

# Howse Jackson Marketing and Gent Beecham create The Partnership Review

Submitted by: Howse Jackson Marketing

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Howse Jackson Marketing (<http://www.hjmarketing.co.uk>), the UK's leading affinity marketing specialist, is partnering with affinity insurance experts Gent Beecham (<http://www.gentbeecham.co.uk>) to create a new service titled The Partnership Review.

Using The Partnership Review, affinities and professional bodies can independently review their current insurance partnership to ensure they have market-leading products, strategy plans and commercial deals in place. Clients will also have access to high quality policies and customer service for their members from leading UK insurers and specialist brokers.

Additionally, clients can access in-house marketing services and advice to give their insurance offerings the optimal chance of success. With an emphasis on member acquisition and retention, the wide range of marketing disciplines include: website development; digital publishing; lead generation, social media; SMS; data; and creative marketing solutions.

For companies looking to launch a brand new scheme, The Partnership Review will also offer a range of personalised research and development services to find the best suited insurance products and partners.

Simon Gent, Director of Gent Beecham, says: "Gent Beecham already offers an in-depth understanding of insurance and affinity partnerships, with a comprehensive range of marketing solutions to match. By partnering with Howse Jackson Marketing, we can now help affinity organisations drive even more from their insurance partnerships."

Mark Jackson, Co-Founder and Director of Howse Jackson Marketing, says: "We are delighted to be partnering with Gent Beecham, not least because their experience working with prominent insurers, brokers and networks across the UK is unparalleled. The sum of both our parts will be even greater working in tandem, and I'm tremendously excited about this new venture."

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For further information please contact the press office on 01296 680463 (landline), 07931 381209 (mob) or email [jez@hjmarketing.co.uk](mailto:jez@hjmarketing.co.uk)

Editors Notes:

About Howse Jackson Marketing:

Howse Jackson Marketing is one of the UK's leading marketing, data and brand partnership agencies, offering a range of services including media planning, media sales and campaign management. Clients include a number of FTSE 250 retailers as well as charities, education establishments and trade unions. Website: [www.hjmarketing.co.uk](http://www.hjmarketing.co.uk)

About Gent Beecham:

Based in London and Peterborough, Gent Beecham's director, Simon Gent, brings over 18 years' specialist expertise managing affinity and corporate partnerships for leading UK insurance groups: Towergate, RK Harrison Group and the R&R Group. He has worked with many well-known affinity brands and professional trade bodies and has extensive insurance industry experience across the UK.

Website: <http://gentbeecham.co.uk>