

\$5M Branding & Design Firm

Objective:

This design firm had lost business in recent years and had no formal reach-out to build a pipeline of prospects. They had had a new business manager working internally, but few opportunities surfaced as a result of this effort. The objective was to leverage their strong food/beverage expertise to create new potential opportunities.

RSW Impact:

RSW helped shape a stronger, better differentiated positioning for the firm that not only leveraged their expertise, but specifically identified the unique value proposition that this agency could bring to the table for prospects.

RSW recommended that this agency target more mid size food/beverage companies before going back after the larger opportunities. Not only would these prove easier to penetrate and potentially convert, the messaging that RSW developed would likely resonate more effectively among these targets than others in the industry.

RSW developed a one-page sell sheet and case studies for key client successes achieved by this agency. In addition, RSW helped the agency rework their portfolio book so it better spoke to the target sectors we were pursuing. This client had already developed a 3D mailer that they had started sending out to prospects, so RSW simply piggy-backed on this initiative, and began calling against the target list already established. We developed a plan whereby we called, followed with an email that included the one-page sell sheet and links to the agency's site, and then if connections were made, the portfolio book was sent as follow-up to conversations.

In addition, RSW developed additional target prospects to reach out to after the connections were made with the initial list.

In the first month of prospecting, RSW secured a meeting with one of the largest specialty beverage manufacturers/marketers in the country to discuss 2007 opportunities to support their business.

RSW also opened doors for another five-seven prospects within the first five months of the program. The client was involved in two bid/pitch situations as a result of these efforts.

Client Success:

This agency is currently in consideration for a major piece of beverage design business with a client.