solid and some dashed, connected by thin white lines. These lines form a web-like structure that spans the entire page, with a higher density of connections in the top and bottom corners. The circles and lines are in a lighter shade of red than the background, creating a subtle yet intricate pattern.

# THE SPINDOGS COMMUNITY

## A who's who in the world of Spindogs

The Spindogs team might be made up of 23 individuals but we count 100s more as part of our community. As this issue of BARK Magazine is centred on the theme of community we wanted to celebrate our connections, and illustrate that the work we do at Spindogs HQ is only the beginning. If you aren't part of our community yet, we hope you are soon.

**Community to me  
is having a group of  
people around you  
that you can trust  
and exchange ideas  
with freely.**

—  
**Liam Giles**  
SPINDOGS



## Chwarae Teg

We were invited to pitch for their new website in 2006 and worked with them on their brand and web development for the next 9 years.

### What they do:

They help to ensure that women in Wales can enter the workplace and develop their skills to create rewarding careers.

### What we do for them:

We created their website and their logo in 2006, and we continue to have a close relationship with them. Angharad is currently doing the Agile Nation 2 Career Development Programme for Women to gain an Institute of Leadership & Management Level 3 qualification. Lucinda is also taking part in the Step to Non-Exec program, which Chwarae Teg set up with Seren.



## Meet:Market

Rockadove host these events in association with the CIM and we have worked with Rockadove for many years.

### What they do:

Host unique and informal networking events for local marketers.

### What we do for them:

Attend their events.



superwoman

## Superwoman

Spindogs heard about Superwoman through their fantastic reputation and then networking.

### What they do:

Founded by Bethan Darwin, the first Superwoman conference was held in 2005 with a conference every year since, hosted by a panel of excellent female speakers. In addition there are smaller get-togethers organised throughout the year.

### What we do for them:

We attend the conference each year and designed a cookbook for them in 2009.



## Woko Woco

We know this networking group through a variety of contacts.

### What they do:

Hold 3-4 events per year for Cardiff based executives to network in an informal setting. For example, there famous Beaujolais Day event.

### What we do for them:

Attend their events.





## Geldards InTouch

We have known Geldards for many years, both by reputation and through friends who work there.

### **What they do:**

Networking events for business people in Cardiff.

### **What we do for them:**

Attend their events.

**Community is about people with a shared environment and/or shared beliefs and motivations. A group unified in some way.**

**Sara Pepper**  
CARDIFF UNIVERSITY



## Ignite

We became aware of Ignite as they promote the events heavily on social media and we were connected with most of the founders on Twitter.

### **What they do:**

A networking event with speakers that talk about random topics.

### **What we do for them:**

We attend the events, and last year our Marketing Assistant, Charlotte, took to the stage and did a presentation!



## Tenovus Cancer Care

Lisa Buckley, Head of Individual Giving, formerly A&B Cymru, introduced our Account Director, Claire, to the Annual Ball Committee in 2013. In the autumn of 2015 Claire then became the Chair for the committee of the 2016 event.

### **What they do:**

Tenovus Cancer Care offer help and support to cancer patients and their families throughout Wales. They bring treatment, emotional support and practical advice to communities.

### **What we do for them:**

We are Tenovus Tuesday Club members, Claire is Chair for the Annual Ball Committee and Liam recently took part in Jail and Bail, a fundraising event where he raised £737.



## Bluerock

Liam has known Bluerock's founder, Linda Narbeth, for many years. They met as part of the leadership and coaching organisation Vistage.

### What they do:

They hold meetings once a month for SMEs looking to develop their business through learning opportunities.

### What we do for them:

Liam has spoken at one of their meetings and regularly attends their events.



## Rubicon

We connected with Rubicon through Arts & Business.

### What they do:

Community dance organisation.

### What we do for them:

Our Technical Director Dave is a Board Member for Rubicon.



## Seren Group

Spindogs developed a relationship with Seren through Chwarae Teg and their initiative 'Step to Non-Exec'.

### What they do:

Seren Group have been providing housing and support to people since 2004.

### What we do for them:

Lucinda, our Content Editor, is part of the Step to Non-Exec programme, an opportunity to learn about the governance and the role of Non-Executive Directors.

