

emotional rescue

# CREATIVE BRIEF



\* CAUTION! PLEASE READ CAREFULLY!!!

OUR RANGES

WRITING JOKES

SUPPLYING YOUR JOKES/ARTWORK

SUBMISSIONS AND PAY

CONTACT US

# OUR RANGES

We've been publishing greetings cards for 25 years and are the UK's no.1 Humour publisher! We supply better known high street stores and supermarkets such as W.H. Smith, Clinton Cards, Tesco, Asda and Sainsburys to name a few, as well as little independent stores.

We also have a spiffingly good personalised card website [www.thedogsdoodahs.com](http://www.thedogsdoodahs.com).

This brief will tell you a little bit about Emotional Rescue, how we work and how to submit ideas/artwork to us. If you have any questions once you have read through the brief, please do not hesitate to contact The Creative Department.



## ON-THE-CEILING

Established for 25 years, this instantly recognisable range sets the standard for retro humour and remains the consumers' Number One choice.

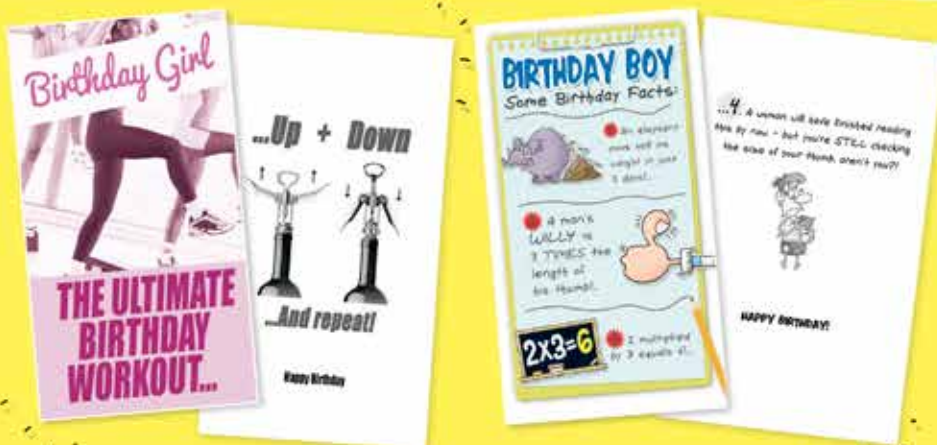
Its iconic black and white retro presentation, 'signature' font style, combined with strong, contemporary humour, has ensured this popular brand has not only stood the test of time but continues to go from strength to strength.



## Face Ache

Face Ache has been the market-leader for 30 years and a more traditional looking humour card.

Face Ache continues to have everyone giggling with strong, commercial humour and highly appropriate subject matters. The range consists of page 3 punchlines, jokes, poems and tall-tales.



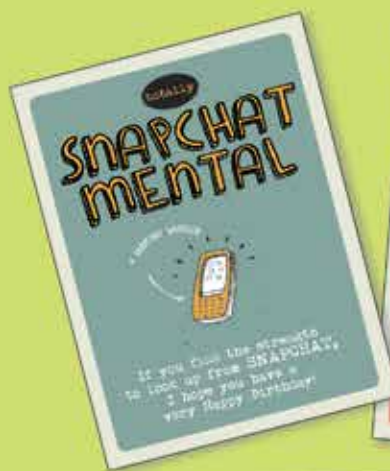
## WET YOUR WHISTLE!

Wet Your Whistle is a fresh approach to retro humour, with highly targeted content with striking 'boozy' words.

It has broad appeal - contains both male and female material.







## OFF THE WAGON!

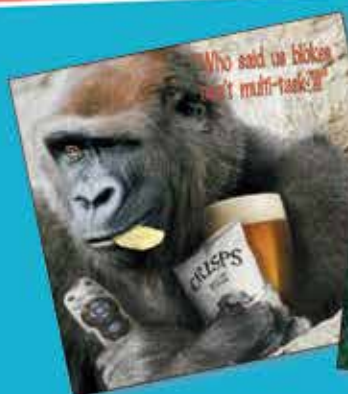
Off The Wagon is a bright and breezy contemporary, humorous range of cards with up-to-date subjects from technology to boozing.

It has broad appeal - contains both male and female material.

## NORBERT & VAL

Cheeky fun-based around Norbert, Val and their family. (He's a little stupid and she's a little overweight!)

Everyday life and topical, commercial jokes add to the success of this range.



## VIRTUAL SAFARI

Another first to market and established for 15 years, Virtual Safari takes a walk on the wild side of humour.

The strength of this range is a combination of enhanced animal images with satirical jokes, pulling the animals into the human world. It literally has everyone roarrrring!!!!

## JAM and TOAST

A recently new arrival, Jam and Toast is a fun and funky text only range.

Funny quotes and slogans about friendship, ageing, drinking, hobbies, drinking, etc. give this range mass-market appeal.



## Ladies WHO LUNCH

Ladies Who Lunch is the femme fatale of the retro world and although relatively new has proved to be a smash hit.

