

O2, t-mobile and orange essay



**ASSIGN
BUSTER**

Organisations use many different types of documents to communicate with buyers, suppliers and staff. To complete this task I am going to use two documents from three different companies, I have chosen to use publications from three mobile operators, O2, T-Mobile and Orange.

I am going to start with the sales brochure from O2. The publication is easily recognised as a brochure from O2. The purpose of this document is to attract attention to its self, O2 have a well established brand, so by having their established logo littering the front cover will make this happen. There are two phones on the front cover, they have been set against a backdrop of trees and a sunset, the colour of the sky also makes the brochure stand out as a publication produced by O2 - as they are the only mobile network provider in the UK to use blue. The purpose of this document is to get potential new customers to buy a phone and tariff from O2, as well as trying to get existing customers to upgrade. This sales brochure has an intended for an audience sixteen plus.

PurposeThe purpose of this document is to catch the eye of customers to make them pick the brochure up and take it home. To be able to fulfil its purpose the brochure needs to be eye catching, interesting and informative. And sell the brand of O2. **Suitability for purpose** To see if this document well suited to its purpose I have asked two people what would make them pick this brochure up; one said that they would pick this brochure up as it looks like an ideal brochure to pick a gift from, and this person was also intrigued about the golden duck.

The other person I asked said that they would pick this brochure up as firstly, it states that it is free, secondly they said they would pick it up because of the pictures at the bottom of the front page, Palm Pre, Laptops and the O2 Joggler. This document has many good points in which it is suitable for its purpose, firstly the document is set out in 'plain' English, and there are not any technical terms that the potential customers won't understand. The pictures are all clean, there isn't any pixilation, they are not stretched and the pictures of the phones have been taken at a high resolution, this shows massive detail. The text is also very clear to read, and it is of the right size so that people won't have to squint to read it. Each phone depicted has its own specification table that is easy to understand. The overall presentation of this document is clean, there are no images that are out of place, O2 have used the seasonal theme to their advantage, and the seasonal white colour is used throughout this publication.

At the top of every odd numbered page there are three ways in which customers can get in contact with O2, these are: 1) Visit a store 2) Freephone (08442 02 02 02) 3) Website (o2. co. uk/shoponline) However there are some bad points about this publication, one of these is that there is a lot of 'white' space around the pages where the phones are advertised, this space could be put into use by advertising accessories for the phone or other O2 deals. Another bad point of this document is that when it is advertising a flip phone or slide phone they only show the closed position, for example on page eight of the O2 Sales Brochure they are advertising two Sony Ericsson mobile phones, the Sony Ericsson Jalou (Amethyst colour) is

shown closed, this could deter customers as they cannot see the screen or if the buttons are traditional push buttons or touch screen.

The size of the screen isn't in the specification. The same goes for the Sony Ericsson W595, this is a slide phone, however you cannot see the screen. The specification for the W595 does not mention that it has a camera, it only focus' on the fact that it is a Sony Ericsson Walkman. Purpose The purpose of this document is to catch the eye of customers to make them pick the brochure up and take it home.

To be able to fulfil its purpose the brochure needs to be eye catching, interesting and informative. Unlike the bigger ' Shop' brochure this brochure has the added purpose of being handed out in the street. Suitability for purpose This smaller brochure entitled ' Extras' only has twenty-two pages, however as the title suggests this brochure only has ' Extras' for the phones that are offered in the main ' Sale' brochure. Much like the ' Sales' brochure all of the pictures of the products for sale in the ' Extras' brochure are of high quality. Also all of the products are numbered so their descriptions are easily identified.

As I did before I asked two people what would make them pick this brochure up and take it home, the first person that I asked said that they would take it home because of the quality of the pictures, and also because the brochure tell the reader what phones the extras work with, this not only helps the reader but also helps O2, they have listed the products with which the extras will work, this will also help reduce refunds. The second person I asked also commented on how all of the different makes of phone had their own page of

accessories, this made it easier to select the correct accessory. Purpose The purpose of this document is to catch the eye of customers to make them pick the brochure up and take it home. To be able to fulfil its purpose the brochure needs to be eye catching, interesting and informative.

To sell the brand of T-Mobile. Suitability for purpose To see if this document well suited to its purpose I have asked two people what would make them pick this brochure up; one said that they would pick this brochure up as it looks like an ideal brochure to pick a gift from; the first person I asked said that the rhetorical question on the front cover was intriguing, this person said that they also liked were the contact details were positioned, at the top right of every other page. (Odd numbered pages) 1) Visit a store 2) Phone (0845 412 2468) 3) Visit the website, (t-mobile. co.

k) The second person I asked said that the two people on the front cover were smiling because perhaps they had seen good deals within the T-Mobile brochure, and that alone would be enough for them to take the brochure home and select a new handset. Both of the people that I asked commented on how easily it was to pick a handset from a selected tariff; all of the handsets that are on pay monthly for example, are on one page, both people said that this arrangement would make browsing easier and quicker for people looking for gifts. This brochure good and bad points, some of the good points are that all of the text within the brochure is easy to read and the specifications for the phones are really simple, there are not any abbreviations people won't understand. However the brochure does have some bad points, on page seven, ' Gifts for them' there are two products by

Trendz, there are Trendz socks and Trendz pouches. The socks displayed are of each design available, and there is only one price, i?? 3.

1, as there is no small print customers could think that it is i?? 3. 91 for the pair. The same goes for the Trendz pouches, three pouches are pictured and only one price is visible, and as before there is no small print. This time I am going to write about a brochure from Orange, entitled ' the business' the fact that a title is supposed to start with capital letters, suggests that this company are laid back and not all about business. However with a title like that it may deter some people from picking it up.

Some business men / women might be interested in the Sir James Dyson interview about beating the recession, the brochure also states that it is free; this will entice more people into picking it up especially during this economic downturn. Purpose The purpose of this document is to catch the eye of customers to make them pick up the brochure and take it home. To be able to fulfil its purpose the brochure needs to be eye catching, interesting and informative. To sell mobile phones that are locked to the Orange UK network and accessories.

Suitability for purpose Like I have done for the previous documents I have asked two people on their thoughts about the document. The first document from Orange is entitled ' the business', the first thing person that I asked said that the colours used on the front cover are too dark and that he would not pick this document up, he also said that the title ' the business' is off putting, making him think that7 this document would be one that should be sent to businesses rather than available to be picked up in a shop by the

general public. The picture on the front cover is of a Blackberry; these are more commonly seen to be used by businessmen / women, not the general public. However the popularity of the blackberry among teenagers has risen.

The second person I asked said the fact the document says that it is free, would entice them to pick it up and browse through it. However this person went on to say that they have filled up this brochure with an interview from Sir James Dyson. On page five of the document there is a ' hot' offer, the new HTC Hero, the picture of the phone is of high quality, this is an advantage to the customer as they can see the phone in detail. Likewise on the next page (page six), there is a high quality picture of the new Blackberry Curve 8520, to complement this picture there are four up close pictures of the new Curve, these pictures are numbered and to the left of them is a description of the part of the phone pictured.

On page thirteen, there is a column, on the right, that suggests that this document is not only for business use, a jargon buster, this includes a key of diagrams that Orange use next to their phones. Purpose The purpose of this document is to catch the eye of customers. The customers should be drawn to this document and be made to feel that the document was created solely for them. This document is also an informative leaflet rather than a sales brochure. Suitability for purpose This document is a great brochure to pick up as it has all of the information when travelling abroad - how it will affect the customer's tariff when they use their phone abroad.

It tells the customer what numbers to text Orange so they can setup certain services and what these services will cost them.