**Community is a group of people who look out for each other and help each other out, not just when help is asked for but when they can see that help is needed and not being asked for.**

**Bethan Darwin**

THOMPSON DARWIN LAW





INVESTORS  
IN PEOPLE

## Investors in People

Our team has evolved organically and we wanted to assess our capabilities and identify areas for improvement.

**What they do:**

Internationally recognised accreditation that helps to set the standard for better people management.

**What we do for them:**

We were awarded the IIP General in 2012 and then the IIP Bronze in 2015.



## Wales in London

Spindogs began attending these events following a recommendation from Dan Langford, Group Marketing and Communications Director, Acorn Group.

**What they do:**

Host networking events in London.

**What we do for them:**

Attend their events.



## Econsultancy

Econsultancy is well-known in the industry and we have used their resources since they first launched.

**What they do:**

Lead the research for our industry and always have their fingers on the pulse of digital in the UK.

**What we do for them:**

Draw on their insight and attend their training days.

**Community to  
me means people  
living or working  
together and  
providing mutual  
support to each  
other for no  
personal gain.**

**Howard Jones**  
INVESTORS IN PEOPLE

# DO **BOOK**-TO-**FILM** ADAPTATIONS RUIN A GOOD STORY?

*Gareth Gwyther and Ben Hayward discuss whether a good book can successfully transfer to the silver screen*

# NO

Before I begin this impassioned defence of movie adaptations, I should probably start by admitting that I'm not much of a book reader. Movie-making is the art form that I grew up with so I have always valued Spielberg over Shakespeare, Kubrick over Kerouac and Tarantino over Tolstoy. If we leave my personal bias to one side though and look at the list of the highest grossing movies of all time, you will see a common theme. *Jurassic Park*, *Harry Potter*, *James Bond*, *Lord of the Rings*... All of these started out as words on a page and every single one of them is a cultural phenomenon that has benefitted from the success of its film adaptation.

Astoundingly, it's estimated that as many as 45% of movies made in the Hollywood system are based on books! I don't see this as a bad thing though. If you were to go outside and ask the general public how many of them have read the *Ant Man* comic book series prior to its release this summer or how many have read Ian Fleming's *Casino Royale*, I would wager that the stats are low. Due to the commercial success of their adaptations, *Ant Man* is now a household name and *James Bond* is at the peak of his box office powers. Where would these franchises be without a film series?

This is even more evident when the film far outshines the book; the original *Jaws* novel was a financial success but received a lukewarm response from critics. Contrast this to Spielberg's

big-screen adaptation a year later in 1975 and the differences in critical opinion are vast, with the original author benefitting tremendously from it.

Even if a film adaptation adds little to the story, movie-making is such a big business now, the effect that a film adaptation has on the profile of the original source material cannot be underestimated!



**Ben  
Hayward**



# YES

Throughout the years there have been instances where I have read a great book and then heard that it's going to be made into a film. I would then rave to everyone about how good the film will be, but ultimately end up looking stupid because the film was terrible.

When a book is transferred to screen, it often gets the 'on-screen treatment' and this results in the original source becoming damaged by a bad film. If I recommended that you read Phillip Pullman's *The Golden Compass* or *World War Z* by Max Brooks, you would be forgiven for thinking the book is awful because the films received bad ratings.

*The Golden Compass* is a great example of a bad book-to-film transition. The producers of this film attempted to build a franchise around the story, much like *Harry Potter*, but unfortunately they didn't achieve the same results because Pullman's

story addresses many controversial themes. This meant that *The Golden Compass* had to be heavily edited and a lot of content was removed. In my opinion the book was a masterpiece and the film ended up being a hollow husk of the story because of the severity of the edit and blatant attempts of merchandising.

Similarly *World War Z*, a complex book that was a collection of short stories told by multiple characters during a zombie apocalypse, was then turned into a film that missed the mark. In reality it was just another film that starred Brad Pitt and had an okay ending. The only things the book and the film had in common were zombies and the title.

Also, when you read a book you inject your own imagination into the story you are reading. You start to feel that you know the characters, they might even be like someone you know. You immerse yourself into a world of make believe narrated by the author.

