

Case Example

Integrated Marketing Campaign

The Client

S A Partners is a South Wales based management consultancy with a turnover of £5 million and 45 employees.

The Project

To develop an integrated marketing communications campaign for the launch of a business improvement funded programme within a very short timescale. Key issues were:

- No formal identity with which to take the programme to market
- Low levels of brand and product awareness
- Tired market place
- Very short time scales available to take the product to market

The Output

- A brand identity to visualise the concept of the programme
- Launch event designed and managed with key speakers to attract and engage audience
- Interactive website, branded brochures, stationery suite, literature, promotional items, plus coverage in National press was achieved within weeks.
- Tactical activity including telemarketing, branded e-shots, workshops, direct mail, online diagnostics was delivered.
- Case study library developed when the programme began to deliver results.

The Result

- The programme was a success and exceeded the objectives and benefits set for the SME organisations it was designed for and intended to help.
- The brand designed was sufficiently separate from the organisational umbrella brand.
- 100 people attended the launch event and many went on to be recruited as clients onto the programme.

