



CASE STUDY

Charterhouse (Accountants) Ltd have been supporting clients across London and the Home Counties for over 50 years. As legislation and technology has evolved over this time, so the business has adapted to meet these needs, embracing technology to help meet the modern financial demands for both businesses and individuals.

THE OBJECTIVES

Recognising the need to increase marketing activity, the Directors engaged with EWO with a clear brief.

Firstly, the brand needed to be reviewed and competitor research undertaken to then evolve the brand to be more client focussed.

Secondly, the business needed a marketing strategy and professional marketing support to help the team implement the strategy in the longer term.

THE RESULTS

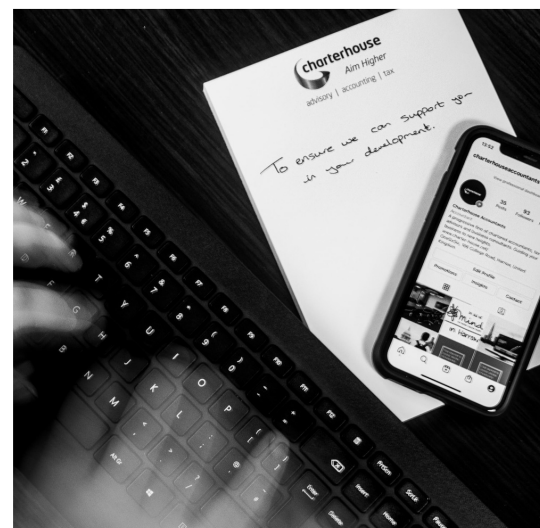
EWO undertook the market research across the region, identifying the key competitors and clarifying their positioning in the market. Following this research, Owen Hughes oversaw the redevelopment of the corporate brand and the creation of new marketing collateral, including a new website. A long-term marketing strategy was also agreed and implemented and presented to the Directors. Owen Hughes continues with involvement in leading the marketing to work with the team to ensure that the ongoing marketing is implemented, including regular monitoring and measurement to ensure a positive ROI is delivered.

David White, Joint Managing Director, "At a time when we had ambitious plans to grow, we knew we didn't have the right expertise inhouse to deliver the marketing. Having engaged with Owen and EWO, we have been able to evolve and create a brand that now stands out in the market and even through challenging times, the marketing has enabled us to grow and maintain strong levels of profit. Owen has been a constant factor over the past few years providing us with guidance and advice and working with the team, his help has been invaluable."

THE CHALLENGE

Having established the business as a specialist accountancy practice over 50 years ago, they have developed expertise across a number of areas, including tax and property, but also provide general business and private client support.

In addition, they provide specialist tax advisory support for business and individuals, helping them maximise the value of their business and personal assets. The priority for the business was to build brand awareness in a hugely competitive sector and attract new clients.



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



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