

FreeFlow drives international business expansion with rebrand and new marketing strategy devised by BrocklebankPenn

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BrocklebankPenn (<http://www.brocklebankpenn.com>), has been appointed by FreeFlow, a leading provider of market solutions for surplus consumer electronics, to rebrand their business and introduce a totally new marketing ethos that will attract a greater number of high value brands and buyers for its products and services.

As experts in excess inventory management, FreeFlow helps companies streamline their remarketing efforts and profit from their retail, returned or obsolete stock. It focuses on delivering high quality products and services to a strictly controlled audience via carefully selected 'private market places' or specialist auction sites, an approach the company believes protects both client pricing and brand integrity.

With an enviable customer base comprising high-profile brands such as Microsoft, SanDisk, RadioShack and RIM and over 80% of business coming from the United States, FreeFlow was determined to develop a more proactive marketing strategy that would help drive forward its ambitious plans for international growth.

Under the leadership of Peter Brocklebank and Jon Polland, BrocklebankPenn applied its proven strategy for eliciting feedback from customers and buyers to gain a deeper understanding of FreeFlow's market positioning and brand image.

Peter Brocklebank, Founder and Managing Director of BrocklebankPenn, commented, "It soon became clear that FreeFlow needed to refresh their brand and introduce more aggressive, outbound marketing tactics to continue attracting the big brands and buyers necessary to hit their aggressive business targets."

To achieve this a phased approach has been taken, with planning, strategy and rebranding across the website and email communications first, to be followed by a targeted lead generation programme.

Peter and his team successfully implemented a complete overhaul of FreeFlow's marketing communications activities, everything from brand identity including a collateral refresh and a dynamic video viewable on the new website.

Alan Scroope, CEO of FreeFlow, concluded, "BrocklebankPenn understand our business and have delivered on their commitments as the results show. By working with BrocklebankPenn to deliver a finely targeted, truly integrated marketing campaign, we are confident we can capture the right new clients that will accelerate our growth and elevate our status as the premier, global provider of market solutions for surplus consumer electronics – and increasingly – mobile devices."

In March 2012, FreeFlow was announced as one of Ireland's 'Best Managed' companies in the Deloitte Best Managed Awards Program for the third consecutive year. Deloitte's repeat recognition this year reinforces that uniting a global team around delivering compelling market solutions is a winning strategy.

To find out more about how BrocklebankPenn can help solve your marketing challenges and deliver great results please visit: www.brocklebankpenn.com

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NOTES TO EDITORS

About FreeFlow

Efficient and expert in excess inventory management, FreeFlow can help companies streamline their remarketing efforts and profit from their retail, returned or obsolete stock.

FreeFlow delivers real return on inventory by allowing organisations to remarket their inventory to different tiers of buyers ensuring they satisfy channel partners, preserve channel and brand integrity.

Founded by executives from the consumer electronics multi-national arena – FreeFlow was designed to provide a scalable solution with the controls and transparency expected by their clients.

For more information please visit: www.freeflow.com

About BrocklebankPenn

A team of highly experienced individuals with diverse marketing backgrounds yet shared values, BrocklebankPenn was founded on the premise that clients always get direct, honest dialogue with the key people driving each project.

The executive team at BrocklebankPenn has together more than 100 years of client and agency experience. Whether working on a comprehensive international marketing strategy or delivering a multi-channel tactical campaign, BrocklebankPenn brings the same 'big agency' processes, standards and capacity while holding onto the small agency adaptability, responsiveness and nimbleness.

One Brand World

No matter where customers see, hear, discuss or touch a brand, it must leave an immediate and lasting impression. BrocklebankPenn understands that every form of media has a relevant part to play, and all must come together to build confidence, drive awareness, open engagement, answer any questions, entertain, help and of course sell product/service.

From the Zero Moment when a consumer first starts looking and researching a new purchase, to the Last Ten Feet, when they make a decision about what and where to buy, BrocklebankPenn builds campaigns that will engage with the customer at every touch point.

From Zero to Ten, the customer sees the brand all at once – it's what BrocklebankPenn call a One Brand World.

For more information and inspiration please visit: www.brocklebankpenn.com

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