

## Case Study : JC Leisure Connexions Ltd

Having understood the need to globalise JC Leisure Connexions Ltd, contacted UKTI for various reasons, whether it be tax, marketing, sales, recruitment etc. UKTI “recommended” JC Leisure to contact The European Marketing Agency as a marketing and recruitment resource.



JC Leisure are the UK’s leading wristband and lanyard reseller, covering major festivals, concerts, hospitals, charity events etc. At first a review of the website site in place was needed. TEMA put together a design and after a few tweaks we had an easy to use and effective website. Unlike most of its competitors JC Leisure does not use eCommerce, as they have in-house sales staff how find the best deal depending on your specific requirements.

You need to get your home market right before wanting to go else where, the initial costs for JC Leisure where for their website. The website being the main source of contact for the clients, JC Leisure had to review their website. The UK website build and design costs where amongst the regions of £2’500.

JC Leisure’s first global target was France. After having decided that due to the nature of the products the best way to penetrate the French market was to completely localise.



This included:

- French **rebranding**
- French **website** (localised)
- French **domain name**
- French **telephone number** (freephone)
- French **bank account**
- French **employee**
- French **translation**



Once these elements implemented, JC Leisure was ready to conquer France (for just £1,400) – and are successfully doing so. JC Leisure were helped greatly by the fact that their web localising Account Exec was William Mudd who has dual French English nationality and has a European marketing background – TEMA employees are 75% native multilingual.

Next came the Germany and Austria which again TEMA has 10 years of experience selling and marketing into these countries. The same rules apply, with slight modifications such as payments – the Germans are quite particular in which method of payment they use. TEMA successfully implemented both JC Leisure Germany and Austria websites for less than £1,800.

TEMA will globalise your website, and get you trading overseas at a cost built round your company and its needs – we also incorporate standard multilingual SEO. [Get in touch now!](#)

“TEMA were great to work with and responsive to our international marketing needs. They were quick, efficient and knowledgeable when it came to web globalization and we intend to roll out to more markets with their expertise and excellent account management. And the whole programme was timely and cost effective.” **Steve Cain, Director**

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