

## Case Study: Field Marketing & Activation

### **Building innovative strategy and growth plans:**

- This extremely rapidly growing entrepreneurial and privately held firm is showcased as a leading example of how to build a R500m business in 10 years
- Future Advisory was engaged to help reposition the firm in its core market, identify new growth opportunities, move further down the value chain and embrace technology in the extension of its value proposition
- A new target operating model was formulated and embraced and the firm has also diversified into new age technology and internet based solutions
- Strategies for the new age firms were realigned to the new demands from marketing agencies and the larger FMCG manufacturers who sought a quantum improvement in the measurable impact of marketing spend

