
Corporate Strategy

- Expertise





Just a thought;
Corporate Strategy

Where we've been involved...

Corporate Strategy

Why Not have worked with some of the most exciting, market leading brands around to meet their business goals through new projects, ideas and events.

We work closely with our partners to listen to and fully understand their business challenges.

We then draw on the broad skills of our team to tailor an approach which aligns creative problem solving with delivery support spanning – this means providing expertise in areas as diverse as project management, financial planning, marketing strategy or event production.

Examples of our corporate work include advising Eurostar and the Jamie Oliver Group on how to engage with the London 2012 Olympic Games.

We helped them assess the unique opportunities that the Olympics would generate and to develop ideas and internal teams that could take maximum advantage.

In particular we advised on the relative merits of different projects, activations and event strategies – and followed through with practical delivery advice and support.

Our corporate work takes in other forms of strategy development. For instance, we are currently helping a well known multi-national corporation explore the opportunity to enter new service areas and markets.

This work has involved providing an independent view on the business' existing capabilities, market and competitor analysis and the development of a strategy and delivery plan to launch the new service offering.



Thank you, Why Not get in touch:

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