Consequently when you see your favourite book on screen and see how the producers have changed the author's narration you feel cheated and angry. Do I want to see any more of my favourite books turned into films? No I do not!



**Gareth Gwyther**







# FRONT-END DEVELOPMENT

## In the Spotlight

*In the last issue 'In the Spotlight' showcased the Support Team; this time it is the turn of the Front-End Team. Here's everything you need to know...*

### Meet Nathan...

As a Front-End Developer, my philosophy is that a website should have great content and imagery, whilst providing a good user experience that is accessible to everyone, regardless of their device or browser. I am a self-taught Front-End Developer and prior to joining Spindogs I spent 18 months studying the latest web technologies.

### What is front-end?

Front-end development handles everything visual on a website, so what you interact with. My role involves developing the visual aspect of the website using web technologies like HTML, CSS, JavaScript and many more!

### Why do I like working in front-end development?

Personally I find that the visual and interactive aspect of a website is very appealing. Front-end development is a rapidly progressing industry, and I enjoy researching new technologies and methods that provide us with a more efficient way of approaching tasks. I also enjoy the creative aspect, as I am able to build a fully interactive and responsive website from the flat layouts.

**Since August 2015 Nathan has developed 17 websites!**

# Project Lifecycle

1

## 1st POD

This is the first opportunity to discuss the project and find out our clients' requirements. The POD will include designers, marketing, support, front and back-end and the project manager, so that we can all provide ideas.

2

## Design

The designers will begin work on the layouts and the Front-End Team will work with them to ensure that there aren't any technical limitations between the design and development.

3

## 2nd POD

This is an opportunity for the team to see the initial layouts and provide feedback. The Front-End Team looks at the designs for technical issues and make suggestions about interaction.

4

## Front-End Development

Once the designs have been signed off by the client, the front-end development begins. The Front-End Team is given a file which has the layouts, typography and colour scheme so that they can bring the design to life.

5

## Quality Assurance & Testing

This is an important part of the development process as it ensures that the website works on mobile and desktop as well as a variety of browsers, e.g. Chrome.

6

## Back-End Development

Once the website has been checked and tested, the Front-End Team passes the website to the Back-End Development Team so that they can implement functionality. This will include the CMS.

7

## Content Upload and Finish!

The website is now complete and ready for the content to be uploaded to the CMS.



**NATHAN FORTT**

# BRANDING

# 101

*Our designer, Jon Bauer, explains his passion for branding and the differences between a rebrand and refresh*

## WHAT IS A BRAND?

**W**hen you ask someone to think of their favourite brand usually the first thing they think of is the logo, but a brand is much bigger. Put simply, it is the associations that people make with your company product, service or team. Your brand allows you to influence how customers feel about your company and if you are perceived to be trustworthy, honest, friendly or pioneering.

There are many factors that contribute to how your customers feel about you, so it is important to get all the elements right. Obviously the logo is really important, but how it's used is equally as important. Think about your stationery, corporate identity, social media, tone of voice, online and offline marketing, even face to face interaction, as they all contribute to your brand message.

As a company evolves so must the brand, or it runs the risk of being perceived as outdated and overtaken by competitors more in touch with the market place. In

today's market standing-still is no longer an option, businesses must be prepared to move with the times or risk losing touch with their existing client base and not engaging with new customers.

Keep your brand relevant, because a brand that is visually outdated will make customers think what you are offering is also outdated.

You wouldn't keep the same haircut and flared jeans for 20 years, so why keep the same brand?

## Rebrand or Refresh?

When developing your brand you have two options, a brand refresh or a complete rebrand.

## Rebrand

A rebrand is a chance to rethink and evolve, not just your image, but also your core values and messaging. It provides you with an opportunity to develop your identity, reconsider your audience, who you are and what you need your brand to say about you. Often a rebrand is the perfect solution for someone changing the service they offer or branching out into new markets, perhaps you're predicting growth in a new area of your business and your brand needs to reflect this.

