



AUGUST 2021 | ISSUE 2

# WELCOME TO PART DEUX

Well what a few weeks it is has been for the country and indeed Re-Sauce. When we wrote our first newsletter, we had no idea just how busy it was about to get, despite COVID and lockdown.

So apologies that this 2nd newsletter has been sometime in the coming...

Since March we have been absolutely non-stop working on all sorts of business consultancy projects. Most of those were under NDA and so we have been unable to publicise them, however they provided us with an excellent chance to re-acquaint ourselves with the industry and colleagues again.

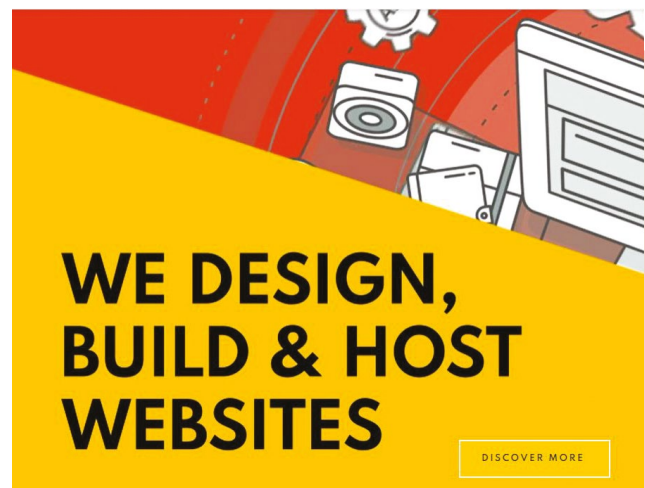
When we first launched, a lot of people just considered us as a 'Press & PR' agency, partially due to the way we initially presented ourselves. However we are first and foremost a business consultancy. We not only help companies and brands write a business and sales strategy, but through our vast range of contacts we can also deliver sales introductions as well.

Off the back of the business and sales consultancy, we then have a full service marketing, press & PR agency. This means we are very much a 'one stop shop' for any brands who want to develop their UK, EMEA or indeed Global business. To reflect the level of business consultancy we have been undertaking, we decided to make a few subtle tweaks to our logo and video. So those of you who were eagle eyed, might have spotted those ☺ If you didn't then our recently adapted video is now on the site, just click [here](#) to see it.

During lockdown many of us spent a lot more time at home than we ever have done. To recognise the important role that pets played in our overall mental health and well-being, we decided to run our first ever Re-Sauce Social Media Campaign. Re-Sauce offered everyone the chance to enter their favourite pet picture and these were judged by the team at **AV News** and Dan Clarke's lovely little Yorkie **Lucy** ended up winning and was apparently thrilled with all her new toys and bed. ☺



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As face to face to events started to open back up, we were really pleased to attend and network **PSCo**'s amazing new facility during London Digital Signage Week. It was great to catch up with **Stuart Holmes** and **Alex** and bump into the fabulous **Cha Cha** from Peerless again.

Many of you will be aware of the close relationship we have with **Gary, Steph** and all of the team at **rAve Pubs** and so in June this brought about a very unexpected, but very exciting opportunity. Due to the UK quarantine laws, Gary, Steph and the team were unable to attend the **ISE London Roadshows**. Therefore they contacted Gordon to see if he would be able to assist. Never one to shirk a challenge, Gordon and the Re-Sauce team stepped up and Gordon and Richard provided all of the coverage from London ISE, including an exclusive interview with **Mike Blackman** at ISE the morning after. This was not only great fun, but provided some excellent coverage for Re-Sauce itself. If you haven't seen any of this, simply click [here](#) to see the overview and the numerous individual brand interviews.

Re-Sauce is proud to serve as an exclusive EMEA partner with THE rAve Agency and its **LAVNCH** offerings, bringing you the best in the industry through virtual, hybrid, and VR experiences. LAVNCH events serve the cross-section of virtual education, thought leadership, live trade show coverage, and immersive stand interactivity.

This partnership will ensure that your stand at the next show, such as **ISE** or **InfoComm**, will receive maximum exposure and coverage in a totally new way. Our combined knowledge and years of experience mean that you will differentiate your brand on the show floor and virtually, creating value and accessibility. Check out examples of our hybrid experience and VR technology. So come talk to us if you have a booth at ISE 2022.

