

Marketing Strategy

BUSINESS-TO-BUSINESS CASE

Client: **Powerday plc** Private sector

Project: Marketing strategy and implementation

Date: 2006 - 2007

Brief: Post a communications audit the company wanted a Corporate Marketing Strategy developed and implemented, to promote their new recycling facility in north west London.

Outcome: The company's first Marketing plan was developed, establishing a strategic framework for communications. Communications agencies were secured including PR, design and web production. A new brand was developed, along with literature and a website. The new branding was unveiled at the Civils 06 tradeshow. A pre-launch and launch campaign were developed to announce 'we're open for business'.



Marketing Strategy cont/..

Vince O'Shea
Strategy Director
Powerday plc

"The freshening up of our brand and the creative treatment developed fits the brief and reflects the messages Powerday wishes to make to its stakeholders.

Pale Blue Hat has been an invaluable asset... tenacity, application and true professionalism at every step of the way have underpinned our achievements ".