

CASE STUDY

CHALLENGE

We are sensitive to the fact that each client is structured differently and so the right solution can only be determined through thorough understanding of how that business operates and its goals. 400 Communications, a small but well-established design agency, needed someone who could create new opportunities plus manage relationships with existing clients - a job spec blurring the lines between traditional functions.

SOLUTION

Our challenge then was to find someone experienced in client management but capable of proactively developing new relationships. The first place to start with such a brief is the recruitment ad copy. It is here that the reader's tendency to want to fit things into boxes has to be overcome and it is critical that the job is seen as different and special.

Within 4-weeks the right person was found. They had a solid background in client delivery and account management and so we set to work to give them new business skills too. To do this they spent a month on-the-job training with us at the Blossom office. During this period we developed a manageable new business strategy for 400, helped refine the message and produced a well-defined targeting model to inform the prospect database.

Knowing that the role might flip between client delivery and new business at any time, we ensured that the new business campaigns would be themed, tactical and focused – always playing to the strengths of the agency. Emphasis was placed on the importance of marketing collateral, both soft and hardcopy. Throughout, Blossom and 400 worked closely together to ensure tools, processes and messaging were in place, and ready to deploy in the right order. 400 also attract a lot of inbound enquiries, some of which are not appropriate to their business model, and so we established a filtering system so that only those culturally right are engaged.

OUTCOME

400 Communications now has the right person in place. Shortly after the Blossom programme they won a substantial piece of new business with a large security firm. Their proposition is well articulated for the market and they have a strong platform for growth.