

CASE STUDY / **BRANDHOUSE** STRATEGY + CREATIVITY

Brandhouse is a branding and design agency that first engaged Blossom in 2008. We helped them find their first new business person, and two years later, after a period of sustained growth they asked us to help them again – to find them someone to inject pace and energy into a prospecting campaign.

At this second juncture, Brandhouse boasted an impressive portfolio of clients and with a new management structure and extremely talented team in place. They wanted to work with Blossom to refresh their new business proposition and find the right person to drive its implementation.

With a message that focuses on the 'emotional' relationship between brands and consumers Brandhouse now have all the tools and HR in place for continued success.

“

I RECRUITED AN EXCELLENT BUSINESS DEVELOPMENT EXECUTIVE FROM BLOSSOM TWO YEARS AGO AND WENT BACK TO THEM WHEN THE ROLE NEEDED TO BE FILLED AGAIN. THEIR TRAINING PROCESS IS EXCELLENT AND THE PLANNING SESSIONS GAVE US A GREAT CHANCE TO REFINE OUR POSITIONING.

Mark Rae, Business Development
Director at **Brandhouse**

”



CHALLENGE /	INSIGHT /	SOLUTION /	RESULT /
Find an experienced new business executive who would be able to generate meetings through proactive outreach, but who would also be able to contribute to the marketing activity of the agency. Develop a strategic targeting framework from which to work and dovetail this with the messaging of the younger digital team at Brandhouse.	Brandhouse has a cerebral offer, so it was key they have someone in place hungry to be on the phone but equally experienced and sharp enough to articulate their offer in depth. Approaching potential clients in a highly targeted and strategic way, they also needed to have excellent copywriting and a head for marketing as Brandhouse continued to push their thought leadership positioning.	With their previous, senior new business manager leaving Brandhouse wanted a seamless transition. As such we found a talented and already Blossom trained new business person (formerly of Rainmaker) to move over to the business. Having recently published his own book and bringing a quirky demeanour and a lot of intelligence to the table Brandhouse quickly found the person they needed.	Brandhouse now have a fully replenished database, a great new addition to the team and the injection of pace they need to ensure they continue to speak to their target market with the consistency needed for long-term success. Further to this they have a talented individual in Ali, someone charged with not just prospecting but helping carve and create decks and pitch documents to arm the senior team with all the information they need to convert at the meeting stage. With 6 fully qualified meetings in the first 3 months of prospecting (while still training with Blossom!) we have no doubt that Brandhouse will achieve their targets in 2011, but equally importantly Ali has an incredibly bright future ahead of him.

“

Having received excellent business development training as an Account Executive at Rainmaker, Blossom helped me to develop my abilities further for a new role at Brandhouse. Crafting a sales logic and conducting a competitor analysis really helped me understand my new role and gave me the chance to think strategically, working with Blossom and my new directors to decide how to express our offer. While the new role differs in a lot of ways from my role at Rainmaker, the skills I developed there have been invaluable and given me a standard of best practice to fall back on when faced with new challenges.

”

Ali Beiner – New Business Manager at **Brandhouse**