

Fast-Track Marketing Team Drive Investor, Trade and Consumer Awareness For New Spirits Brand.

Introduction

As a new entrant into the competitive spirits market, Blue Planet Spirits needed a fast-track, experienced marketing team to establish brand presence and brand awareness for itself and its first imported product – Dovgan Genuine Russian Vodka. Fresh Start Marketing provided this team which was also able provide valuable marketing opportunities for Blue Planet customers and an additional point of difference for the company.

Background

Blue Planet Spirits Ltd is a UK based importer and distributor of authentic alcoholic beverages that was established in 2004. The spirits market in the UK has to date been dominated by a couple of very large companies with huge marketing budgets which has meant the spirits on offer to consumers have offered more style than substance. With the growing cocktail culture and market for entertaining at home, there is an emerging market of consumers that want to enjoy high-quality, authentic liquids that they can enjoy whilst out in bars and restaurants or at home with friends. Blue Planet Spirits was established to provide these premium, authentic products. They scour the globe looking for products that deliver on taste at a reasonable price and focus on providing innovative marketing support to its customers.

Objectives

- Develop marketing strategy and plan
- Deliver sales leads and opportunities to sell
- Support sales team activities
- Create consumer brand awareness
- Work to a tight marketing budget



Mechanisms

- Handled inbound marketing related enquiries and filtered for value.
- Implemented telemarketing programme to accelerate appointment setting for sales team.
- Reworked Dovgan brand image, design and positioning to present traditional style-brand as fresh and modern.
- Development of corporate and brand websites to communicate, capture information and meet investor expectations.
- Production of corporate and sales support materials inc. presentation folders.
- Production of PoS inc. posters, leaflets and customisable flyers.
- Trade and consumer PR.
- Targeted magazine inserts to support sales team by region.
- Product and cocktail photography to illustrate brand versatility.
- Promotional events at customer venues to support brand awareness and secure additional business for on-trade customers.
- Sponsorship of theatre and film and other promotional events.
- Preparation for key trade exhibition to profile product.
- Development of a trade cocktail competition to encourage customers and potential product to trial and interact with the product.
- Online competitions and viral marketing to drive consumer awareness.
- Sourcing of branded goods including glassware and clothing.
- Entries for industry awards.
- Newsletter to communicate with trade customers.

Results

In 2005, Blue Planet Spirits launched its flagship product: Dovgan Genuine Russian vodka with great alcohol industry accolades and initial listings in bars, restaurants and clubs in London. Testimonials from key opinion formers and trade press coverage were received upon launch and consumer press coverage quickly followed. The sales team were fully



prepared and able to offer customer value over and above that of a quality product at an excellent price with local marketing and promotional opportunities.

"Blue Planet Spirits used Fresh Start Marketing to co-ordinate all PR, design, photography and other marketing. By doing this we not only enjoyed the benefits of an efficient, organised, knowledgeable, hard working and enthusiastic team but were able to add value to our customers. The work that Fresh Start Marketing has done for us though in having developed a great foundation for the company to work from has been invaluable."

Matthew Barnett, Managing Director, Blue Planet Spirits Ltd

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