

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships

Accelerating business innovation;
a Technology Strategy Board programme

<http://www.ktponline.org.uk>

BRAINSTORM COMMUNICATIONS LTD KTP HELPS COMPANY BRAINSTORM A NEW IMAGE

ABOUT THIS CASE STUDY

Kingston University and Brainstorm Communications Limited formed a successful collaboration for this Knowledge Transfer Partnership (KTP) project. The aim was to conduct market research prior to implementing a strategic marketing plan.

ABOUT THE SPONSOR

The European Social Fund (ESF) supports national employment and skills priorities, in line with EU regulations by helping unemployed and inactive people enter work, promoting lifelong learning, skills development and gender equality.



FAST FACTS

- 🔄 KTP helped company transform from sales-led to market led culture
- 🔄 Brand consistency created and demonstrated through marketing collateral
- 🔄 Significant increase in turnover as a result of the KTP
- 🔄 Efficiency gains from more effective sales pitches
- 🔄 Associate employed by company at completion of KTP project
- 🔄 Research opportunities for University staff

The Company

“The positive effects of the KTP outcomes are now so ingrained in the business that it is impossible to imagine where the company would be and what the company would be like, had Brainstorm not taken part.”

Andy Shankland, Director, Brainstorm Communications Limited



The team at Brainstorm Communications Ltd.

Established in 1997, Brainstorm Communications Limited is a creative communications agency based in Cookham Dean in Berkshire. It is predominantly a small to medium-sized enterprise (SME) but has undergone rapid organic growth. Brainstorm specialises in producing live events, film and video, digital media, speaker training, print, design and photography for high profile brands and companies such as BMW, Haagen Dazs, LG, npower renewables, Old El Paso and Yell.

ABOUT THE PROJECT

Brainstorm's own image and success had been built from client referrals and word-of-mouth recommendations. The company Directors recognised that an integrated marketing strategy was necessary to complement the existing sales activity and provide a platform for future expansion. They approached the Business School of Kingston University to help them realise this step change.

BENEFITS

KTP has brought far more than a strategic marketing plan to the company. It has had a profound effect on the company's overall strategies and operations as well as providing a catalyst for a company-wide culture shift. Marketing now plays a strategic role throughout the entire organisation,

influencing the company's approach to every business activity. As a consequence of the KTP project, the culture of the company is characterised by its market orientation rather than sales activity.

As a result of the KTP Associate's placement, the company now enjoys greater professional credibility; it has a new corporate website, a presentation portfolio, a show reel, marketing collateral, a clearer brand position and greater consistency in its brand messaging.

A key achievement was the Associate's awareness of the increasing importance of procurement of services for the industry. She proactively developed a working relationship with the Chartered

Institute of Purchasing and Supply (CIPS) and Brainstorm is now part of the CIPS steering committee. This has given the company a competitive edge. The introduction of new processes has also improved Brainstorm's performance and promises a positive impact on profitability.

RESULTS

- 🌀 KTP has brought a profitable strategic shift to the company's focus
- 🌀 Marketing function now embedded into company's operations
- 🌀 Brand consistency created and demonstrated through marketing collateral
- 🌀 Significant increase in turnover as a result of the KTP
- 🌀 Efficiency gains from more effective sales pitches

The Associate

"KTP offers graduates a rare opportunity to work in a smaller company and experience the benefits of really making a difference, while enabling professional and academic growth..."

Laura Taylor, KTP Associate

BENEFITS

The Associate used her degree in International Business Studies as the basis for this successful placement. The main challenge for her as a new graduate was to create a new function within the business. To meet this, the Associate had to adapt academic theory to the business needs of a small service SME. She also had to convince colleagues of the benefits of the changes instigated. The Associate has benefited from increasing her skills in project management, business systems, presentations and communications; she has now developed business acumen. Her achievements in the project were recognised and she was offered a job as a Marketing Manager within the company.

RESULTS

- 🌀 KTP has provided personal, academic and career development
- 🌀 Post graduate diploma from the Chartered Institute of Marketing
- 🌀 Commenced an MA in Marketing Management and Practice
- 🌀 Won the role of Marketing Manager within the company

The Academic Partner

Kingston University London

"The KTP provided an ideal platform to work on pertinent business issues that evolve over time, and has provided new perspectives to my teaching and research."

Dr Debra Riley, Lead Academic, Kingston University

BENEFITS

The University has forged a close partnership with Brainstorm and benefited from adapting marketing solutions for a growing SME within a fast paced industry. The experience has provided a wealth of information for the University. Case study material has been produced for the Marketing Strategy Module and that relating to Marketing Communications. The collaboration has also provided research material and a conference paper.

RESULTS

- 🌀 Greater insight into the workings of a dynamic SME
- 🌀 Opportunities for case study material, research and a conference paper
- 🌀 Contribution towards the University's research rating.