

TO WHOM IT MAY CONCERN

Business development is the key for all companies and the identification and recruitment of new business executives has never been easy.

Blossom represented an opportunity for 9 Impressions to take some time out to focus on our campaign and to grow the business in the most strategic way.

The initial stages involved some detail planning, design of the recruitment advertisement and the interviews resulting in a short list of suitable applicants. Once we had identified and employed our new business executive, we then began a series of planning meetings which involved reviewing all of 9 Impressions' marketing tools, as well as preparing a detailed training plan.

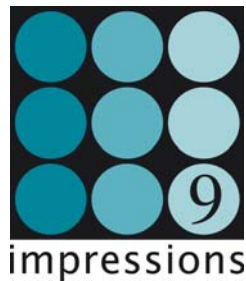
A major aspect of our marketing programme is our website, and through this marketing review it became apparent that our website needed to be completely redeveloped and updated.

Through collaboration with Blossom we developed all content for the website achieving a look and feel that would ensure optimum cut through to our target market. This project underpinned the success of our time with Blossom, establishing our messaging, creating value for the business and the development of all of 9 Impressions' marketing materials.

Our involvement with Blossom has enabled us to move our business development plan forward in a big way; I could not have achieved such a major step without the help and professionalism of the team at Blossom.

I have no hesitation in recommending Blossom as a key partner in business development.

David Pritchard
Managing Director
9 Impressions
15 Carlson Court
116 Putney Bridge Road
London
SW15 2NQ
t + 44 (0) 20 8875 1414
f + 44 (0) 20 8875 1020
m +44 (0) 7785 258728
e david.pritchard@9impressions.com
w www.9impressions.com



TO WHOM IT MAY CONCERN

I came to Blossom with a background of study in the Fine Arts and experience of working in design, arts and management in the commercial and public sectors. Many of the roles that I had worked in involved marketing but did not offer the specialism that was necessary in developing a career in this field.

The approachable, friendly and professional recruitment process at Blossom meant that my skills and background were identified and suitably matched to 9 Impressions' needs. Throughout my time at Blossom I received excellent tailored training and support from their dynamic team, whose wealth of expertise were an inspiration to me and a driving force behind the success of our new business program. Their personal approach gave me the confidence necessary to put the skills that they taught me into practice and allowed me to approach new business creatively.

If you are looking to develop your career in a way that encompasses your full range of skills, I would happily recommend Blossom to you.

Anita Taylor
Business Development Manager
9 Impressions
15 Carlson Court
116 Putney Bridge Road
London
SW15 2NQ
t + 44 (0) 20 8875 1414
f + 44 (0) 20 8875 1020
m + 44 (0) 7824 815398
e anita.taylor@9impressions.com
w www.9impressions.com