

Client - City Limits, Sheffield

Objectives

- To establish and deliver a Marketing strategy for the owners of City Limits.
- To create a brand strategy which would enhance this new world class venue.
- To build a new high quality customer base through a communications strategy.
- To communicate the brand, key messages, new dance classes and corporate entertainment venue opportunities to the regional public and business and corporate stakeholders.
- To generate a series of marketing outputs and communication tangibles to support the brand.
- To set up and deliver a co-ordinated launch weekend.
- To provide a dedicated out-sourced marketing department for City Limits.

Communication Tangibles



Outcomes

- £50,000 of initial new business.
- 3,000 visitors on the launch day.
- 1,000 new customers pre-registered to over 50 new dance classes.
- 300 stakeholders, key decision makers, top local employers and media attended the gala launch evening, designed and delivered by Cowden Consulting.
- Delivered, a rolling programme of monthly communications outputs over a 6-month lead-up period to media outlets generating broadcast coverage on:-

BBC look North

YTV Calender

BBC Radio Sheffield

Hallam FM

Published coverage on The Star, Sheffield Telegraph newspapers, Hillsborough Profile, Dance World and Dance International Magazines.

- Negotiated major sponsor status and joint event activity and competitions with Sheffield Love2B festival
- Established a defined high quality brand and sub-brand identity.
- Delivered 9 pieces of promotional / sales literature (see above for examples).
- Developed a number of significant stakeholder touch points including Sheffield City Council - Activity Sheffield, AIDC UK (promotional card), Culture & Leisure Department, Dance Strategy Sheffield, Sheffield Hallam University, Sheffield Children's Hospital, Help a Hallam Child, Hallam FM, Macmillan Appeal.
- Raised £5,000 for charity and good causes.

Like to know more? Email: Richard@cowdenconsulting.com

