

BLOSSOM - CASE STUDY

BRAND IMPLEMENTATION AGENCY - ENDPOINT

BACKGROUND

Endpoint specialises in the niche field of Brand Implementation – working with either architects, branding agencies or directly with clients to ensure that corporate brands are efficiently and consistently implemented wherever they physically exist.

Until they appointed Blossom, their new business activity had focused primarily on architects, but they were keen to reach out to brand decision-makers. However with no processes or discipline in place, they knew they needed a broad-reaching solution to not only find the right person, but also to properly equip them for the role.

THE SOLUTION

After an initial consultation on the level of seniority they should be looking for, we ran an advert for a New Business & Marketing Manager. Via our unique screening programme, Endpoint was able to find and appoint a talented candidate with a sound theoretical knowledge, but requiring additional training in the detailed practicalities of running a new business department.

One of the first challenges in providing a complete solution around this individual was to find a way to articulate Endpoint's brand, so that clients and brand consultancies would be engaged, but without alienating the core audience of architects with marketing jargon. We were also conscious of the need to educate many buyers about the importance of brand implementation – as they had previously found many organisations invest significant time and budget in the initial creative but cut corners with implementation.

Through our sister company Rainmaker's planning process, incorporating competitor analysis and research on the marketplace, we identified a solution that would balance the various agendas and which has informed both the copy on the website and the core messaging for proactive new business approaches.

In conjunction with the planning process, we provided the new recruit with the extensive training required for the job – from making cold calls and managing the database – as well as providing him with essential support in bringing things together: educating a team that was very new to business development on what we were trying to achieve; setting expectations with both parties; and ensuring that systems and processes within the agency were optimised for new business success.

OUTCOME

Endpoint has moved from having no business development activity at all, to having a highly competent new business & marketing manager, working within an optimised new business environment and deploying a varied marketing programme. New relationships have been initiated across many of their key target sectors as a direct result.

Through the full process of a three-month programme, Blossom's service enabled a step-change in Endpoint's approach to marketing themselves and the agency is set for long-term commercial success.