

## Case studies - Public Sector



Previous Logo

successmatrix

New Logo

successmatrix  
Business Services at your fingertips

connectingyou  
business toolkit  
graduate business  
skills development



### Success Matrix

Business Links throughout the UK are changing and as such Win Marketing were approached by the Lincolnshire and Rutland division to assist in changing their branding and developing a marketing plan. The organisation had a plethora of services and divisions each with their own branding that did not relate to each other or the holding company.

Win Marketing conducted various stakeholder research and working with the senior management produced recommendations to the board. The new name came from one of their former divisions and Win Marketing rationalised the structure of sub-divisions to enable the target audience to understand the range of services more succinctly. A suite of literature and communication material was produced to reflect this new direction.

*"I would like to thank Win Marketing for their professional advice and guidance in transforming our business brand. They brought a clarity of thinking that supported the development of some completely fresh ideas, giving us a much stronger brand identity."*

*"We were particularly impressed with their absolute commitment to deliver a result within the agreed time without compromising on the quality of service provided. It was a pleasure working with the Win Marketing team and we would have no hesitation in working with them in the future."*

**Dexter Durrant**  
Development Director  
Success Matrix

## Case studies - Public Sector



### Nottinghamshire Healthcare NHS Trust

Win Marketing completed a stakeholder audit and developed the communications strategy which was approved by the Board. Ann Goodwin was appointed Acting Head of Communications to assist with the implementation until a permanent new Head could be appointed.

During the implementation, Win Marketing was involved in various projects including staff development workshops, improving team briefs, improving media relations and handling crisis management issues.

*"Nottinghamshire Healthcare NHS Trust needed help and support to develop and implement a new corporate communications strategy.*

*I am pleased that Win Marketing was our partner as they adopted a professional and practical approach which allowed us to develop and improve our communications to our wide and varied stakeholders speedily and effectively.*

*I would strongly recommend them to help any NHS organisation looking for communications or marketing support."*

**Jacolyn Fergusson**  
Nottinghamshire Healthcare  
NHS Trust