## Benefits of a Rebrand

- You will be more equipped to promote your new service
- Deliver a more accurate representation of your company as it is now
- A revisited set of brand guidelines to refocus the visual style and messaging of the business

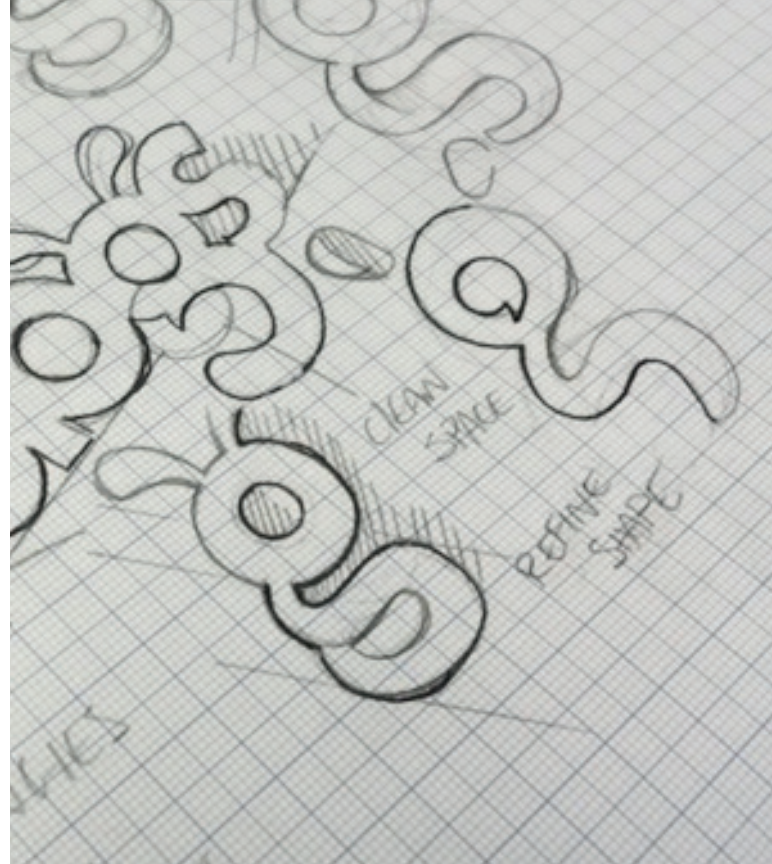


## Refresh

A refresh involves taking the current brand and giving it a makeover. It will maintain a visual connection to the existing brand, but will be more aligned with the company's current business objectives and next phase of growth. It also gives you a chance to show your customers you are switched on and current, without completely overhauling your identity.

## Benefits of a Refresh

- Will still be recognised by your existing clients and network
- It can be easily phased into your existing marketing activity
- An opportunity to refocus your core style and messaging




Here at Spindogs we have opted for a refresh. Our current logo has served us well for the past seven years but it is due an upgrade, as we want our brand to reflect the way Spindogs has grown and be more in-line with the services we offer. We won't try to re-invent the wheel, it's merely a case of stripping back any unnecessary ornamentation and tidying up the elements that give our mark its character. It's very important that we maintain the personality we have cultivated over the past decade but we also want our brand to be aligned with the company we are today.

Keep an eye out for the new and improved Spindogs branding, and if you are interested in a rebrand or refresh, myself or one of the design team will be happy to talk through your options.



**JON BAUER**





spindogs

# WILD WEST PARTY

## *Introducing The Spindogs Saloon*

This year we set ourselves the task of turning Spindogs HQ into The Spindogs Saloon! Cowboys, Cowgirls, Indians and In-laws were all welcome and we even hosted a cacti or two. We wanted our guests to be transported from a chilly December evening in Cardiff Bay to the heat of the desert where horses were ridden and tequila drunk.





# THE SPINDOGS SALOON

EST 2004

As ever the biggest decision of the planning stages was what flooring we were going to use. In the last two years the Spindogs HQ floor has been transformed with sand, snow and even eight bags of playground bark. To follow on with tradition, this year was no different, and we covered the floor with 155L of sawdust. Not only bigger and better than ever before, but most definitely messier! We were intrigued as to what people were going to dress up as to visit the Saloon. We expected a few cowboys but when our first guest walked through the door as an Indian medicine woman we knew it was the start of good things to come. Not only did we not recognise our good friend Ruth with her transformation, but she went on to win the best dressed competition!

