

"We chose to outsource our marketing and public relations activity in 2004 to Win Marketing, having identified the need for a fresh and dynamic approach.

Win Marketing have consistently delivered results for Christian Guild: initially, helping us to understand our current market position; then, through the use of market research and customer and staff perception surveys, develop a marketing plan for the business.

Win Marketing had full responsibility for managing and implementing this plan, including a re-branding of the business to help re-position the group in the market place.

I am pleased to say that with the help of Win Marketing we are on target to achieve our agreed objectives and continue to increase our penetration in the sector, gaining new customers and enquiries for our services."

Kevin Mantle

Managing Director

Christian Guild – Holidays, Hotels and Conferences

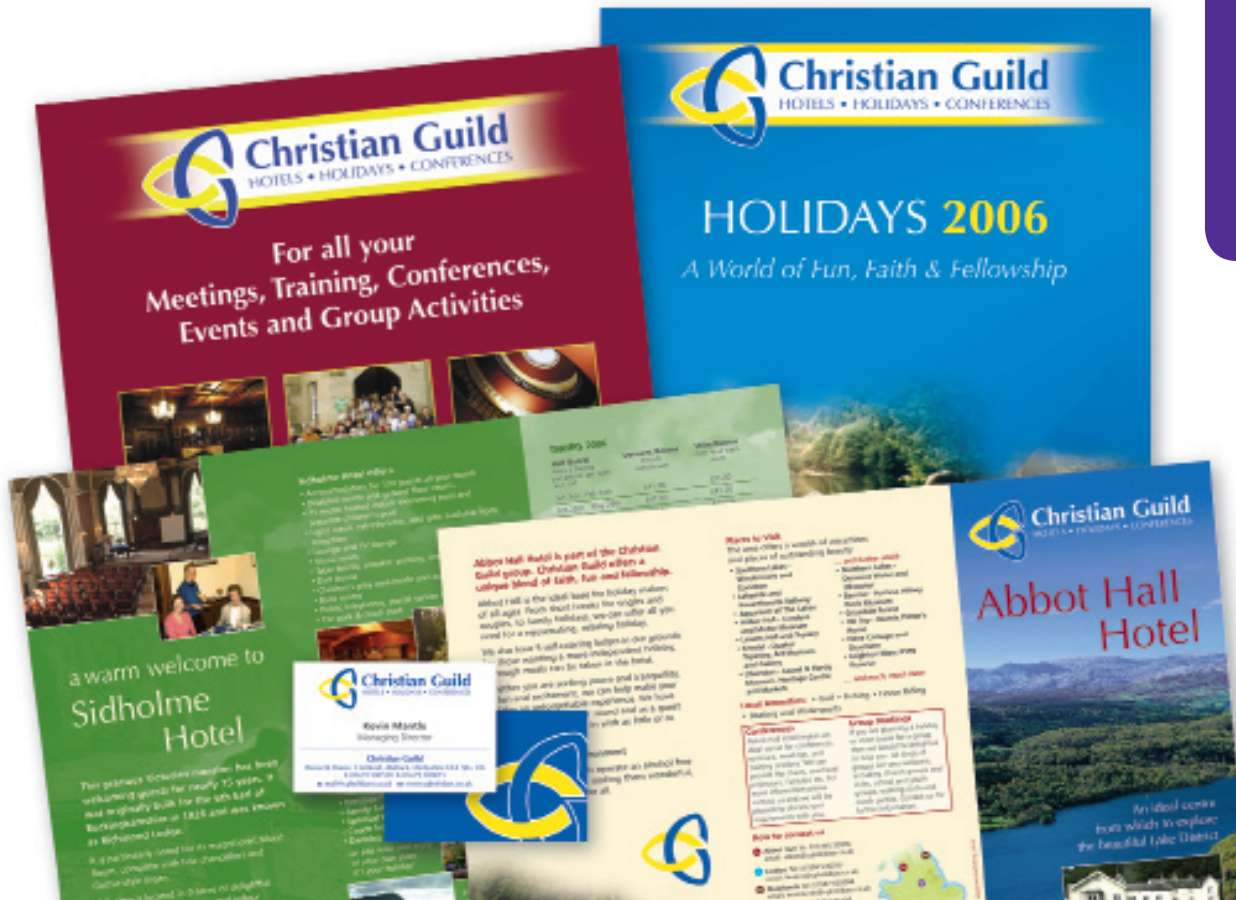
Case studies - B2C

Christian Guild Holidays

Christian Guild approached Win Marketing after a Strategic Review highlighted the need for some professional marketing expertise. Historically, Christian Guild had employed a part-time PR officer and had no strategic marketing input.

Win Marketing conducted a marketing audit to assessing the market place externally, including analysis of competitors and interviews with customers. The internal communication and strengths and weaknesses were also assessed. From this Win Marketing developed a 3 year marketing plan which was subsequently submitted and agreed by the Board.

Win Marketing have been responsible for implementing this plan and achieving many of the objectives set. Part of the plan required a complete re-branding and re-positioning of the company. Below are examples of some of the work we have completed.



Previous Logo



New Logo

