



## CiA investigates Site Intelligence

**Client:** **Site Intelligence Limited**

*(Ongoing since 2003)*

A fast track technology company, Site Intelligence provides its Clients with business intelligence software and services providing on and off line visibility of customer behaviour.

**Role:** CiA was introduced via a VC to help create a brand out of Site Intelligence and its product VBIS - Visitor Behaviour Information System - to build sales value through better marketing presentation.

**Consultancy:**

- Identify the marketing issues that need to be addressed
- Conduct a competitor review for a clear understanding of competitive advantage
- Develop and write annual marketing plans to support key business objectives
- Write a company positioning document and highlight key deliverables

**Action:**

- Take responsibility for the delivery of the annual marketing plan
- Brief and manage creative agency for new 'look and feel'
- Develop presentation 'blueprints' across all material for consistency of message
- Manage the production of all new collateral
- Brief and manage new website development
- Manage conference and exhibition programme

**Result:** Through a thorough investigation of Site Intelligences' brand and corporate attributes, new messages and external communication programmes have been created. This has resulted in managed growth of the business with customers including Tesco, RBS and Dyson, and joint ventures with leading industry players including Business Objects.

"CiA quickly identified the issues and undertook a competitor review and brand positioning which provided us with a better understanding of our competitive advantage, a new and consistent brand message and 'look and feel' to our customers. CiA has also developed and implemented the marketing plan to bring greater relevance and understanding of our proposition to a broader customer base."

**David Jackson, Site Intelligence CEO**