As always we had our trusty photographer Chris from Magenta who was on hand to take some snaps of the evening, which are all available on our Social Media channels. We also had some great food supplied by Spiros Caterers, but I think it's safe to say the star of the show was our wonderful magician Bryan Gunton, who managed to mesmerise our guests all night with his card tricks and illusions.

Now the excitement of Christmas is over, planning has already begun for our Summer Party 2016! We will be turning HQ into yet another weird and wonderful experience for you all to enjoy...

Watch this space!



**Charlotte Cook**



Abi Markey, Emma Waddingham (Emma Waddingham Consulting) Matt Gadd, Liam Giles (Spindogs)



Claire Brown, Nia Richards (Bobath) Olivia Farrell (Spindogs)



Hannah Cook (Circle IT) Charlotte Cook (Spindogs) Vanessa Oldham (Circle IT) Cait Myers (Health Wise Wales)





Vanessa Oldham, Hannah Cook (Circle IT)



Liam Giles (Spindogs) Becky Lloyd, Jade Tambini (Yolk)  
Phillip Roberts (Catalyst Growth)



Rachel Jones (Arts & Business Cymru) Liam Giles ( Spindogs)  
Becca Lloyd (Arts & Business Cymru)



Ruth Steggles (Fresh Air Coach)  
Claire Swindell (Spindogs)



Andrea Norton, Ian Norton (Bridgecall)



Jon Bauer, Rhys Ashman, Charlotte Cook, Tom Deacon , Matt Gadd  
(Spindogs) Marie Davies (Magenta Photography)





Gwion Rhisiart (Taff Housing) Rhys Ashman,  
Jon Bauer (Spindogs)



Jane Egan (Ludlow Street Healthcare)



Louise Swindell (Arts & Business Cymru)



## 60 SECONDS WITH: BRYAN GUNTON

*Meet Spindogs' favourite magic man, Bryan Gunton*

### **When and why did you first become interested in magic?**

*My interest started at the age of 8 with a Paul Daniels magic set for Christmas. Fascinated, I wanted to learn everything straight away.*

### **What is it like to be a professional magician?**

*Well where to start? There are long hours, lots of driving, working unsociable hours and dealing with people who have had a bit too much to drink. It's not all bad though, I get paid to go to parties, meet famous people and then make them smile.*

### **Who is the most famous person that you have performed magic to?**

*I would say Len Goodman, but I also love working for the TV chefs like Heston and Raymond Blanc as they were all very nice.*

### **What's the best part of your job?**

*Lots of spare limes for mojitos.*

### **What other magicians do you admire?**

*Paul Daniels is still to me a giant. The amount of years on a prime time slot and the vast amounts of material he performed was staggering.*

To find out more about Bryan visit his website, [bryangunton.co.uk](http://bryangunton.co.uk), or follow him on Twitter [@bryangunton](https://twitter.com/bryangunton).



# MAKE ELLIE'S DREAM COME TRUE

*Our finance manager, Paula Paddick,  
is raising £45,000 for a life changing  
operation for her granddaughter, Ellie*

"Ellie is 6 years old and loves reading and wants to be a Princess, Teacher and Pop Star when she grows up! Ellie can walk short distances, but needs to use her wheelchair on longer distances, as her legs have become painful and stiff. The effort taken to walk makes her physically tired and her balance is affected, meaning she falls down easily.

There is an operation called Selective Dorsal Rhizotomy (SDR) that can help Ellie to lead a full and active life. SDR surgery has proven very effective for permanently reducing spasticity in children with cerebral palsy, especially those with spastic diplegia, which is what Ellie has.



The Saint Louis Children's Hospital Centre for Cerebral Palsy Spasticity has the most experienced team in the world, having performed this highly specialised procedure on over 3,000 patients.

The surgery involves the surgeons locating the dorsal nerve roots, where spasticity is located. These rootlets are then divided and the abnormal rootlets are selectively cut, leaving the normal rootlets intact. This reduces messages from the muscle, resulting in a better balance of activities of nerve cells in the spinal cord, and thus reduces spasticity.

