

Case study: ShoZu



The Challenge

Having become a major mobile phone application, in order to secure future funding, ShoZu had to meet key objectives within a short period of time and needed additional marketing resource to meet these. Not only was the success of the company dependent on the results, but more importantly, it's survival.

This meant the ShoZu Board needed a team of experienced marketers to deliver a number of key projects to a very tight timescale.

The Objective

Eyes Wide Open put a team in place consisting of two consultants and a project manager, supported by an administrator. The team dedicated the equivalent of a full time role to ShoZu, with a large presence at the ShoZu offices.

The Result

With an experienced team in place and working from the ShoZu office on average four days a week, it meant that the Board were able to draw from the EWO experience to develop the plans and strategy.

Also, and importantly, ShoZu now had the resource to develop and deliver a number of key projects within the initial time period. Our team hit the ground running, ensuring no time was lost.

Ultimately, key dates were met and the client secured the funding necessary to move into the next stage of their development. This was all achieved whilst the global economy was in the midst of its crisis, proving how strong a proposition ShoZu is.

“We needed marketing expertise quickly and one that would get on and not have to learn about us in order to deliver. EWO were fantastic, their skills enabled us to meet very tough targets and they also helped us develop our overall marketing positioning, so much so that we have now asked them to continue working with us”.
Jen Grenz – VP Product and Marketing

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