

Issue

Blue & Green Communications is a media voice to provide in-depth knowledge and strategic advice for ethical investors. The launch of their magazine required the support of local IFA (Independent Financial Advisor) members in order to make it a legitimate business venture. However, making contact with IFAs can be difficult and time consuming. Plus a high degree of skill and professionalism is essential.



Idea

Outsourcing the task of telemarketing seemed like a logical option to Blue & Green Communications. Tempest Cosgrave's intelligent, conversational approach made them an ideal candidate to deliver a complex message to the target audience.



Result

Numerous IFAs were targeted, and enough interest was generated to ensure the required amount of advisers were willing to sign up to the magazine before the launch. The networking exercise also provided Tempest Cosgrave an opportunity to make people aware of Blue & Green Communication's offering, and also to make several new business contacts who may be interested in signing up in the future.



Reference

"Launching Blue & Green Successfully demands that we get 'critical' mass from day one. Well done TC, job done!"
MD, Blue & Green Communications Ltd