Ellie will also require a second operation whilst at the hospital called Percutaneous Lengthening. This operation is to lengthen Ellie's hamstring muscles which will also help to make walking a lot easier.

We have been told that following the operation Ellie will be able to sit and stand in a better posture, transition between sitting and standing easily and she will be able to walk in all environments without her wheelchair. Most importantly, she will be able to play with her friends and sister like any other child her age.

To change Ellie's life we are holding a variety of fundraising events so that we can raise £45,000 for her operation in America. This is an ambitious target but we are determined to make our dream come true."

## SUPPORT ELLIE

If you would like to support us, please visit Ellie's justgiving page: [bit.ly/ELLieSDR](https://bit.ly/ELLieSDR) or to find out about Spindogs' future fundraising events for this cause contact [CCook@spindogs.com](mailto:CCook@spindogs.com).



# HELP US HELP THEM



16  
JUL

## Alzheimer's

It's A Knockout Corporate Challenge

Get ready for the most exciting corporate event you will ever take part in! This Summer we are offering businesses the opportunity to go head-to-head for the title of 'Alzheimer's Society It's a Knockout Champion'.

**Venue:** St Peter's Rugby Club, Minster Road, Cardiff

**Email:** natalie.demaid@alzheimers.org.uk

**Call:** 029 2047 5579



14  
APR

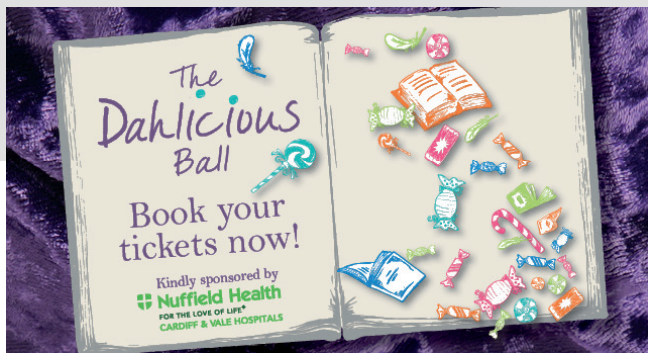
## 2 wish upon a star

Charity Golf Day

Following the success of the 2014 charity golf day, 2 Wish will be running another this year. Teams are welcome to take part for the charity, each team price is £340 and this includes complimentary golf shirt.

**Venue:** Roman Road Course at The Celtic Manor Resort, Newport

**Email:** events@2wishuponastar.org



4  
MAR

## Tenovus

The Dahlicious Ball

An evening full of funtastic entertainment and scrumptious food. Tickets cost £75 or £750 for a table of 10. Your tickets will include a whizzing champagne reception, three course delectable dinner and delightful dancing till the early hours.

**Venue:** SWALEC Stadium

**Email:** eleri.bateman@tenovuscancercare.org.uk

**Call:** 029 2076 8864



26  
JUL

## British Heart Foundation

JCP Swansea Half Marathon

With over 8000 runners, the JCP Swansea Half Marathon is Wales' second biggest half marathon. Experience live bands along the route and receive a bespoke medal at the finish! Join the #HeartRunners team and help us raise vital funds for the fight against heart disease.

**Venue:** Swansea City Centre

**Email:** heartrunners@bhf.org.uk

**Call:** 0844 477 1181



# BOOK CLUB

ROGER HORBERRY &  
GYLES LINGWOOD

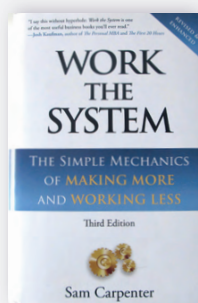
## READ ME



If you want to know what it means to write for brands in the 21st century then pick up a copy of *Read Me*. It is described by its authors as the book they wanted when they first started their career in copywriting and it's easy to see why, as it's bursting with useful information. The book includes examples of excellent copywriting, nuggets of advice from successful copywriters and then challenging activities to help the reader practice their skill.

