

Case Study — Global Oil and Gas

The effectiveness of sponsorship in terms of increasing brand awareness and loyalty is undeniable, but few outside the world of marketing and big business can truly appreciate the work that goes into delivering a multi-million euro sponsorship programme.

Working on behalf of one of the world's major gas and oil providers, Marc spent the first nine months of 2009 negotiating the deal and reviewing and delivering the programme for one of the most lucrative sponsorships in the world, and certainly the largest that the client had ever been involved in.

In the course of developing the five year marketing strategy and one year 'grand plan', Marc highlighted the need for significant revision of the existing marketing structure in order to achieve maximum returns for the client. Subsequent to his recommendations, he was then responsible for the integration of the new ways of working from the global business transformation programme.

Meeting the challenges of delivering a new business model for a sponsorship programme affecting no less than 47 different countries could well be considered testing enough. With the introduction of Africa into the equation, however, the ability to make the new region work efficiently proved to be one of the most challenging aspects of the assignment, along with completing the commercial review of the programme and delivering the outputs, all of which relied on Marc's ability to call into play his entire spectrum of impressive capabilities and experience.

Although the aim of the sponsorship programme from the client's perspective was not particularly focussed on increasing awareness of the brand, but rather at developing brand loyalty, the effects of the initiative were being felt almost immediately in both the customer and B2B arenas, well in advance of the sponsored event itself.

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Treating causes not symptoms.

