

## Our experience

Delivering projects from Borough Council to National government campaigns; listed below are just a few of the people we've worked with:

- Buckinghamshire County Council • Cambridgeshire County Council
- Cheshire Road Safety Partnership • City of York Council
- Cleveland Police • Crimestoppers • Government Office Yorkshire and Humber
- Great North Air Ambulance • Highways Agency
- Institute of Highways Incorporated Engineers • Kent County Council
- Kent & Medway Safety Camera Partnership • Lancashire Partnership for Road Safety
- Lancashire Safety Camera Partnership • Middlesbrough and North Tees PCT
- Middlesbrough Council • Norfolk Road Safety Partnership • North Yorkshire County Council
- North East Early Intervention and Prevention Service (Mental Health)
- Redcar & Cleveland Borough Council • Safer Roads Humber
- Scambusters • South Yorkshire Safer Roads Partnership • Stockton Borough Council
- Surrey Trading Standards Service • Sussex Safety Camera Partnership
- Tees Stop Smoking Service • Warwickshire Casualty Reduction Partnership

## Understanding Fused

Fused Ltd is a Public Sector Marketing Consultancy - a new breed of marketer, focused entirely on developing and delivering marketing campaigns at both local and national government level. Our aim is to enable public sector bodies and related industries to communicate effectively with their target audiences and deliver real value for money.

But it's more than that. Much more. We really want you to have the most effective campaign. We want you to succeed and we want to make a difference. You are our toughest critics. A successful campaign is everything to you, and paramount to us.

Owned and run by Andrew Richardson and Zoë Farrington, Fused Ltd was formed in 2005 following a management buy-out of Black and White Strategic Solutions. Anyone meeting Andrew and Zoë is immediately struck by their passion, enthusiasm and drive. These attributes underpin the company ethos and are a key part of what make our clients succeed.

## What makes Fused unique?

Talk to any of our clients and they will tell you that we're not like any other agency. That's because we're not an agency. As independent consultants we bring our knowledge and experience to bear and work with a wide range of different suppliers to deliver targeted, successful campaigns. At Fused we work as a small team. With a strong infrastructure, we share knowledge on clients, campaigns and strategies and share an enthusiasm for providing effective marketing solutions.

## Knowledge of the public sector

We understand that marketing in the public sector is different to marketing in the private sector. That is why we specialise only in public sector work. The challenge in the public sector is often in influencing positive public behaviours through social marketing, measuring its success and advising senior civil servants on the great benefits to be achieved through this approach. After more than seven years working in this arena, we have first-hand experience of the demands and pressures, the politics and the principles that you manage on a daily basis. Our knowledge extends from partnership working across all different levels of both local and national government, to helping clients navigate the unclear or unfamiliar requirements for funding bids.

## Partnership working and contacts

At Fused, we are always looking at ways to bring like-minded people together to work on bespoke campaigns or projects in which all parties have a vested interest. By combining the resources and expertise of individuals from different areas, we facilitate partnership working and promote added value. We are able to use our network of contacts and experience to your advantage. These individuals come from a wide variety of interested parties, including;

- Government agencies
- Local authorities
- Police authorities
- Health authorities/ Primary Care Trusts
- Fire & Rescue Service
- Charities
- The private sector

## Tried and tested: Thinking outside the box

Give us a brief and you'll be pleasantly surprised by what we come back with. Once we've completed the research we'll tailor a proposal for your target demographic; proposing a creative concept and a strategy for delivery. It is this strategy that is key to the success of a campaign. We offer a dynamic and fresh approach; sometimes daring, sometimes controversial, sometimes subtle, but always memorable.

Despite what you may think, a highly targeted and flexible campaign doesn't have to come with a high price tag. We appreciate that budget constraints can be an issue, which is why we employ Guerrilla tactics, which can hit the heart of the most inaccessible target market and have underpinned some of our most successful campaigns. This can include using bespoke promotional teams, a 120" plasma screen on the side of a mobile media truck, building wraps, an Adscooter/Adbike or Lookwalkers and Street Screens to name but a few.

## Project management and value for money

Select us as your consultants, and we'll deliver your campaign for you on time and on budget. We select qualified third-party suppliers based upon the brief, experience and budget - and we manage it ALL for you. We appreciate that manpower is a scarce resource within the public sector. Fused can act as an extension to your department. From organising and chairing key meetings, liaising with team members, communicating with key stakeholders and assessing potential avenues for partnership working to researching and writing full copy for campaign materials. In the words of our clients: "The great thing is that we don't have to spend much time managing the project - they just get on with it".

So surely it's expensive to bring in Marketing Consultants and much of a small budget will be eaten up by management fees? That's not the case with Fused - often our clients don't pay a penny in consultancy or management fees. So how do we make our money? Put simply, we negotiate commissions with our suppliers and our buying power ensures that we realise the best possible rates for your campaign.