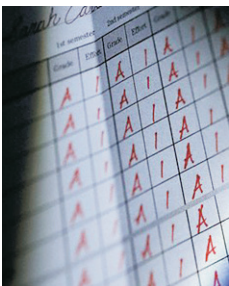




Marketing Audit
Market &
Audience Research
Marketing Plans
Product Marketing
Sector Marketing
Partner Marketing
Campaign Development



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Marketing Consultancy

"If the only tool you have is a hammer, you tend to see every problem as a nail." Abraham Maslow.

Cohesive Communications loves great ideas. A great idea is sometimes all that one of our clients needs to invigorate their marketing strategy. But we also know that creativity and vision can be totally useless – without direction. It's not a wacky slogan you need – it's a realisation of how to wake up your prospects and clients. Simply, it's a dose of demand creation administered with the benefit of senior market experience.

Marketing Audit

The Marketing Audit is a comprehensive review of a client's marketing objectives, market position and ongoing market activities. Tangible output from the Audit will include a well-evolved brand hierarchy, summarising the vision, proposition and themes that the client will communicate to target audiences. We will also identify clear, time-bound objectives as part of the marketing process.

Market & Audience Research

Keying into the issues that shape your audience's thinking and decision-making is imperative. Cohesive is skilled and experienced at planning and conducting market research on a pan-European basis. Working closely with your in-house marketing team we can create a programme of market research aimed at giving your marketing a razor-sharp edge.

Marketing Plans

Effective marketing depends on good, objectives-driven planning. Cohesive has an efficient, pragmatic and results-focused planning methodology. Each plan encompasses objectives, strategy and key action programmes. Work with us to expand your thinking, extend your resources and improve your results.

Product Marketing

Pricing, routes to market and promotion all play an equal role in creating a successful proposition, and getting those things right requires a sound understanding of the customer and the marketplace. Whether it's a totally new product or a relaunch for a late-life 'kicker'; given the stakes, it makes sense to seek a second opinion.

Sector Marketing

Cohesive can help to de-risk the sector marketing process. Entry into a new market sector or industry vertical needs careful thought and planning. Products need to be re-positioned; pricing restructured and 'bundled'; messages re-created, often using new language and terminology; routes to market re-evaluated.

Partner Marketing

Identifying, recruiting, training and motivating partners has become a specialism at Cohesive – particularly in the IT industry. Sales partners, whether in the traditional distributor-system integrator model or some other, are usually vital routes to market for technology businesses. Supply partners are critical to manufacturers and distributors alike.

Campaign Development

Campaign development involves fleshing out the objectives and good ideas generated at the planning stage into fully-fledged campaigns and programmes. The process bridges the gap between strategy and desired outcomes in all areas of the marketing mix. Cohesive's contribution will be a mixture of creative ideas, advice and process management. The output will be a campaign plan complete with identified objectives, milestones, timelines, dependencies, budgets, suppliers and partners. Just press the 'go' button.