

Bubble Creates and Delivers Marketing Strategy for CVP



BACKGROUND

For more than 30 years, CVP has been one of the leading Broadcast and Professional video solutions providers in the United Kingdom and Europe, with a comprehensive UK sales and support infrastructure. The company prides itself on maintaining close relationships with key manufacturers such as ARRI, Sony, RED and Canon, and uses its unrivalled experience to listen to customers, understand their needs and deliver the right solution with first class service. CVP offers creative consultation, sales advice, technical service provision and training.

OBJECTIVES

After an MBO, the company appointed Bubble Agency to create and deliver a marketing strategy and build a tactical marketing team. The brief also included identifying short, mid and long term goals aligned to business targets, and executing a full rebrand.

STRATEGY/TACTICS

- Audit and full report of all existing assets, staff, the website etc
- Creation of internal and external communications plan
- Implementation of marketing budgets and reporting process
- Ongoing PR and Marketing campaigns across all platforms
- Launch of the new creative experience centre in London
- Organised events to boost customer, partner and media relations
- Full press office support

RESULTS

Tracked over six months to date

- Presented company audit to directors which led to re-brand and renewed focus on marketing
- 40+ pieces of PR coverage generated
- Delivered more than 10 inhouse events and presence at three tradeshow, with more in the pipeline
- Created brand and style guidelines
- Built relationships with European and USA press
- Built marketing team and manage all marketing messages, assets, media buying, collateral production
- Oversee and influence all outbound communications including email campaigns, social media across all channels