

# Marketing Strategy

## BUSINESS-TO-BUSINESS CASE

Client: **Yorkshire Forward** Regional Development Agency

Project: Marketing strategy for Yorkshire's BREW campaign

Date: 2006



**Brief:** To develop a campaign targeting businesses across Yorkshire and Humber to alert them to the services and information available to them under the BREW programme (Business Resource Efficiency & Waste).

**Outcome:** Following a series of messaging workshops held with stakeholders from a selection of Yorkshire's businesses and BREW partners such as the Carbon Trust and Envirowise a campaign strategy was developed and presented to the sustainability and marketing teams. The campaign has been integrated into the Agency's wider communications activities and rolled-out accordingly.