

Case Study

Green & Kassab

Sector: Management Consulting

Market: Healthcare, Government, Commercial



Background

Independent management consultants Green & Kassab, founded in 1990, specialising in cost improvement service within the NHS, government and select commercial sectors.

Objectives

- Move the Green & Kassab brand to a new level of awareness and stature to improve client acquisition.
- Promote the proven consulting capability into the commercial sector.
- Create a longterm business development process.

Solution

To determine the most effective way forward, Shere conducted a **SHERE Plan** review and produced a detailed recommendations report. The action plan that resulted included specific proposals for the brand requirement, all marketing communications developments, plus a 'business development' campaign.

The brand had strong equity, so it was essential to retain a clear link to the existing identity. But the brand was not distinctive or particularly memorable and some confusion existed due to the use of the shortened version 'G&K'. The resulting development brought consistency to the entire proposition, through all-revised written content for the web site and collateral, use of one name, new logo - and the introduction of a sunflower theme - to represent the light shed on difficult situations and growth that is engendered through Green & Kassab's engagement with their client's operations.

Shere also initiated a process of lead generation. In addition to adding input to sales letters and emails set by Green & Kassab's in-house team, Shere provides a telemarketing and mailing campaign.

Results

Green & Kassab has already seen marked improvement in lead generation performance, improved recognition of the brand and bottom line incremental growth.





Client comment

“The approach initially taken by Shere was analytical and thorough. They reviewed our stated objectives, thereafter making recommendations for wide-ranging changes to our business development and marketing processes. We now have a partnership relationship with Shere that includes new business opportunity identification and lead-generation, as well as brand development and traditional marketing communications delivery. We are very delighted with how this is moving forward.”

Gerry Kassab
Executive Director