

WHAT'S YOUR GOAL?



Case Study : Partnerships

Client Profile:

John Scott, Director, Mauve Print Management Ltd

Mauve are a print management company offering design, print and web2print services. Based in the Midlands they service a variety of industries across Europe, from sports and leisure to automotive, construction, finance and healthcare. A customer-focused company, they provide a service to fit seamlessly into their customer's workflow from the initial concept through to creative development and production, building relationships through gaining trust, exceeding expectations and adding a little flair and passion.

The Challenge

Formed in 2012, Mauve took 30 years of industry experience and customer service skills and created a company who's prime goal was to make their customers happy. As a relatively new business the Mauve team were looking to secure new clients, generate new leads and build awareness of their services to a b2b audience.

The Solution

Mauve became Wolves' Official Print Partner in June 2014, effectively securing all of Wolves' print business for the length of the partnership. This immediately had a significant impact on the company's revenue with all print work from Wolves' numerous departments being centrally managed by Mauve.

As a Club partner, Mauve became one of Wolves' few clients that receive exclusivity on their Partner title and with it permission to utilise the Club's iconic crest and brand assets. Being a partner of Wolves also includes a bespoke package built up of inventory to best suit the needs and objectives of Mauve.

"Wolves have a wide selection of business products and services that we were able to choose from to create our own bespoke package to meet our needs. We recognise the value of being able to entertain at high quality events in an impressive location – and we love a bit of football – so we chose four seasonal hospitality places in the fantastic WV1 Bar. We also have places at sporting dinners and golf days throughout the season which provides us with a great alternative to entertain clients who may not be football fans, or can't make matchdays" says John Scott.

By taking places in WV1 Bar Mauve have four seats at all 23 home league matches and the first two cup games played at Molineux, to utilise to best suit their needs whether it be rewarding or incentivising staff, entertaining clients, charming suppliers or driving new business leads.

As a partner, Mauve receive coverage on Wolves' high-performing official social media and digital platforms. By promoting their partnership with the Club to such a large audience they are improving their brand awareness amongst the business community and receive support from the Club in their campaigns to generate new leads.

Wolves and Mauve work together as partners, with the two regularly meeting to discuss business objectives and identify how they can best help each other to achieve these. With a dedicated Account Manager and support from the Marketing team, Wolves can offer Mauve advice on the best use of their inventory to achieve their business goals.



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Results

With the partnership just short of a full year, Mauve have already seen a 12% increase in forecasted print spend as a result of their relationship with Wolves and with more services to be implemented the company are expecting this to continue to rise. John says *"The great feedback on our service from Wolves has made the figure arrive faster than initially anticipated. The ongoing support from the Club will result in a fantastic first year of working together."*

Mauve have also welcomed a number of new leads as a result of the partnership. *"Being an official partner of Wolves has opened new doors for us – as we knew it would. Other suppliers of Wolves trust their judgement which has made it far easier for us to engage with them and introduce ourselves. We anticipate these sales to continue to grow and contribute a significant percentage of our turnover."* Says John.

"The key for us was securing Wolves as a client but we recognised the huge opportunity to generate more business and raise awareness of the Mauve name through a deeper relationship with the Club. With less than a year into the partnership we're delighted, not only with the commercial success of the deal but also the strength of the relationship we have developed with the Club."

John Scott



12%

increase in forecasted print spend



For every

£1

spent with Wolves



Mauve have received

£5

in reciprocal business



For more information please call **0871 222 2220** (option 5) or visit **corporatewolves.co.uk**
To contact Mauve call **01564 741742** or visit **mauvegroup.co.uk**