

Engage



Compete



Act



Action Speaks Louder

February 24th 2009

Consultancy in Action:

Focusing on project delivery, CiA offers a mix of marketing consultancy and project management for larger businesses and wider business marketing roles for SME's.

Clients:

- **Comic Relief (FMCG project)**
- **First Great Western**
- **Monster.com**
- **Site Intelligence**
- **Nectar**
- **The Royal Artillery Museum**
- **Lever Faberge**

Act now - contact Peter:

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If you would like to hear more about the opportunities with Partnership Marketing and how this could work for you please [email](mailto:peter@consultancyinaction.co.uk) or call 01483 224367.

Please forward this to a colleague who you feel would like to receive this newsletter.

Past issues of the newsletter are available on the CiA website at:

Partnership Marketing – ‘Approved Access’.

Welcome to **Action Speaks Louder**, the CiA newsletter.

Partnership Marketing means different things to different people, but whatever your take on it, the single most important opportunity lies in ‘approved access’. What is this?

- Access to a marketing partner’s customer / consumer groups on the premise that the access will be relevant, positive and pertinent to these customers.
- And through ‘approved access’ you have the relevance and reason and opportunity to communicate, promote, research, sell, educate to these audiences with the endorsement of the partner ... and that means higher response rates.

The best way to illustrate this is via a simple example. A few years ago Lever Faberge launched a new Domestos variant - Domestos Multi Surface (DMS), with a core proposition that the product not only destroys germs but is also safe to use on hands and around children.



CiA developed a marketing programme to partner with specific brands that targeted key audiences relevant for the new DMS product. These brands had a trust and bond with their target market – one which DMS could leverage through product relevance.

Being a product that historically was flushed down the toilet, unsurprisingly Domestos fits into the low interest product category! However, through the communication programme, DMS had ‘approved access’ to audiences for whom product messages had greater relevance due to the medium and joint communication platform.

Partner Brand	Target Audience	Reach	Contact Points
Pre-School Learning Alliance	Mums with kids aged 1 – 4	Over 16,000 groups Nationwide and 500,000 Mums	PLA groups and leaflet to Mums
Toys ‘R’ Us	Mums with kids aged 2 – 7	All 60 TRU stores and Gold Card mailing	In store POS, samples, mailing leaflets, email
Cow ‘n’ Gate	Mums with kids aged 6 months +	Cow ‘n’ Gate mailing list	Leaflet and product offer

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Next issue

The next newsletter will continue the Partnership Marketing theme and look at balance, budget and benefits ...

Previous editions:
[Payment by Results](#)

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Pet Plan Insurance

Adults with Pets

Pet Plan insurance mailing list – over 35,000

Leaflet and product offer

And the results:

- Research showed a better understanding of the hygiene message by the target consumer versus traditional advertising
- Response based communication consistently achieved higher rates than non partner related material / benchmark media

But a cautionary notethis is not a 'free lunch' strategy. What is offered must be reciprocated. Think first what you can bring to you Partner's brand. As long as the 'balance of benefits' is equal then meeting individual partner objectives will be achieved.

Could it work for your brand or part of your marketing campaign? It's certainly worth investigating. If you get this right you will meet and beat your best objectives.

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