



Nomas creative ltd

**Zero's the hero!**  
**ODL Markets**  
**promotion**

Urban Studio  
31-39 Redchurch Street  
London E2 7DJ

—

Telephone:  
+44 (0)20 7739 5800  
info@nomascreative.com

—

Rural Studio  
Widbury Farm House  
Ware, Herts, SG12 7QE

—

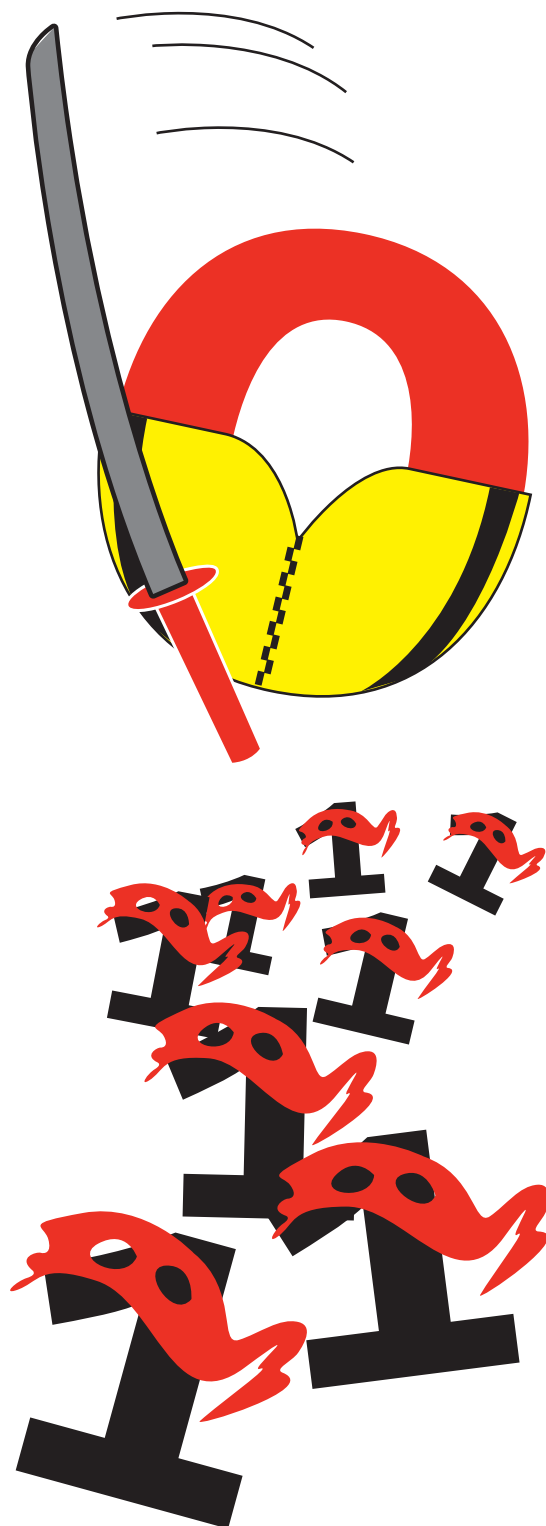
Telephone:  
+44 (0)1920 462302  
info@nomascreative.com

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# Brief:

Following the success of the ODL St Georges day offer, we were asked to further promote Trading Spread Free on FTSE 100 rolling index.

The promotion was primarily intended as an online banner campaign but also included print media.



# Solution:

To imbue the offer with some wit and humanity, we personified the Zero Point Spread as various cultural heroes and screen icons who would slay the One Point Spread.



## 1 Point Spread

Trade spread Free on FTSE 100 index



## 1 Point Spread

Trade spread Free on FTSE 100 index



## 1 Point Spread

Trade spread Free on FTSE 100 index

# Zero Point Spread

Open account with just £1.00



ODL Markets

[Click here...](#)

# On-line Advertising:

The Online campaign consisted of email and banner ads which were distributed to major financial news websites.