Although the content is incredibly interesting, its flaw is that the copy gets lost amidst the striking imagery. Ironically, the design of the book makes *Read Me* difficult to read. That aside, even if you just skim through the pages and read

the advice from the book's contributors, you'll glean some helpful information. It is also a great book to leave on your coffee table!



SAM CARPENTER

## WORK THE SYSTEM: *The Simple Mechanics of Making More and Working Less*



*Work the System* tells the story of an American chap who was in a bad place both personally and professionally, before having a light bulb moment about everything in life being a system that can be analysed, documented and improved upon.

Although the book takes a while to get into, his story of applying an engineering way of thinking into his entire life is very interesting. The second part of the book is definitely worth a read as he details the system itself and provides templates for elements that he created for his own business.

You might not become a 100% system evangelist but this book can definitely help you to utilise the theory within your business.



RICHARD HALL

## BRILLIANT MARKETING:

*What the Best Marketers Know, Do and Say*



'The first rule of marketing is that nothing is impossible!' This book is perfect for anyone who wants to learn more about the best ways to market their product or brand.

Hall's book looks into a number of different marketing solutions such as Advertising, PR and Sponsorship, offering top tips and the most appropriate ways to apply them to your brand. Although at times this book does deviate from more modern aspects of marketing, it allows you to look at how 'old school' marketing can still be relevant today.



COOKING WITH SPINDOGS

# THE BAKE OFF

*Our star bakers, Jon Walker &  
Sean Giles, whip up a chocolate cake*



JON WALKER



SEAN GILES



# JON'S HEALTHY CHOCOLATE CAKE WITH A RASPBERRY SPREAD

The Spindogs office is full of chocolate enthusiasts, so when it came to 'The Bake Off Challenge', a chocolate cake seemed like the obvious choice!

I made the decision to embark on a healthier lifestyle at the beginning of last year, and while I have found healthy meals quite easy to make, I've discovered that good tasting healthy snacks and desserts are more difficult to find.

Although there are a lot of "healthy" chocolate based baking recipes to be found online, the quality of the taste varies significantly. My recipe is based on a combination of recipes and my own ideas on what would work well. The goal for the recipe was to be high in protein, relatively low in carbohydrate, low in fat and tasty enough to appease a chocolatey craving. This recipe achieves this and can be easily customised by replacing the raspberries with walnuts, or adding chocolate chips for example.



## JON'S RECIPE

- 1 cup porridge pats
- ¼ cup almond flour
- 1 whole egg
- 6 tbsp liquid egg whites
- 1 avocado
- ¼ cup almond milk
- ½ cup 0% fat Greek yoghurt
- 3 scoops chocolate whey powder
- 1 scoop vanilla whey powder
- 3 tbsp cocoa powder
- 1 tsp baking powder
- ½ cup unsweetened apple sauce
- 1 cup raspberries
- 1 cup Walden Farm's raspberry fruit

1. Blend the porridge oats to make a flour like consistency and then add them to the rest of the dry ingredients (almond flour, whey powder, cocoa powder & baking powder) and mix them together.

2. Then scoop out the avocado and blend it with the liquid egg whites and almond milk, before placing them in a separate bowl along with the other wet ingredients (Greek yoghurt and egg).

3. Once the wet ingredients have been mixed, add the dry ingredients and mix again until the mixture forms a smooth batter texture. It may be quite tough to mix at first, but it quickly gets easier to do! At this stage add the raspberries and gently mix them in.

4. Scoop the mixture into a non-stick cake tray and smooth it over to create a consistent shape and then place in the oven (heated at 180°C) for around 20 minutes. To test that your cake is done poke it with a cake tester or skewer and see if it comes out clean. If it does, your cake is ready!

5. Leave it to cool and add the raspberry fruit spread. While I added it on the top, you could cut the cake in half and place the fruit spread in the middle of the cake.

