

***ADDITIONAL ON-TAP RESOURCE FOR BUSY MARKETING DEPARTMENT
HELPS AUDIO PARTNERSHIP DELIVER TO DEADLINE.***

Introduction

Audio Partnership plc has an in-house marketing team but used Fresh Start Marketing to deliver additional resource when it needed fast turnaround on some key marketing and sales support materials.

Background

Audio Partnership is recognised as a cornerstone of Britain's resurgence in producing top-class hi-fi equipment. Many of its key brands have a rich heritage and each and every product offers a blend of performance, design, simplicity, reliability and sonic clarity to meet the needs of music lovers across the world. This basic principle is adhered to, from the humblest speaker cable to the most complex DVD player. Its products are sold around the world in numerous languages and new products are regularly introduced making marketing activities and their timeliness crucial to success.

Objectives

- Deliver additional resource to established marketing department
- Identify key messages for each product
- Draft creative and eloquent consumer copy for product literature and websites
- Consult on website structure and development

Mechanisms

- Developed key brand messages through consultation with technical and design departments
- Created product information and documentation for new range of TDL speakers
- Created website for TDL range of speakers and accessories.
- Drew together information for and drafted copy for Mordaunt-Short website.



- Delivered all materials in a clean and easy to follow format.

Results

By using resource from Fresh Start Marketing, Audio Partnership was able to deliver on key projects in days instead of months. Fresh Start Marketing was able to interview the technical team personally at their desks and interpret the key features into benefits and messages for each product. The clarity of the copy and presentation of information made it easy for Audio Partnership's in-house team to deliver on-time and on-target results to support the sales and marketing efforts of its key account managers.

"Fresh Start Marketing delivered on-target copy and marketing which demonstrated a full understanding of our products within hours on joining our team."

James Johnson-Flint, CEO, Audio Partnership plc

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