With the look and feel of its older brother, 'On-The-Ceiling', this range is packed full of strong, contemporary humour, but this time with a feminine touch.





# WRITING JOKES AND ARTWORK!

\* THERE WAS THREE MEN IN A BAR...!

## WHAT ARE OUR CARDS LIKE?

Over the past 30 years we have published a vast amount of product. We test all our product before they go on general release. We therefore need squillions and gazillions of new ideas and material on a daily basis.

We try to publish cards that are contemporary and topical, for instance a recent trend or saying, a new item on the market, political situation, or even a successful advertising campaign.

## WHAT SORT OF JOKES DO WE BUY?

We are a humour specialist, so subjects which compliment our ranges are like the subjects mentioned above and of course jokes about getting OLD, getting DRUNK, SEX, breaking WIND and good old TOILET HUMOUR!

Although some topics and language used on our cards may be considered strong, we would not consider or want to publish material that is overtly sexually prejudiced, anti-homosexual or racist. We would not publish material which refers to sensitive subjects such as Aids, child abuse, incest or peoples disabilities. Similarly, we would not consider material that was pro illegal activity.

There are of course limitations but we can adapt any ideas that include unsuitable words to make them publishable. We look at the core of a joke and we're not concerned about a visual or whether it's rough around the edges. Once we feel it has potential we will then identify which range it can best fit into and we will do all the tinkering

## DO WE DO SLUSHY?

We publish punchy risqué product, this does not mean that your ideas have to be rude. Some of our ranges are a little bit 'slushy', see our range 'Snuggly Bumkins' at [www.emotional-rescue.com](http://www.emotional-rescue.com).

We endeavour to cater for all tastes. As we are featured on the high street and supermarkets, we have to bear in mind their stricter guidelines in terms of acceptable product and work out a balance of stronger vs not so strong titles accordingly.

## I WANT TO SEND IN SOME ARTWORK FOR CONSIDERATION?

We always like to keep our ranges like Face Ache looking fabulous! Sprucing here and there means we're always considering artwork styles, including new ranges.

If you would like to send us some artwork variations on a style sheet, we will take a peak and keep them on file at ER Towers.

You can email your style sheet to the Creative Team at [ideas@erescue.co.uk](mailto:ideas@erescue.co.uk).



# SUBMISSIONS AND PAYMENT



\* CA-CHING! ↗

## WHERE DO I SEND MY SPIFFING IDEAS AND JOKES TO?

We ask you to kindly email your submissions to [ideas@erescue.co.uk](mailto:ideas@erescue.co.uk) in either a PDF, JPG or WORD format which we can print out and read effortlessly (Remember we have squillions of stuff to read each day).

## HOW LONG SHOULD I WAIT TO HEAR FROM ER?

ER Towers can be a very busy metropolis. If you haven't heard from us after 3 weeks, please drop us an email at [ideas@erescue.co.uk](mailto:ideas@erescue.co.uk), and one of our creative critterz will be happy to help.

We want to make sure we can respond to everyone, so please make sure you include your contact details in every submission, including your full postal address.

## DID SOMEONE MENTION DOSH?

Once the jolly-old creative juices have kicked in, and we have read your submissions, we will contact you via email or by phone whether we purchase your idea or not.

Should we go crazy and purchase one or more of your ideas, we will pay you **£150** per idea chosen! Not only that, one of our techy bods will immediately and safely, pay it directly into your bank account. (We will contact you to get these details, should you be successful.)

## WHAT IF I NEED TO GET IN TOUCH?

Should you need to pick up the blower or get out your tablet or even purchase one of those stampy thingies, you can contact us by the following...

**Email** - [ideas@erescue.co.uk](mailto:ideas@erescue.co.uk)

**Tel** - 01684 272370

**Post** - Emotional Rescue Ideas  
Unit 6, Miller Court,  
Tewkesbury Business Park,  
Tewkesbury,  
Gloucestershire.  
GL20 8DN

**Web** - [www.emotional-rescue.com/contact-us](http://www.emotional-rescue.com/contact-us)





...AND FINALLY! WHAT'S ARE THESE? Well, if you wish to have a jolly old go at writing for Emotional Rescue, these spiffing retro images of ours may assist you with writing ideas and coming up with the next 'golden egg'!



11002.tif



11007.tif



11008.JPG



11013.jpg



11018.jpg



11019.JPG



11021.tif



11036.tif



11038.tif



11046.tif



11050.tif



11058.JPG



11064.JPG



11074 RR.jpg



11079.tif



11096.JPG



11099.jpg



11103.JPG



11105-BW.tif



11108.jpg



11118 RR.jpg



11119.tif



11122.jpg



11124.tif



11126.jpg



11134 RR.jpg



11137.tif



11139.tif



11143.tif



11145.JPG



11148.tif



11155 RR.jpg



11158.tif



11167.JPG



11168.jpg



11172.jpg



11174.JPG



11177 RR.jpg



11179.JPG



11189.tif



11191 RR.jpg



11245.jpg



11254.tif



11263.jpg



11278.tif



11289.jpg



11299.jpg



11311.tif



11315.jpg



RR-11013.jpg