

CASE STUDY / **core**

Recent Omnicom acquisition, The Core, is a quietly understated but extremely well known creative agency within the FMCG community. With an established client list, their focus was on delivering great work rather than pro-actively generating new business.

In fact like so many of our clients, their challenge has never been retaining business, it's about finding the time to dedicate to proactive new business and brand awareness to fuel growth.

The Core turned to Blossom to solve this challenge...

CHALLENGE

- Hire an experienced new business manager to support bedding-in clients, pitch management, and most importantly, proactively engage a cold market
- Develop a compelling message, identify who to target, and ensure the NBM has the right data and tools in place
- Implement a robust marketing strategy to lever the Omnicom relationship and communicate the essence of The Core's values and services
- Put in place an effective reporting structure internally and across the business (particularly the US) to look for cross-selling opportunities within Omnicom
- Free up management time, improve pitch efficiency and future-proof the agency for growth beyond their existing network

SOLUTION

- Through Blossom's intensive filter process we found a superb hire. Already an experienced new business professional, Jonathan needed full training on The Core's offer, strengths, competitor threat and key target markets
- We undertook two detailed planning sessions to define and agree the new business strategy
- Blossom and Jonathan worked together to install the right CRM system, build the right targeting model, and then from our master database import the richest contact data to dovetail into The Core's contact set
- Having topped up Jonathan's prospecting skills, by week 2 of the 4-week Blossom programme he was on the phones, testing the proposition, re-connecting with lapsed contacts and talking to new ones

RESULTS

- Jonathan was brought up to speed on The Core extremely quickly
- He's now a lynchpin of the business
- Immediately upon joining The Core was swamped with pitch opportunities where Jonathan's support was vital – both in helping prepare as well as attending
- Despite the volume of inbound opportunities, Jonathan always dedicates at least 40% of his role to proactive new business
- Jonathan is the internal Omnicom ambassador, working closely with key contacts in Seattle, sharing weekly new business reports and leading thorough monthly updates
- The agency owners have another senior member of the team they can rely on to support all commercial activity. This was all achieved without ever losing sight of our client's key business mantra – deliver bloody great creative work

