

## **MARKETING SOLUTIONS:**

The Marketing Bureau is one of the leading marketing and advertising agencies in the Channel Islands offering all aspects of marketing services. In our 15 years of experience we have learnt that customer relationships are of primary importance and we seek to unlock the inspirational insights within our clients to create effective marketing propositions. Small in size, big in experience, at The Marketing Bureau we pride ourselves in our ability to get to the heart of our clients' needs and to deliver tailored creative solutions. By investing our expertise we are able to watch our clients grow and with that, strong long-term relationships are formed.

## **SOLE ADVERTISING AGENTS:**

The Marketing Bureau is the sole agent to handle advertising for:

- Jersey Airport & Harbour
- Aviation Beauport (Private Air Charter Company)
- Jersey Sports Centres
- Jersey Buses, Bus Station & Car Parks
- Enjoy Jersey (Hotel) Magazine
- Ensign (Condor) Magazine

We can also arrange advertising for Guernsey Airport, Harbour and Buses.

## **MARKET RESEARCH & ANALYSIS:**

Market research has become a large part of company strategies due to the increase of competitiveness in the commercial and retail business. We handle Market Research for local and international companies. Fieldwork is carried out to collect data about a particular target market, competition or environment. Face to face and telephone interviews can be carried out as well as focus groups. Data is then analysed to produce a detailed report, showing results and trends.

## **MYSTERY SHOPPING:**

Mystery shopping is an important part of research for retail and consumer businesses. As mystery shoppers we will analyse and evaluate the presentation, staff knowledge & attitudes as well as any other areas our client would like to be tested. Information gained from mystery shopping allows organizations to evaluate whether they are matching customer needs and requirements with their service.

## **PROMOTIONS:**

We employ a wide range of promotional staff in Jersey and Guernsey who are experienced, confident, and enthusiastic. We regularly handle activities in various venues to raise company profiles and promote their products. Our services include product sampling, leaflet distribution, launches, merchandising and product demonstrations.

## **SPONSORSHIP, EVENTS & PROJECT MANAGEMENT:**

We have been involved in finding sponsors for events, such as Help a Jersey Child Charity and the Jersey Battle of Flowers. We have also taken part in the organization of special events and managing projects such as our involvement with Jersey International events, most recently the Katherine Jenkins concert at Fort Regent.

FOR NEWS, INFORMATION AND RATES ON THE ABOVE SERVICES PLEASE VISIT OUR WEBSITE

**[WWW.TMBJERSEY.COM](http://WWW.TMBJERSEY.COM)**