

Credentials (v August 09)

Positioning

Outsourced marketing support and project management services

Proposition

The Savvy Partnership provides private and public sector organisations with high quality outsourced marketing support and project management – services specifically designed to complement existing in-house marketing teams, filling in the gaps in skills and resources and providing fresh ideas and marketing impetus.

Our management team is made up of experienced industry-proven marketers, bringing to the table nearly 40 years combined commercial marketing experience gained working both agency and client side.

As an outsourced resource, Savvy is able to provide clients with often much needed focus, clarity and direction by providing **strategic, tactical** and **operational marketing support** when and where it's needed most.

Available on an ad-hoc, project-by-project or retained basis, we are able to fulfill a broad range of Marketing Communications related roles and services, and in doing so provide small and large businesses with a cost-effective and flexible solution to marketing support and project management.

Affiliations and memberships

- Member's of the Chartered Institute of Marketing (CIM)
- Members of the Chapel Street Business Group
- Members of Marketing Manchester
- Members of Manchester Digital
 - David Adams is also an appointed board member of Manchester Digital
- Approved consultants for marketing services with Manchester City Council and the MDDA
- Approved consultants on Business Link's National Consultant's Register for marketing services

Our services covering strategic, tactical and operational marketing support include:

Marketing communications
Internal communications
Market research
Project and campaign management
Consultancy



(“Manchester”)+
(“Digital”)>



Services

Our services cover the **planning, delivery and implementation** of:

- Marketing communications (online, offline and integrated)
- Internal communications
- Market research
 - Perception surveys
 - Employee and customer engagement
 - Competitor
 - Sector
- Branding
 - Brand development (identity, branding devices, strap lines)
 - Brand perception studies
 - Brand positioning reports
 - Key message guides
 - Brand name selection
 - Sonic branding
- Marketing audits
 - Marketing strategies
 - Sales & Marketing strategies
 - Marketing collateral
 - Brand positioning
 - Marketing messages
 - Website user experience, copywriting and SEO
- PR and e-pr
- Outsourced marketing department / director
- Campaign management (sales, marketing, advertising, PR etc)
- Project management

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Recent public and private sector project experience includes:

Axon-IT

Macclesfield based Axon-IT, a leading provider of outsourced IT support, consultancy and training to both large and small businesses throughout the North of England, appointed The Savvy Partnership in 2007 as their outsourced marketing department to deliver a wide range of projects. These projects included:

- The writing of a brand positioning report (actual and recommended)
- The development of a new brand identity, strap line and key marketing messages
- The development of a new corporate website
- Copywriting
- Photography
- The development of an integrated marketing plan incorporating:
 - PR and e-pr campaigns
 - Online marketing
 - DM (Direct Mail) and email marketing campaigns
 - Telemarketing
 - CRM (Customer Relationship Management) programme

Last micro-project completed June 09. Retained account.

Manchester City Council Sure Start and Early Years

At the end of 2008 The Savvy Partnership were approached to provide assistance to the Sure Start and Early Years in-house marketing team in relation to the development of an 18 month marketing plan.

Based around extensive employee, external partner and end-user perception studies, the project employed a wide range of research methods including one-on-one interviews, group workshops, mystery shopping and online surveys across 7 different target groups ranging from internal MCC internal staff, to local parents.

The resulting study made a number of key strategic observations and recommendations all of which were fed into the marketing plan ready for implementation later this summer. Project completed May 09.

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Corporation Pop

As a long standing strategic partner, Corporation Pop asked Savvy to get involved in the development of its new online presence by carrying out a series of studies focused around brand personality, positioning and user experience.

The work was carried out over a period of two weeks and included a combination of informal face-to-face discussions and more formal focus groups with staff, suppliers and clients. Project completed February 2009.

Bury Council - Urban Strategy & Neighbourhoods Unit

Following the work carried out by Savvy for the MDDA, Savvy were approached by Bolton Council's Urban Strategy & Neighbourhoods Unit to design, implement and manage a market research focused project to help identify the size, profile, issues and needs of Bury's digital sector.

The resulting report led to the council appointing Savvy to recruit on their behalf a Digital Development Officer to implement Savvy's recommendations and work with Manchester Digital to grow the digital sector and economy in Bury. Original project completed January 2009. Follow up recruitment project completed June 09.

Manchester Digital Development Agency (MDDA)

Manchester Digital Development Agency is the lead organisation for the development of the Digital Strategy for Manchester and the surrounding regions.

Following the completion a re-branding project managed by Savvy for Manchester Digital in the summer of 08, Savvy was approached to design, implement and manage on behalf of MDDA a market research project to help identify the size, profile, issues and needs of the region's digital sector.

Due to the geographical spread and potential number of survey participants, an online survey supported by pre-survey PR, DM and telemarketing was employed to gather information. As well as collecting invaluable commercial intelligence on the digital sector, membership of Manchester Digital was increased by 27%. Project completed September 2008. Phase 2 of the survey is planned for later in 2009.

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(“Manchester”)+
(“Digital”)>



Faith in Nature

Working with strategic partner Fudge - a leading NW based digital marketing agency on behalf of their client (a natural skin care brand), Savvy was tasked with delivering:

- A brand perception study amongst retailers and wholesalers
- A brand positioning report (actual and recommended)
- A design brief for new corporate identity
- Key message guide (including strapline)

Project completed 2007

Ark

Again working with strategic partner Fudge on behalf of another of their clients, (a Leigh based firm of architects) Savvy was appointed to deliver:

- A brand positioning report (actual and recommended)
- A design brief for new corporate identity
- Key message guide
- Strapline

Project completed 2006

L'enclume

This Lake District based Michelin star restaurant appointed The Savvy Partnership to carry out a wide ranging body of work that included the delivery of:

- An integrated Marcomms strategy
- A new brand identity
- Online and offline marketing collateral
- An ongoing CRM programme
- Copywriting

Initial project completed 2005. Retained account

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