

Admotus Marketing Case Study

Working alongside established teams to define and deliver marketing strategies and plans for ‘pre-planning consultation’ in relation to a major sporting event coming to the UK in 2012.

Terms of Engagement:

Consultancy Assignment

Background:

This major sporting event, coming to the UK in 2012 will be hosted at a number of sporting and non-sporting venues around London and in key locations outside the capital. Each of these venues will become a competition venue in their own right for the duration of this international sporting event. Each will have a temporary ‘overlay’ which will include branding inside the venue and the adjacent area and special arrangements for transport, security and spectator management. In total over 20 venues (including locations such as Earls Court, Lords, O2 Arena and ExCeL) will host a number of different sporting events.

UK planning regulation requires that each venue to be used submits a planning application and with it evidence of an appropriate level of public consultation.

Assignment:

To work alongside cross functional internal and external teams to define an appropriate consultation approach for the different venues, recognising the issues involved with each location and the level of public consultation required. From this work develop an approach for defining the consultation strategy, plan and budget for each venue.

Modus Operandi:

Coordination with staff from the relevant organising committees and delivery authorities including: Venue Managers, Sports Managers, transport and security staff, communications and PR teams, media teams, marketing and branding professionals.

Coordination with external groups including: venue management teams, appointed consultants and agencies, key resident groups, business associations, borough officers and members in locations such as Newham, Camden, and Kensington & Chelsea.

Delivered:

Consultation strategies and plans developed including:

- Overall strategic plan and schedule of activity
- Individual venue plans and budgets
- Identification of potential conflicts and programme bottlenecks

Marketing Communications co-ordinated and delivered including:

- Consultation websites
- Resident newsletters
- Feedback questionnaires
- Public exhibitions
- Direct mail and advertising campaigns
- Stakeholder briefings (including resident and business group meetings)
- Communication via social media (e.g. Twitter)

Results:

- Pre-planning consultation approach established for basic, standard and complex planning consultations.
- The marketing and communications budget forecast for the consultation programme determined.
- The consultation timeline for each of the planning approvals identified along with programme pinch-points.
- Strategy, plans and public consultation delivered for Earls Court, ExCeL and O2 Arena event venues.