

Credentials (August 2011)

Positioning

Marketing support and project management

Proposition

Established in January 2004, The Savvy Partnership is a marketing communications agency specialising in providing organisations of all types and sizes with high quality marketing support and project management.

Our services are specifically designed to complement existing in-house marketing teams, filling in the gaps in skills, knowledge and resources, as well as providing strategic and practical support to businesses where no in-house marketing resource exists.

We provide fresh ideas and marketing impetus by delivering 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 fulfill a broad range of marketing roles and services to provide a cost-effective, flexible and measurable solution to marketing support and project management.

Company and Personal Accreditations and Memberships

- Members of the Chartered Institute of Marketing (CIM)
- Member of Manchester Digital (David Adams also sits on the board of Manchester Digital)
- Member of Marketing Manchester
- Member of The Business Group Salford
- Approved consultants with Manchester City Council for marketing services
- Approved consultants on Business Link's National Consultant's Register for marketing services.

Services

As relevant to small business, as to SME's and large corporates, we provide strategic and tactical support designed to deliver sustainable competitive advantage to an organisations marketing activity.

As marketers we specialize in the following service areas, namely:

- Outsourced Marketing Department
- Marketing Communications
- Campaign Management
- Branding
- Market Research
- Marketing Audit Services.

Sectors and Experience

As an agency we do not specialise in one particular sector. Our current and former client list reflects a diverse range of industries and market sectors that includes:

- Professional Services
- IT
- Digital, Media and Communications
- Technology
- Renewable Energy
- Recycling
- Education
- Recruitment
- Manufacturing
- Engineering
- Property
- Food & Drink
- Not-for-profit sector.

This provides us with a broad frame of reference in both B2B and consumer marketing across a wide ranging marketing mix that incorporates both traditional marketing and digital tactics.

Clients

Current and recent clients include the AVC Group, Uno Kitchens, Murphy Thompson Moore, University of Salford, Regus, Manchester Digital, Jobwise, Sure Start, Urban Splash, Manchester City Council, Fudge and L'enclume.

More information can be found by visiting www.thesavvypartnership.co.uk

Recent public and private sector project experience includes:

AVC Group (B2B and Consumer)

Following a three-way pitch, Stevenage based AVC Group awarded its Marketing & PR account to The Savvy Partnership in October 2010. With a turnover in excess of £100m, AVC Group operates across a number of specialist areas in the both the UK and throughout Europe. These include Digital Media, IT & Infrastructure, Satellite Broadband, Renewable Energy and Electrical Recycling.

We provide strategic, operational and tactical support to the company's marketing team, across all areas of the business, as well as delivering the PR function for the Group. To date this has included delivering a range of immediate projects and from September 2011 we will be helping to develop and deliver a 12 month marketing strategy for AVC Group whilst continuing to provide day-to-day marketing support.

To date we have delivered a number of projects including:

- Brand identity (refresh)
- Development of group-wide marketing messages
- Development of a Group website and additional micro-sites
- Development of Group marketing materials
- Management of exhibition and conference promotional activity
- Production of case study and training videos
- Group PR
- Copywriting
- Scriptwriting
- Art direction.

(Appointed October 2010 Retained account)

Uno Kitchens (B2B and Consumer)

Uno Kitchens, a privately owned kitchen manufacturer, part of FT Finley Group, appointed The Savvy Partnership in January 2011. We have been appointed to provide marketing support that has included a rebrand of their existing kitchen manufacturing business, the launch of a new retail showroom and increase sales through a 12 month marketing campaign, aimed at both the consumer and commercial sectors.

(Appointed January 2011 Retained)

Murphy Thompson Moore (B2B)

MTM appointed The Savvy Partnership to provide marketing support to their Accountancy and Legal business. The project has included the development of 3 new B2B websites, an e-commerce platform and the production of a 12 month Direct Marketing plan for the business.

(Appointed June 2011)

L'enclume (Consumer)

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

- An integrated Marcomms strategy
- A new brand identity
- Online and offline marketing collateral
- CRM programme
- Monthly email marketing campaigns.

(First appointed 2005 - retained account)

Regus (B2B)

Regus, the world's largest provider of workplace solutions, appointed The Savvy Partnership in September 2009 after a competitive three-way pitch in order to deliver a three month integrated lead generation campaign, for the North West Region. The campaign included -

- Radio advertising
- Outdoor advertising
- Field marketing
- Campaign specific micro-site
- Online competition
- Exhibitions
- DM
- Email marketing
- Implementation of a sponsorship and member benefits package, to help engage with local business and networking groups
- Online marketing.

