

# ic Case Studies

**Sector:** Leisure  
**Leading UK leisure provider**

**The challenge:** To launch a new centre within a local market.

**The solution:** To fully understand the company's target audience and the communication methods and messages which would reach them effectively, we undertook a market research exercise which consisted of questionnaires, online surveys and focus groups. The findings of the research provided a basis for determining the communication channels for each market sector - corporate, family, student/youth and stag/hen, plus the key messages and artwork direction.

We developed an integrated marketing campaign and subsequent promotional materials. Communication tactics consisted of print literature, e-marketing including website and ezines, roadshow events, plus attendance at sector specific events e.g. Fresher's Week, broadcast advertising, direct mail and door drop activities, plus outdoor media vehicles including blimps, billboards, scooter posters, building projectors, etc.

**Sector:** Hospitality  
**Online gourmet food retailer**

**The challenge:** Launching a niche product to an international, fragmented target audience.

**The solution:** Development of a marketing plan designed to meet the company's fragmented target audience through mass communication methods.

Recommendations included attendance at a number of food festivals, plus a heavy focus on editorials in appropriate publications and the development of partnership opportunities via farm/organic shops, Welsh societies, tourism board, etc.



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**Sector:** Legal/Financial  
**Bookkeeping and accountancy practice**

**The challenge:** Market penetration strategy within a highly competitive and established sector.

**The solution:** Focusing on the company's previous experience within specific sectors we branded the company as a "leader and expert" in those field gaining a competitive advantage. We then developed a promotional campaign for each sector and accompanying literature.

**Sector:** Legal/Financial  
**Regional law practice**

**The challenge:** Diversification of legal services portfolio.

**The solution:** The client is a major player in the regional conveyancing market, and given the current economic climate, is considering diversifying into additional corporate legal services such as insolvency and company liquidations. We are currently assisting the client to determine the most appropriate strategic direction for the organisation, and beyond that will go on to researching the new target market and developing an integrated marketing communications plan

**Sector:** Legal/Financial  
**Regulatory affairs advisory practice**

**The challenge:** Launching a start-up company operating within the field of regulatory affairs and licensing of medicines to both direct and indirect distribution channels.

**The solution:** Developing a twofold marketing campaign to meet the varying needs of both market segments, including advice on the development of specific literature and delivery of tactics.



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**Sector:** Legal/Financial  
**Financial claims specialist**

**The challenge:** A market entry strategy which would position the company as a major provider in the sector and capitalise on its “first mover advantage”.

**The solution:** We undertook a significant market research phase within the field of financial services which included the identification of an accurate profile of the customer and their buying behaviour. With the information analysed and presented we then developed a targeted marketing campaign which listed the communication objectives, segmentation of customer base, communication tools and subsequent messages, appropriate to each segment.

**Sector:** Legal/Financial  
**Mortgage and insurance portal**

**The challenge:** To secure market share via a differentiation strategy in a market monopolised by several large players.

**The solution:** We developed a market entry strategy to achieve the desired growth, whilst adopting a cautious approach to reduce the threat of reaction from existing players, who were likely to fiercely protect their market share, and who held a competitive advantage through current brand exposure and via financial and human resources. The campaign focussed on a mixture of mass market communication activities including e-marketing and public relations, alongside direct marketing and sales promotion initiatives.



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**Sector:** Construction/Property  
**National building and civil engineering company**

**The challenge:** Development of a market penetration and market development strategy to secure 10% growth rate (£2.2m turnover).

**The solution:** Undertaking a primary and secondary research assessment of the market, internal environment, competitive landscape and customer buying behaviour to develop a comprehensive marketing strategy that would meet the client's financial and marketing objectives.

The marketing strategy was then used to inform the marketing campaign which was fourfold; providing tactics for both market penetration and market development, internal communications activities (to circa 200 employees) and client retention activities.

The campaign highlighted the communication objectives and messages. plus the buyer behaviour for each diverse target sector including prime contractors, housing associations, architects, surveyors, healthcare and education sectors.

