

## Engage



**CiA** Consultancy  
in Action

## Compete



## Act



**Action Speaks Louder**

Issue 5

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### 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.

CiA is a two person team. Peter Schooling provides marketing and project management skills. Ceri Schooling provides PR and Media Relations skills.

### Amanda Horton-Mastin Innovation Director, Comic Relief.

'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'.

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### Previous editions:

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## CiA leads Comic Relief with the launch of Seriously Good

Following a summer break **Action Speaks Louder** is back, and we're talking Seriously Good - a new cooking sauce range by Gordon Ramsay.

Apart from it being a seriously good sauce, it was CiA that developed the initial product concept and managed this process through to the final appointment of manufacturer.

This is not only a brand new product area for Comic Relief, which relies for the majority of its funding on two specific events, but also a brand new way of raising money on a continuous 365 basis.



CiA's role started with a feasibility study to assess key growth segments of selected FMCG market sectors culminating in the commercial proposition and business case to meet the business objectives.

As the project developed managing all stakeholder interests became key, leading to a review and recommendation of potential manufacturers for the new product line.

[access](#)  
[Partnership Marketing - balance of](#)  
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And finally an agreement and contract with the chosen manufacturer before a hand over to Comic Relief's in-house marketing team for product and brand development, and launch marketing.

And the result?

Listings in 4 of the major multiples and a marketing programme that looks to set new standards in this product category. It's too early to talk about quantitative results, but it's looking seriously good!

So, if you want a seriously good marketing or PR project manager for your business please [email](#) or call Peter on 01483 224367.