6. Place the cake in an air tight container over night for the topping to set and then eat the next day!



## SEAN'S RECIPE

- 175g unsalted butter, softened
- 175g golden caster sugar
- 3 eggs
- 3 tbsp golden syrup
- 40g ground almonds
- 175g self-raising flour
- 40g cocoa powder

### For icing

- 225g plain chocolate
- 55g dark muscovado sugar
- 225g unsalted butter, diced
- 5 tbsp evaporated milk
- ½ tsp vanilla extract

1. Start with the icing. Put all of the ingredients into a heavy based saucepan and heat gently, continuously stirring until all melted together.
2. Pour the icing into a bowl and put into the fridge to cool for 1 hour, or until spreadable.
3. Heat the oven to 180°C and line two 20cm sandwich tins with greaseproof paper.
4. Soften the butter and place in a bowl with the sugar. Beat together until light and fluffy.
5. Gradually beat the eggs into the butter and sugar then stir in the almonds and golden syrup.
6. Sift the flour and cocoa powder into another bowl and then fold into the mixture. If very thick add a little water to make a dripping consistency.
7. Divide the mixture into the two lined sandwich tins and bake in the oven for 30-35 minutes. Check they are cooked, when a skewer inserted into the centre of the cake comes out clean, it is ready.
8. Cool in the tins for 5 mins and then turn out onto a wire rack to cool completely.
9. When cooled spread a layer of the icing onto one half of the cake and sandwich them together. Spread the rest of the icing all over the cake.



## SEAN'S STODGEY CHOCOLATE CAKE WITH BUTTER CREAM ICING

I do enjoy a bit of baking from time to time, and although my signature dish is a lemon drizzle cake, I let Jon decide what cake we should bake this time. I had never made a chocolate cake before so it was quite nice to have a go. I looked through my cookbook cupboard (which needs a good sort out) and found a couple of books that had recipes I could use. I settled on this one as the instructions were clear and the technical side gets as hard as sifting and stirring!

The one thing that caught me out was the order in which to make things. Once you have melted the ingredients for the icing you then need to leave it to cool for 1 hour which is not always ideal. To speed this up (I was doing it on a school night), I poured the icing into a baking tray and put it into the fridge so that it would set faster, this worked a treat. The other thing I always find tricky in this sort of bake is the mixing of the butter and sugar. If you can get the butter really soft this helps as otherwise it fires all over the kitchen!

Other than these small points it was very easy to make this cake and the result is a delicious sweet treat that can be enjoyed with a cup of tea... several times in the day!



Spindogs Competitions

# GET INVOLVED TO WIN!

At Spindogs we work hard AND have fun, so take a break and test yourself with these brain teasers. Remember to tweet **@Spindogs** once you have the answers, the first five people that are correct will win a special prize!

## CAN YOU SPOT ALL THE DIFFERENCES

There are 15 to find, good luck.



## WORD SEARCH

V V V E B R V W C P F S Y S O R K J E E  
G G A T K V E G Y O R S L P D A I B L A  
H T L N H B X M N E Q W S X P R F G W Q  
L M S G S I J B P F E J C P K S O N Q X  
P P W I Z A Z O K F D I R Z I O S W O D  
B L T S H Q L R G H U Q E C G N C K D B  
P E N E A E V I V P L A A C L W D Z C A  
H V K D V N T K M A I I T S K Z U O T H  
X Q S E T P I V G F D M I E U M S C G T  
Y B D F C J V V W C Q I V F R P W T K S  
C O Q Q Q L A T I G I D E G D S Y S D L  
V H G U X J Z P P Z R T H F Y K H H Q Q  
K B J C O H J S G U U X J W M U B P G I  
G T P B J Q U C X P R R I P Z B H N K U  
T Y U X Y L C B H C P E Z S K C F B P G  
I N S T A G R A M V L G X F T U D N A A  
F Z P U A X R D J B R P G C M D B M B B  
M R F T H P X M F P S H V L D B E K Q D  
Q D R J G L L P L D T O I V Y O I E N T  
D F A I M H M B J U K P N C B L O G U C

ADWORDS	GOOGLE
BLOG	INSTAGRAM
CREATIVE	SPINDOGS
DESIGN	WEBSITE
DEVELOPERS	
DIGITAL	

## CAN YOU UNSCRAMBLE THESE WORDS?

Clue: think digital

LOGNYHECOT

CRUMPETO

LIARTHOGM

ONSIVECTOR