Of course during all these amazing months, we had the small matter of the Euro's and the feel good factor that brought the country and we at Re-Sauce all did our bit to help increase the share price of the UK breweries.

On the Press & PR side - We are pleased to confirm that we have picked up a number of new clients and these include **HYPERVSN** which is an absolutely fantastic company, with an amazing range of 3D holographic products. Kiryl and Art actually showed the product back in 2012 on Dragons Den and 3 of the 4 Dragons wanted to invest. However they turned that down and instead were recognised by Richard Branson amongst others and finally launched at CES 2017 to worldwide acclaim.

There is no question in our minds that this will be the future of Digital Signage and we are currently working with **HYPERVSN** to refurbish their London Showroom into a London Experience Centre, re-develop their website and help finalise a Global Sales, Marketing and PR plan. It's been a lot of hard work, but we are thrilled to be working with them. If you haven't already seen the product, then why not pop along to the Peerless-AV Lords event on Thurs 16th and Fri 17th September, as they have a booth. Register [here](#).



Another brand we recently signed is **Jetbuilt**. Jetbuilt offers system integrators both small and large a fantastic 'quoting software system'. This cloud based solution allows SI's to put together a more professional looking sales quote in a fraction of the time it would normally take. If you want to know more about this product, just contact us here at [hello@re-sauce.net](mailto:hello@re-sauce.net) and we will put you in touch or you can sign up for a free trial [here](#).

**Marketing & Social Media** - Alongside all the Press & PR work, we have continued with a number of top secret sales strategies. One of Re-Sauce's key USP's is not only can we help brand write a solid Sales & Marketing plan, but we can actually help deliver them. There is no doubt that this has paid dividends not only for Re-Sauce but all the brands we are now working so closely with.

Finally a quick mention to **Stu Coe** and **Emily Fox**. During the past month or so and since the UK lockdown has started to lift, we have seen a massive uplift in marketing enquiries. Stu and the team are absolute experts in B2B marketing, from planning out to delivering a fantastic website, to something as simple as creating a great video. On the social media side, Emily is amazing at what she does and is busy helping both Re-Sauce and all our clients in that regard. I would therefore like to thank not only Lee and Ian for their ongoing support, but all the backroom team at Re-Sauce who have made our first 6 months so amazing.

**On the blog!** - Last but by no means least... Re-Sauce has published regular blogs on both business matters and indeed more latterly on Gordon's own personal business journey. We would like to thank everyone who has taken the time to read and respond to these. We believe that they have provided not only a great source of knowledge, but helped people realise why the Re-Sauce management team have been successful over the years.

So if you want to know more about how to develop your business in such uncertain times, please don't hesitate to contact us here at Re-Sauce [hello@re-sauce.net](mailto:hello@re-sauce.net).

With summer upon us, we hope everyone manages to stay safe and healthy and also get some well deserved R & R, after what has been one of the most difficult periods for business that we can ever remember.

No doubt we will all catch up at a face to face event, as September and Q4 brings some great opportunities to finally meet up again at a number of face to face events. I for one can't wait to get out to InfoComm (if we are allowed ☺☺) and so excited to attend both **TRIC** in September and the **AV Awards** in November. Only this week Gordon managed to grab a coffee with the lovely **Elle East** who now works for Philips and reflects the great contribution that Ellie and Women in AV like her provide our industry.

Due to our recent growth we are also hiring ☺. We are looking for an experienced PR, someone with exceptional copywriting skills and a decent agency all-rounder. Ideally we would like to find someone with some industry experience, but not essential. We are very happy to consider a part time role and it would initially be working from home anyway and so might suit someone who used to work full time and now just wants to keep themselves connected to the industry. Ping us now if you know anyone who suits [hello@re-sauce.net](mailto:hello@re-sauce.net).

Re-sauce  
225 followers  
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It's been an honour to cover the **Jetbuilt** booth over the last two days at **#iselondon** For any event enquiries please contact us at [hello@re-sauce.net](mailto:hello@re-sauce.net) **#events #proAV #ise**



In closing, lets hope medical science keeps all of us and the world safe as we start to break free from the shackles that COVID brought about... AND that we are all allowed to get out to Florida!

**All the best from  
all of us here at Re-Sauce!**