



Code of Best Practice sets benchmark for print media

Take One Media is the UK's leading distributor of brochures and leaflets to potential customers for the UK's top tourism destinations and attractions. Literature is distributed to our 6,000 stands and 14,000 other outlets through our six regional centres across the UK.

Take One strives to provide a knowledgeable and personal service in each region with high levels of professionalism and expertise, and a concern for quality. This charter summarises the key elements of our approach.

1. Up-front honesty

We look to build long-term relationships and so try to paint an honest picture of how we work in order to propose the solution that best matches the customers' objectives.

What do we do - Tell customers what is booked - the location/type of stand, frequency of servicing, the likely amount of brochures or leaflets to be used

And what do we not do - Place leaflets/brochures in stands other than our own, put more than one leaflet in a rack slot, tamper with or remove any competitor stands – except in those instances where the site is exclusively contracted to Take One, 'inflate' the number of leaflets required to increase the overall price or send copies of any leaflet or brochure to outlets without the outlet or the customer requesting first

2. Delivery of Service as agreed

Having agreed a programme of activity we will deliver the service as described and talk through amendments to this programme if leaflets are not moving as quickly as we expected.

3. Monitoring Standards

We monitor the quality of our product on a regular basis. The appearance of the rack, the outlet, the rack's location in the outlet and frequency and quality of servicing are key so we have a range of measures to keep abreast of the situation – including formal, annual audits and ad-hoc checks throughout the year by other staff.

4. Accurate and transparent reporting

Recent investment in hand-held technology means Take One is able to manage all activity more closely and can produce immediate and detailed information on the progress of each campaign.

All activity is carefully scheduled and sent directly to the driver. We can then collect all key information as we put the leaflets out, including all placement details by leaflet – so quantity, location, date.

5. Active involvement in the Tourism Industry

We are supportive of the travel and tourism industry and so are actively involved with the local tourism organisations that promote travel and tourism.

6. Investment

We have invested in technology, new stands and new products in recent years; and will continue to do so in order to increase our effectiveness in communicating with consumers.

7. We are environmentally conscious at all times

**For more information contact our sales team on 0800 389 6636
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