



Interim Marketing Services
Campaign Management
Event Management
Sales Lead Generation
Sponsorship Programmes



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Marketing Services

*"Genius is one per cent inspiration,
ninety-nine per cent perspiration."
Thomas Edison*

Cohesive are committed to averting the sad demise of good ideas, particularly our own ones. To reinforce this, we have developed a comprehensive range of marketing services that will see any and all projects fulfilled to a successful end.

From advertising procurement to direct marketing, telemarketing and event management – we are experienced in acting as an outsourced marketing department, living and breathing the strategies we have devised.

Interim Marketing Services

Cohesive's interim marketing services team comprise a group of experienced and responsive industry marketers who can fill any role from Vice-President down to trade show stand personnel. Our flexible packages allow you to choose only those services that complement your own team, without the burden of headcount restraints.

Campaign Management

Most successful campaigns will include elements from across the marketing mix. Cohesive's speciality is co-ordinating these activities to ensure the campaign is delivered on time, on budget and on target. Starting off with clearly defined objectives, budgets and timescales the team will work with all appropriate client departments to deliver concrete results.

Event Management

Running an event needn't be such a stressful and expensive business. Services range from venue search, content development and theming through to project management, post event follow up and analysis of results. Cohesive's event management team are highly skilled at managing all aspects of an event from the world's largest trade show stands to customer breakfast meetings.

Sales Lead Generation

Cohesive have a reputation for developing some of the most creative and effective sales lead generation programmes in the industry – focussing on delivering quality rather than purely quantity, developing the campaign out of the overall marketing plan to ensure message cohesion and continuity with objectives.

Sponsorship Programmes

Corporate sponsorship can provide an added dimension to a brand. Cohesive's international experience in identifying, negotiating and fulfilling sponsorship opportunities has benefited a number of varying organisations.