

Marketing Strategy

BUSINESS-TO-BUSINESS CASE

Client: **Powerday plc** Private sector

Project: Communications audit

Date: 2006

POWERDAY
Innovative - Recycling - Solutions

Brief: With the build of the company's new recycling facility, the business was in the process of massive change and expansion. Before undertaking any planning and strategy work, the company wanted to bench-mark stakeholder opinion.

Outcome: Prior to developing a marketing plan, a perceptions survey was undertaken as part of a communications audit process. The company's first marketing strategy was informed by the audit findings, based on customer opinion rather than assumptions.