**Sector:** Construction/Property  
**Architectural/surveying practice**

**The challenge:** Following a corporate re-branding exercise to expand the organisation internationally, the client required a market strategy with the aim of securing more high profile / high value clients.

**The solution:** Development of a highly targeted campaign to enable the client to compete on an international platform. Tactics deployed included activities which portrayed the client as an international player including website and literature development, editorial in key industry press and attendance at international trade events.



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**Sector:** Construction/Property  
**Leading independent estate agency**

**The challenge:** Re-position the brand via a new identity to assist the company to compete in a fragmented students lettings market.

**The solution:** We undertook desk based research into other agencies operating throughout the U.K assessing how they present themselves to the sector.

We then developed campaign concepts which could become the basis of the marketing campaign and undertook a primary research consultation exercise to identify opinion amongst the organisation's key stakeholders i.e. students gaining feedback on the branding and campaign concepts developed.

The results of this exercise informed the brand identity and campaign concept for the agency, which was subsequently rolled out in a highly focused campaign consisting of print, online and ambient advertising, press, roadshow events, e-marketing, street promotion, plus promotional literature.

**Sector:** Construction/Property  
**Timber construction architect**

**The challenge:** To gain market presence within three established sector groups, each with different buying influencers.

**The solution:** For each sector – construction, engineering and architecture we researched the target audience – their characteristics and buying criteria to develop a targeted plan.

To gain market share and reduce the risk of purchase to the buyer the plan included a number of tactics which would provide our client with greater credibility in the industry.

Marketing suggestions included affiliations with key industry groups e.g Royal Institute of British Architecture, case study style editorials within appropriate publications, in addition to brand exposure through number of national trade exhibitions such as Interbuild, Ecobuild, etc.



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**Sector:** Education  
**Language software developer**

**The challenge:** To launch a new educational software product into the overseas market.

**The solution:** The product is an interactive whiteboard software programme aimed at teaching English as a foreign language, and is primarily aimed at the overseas market.

We researched market opportunities and identified/prioritised a number of channels including selling direct to larger English language institutions overseas, working in partnership with a UK distributor on a commission basis and selling to UK based organisations who receive a large volume of non/limited-English speaking internationals e.g. universities & colleges.

**Sector:** Education  
**Medical education workshop provider**

**The challenge:** To assist a medical education provider with communications messaging and public relations strategy.

**The solution:** The organisation offers taster sessions to those thinking of pursuing a career in medicine across Wales, and was seeking to expand both geographically and into specific branches of medicine.

We assisted the organisations to develop its marketing communications messages as appropriate to different audiences e.g. teachers, pupils and parents, and created interesting editorial content which was subsequently run by a variety of student publications.



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**Sector:** Education

**Educational adventure training**

**The challenge:** Promoting a high value offering to the education sector, which commonly commit low proportions of their budgetary spend to extra curricular activities.

**The solution:** A marketing campaign focussing on the benefits of pupils participating in adventure activities outside the standard curriculum to four target sector - head teachers, teachers, parents and pupils.

Tactics mainly consisted of a launch event and direct marketing. The launch event focussed on an existing client as a case study and took place within its school. It provided the client with the opportunity for directors to introduce the concept, highlight the benefits, explain the process, display the case study and behavioural statistics.

Alongside the launch we recommended the distribution of direct marketing materials to all 126 mainstream secondary schools. Materials included a DVD, kit folder inclusive of case studies, packages and key benefits, plus a promotional pack for parents. To encourage trial we recommended the execution of short taster programmes.



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**Sector:** HR / Training  
**National Business Consultancy**

**The challenge:** Re-structuring of consultancy to compete as a leading industry player within several market sectors.

**The solution:** We undertook workshops sessions to understand the organisation, its objectives and target audience, prior to developing a group structure, encompassing 5 divisions.

We then produced the branding and communicated the corporate change to clients and prospects, plus implemented a marketing campaign for each division, alongside group brand building activities.

