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Business to Consumer

AIT analyses the customer experience at every stage in the purchase cycle to develop acquisition and retention programmes. Needs analysis, value perception, product utility, access and customer satisfaction all play a part in creating and maintaining a compelling brand.



Shurgard

Europe's largest self storage company.

Project Scope

Total responsibility for UK marketing activity from category awareness to individual store promotion.

Objectives

To promote 'modern' storage and establish Shurgard as a premium brand.
To optimise advertising budgets.
To identify business and residential storage users by type and develop sales and value propositions accordingly.
To drive occupancy to 95%+ and open new stores with a high percentage of pre-leases.



Daewoo

Leading consumer electronics manufacturer.

Project Scope

Develop theme for trade shows, including competitions and support collateral.
Design look and feel for highly innovative new white good.

Objectives

To increase perceived value of goods among distributors and partners. Grow awareness about Daewoo research and development. Improve on communication levels of previous trade shows.



Patientline

UK's largest provider of hospital bedside telephony and entertainment, and Trust services.

Project Scope

To provide interim Head of Marketing to re-brand the company as a specialist service provider in a unique sales environment, the NHS, where the expectation is that everything should be free at the point of delivery.

Objectives

To establish clear value propositions around services that deliver choice, control and convenience to individuals and hospitals. To build better relationships and understanding with the media, government officials, lobby groups and Trusts. To develop new products and revenue streams.

