

Recruitment, Education & HR
Marketing Specialists

Agency Overview



Agency overview

- Full service marketing agency – over 30 years in the business and going strong
- B2B and Trade Channel marketing specialist
- We are listed as a RAR recommended agency for the 9th consecutive year (2013)
- International and multi-lingual experience
- Designing and delivering outstanding marketing programmes for the recruitment, education and HR industry:
 - Insightful business and value proposition development
 - Brand development, positioning and creative design
 - Product development and launch strategies
 - Robust data development



Our Approach

- Delivering an integrated strategy:
 - Using a mix of communication messages, channels, tools and touch-points to create audience awareness, engagement and action.
 - Understanding and managing target data to drive intelligent live campaigning.
- Communication of complex offerings to the market place – insight to:
 - Understand complex information / offerings and turn features into messages that engage different audiences.
 - Understand audience segmentation, prioritisation and their pain points.

Our full service approach



Our bigger picture marketing thinking for clients...





www.earl-thompson.co.uk

get
Gloucestershire
Engineering Training

The Challenge:

When Gloucestershire Training Group (GTG) decided to expand into new purpose built premises in 2012 a rebrand was opportune. Prior to working on their new identity we had developed and designed a new website for them, however knowing that a rebrand was imminent, we ensured that the site was easy to re-skin. So the challenge was to devise a new brand identity, in line with their values as an engineering training association with charitable status.

The Solution:

We held sessions with GTG to discuss variations of the new name, and we settled on Gloucestershire Engineering Training (GET). This name more accurately represented their specialism in engineering training and allowed us to use the catchy domain of www.get-trained.org. Once the name had been agreed upon we set about planning the external and internal signage, from the main business sign right down to the classroom signs and signage on doors. To suit the bold and fresh new look the external signage was backlit. We also commissioned some bespoke wallpaper to dress the reception area and create a great first impression.

The Outcome:

The new brand launch tied in with opening the doors to their new premises in Autumn 2012. The new look was well received and employees, students, and GET continue to do sterling work in developing workplace skills across Gloucestershire. The refreshed website is helping GET to communicate effectively with all stakeholders and has become a critical information platform.



get skilled

Gloucestershire Engineering Training

get qualified

Gloucestershire Engineering Training

get a career

Gloucestershire Engineering Training





The Challenge:

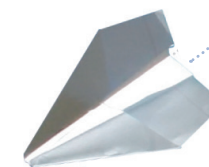
Launched in 2009, WVLLN (Western Vocation Lifelong Learning Network) wanted to develop an online portal for those considering a return to higher level study. However, WVLLN were struggling to bring the concept to life, with no name or brand identity in existence.

The Solution:

Earl & Thompson Marketing assisted with the development of Lifepilot; from initial consultancy stages in naming through to brand identity as well as strategy formulation and mapping the campaign's routes to market. The latter has been achieved with press advertising in local key titles as well as outdoor advertising throughout the WVLLN catchment areas; bus advertising in Bristol, Bath, Cheltenham, Stroud, Cirencester and Swindon, whilst Rail advertising targeted both the Bristol and Bath stations.

The Outcome:

Audience awareness levels were very successful and the campaign achieved all its objectives. As well as providing a great brand, Earl & Thompson Marketing were also able to provide sound metrics for ROI by using URL variants across the three advertising activities, WVLLN were able to measure the source of the web visits and also see ROI from their advertising campaign.





The Challenge:

As a specialist technical recruitment and resourcing company, Omega Resource Group were growing quickly and extending their global reach, but found that their rapid growth had led to their brand becoming diluted with clients building affinity with sub-brands and making cross-sell and up-sell more difficult. With no in-house marketing team to support the growth, a solution needed had to be found.

The Solution:

Following an intensive series of workshops with all key stakeholders, we were able to establish priorities within the business and set clear objectives and strategies. Integrating multiple divisions and defining one clear brand, we focussed on established sector specific positioning strategies and communications schedules. 3 new websites were built to support the UK, Middle East and Australia, all with CMS functionality and integration of job feeds from one central data entry point, together with training to establish consistency across the company. Sector specific collateral was produced together with tailored landing pages within websites to support multiple sales lead generation campaigns, as well as Facebook and Google Adwords advertising and building dynamic LinkedIn company content.

The Outcome:

We are now established as the fully outsourced marketing department for Omega, with a member of our team working on-site one day per week. New branding and collateral was launched at the annual Company presentation and has since been fully rolled out to all audiences. The new branding and imagery has repositioned Omega Resource Group as a clear expert within pre-defined sectors and has a full supporting communications schedule to support this positioning.



What our clients say.....

“Earl & Thompson are that rare supplier that engender total trust and loyalty from their customers. Their approach is a holistic approach that concentrates hard on understanding, challenging and supporting the strategic objectives of that customer and making them work. They are a strategic communications partner that focuses on marketing.”

“On a day to day operational basis, the level of responsiveness to work requests at short notice is outstanding. Coupled with this, their deep understanding of my industry sector provides me with confidence in their professional judgement on longer term strategic matters.”

“Earl & Thompson worked closely with us, taking time to understand our sector and objectives and were able to translate that easily and professionally into the re-branding of the organisation. Their ability to translate our requirements enabled us to develop a new, refreshed brand which has had a very positive benefit to the organisation.”

“The team at E&T really strive to understand our business and where our business is heading, making our work with them truly effective over the short, medium and long term.”

“More a strategic consultancy that specialises in marketing than a marketing firm. Very unusual in that Earl & Thompson work hard to understand the business strategies and ideas in order to assist in fulfilling the business’ potential. Wouldn’t hesitate to recommend them”.

In summary - What can we do for you.....

- Provide a full-service integrated strategy
- Deliver intelligent campaigns generating sales opportunities, development of senior level relationships and ROI
- Translate complex product/service offerings into impactful marketable campaigns
- Harness market structures and channels to ensure you stand out
- Utilise industry insight specific to your business priorities and issues

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