**Sector:** HR / Training  
**Leadership coaching and training**

**The challenge:** Assisting an executive coaching consultancy to reach blue chip clients.

**The solution:** Whilst having senior level blue chip experience in previous roles, the Managing Director of this organisation was struggling to break into the market as a sole practitioner. We assisted her to build her brand, developing a brand strategy which reflected the premium and personalised nature of the services offered to personal, business or executive level clients.

**Sector:** HR / Training  
**HR & Recruitment Consultants**

**The challenge:** Assisting a HR & recruitment company to generate new sales leads.

**The solution:** For this organisation we developed and implemented a marketing campaign with the specific aim of increasing recruitment revenues in addition to advising on website strategy and general group branding building tactics.

**Sector:** HR / Training  
**Aviation training provider**

**The challenge:** Developing a brand ethos and identity to enable an aviation consultancy to secure more business with overseas airline operators.

**The solution:** The client was a highly respected player in the field of consultancy and training to Aviation and Industry, having been operating for over 20 years.

We assisted the company to re-brand and develop a range of appropriate materials to target the US and Middle Eastern markets.



# Case Studies

**Sector:** Retail  
**Shoe designer**

**The challenge:** Bringing an innovative product into a competitive consumer market.

**The solution:** We designed a research strategy to assist a young entrepreneur to get his disposable shoe product to market. We also developed survey materials and undertook one-to-one interviews and focus groups with the target market to support the business plan.

**Sector:** Retail  
**Bridal gowns and accessories**

**The challenge:** Opening a boutique store in a rural location.

**The solution:** We created a launch campaign to generate awareness of the unique selling points of the store. Taking into consideration budget constraints, the plan was heavily focussed on public relations, targeted advertising and the implementation of strategic partnerships.

**Sector:** Retail  
**Camping equipment retailer**

**The challenge:** Achieving global brand awareness for a unique product concept in an established market.

**The solution:** We were engaged to develop a high level marketing communications proposal, utilising predominantly online tactics to create global awareness. We also recommended a wide array of inventive outdoor and ambient media coupled with attention grabbing PR stunts to capture the imagination of the target audience.



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**Sector:** B2B  
**Event and commercial photography**

**The challenge:** Achieving the market development strategy of entering the commercial sector.

**The solution:** We advised the client on the redevelopment of his website and associated online marketing tactics, such as online portfolio and image payment mechanisms, as well as advising on design, layout and tone of copy which would appeal to the new market sector.

**Sector:** B2B  
**Data storage supplier**

**The challenge:** Projecting credibility for a new company in a security conscious market.

**The solution:** We advised this new venture on creating a trustworthy brand for the business-to-business market, encompassing both communications and operational materials.

**Sector:** B2B  
**Commercial cleaning equipment provider**

**The challenge:** Repositioning following company takeover.

**The solution:** Given that the client's predecessor had undertaken very limited marketing, we advised the new owners on future promotional tactics for three key sectors – healthcare, education and industrial – as well as suggesting appropriate means of communicating the takeover to existing clients and staff.

**Sector:** B2B  
**Vehicle leasing services**

**The challenge:** Building a sales network for a start-up online leasing company.

**The solution:** We assisted the client to develop a range of mechanisms to secure strategic partners, who would then operate on a commission basis. Partners identified included professional services, sports and social clubs, etc.



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# Case Studies

**Sector:** B2B

**Manufacturer of wooden play/outdoor structures**

**The challenge:** Changing channels, from consumer to trade audience, and entering new geographical sectors.

**The solution:** We developed a tactical marketing plan, segmented by sector, including education, public sector and hospitality, enabling the client to reach organisational buyers rather than end users.

**Sector:** B2B

**Telecomms supplier**

**The challenge:** Doubling turnover by cross selling and raising company profile.

**The solution:** We firstly developed a strategy to enable to client to determine which areas to target, followed by an operational plan highlighting tactics for both customer retention and new customer acquisition.

