



Consultancy
in Action

Case Study



CiA joins forces with The Royal Artillery Museum

Client: Firepower – The Royal Artillery Museum
(Ongoing since 2003)

Firepower is both a registered charity and the museum of The Royal Artillery regiment. It is mandated to operate as a financially autonomous unit and therefore needs to build revenue via visitors, corporate hire, retail / café sales and other family orientated events e.g. 'camouflage' parties.

Role: Consultancy:

- Advise on annual marketing planning
- Monthly action meetings to keep plan on track
- Develop remedial action if the plan fails to deliver in key areas

Action:

- Supporting role to the marketing manager
- 'Brainstorm' meetings to help launch new initiatives / kick start existing campaigns

Result: With only a 5 figure marketing budget, a 'highly tangible' ROI is key to all marketing campaigns. New initiatives around the café and retail area, and a website revamp have brought in revenue over target to ensure the tangible ROI continues. This also offsets + / - variances in other areas and provides further budget to support underperforming parts of the business.

"Peter has supported us now for over 4 years and provides invaluable insight from the work he does with other Clients. His advice has directly led to improved performance in several areas of the museum's trading activities"

Eileen Noon, Firepower Chief Operating Officer