

Investment sectors - company targeting with impact

Introduction

This two page briefing note summarises The Place Marketing Company's investment sector targeting approach on behalf of clients.

When we have agreed the target sector on which we will focus, our approach has three stages.

Stage 1: Verify and Develop the Proposition

Actions

We spend time with you. We discuss in detail and establish your understanding of the investment sector in your location and understand what we already know on statistics, company presence, supply chain, available skills etc.

We undertake further research and undertake meetings with key companies / individuals to discuss the target sector in your location.

Our objective is to gather as much information as possible from all sources to ensure a good understanding of what is known and what is happening in the industry in your location.

Outputs

We will produce a small number of simply designed electronic fact sheets that encapsulate the proposition that has emerged from the work we have undertaken. The fact sheets also comment on broader issues, in summary form, such as market opportunity and growth potential of those markets and emerging technology issues that might influence investment or spark interest for discussion with a potential investor.



We also provide a short commentary on alternative ways to present the investment sector proposition and develop the campaign over the next 24 months - other than through direct company contact. We suggest ways to develop further marketing materials and to present the proposition on your website. We look at appropriate printed and e media – and consider

forthcoming industry event opportunities and suggest approaches to intermediaries to further emphasise the proposition

Stage 2: Build a list of target companies

Actions

We identify sources to produce a listing of target companies. Who the target companies are will be influenced by the work in stage 1 and will include a combination of European, North American and Asian based companies – as appropriate for your location and the sector we are targeting.

For each of the company targets we will provide between 1 and 2 pages of introductory detail about the company – this will include:

- Contact details – key addresses, key personnel, web address
- Where relevant links to any existing companies / sites in your location
- Key products / areas of speciality.
- Rationale for inclusion in the listing and assessment of capability / intentions to invest in or relocate existing facilities
- Where available, recent performance statistics and any issues likely to affect the company in the next 12 months.

For each target we will also suggest a small number of key selling messages specific to that company which, on the basis of the information that we have appear to be things likely to stimulate interest with the target company.

Outputs

We will provide to you the company listing complete with all relevant details and the two page initial company summary described above. We will present this in a way that works for you and the systems that you currently operate. The initial company list will be provided at the end of this second stage with the briefing per company provided at the end of the project to include outcomes from the targeting exercise.

Stage 3: Initial Targeting Exercise

Actions

We coordinate with you an appropriate mailing to the target companies.

Representing your location we then pursue telephone contact with the target individuals at

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each of the target companies. Our aim is to achieve one or both of the following:

- Agreement to receive regular mailings and information on your location and the opportunity that it offers to target sector companies.
- An agreed meeting date to present in more detail your locations proposition.

Outputs

Our objective is to achieve presentation opportunities. Details of each presentation opportunity will be provided to you with key issues described and suggested lines to take during the presentation.

We then update each of the company briefings and provide to you a complete initial briefing on each of the target companies.



Conclusion and Summary of Principle Outputs for the Project

The work we have described will produce the following principle outputs:

- A small number of simply designed electronic fact sheets that will describe the proposition for your location and encapsulate the relevance of that offer within the key issues facing the industry in the short to medium term
- A summary of suggested actions and mediums for taking forward an investment campaign for your location in the target sector in the next 12 to 24 months.
- A list of target companies in the UK and overseas to undertake direct campaigning initiatives towards
- Initial contact with each of the target organisations and provision of more detailed presentation opportunities

- A briefing per company, reflecting the initial telephone dialogue, to describe the key contact details, industry interests, rationale for inclusion on the list and recent performance. A small number of key messages per company will also be provided.

We will need to work closely with you during the project, but through the actions and outputs described above will at all times seek to add value to the work of your location and help you to initiate a credible investment targeting campaign that achieves impact for you, your partners and your location.

Investment Targeting Experience

The Place Marketing Company has a detailed and extensive experience of place promotion and the marketing of locations for new company investment. In the UK we have worked for both the national and regional authorities. We have undertaken campaigns and marketing initiatives in Europe, Asia and North America and successfully promoted for new investment in a range of different sectors, including Automotive, Aerospace, Biotechnology, Creative Industries, Environmental Technologies, Financial Services, IT and Electronics, Leisure Industries, Marine Industries and Medical.

We have strong experience of using company investment targeting to support and stimulate the development of new economic areas or the redevelopment of older industrial areas and the attraction of new technologies and new kinds of investment.

We believe in doing things differently – challenging convention – we build a message and a proposition that talks directly to the company investor and which stimulates their interest and wish to find out more about the places and the locations that we are representing.

We are a small company with global capabilities. We have the connections and the networks to use for the benefit of our clients. But, because we are small and flexible, we are cost efficient and can provide high impact, cost effective solutions for the organisations that we work for.

For a cost competitive quote and for more information call +44 (0) 7921 132887 – or email us on info@placemarketingcompany.com

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