

## CiA builds sustainable commercial revenue



**Client:** **Comic Relief**  
(Feb 2008 – Dec 2008)

Comic Relief is internationally known for its innovative and high profile fundraising campaigns.

As such new fundraising initiatives are always being developed, one of which is a strategic emphasis on 'Sustainable Commercial Revenue' – the generation of funds not tied to specific events but which allows Comic Relief to leverage its own and celebrity partner brand values through the development of stand alone brands within key product categories.

Following an application process via the CEO and Innovation Director, CiA was appointed to develop and manage a new product development project:

**Role:** **Consultancy:**

- Feasibility study to assess key growth segments of selected FMCG market sectors
- Quantify product sector potential for market entry and identify product category and competitor positions
- Develop the commercial proposition and business case to meet the business objectives
- Investor proposal for a multi £m NPD project funding

**Action:**

- Project development role to bring NPD to achievable and profitable reality
- Manage stakeholder interests with each phase of project progression
- Identify, assess and select product manufacturers
- Finalise commercial terms between Comic Relief and manufacturer for a licensed product
- Develop a marketing plan for market entry and hand over to in-house marketing team

**Result:** CiA advised a new direction for product selection based on market fundamentals to provide a substantially higher revenue opportunity. CiA have established not only the viability of introducing this new revenue stream into Comic Relief, but also the opportunity, and demonstrated the ability to extend the learning's of the NPD into new product categories. Whilst NPD always carries an element of risk, the structure of the proposed new product launch will help to materially offset the risk to Comic Relief and generate significant and annually recurring revenue, within year one, towards the ambitious targets set for the new brand.

*'Peter was able to bring his marketing, business and investment skills together to help us develop an embryonic idea into a feasible business plan with appropriate partners. His rigour and thoroughness in the research phase and his anticipation of the needs of the project in the planning phase, has resulted in securing the confidence of key stakeholders at all points along the way. This has enabled the project to move forward at full steam and with every chance of great success'.*

**Amanda Horton-Mastin – Innovation Director, Comic Relief**