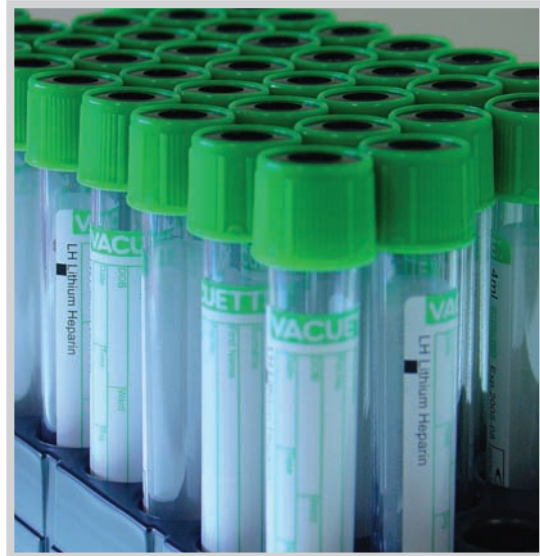


Case Studies



Smye Holland Associates worked with another specialist consultancy to produce a marketing strategy for Norwich Research Park to help it capitalise on its strengths and attract more world-class research and development organisations.



“produce a marketing strategy to help capitalise on its strengths”

The research park market is becoming increasingly competitive, with a growing number of parks being established in Europe and well-established parks continuing to compete for inward investment. We were able to help Norwich Research Park develop a marketing strategy to ensure its strengths are internationally recognised against this background of increasing competition.

The strategy is based on an extensive market research exercise. This enabled us to segment the market in such a way that Norwich Research Park can target future communications at the people and organisations which are most likely to be potential tenants.

By combining our expertise in communications and economic development with those of a consultancy specialising in scientific research, we were able to assemble into a single team the skills needed for this project. We liaised effectively with a wide range of stakeholders with an interest in the outcome of our work which was funded jointly by Norfolk County Council, Norwich City Council, South Norfolk District Council and the East of England Development Agency.