Mozilla Firefox Start Page  
 http://www.hemscott.com/

Hemscott: [Log in](#) | [Register](#)    London: 17:02, 16 May    New York: 12:02, 16 May    Tokyo: 1:02, 17 May

**HEMSCOTT**  
 a Morningstar company

**1 Point Spread**  
 Trade spread Free on FTSE 100 index

Home    Companies    Funds    Prices    News    Library    My Money    Advisers

**Company Search**  
 Name or EPIC    
 Advanced Search

**Premium services** »

**Companies**  
**Funds**  
**Prices**  
**News**  
**Library**  
**My Money**  
**Advisers**  
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**Help**  
**Services**

**UK Markets**    FTSE All-Share ↑ 3,200.88 +19.79 (+0.62%)    More...

**Latest Comment From Hemscott**

**BA profits up but gloomy on outlook**  
 Beleaguered British Airways announced strong profits growth and the realisation of its 10% margin target, but said future revenues would be stung by the cost of oil and the Terminal 5 debacle.

**Bloomsbury sees encouraging post-Potter results**  
 Bloomsbury says that blockbuster titles such as Khaled Hosseini's *The Kite Runner* have helped it generate 'encouraging' performance since the start of the year.

**DSG announces restructuring**  
 DSG's new chief executive John Browett has announced a package of reforms aiming at pulling the group out of the doldrums.

**World Markets**  
 Europe    America    Asia

**FTSE 100:**  
 6,325  
 6,300  
 6,275  
 Hours: 8 10 12 14 16

**FTSE 100** +52.50 (0.84%)  
**DAX** +75.50 (1.07%)  
**CAC 40** +25.38 (0.50%)  
 Markets data... »

**Risers & Fallers**  
**Risers (% change)**  
 F&C Asset Manag... +10.99  
 Moneysupermark... +7.98  
 Capital & Regional +6.34  
 Mapeley +6.23  
 British Energy Gr... +6.10  
**Fallers (% change)**  
 Galiform -4.66  
 Marshalls -4.56  
 Findel -4.06  
 Royal Bank of Sc... -3.26  
 Signet Group -2.79  
 FTSE 350 companies  
 Full lists... »

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**What's New on hemscott.com**

- Integration of Hemscott Premium into Hemscott.com **NEW**
- Fund Research via Morningstar.co.uk

Further information »

**Available NOW! FREE!**

**Zero Point Spread**  
 Trade spread Free on FTSE 100 index  
 Click here... »

# Print Advertising:

The promotion was continued in financial publications such as Investors Chronicle, City AM and Money week.

**odmarkets.co.uk**

**Zero the Hero**  
Say goodbye to 1 point spreads...and hello to ZERO  
Visit: [www.odmarkets.co.uk](http://www.odmarkets.co.uk)

Authorised and Regulated by the Financial Services Authority.

**TRADE SPREAD FREE**  
on FTSE 100 rolling index  
Visit: [www.odmarkets.co.uk](http://www.odmarkets.co.uk) or call: 0800 015 61

**INVESTORS CHRONICLE** 6 JUNE, 2008

**Engineering**  
figures in pence

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2007	66	66	66	66	66	66	66	66	66	66	66	66
2008	66	66	66	66	66	66	66	66	66	66	66	66

**BAE SYSTEMS LANDS US TRUCK CONTRACT**  
BAE Systems has won a contract, worth up to \$2.2bn (£1.12bn), to supply up to 10,000 medium tactical vehicles to the US Department of Defense, with \$1.67bn of funding already agreed. The contract also includes a one-year option for the procurement of 10,000 additional vehicles. This is just the latest in a number of contract wins that is adding to an already

**BG COSIES UP TO PETROBRAS**  
BG Group will supply liquefied natural gas (LNG) cargoes to Brazilian national oil company, Petrobras, from July 2008. Petrobras is BG's partner

**SHARE CHAMPIONS**  
THE UK'S B...  
**INVESTORS CHRONICLE**  
23-29 MAY 2008