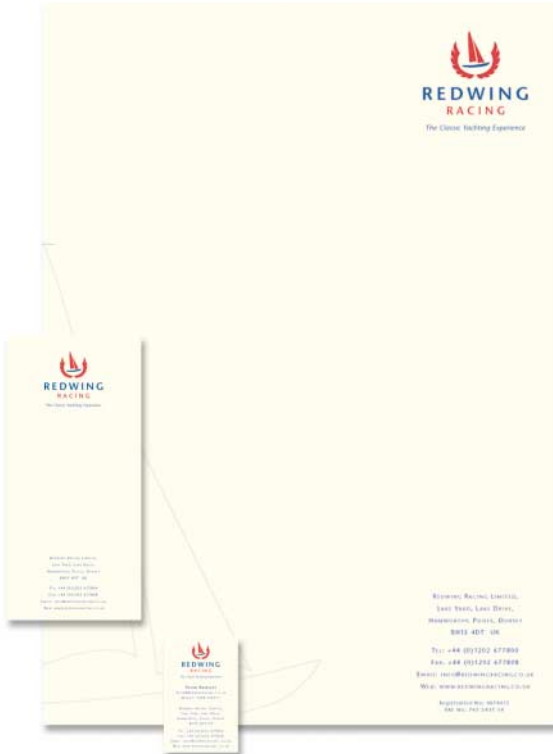


Case Study

Redwing Racing Limited

Sector: Corporate Hospitality
Market: Major Corporations



Background

A classic yacht sailing events business, offering standard and fully customisable hospitality packages to business organisations, the sailing community and members of the public.

Objectives

Our brief has been to create a dynamic brand identity, marketing strategy and communications programme.

Solution

Brand development, corporate identity, literature, web site, PR and exhibitions.
www.redwingracing.co.uk

Results

Business reached trading break-even within 24 months.

