

## **PRESS RELEASE**

For immediate release

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# **Outsmart announces healthy retainer**

Leeds marketing business Outsmart Agency has secured a retainer with online health supplement business Glasgow Health Solutions for marketing and creative services.

Outsmart Managing Director Paul Harker comments 'I've worked with Ramsay and the team at Glasgow Health Solutions for some time, mainly on [healthyandessential.com](http://healthyandessential.com), their online supplement store, but now I am effectively acting as their in-house marketing director for the group, which gives me the opportunity to become totally immersed in their business and make a real tangible difference.'

Harker is behind the redesign of the group websites, the launch of the Ideal Omega range and the development of marketing collateral for The Essential Health Clinic. Glasgow Health Solutions are also appearing at the Natural & Organic Show at Olympia, London this month, with stand and marketing collateral also designed by Harker.

Owner Ramsay McLellan says 'We're really pleased with the work we've done with Paul, but this is just the beginning. Now our brands exist, we need to take them to market with a prolonged and extensive calendar of marketing events.'

Harker continues 'My background as a Creative Director at McCann Erickson, a Managing Director and as a business owner is slightly unusual. I've spent 16 years at the coal face of marketing services. From helping to launch a Virgin business in the middle East, branding an eco-smart washing powder, to designing an insert that had a print run of 22 million, I've worked in a number of marketing disciplines for a wide range of businesses in just about every sector you can think of. I create the strategy, produce the creative treatment and oversee the delivery with the help of a number of trusted partners. It all means my clients get a truly rounded service.'

**ENDS**

## **Notes for Editors**

Outsmart Agency Ltd was established in Leeds in September 2009. Harker was previously Managing Director of Nourish Agency, Creative Partner at Wish Agency and Creative Director at McCann Erickson Leeds.

Specialisms include: strategy and creative for branding and proposition development, web design, eBroadcast, corporate identity, logo design, direct marketing, brochures/literature, point of sale, packaging and advertising.

Past and present clients have included: Virgin Health Bank, Bentley Motors, Proctor and Gamble, Mitsubishi Motors, QHotels, Welcome Cottages, Leeds Building Society, Simply Washing, Carling, Sol Beer, EuroSites, Morgan Stanley, the Millennium Stadium and William Hill.

For more information contact Outsmart Managing Director Paul Harker on 0794 0469 564 or email paul@outsmartagency.com

Visit the website at [www.outsmartagency.com](http://www.outsmartagency.com)

Glasgow Health Solutions Ltd group of companies includes [www.HealthyandEssential.com](http://www.HealthyandEssential.com) and the Essential Health Clinic based in Glasgow. For more information contact Ramsay McLellan on 08700 53 6000 or email [ramsay@healthyandessential.net](mailto:ramsay@healthyandessential.net)



The IdealOmega range of products, designed by Paul Harker at Outsmart Agency. From left to right, the IdealOmega Blood Test, IdealOmega Taste and IdealOmega3.



Managing Director Paul Harker at Outsmart Agency.