

Case study: FSP

FSP is a leading retail property consultancy, providing a range of research based services to clients across the UK and Europe. Working with retailers, investors, shopping location managers and owners, FSP specialise in key services, such as pre-acquisition, market intelligence and consumer research.



Shopping Centres



Retail Parks



Outlet Centres



The Challenge

FSP was looking to grow its business. With word-of-mouth and referrals as the key drivers of new business, FSP recognised a need to be more proactive in driving market communications.

Initially approaching EWO to develop and implement a PR strategy, FSP saw the value of outsourcing its entire marketing function to EWO to deliver an integrated, scalable programme of activity to grow and enhance the overall marketing and communications activity.

Objectives

The main objectives were to raise awareness of FSP and elevate its reputation in the UK and Europe. FSP also wanted to consolidate its position as a market leader within the retail property industry and fundamentally, to engage with current and prospective audiences through targeted marketing and communications.

These objectives were underpinned by the need for strong and consistent messaging, focusing on FSP's core consultancy and expertise and creating a key point of difference from competitors.

The Result

EWO worked with FSP to clarify its values and messaging to support the development of a new communications strategy. A year in, EWO has continued to develop PR and marketing

strategy, including collateral, internal communications and blogs.

EWO has also worked with FSP to create integrated campaigns focusing on retail themes around key events which then play out across FSP's on and offline channels. In 2014, MAPIC was a significant event; FSP supported two clients in a successful press launch for two new developments in Prague and on the Finnish- Russian border. FSP also sponsored the annual MAPIC 'Cannes Tennis Tournament'.

Additionally, FSP presented at BCSC as part of the panel session 'Getting into the mind of the consumer'. Both events heightened the European profile for FSP, leading to a wider reach of prospective clients and cemented its position as experts in the industry.

The marketing and PR activity has enabled FSP to develop a strong and consistent brand and voice, creating opportunities to share insights and comments in key trade media, building journalist relationships and participating in industry conversations and demonstrating the real expertise right across the business.

The activity has worked to raise awareness and engagement with FSP at an industry level, as well as enhancing its profile as leading commentators on retail and retail property. This has now provided a solid foundation on which FSP can build.

"PR was an area we were keen to focus on as a company, but EWO brought with them wider expertise and knowledge to drive our marketing communications activity alongside that, to enhance and support the PR. EWO quickly became an extension of our team, understanding who we are and how we work, and creating a clear, compelling voice for FSP through all communications. The work EWO has done over the past year has helped raise awareness of FSP in the retail property industry and we are looking forward to developing this further in the next twelve months." **Jo Hewson - Managing Director**

For more information on this and other projects, call us on 01844 273026 or visit our website www.ewo.uk.com