

Expanding the Proposition

Our Markets

(mid-sized and larger companies)

Local Authorities
Professional Services
Legal and Recruitment
Membership, Communities and Networks
Financial Services
Tourism and Hospitality
Media and Creative
Skin Care and Health
Property and Construction
Information & Communications Technology (ICT)
Software Development & Service Companies

Case Study

The GM of a 5 star venue needed to develop a stronger market presence to maintain market share and increase it year on year. It sought to break into new market space to expand its current offering to a completely new customer base that would complement its current offering in the corporate, events and weddings sectors. It approached Market Accents to assist in developing a private members club.

We first developed a concept paper in order to clarify the opportunity. We carried out research to understand the pricing and logistics. We then expanded the concept into that of an exclusive members club catering to high net worth individuals. A calendar of exclusive events would generate revenue and make use of the House during low periods in the venue's calendar. This would set it apart from its competition.

Market Accents developed the business case and drove its implementation, helping to launch the club, liaise with all the communications (online and offline) and develop the programme of events until a dedicated team was in place. Market Accents continued to oversee the implementation and work with the membership team to market the club.

Our Success: The club was launched in April 2008 and has since signed up over 150 members. In Autumn 2008, the concept was expanded to include a business-focus, targeted at the current client list. All events are well attended and companies now use the club to extend corporate hospitality to their own clients.

The club concept and leisure and business programme was Highly Commended as a finalist in the RBS South London Business Awards Best Business for Marketing 2009.

Call us today for a complimentary chat.
Noreen Cesareo
077 8755 5651 or
020 7592 9147
noreen@marketaccents.com
www.marketaccents.com