**Sector:** B2B

**Trade worktop manufacturer**

**The challenge:** Securing grant funding for promotional DVD.

**The solution:** We completed an application for a local authority marketing grant on behalf of the client, enabling the company to gain match funding for marketing spend.

The application required internal and external market review, competitor analysis, product benefits and customer segmentation exercise.



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# Case Studies

**Sector:** Services  
**Provider of care services**

**The challenge:** Marketing to a dual audience – the end user and the influencer.

**The solution:** Recognising that the purchaser of private domiciliary care services may be vulnerable adults themselves or their carers, we developed a range of marketing tactics to reach both audiences, highly focussed on direct marketing and public relations.

**Sector:** Services  
**Commercial cleaning services**

**The challenge:**

**The solution:** With a number of large clients in the South West and Wales, this client was keen to appeal to other major industrial players, and so we therefore devised a direct marketing and PR campaign as well as copywriting the brochure and designing case study templates.

**Sector:** Services  
**Domestic cleaning services**

**The challenge:** Building a brand capable of becoming an attractive franchise opportunity.

**The solution:** We developed a detailed marketing strategy to enable the company to effectively target three key markets (professionals, elderly and families) in order to build a strong and financially sound brand which could later be franchised across the UK.

**Sector:** Services  
**Airport transportation services**

**The challenge:** International marketing for a start-up organisation with limited budget.

**The solution:** Production of marketing plan, involving bilingual communications.

Cost effective media vehicles included e-marketing and public relations activities. In addition, a number of partnership opportunities were identified to build brand awareness, alongside sales promotional mechanisms to encourage trial and repeat business.



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# ic Case Studies

**Sector:** Services  
**Event security and training provider**

**The challenge:** Focussed market research exercise to assist the management team in having a better understanding of their target market.

**The solution:** Market analysis exercise which identified segmented and prioritised key customer groups/sectors to facilitate more effective targeting and achieving a higher return on marketing investment.

In addition we identified, analysed and prioritised further opportunities for growth for the company.

**Sector:** Services  
**Dog grooming and pet accessories**

**The challenge:** Targeting a fragmented market.

**The solution:** Development of a website presence with advice on appropriate key words for internet searches plus assistance with developing relevant partnerships to build brand awareness and appropriate sponsorship opportunities. Furthermore we implemented a number of innovative marketing tactics - such as participation within fashion shows and involvement in "Take your Dog to Work Day" schemes.



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**Sector:** Hospitality  
**French patisserie and tea rooms**

**The challenge:** Market entry strategy for an organisation seeking to become a player in a fragmented market sector with global competitors.

**The solution:** Through identifying competitors' weaknesses and highlighting the client's differentiation we were able to establish a competitive advantage which primarily focused on the company's environmental commitment, the positioning of the sales outlet as a "tea room" rather than the more common "coffee shop" and building on consumer attitudes towards a company based on its perception of the country of origin e.g. France. We recommended developing bilingual materials to clearly convey the French heritage of the company.

Promotional campaigns included a launch event for both the press and the community, involvement in a number of awards in order to build the company's profile, on-street promotions, attendance at relevant food festivals, plus electronic marketing tactics through website, ezines, online directories, pay per click, forums, etc alongside a loyalty scheme.

**Sector:** Hospitality  
**Online restaurant guide**

**The challenge:** Promotion of the directory to both business-to-consumer (potential site visitors) and business-to-business (advertisers) audiences, plus augmentation of the website to compete on a level platform with competitors.

**The solution:** Development of comprehensive packages for advertisers - from premium position banner advertisements to entry level listings which increased accessibility to smaller establishments.

E-marketing and direct marketing tactics were then recommended to promote the packages. Alongside this, we provided a number of tactics for increasing traffic to the site and visitors time spent on the site via competitions, special offers, leading chef's tips and recipes, restaurant review of the month, etc.

To maintain members' interest the plan allocated specific retention activities including online marketing vehicles such as ezines and offline vehicles such as SMS.



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