



- ▶ **Client:** Micro Heat Ltd
- ▶ **Product:** Innovative Heating Appliance

▶ **Services We Offered:**

- Assisted in writing business plan
- Devised Marketing Strategy
- Established marketing budget
- Market Research & Focus Groups
- Developed brand identity
- Arranged product photography
- Running PR Campaigns
- Web Site Design and control

- ▶ Micro Heat has developed an exciting innovative method of space heating using microwave technology, combined with an aesthetically pleasing design incorporating the latest technologies.

Firstly we needed to develop a marketing strategy and budget, which was incorporated into the business plan, which attracted the necessary investors to fund the project.

As the heater would be selling into a niche market we set up focus groups to obtain valuable feedback from prospective customers on the design and functionality of the product.

The marketing strategy was geared towards obtaining the maximum exposure for the product at the minimum cost, with customers being driven towards the website following editorials and advertising. Customers will then be able to purchase the unit online.

We also controlled the design and production of the packaging material, instruction booklet and all sales literature for the new product.