

Studies in Success: how we've helped blue chip clients grow their profits

Female Fashion Retailer Brand AU and NZ

Lead Indicators

- ➔ Change management to define a high performing marketing team structure aligned to business strategy
- ➔ Customer insights and brand repositioning
- ➔ Clear customer segmentation and targeting high value segments
- ➔ Insight lead NPD & range feasibility assessment
- ➔ Optimisation of the marketing strategy, budgets & ROI
- ➔ Commercialising digital strategies
- ➔ Trade partnerships

Lag indicators

- ➔ Delivered \$31m revenue, 25% growth in core business
- ➔ Reversed decline to increase 35% YoY in core channel, while securing strategic revenue of an increased \$2m and \$4m for the next consecutive 2 years
- ➔ Range rationalisation of 20%
- ➔ \$1m COGS savings and margin improvement
- ➔ Wholesale range sell-in increased from 65% to 80%

Tourism Brand Australia

Lead Indicators

- ➔ Defined and restructured the marketing team to enable high performance
- ➔ Established in house customer research platform for always on insights
- ➔ Integration of all media platforms using econometric modelling to optimise spend
- ➔ Identified new customer segments outside of direct to consumer to influence revenue
- ➔ Increased recency and frequency of footfall across the estate of businesses

Lag indicators

- ➔ Increase 24% YOY in ticket sales
- ➔ Increase in out of season hotel occupancy by 30% YoY

International Baby Brand

Lead Indicators

- ⇒ Transformational change program, brand articulation and co-creation of purpose and values with team using core insights from the team and customers
- ⇒ Embedded strong brand repositioning, alignment of retail footprint, engaged team and unification
- ⇒ Established unique trade partnerships
- ⇒ Global launch platforms for products
- ⇒ Customer journey pipeline to drive increased recency, frequency and value

Lag indicators

- ⇒ Increase ATV 25% YoY
- ⇒ Global growth £50m over 5 years

International Consumer Healthcare Brand

Lead Indicators

- ⇒ Globally led customer insights brand, from product development to market entry
- ⇒ Strong brand re-positioning and retail presence
- ⇒ Established strong and integrated global launch platforms
- ⇒ New channel opportunities that supercharged the growth

Lag

- ⇒ Double digit brand growth
- ⇒ Growth in market share and brand equity across global markets
- ⇒ New product achieved \$91m through existing and new channel
- ⇒ Net sales across the global brand grew to \$160m

Australia's largest privately owned retirement village and aged care operator

Lead indicators

- ⇒ Comprehensive, national market segmentation project, informing an optimal product mix developed to match the needs and preferences of ideal customer groups, with detailed, localised financial modelling to drive the development of new village sites.
- ⇒ Overhaul of channel strategy to deliver higher quality, ready-to-buy enquiry
- ⇒ Customer experience re-design across key environments including online and in-village.
- ⇒ Local areas marketing plans developed for all 28 villages to engage local communities

- ⇒ Technology platform overhaul including CRM, marketing automation and social media management platforms.

Lag indicators – 3 year period

- ⇒ Double digit growth in lead volume, appointment volume and sale conversion
- ⇒ Launched resident engagement program, leading to a 19% increase in resident referrals.
- ⇒ Public relations strategy increased brand awareness by 15% in key markets
- ⇒ \$20M company growth in 3 years

Australia's largest provider of support services for people with an intellectual disability

Lead indicators

- ⇒ A national rebrand project to effectively reposition the organisation in preparation for the introduction of the NDIS
- ⇒ Customer experience insights program to improve customer touchpoints and boost engagement.
- ⇒ Comprehensive market analysis to determine B2B and B2C growth capacity
- ⇒ Strategic partnerships strategy launched for social enterprise
- ⇒ Local area marketing strategy to build community engagement across the 277-strong site network

Lag indicators – 18 month period

- ⇒ 12% brand awareness growth
- ⇒ \$14M growth in 2 years
- ⇒ 15% increase in service customers

Leading international plaintiff litigation firm

Lead indicators

- ⇒ Customer segmentation program delivered to better understand customer behaviours and attitudes to build the right experience at all touchpoints
- ⇒ Brand repositioned to target refined customer groups
- ⇒ Digital transformation program to streamline and automate early engagements
- ⇒ Integration of all firms in the network into a house of brands model served by one marketing team
- ⇒ Launched a charitable foundation to build community engagement

Lag indicators – 18 month period

- ⇒ Increased new enquiries by 35%
- ⇒ Increased conversion rate from lead to appointment by 23%
- ⇒ 8% increase in new files opened
- ⇒ 11% increase in new file fees
- ⇒ \$40M in media coverage secured
- ⇒ Digital marketing enquiry increased by 35%