

WORKPLACE

Good looks make for happier staff

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For those who do work at home, it's important that they don't feel disconnected from the workplace culture. Weekly contact in person for meetings and social time with colleagues can work wonders.

Follow these tips to get the most out of your workplace:

- The No.1 driver of workplace satisfaction and performance is the quality of working relationships. Workplaces that facilitate relationship building and maintenance will help your business thrive.

- Help people connect with their work. Ensure everyone has a place to call their own: many hot desking or hoteling programs alienate staff. Allowing staff to personalise their environment can increase their sense of belonging.

- Give staff the choice and ability to work in either open plan or enclosed, quiet-room spaces. Provide a range of formal and informal team and collaboration spaces.

- If people can work better at home, give them the tools and support to do so.

- Let in the light. Exposure to plenty of natural light and a pleasant outlook enhances people's physical wellbeing and improves performance.

- Understand the demographics of your target workforce and the role location plays. The CBD is a powerful attractor for younger professionals whereas operational roles may be better suited to suburban locations.

- Your workplace conveys your employment brand. Make sure the design captures the essence of your firm's culture and values (both overtly through graphics or images, and subtly through layout and other cues).

- Look after the little things. Ongoing issues with temperature, ventilation, desk height and screen glare distracts and dissatisfies employees. Gestures such as free fruit and attractive breakout spaces demonstrate concern for staff and increase satisfaction.

MARKETING

Get real to get seen



Robert MARSON

IT'S 7.30am, raining and you're trudging out of the train station to work when a large bearded bloke dressed in a pink tutu hands you a Fisherman's Friend and tells you you'd have to be 'away with the fairies' not to like it.

You've just been on the receiving end of 'experiential marketing', and if it's done well you've been reminded of a funny TV ad, you've got a smile on your face and, if you like the free sample, you might pick Fisherman's Friends the next time you buy mints.

Experiential marketing is marketing jargon for a more advanced form of face-to-face street promotion, where companies try to give potential customers a brand experience in a real-world environment.

It can be particularly powerful where customer trial is an important factor, such as the launch of a new food product or computer game; or where there's a complicated consumer education message that needs to be conveyed face to face.

Smart marketers have realised that simply flooding the streets with ever present and over-friendly staff handing out flyers can actually damage the brand they want to promote.



Marketing rethink: Letterbox drops won't get your business noticed

Effective experiential marketing campaigns need to be creative and strategic in order to reach the right people, inform them about the brand and have an impact.

They can be especially effective at special events such as festivals and sporting occasions. These provide a controlled environment where potential customers are more relaxed and receptive — provided the marketing campaign adds to the event in a positive and relevant way.

At their core, effective experiential

marketing campaigns recognise that they have to earn people's attention by being relevant, entertaining and creative.

Keep in mind that there's a fine line between giving an audience a positive experience and harassing them.

Brands that think and work hard will be rewarded with potential customers who are receptive and positive to the message being delivered.

Robert Marson is director of marketing communications firm Killer Whale. Visit www.killerwhale.com.au

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