The above activity also incorporated:

- Sub-brand identity development
- Creative execution and production of marketing collateral
- Key message development
- Copywriting and scriptwriting
- Project and event management.

(Project completed December 2009)

Axon-IT (B2B)

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
- 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 campaign
 - Online marketing strategy including SEO, SEM, PPC and online PR
 - DM and email marketing campaigns
 - CRM programme.

(Project Completed 2009)

Sure Start and Early Years (Consumer)

The Savvy Partnership was appointed (January 2009) to provide assistance to Manchester City Council's Sure Start and Early Years in-house marketing team to help develop an 18 month marketing plan.

Based around extensive employee, 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 staff to local parents using Sure Start centres. The resulting report made a number of key strategic observations and recommendations all of which were fed into the marketing plan.

(Project completed May 2009)

Corporation Pop (B2B and Consumer)

As a long standing strategic partner, Corporation Pop asked Savvy to assist 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)

Manchester Digital Development Agency (MDDA) (B2B)

The Manchester Digital Development Agency is the independent trade association for the region's digital sector. The Savvy Partnership was appointed to design, implement and manage 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, a number of activities were used to conduct the research including online survey, PR, Direct Marketing and telemarketing. The findings were presented to the MDDA highlighting survey findings with a list of recommendations on how to address the survey findings.

(Project completed September 2008)

Bury Council - Urban Strategy & Neighbourhoods Unit (B2B)

As a direct result of the MDDA Project, The Savvy Partnership were approached by Bolton Metropolitan Borough Council's Urban Strategy & Neighbourhoods Unit to design, implement and manage a market research project to help identify the size, profile, issues and needs of Bury's digital sector.

The original project was completed in April 2009 and as a direct result of the findings we were asked to undertake a second project, to recruit a Digital Specialist to work for Bury Council to lead the team and carry out the recommendations we had made.

(Project completed July 2009)

Faith in Nature (Consumer)

Working with strategic partner Fudge (a leading North West digital marketing agency) Savvy was asked to undertake and deliver -

- A brand perception study amongst retailers and wholesalers
- A brand positioning report
- A design brief for new corporate identity
- Develop a key message guide including strapline.

(Project completed 2007)

Ark (B2B and Consumer)

Working in Partnership with Fudge (digital design) Savvy was appointed to deliver:

- A brand positioning report
- A design brief for new corporate identity
- Key message guide including strapline.

(Project completed 2006)

Partner biogs

David Adams, Founder and Managing Partner

David is a marketing professional with over 15 years strategic marketing experience gained working at director and senior management roles in both the corporate sector and with leading North West marketing, digital and PR agencies.

Specialising in marketing communications and branding, David's experience is based on a broad frame of reference working in both B2B and consumer marketing across sectors including Professional Services, Manufacturing, Property, Food & Drink, IT, Media and Communications. A member of the Chartered Institute of Marketing, David is also on the board of Manchester Digital, the independent trade association for the region's vibrant digital, ICT and new media sectors.

Away from the office, as well as his love for surfing and travel David is a keen ridge walker and can be found in all weathers climbing random mountains throughout England and Wales. When not up mountains or falling off his surf board he is a passionate F1 fan and a member of the Goodwood Road Racing Club.

In December 2010, David completed the ten month LEAD* program at the University of Salford.

*The LEAD programme has been developed by the Institute for Entrepreneurship and Enterprise Development within Lancaster University.

Helen Freeborough, Managing Partner

A Chartered Marketer and member of the Chartered Institute of Marketing, with over 20 years sales & marketing experience, Helen has worked for some of the world's largest financial and professional services organisations including Legal & General, Coopers & Lybrand, Direct Line, Lehman Brothers and BUPA.

Helen spent the first 10 years working in the City, helping to develop and grow a number of global financial brands, specialising in marketing communications, corporate advertising, brand development and event management.

In 2003 she joined a leading private residential property developer (Manchester) as Sales & Marketing Director where she was responsible for all sales and marketing activity for the business, focusing on urban regeneration and winning the Developer of the Year Award 2005.

With excellent project management skills, and a strong track record of delivery in both sales and marketing, Helen joined The Savvy Partnership as Partner in 2008.

Outside of work Helen is a keen advocate of the arts and is actively engaged in the North West arts scene both as a supporter and fund-raiser. A guest contributor to a leading regional publication, she regularly writes regularly about the classical music scene and contemporary theatre in the North West. In March 2011 Helen took part in a fundraising performance of The Vagina Monologues for International Women's Day and during summer 2011 she worked as a Volunteer at the 3rd Manchester International Festival.

Helen is also a professionally qualified City of Manchester Green Badge Tour Guide.